

6 Steps to Implement a Comprehensive Driver Safety Programme

Driver risk is becoming more serious and costly year after year. To protect your drivers, brand reputation and bottom line, you must develop and prioritize a strong safety culture. With a comprehensive driver safety programme, you can reinforce your company's dedication to driver safety, ensuring drivers are equipped with the knowledge, skills and confidence needed to make the right decisions behind the wheel. A thorough driver safety programme also demonstrates that you've done your due diligence to make sure you have the right drivers on the road – further protecting your company and brand against future litigation.

How do you establish a driver safety programme that you feel confident in?

Driver Safety Programme Checklist

STEP 1 CREATE A DRIVER SAFETY POLICY

A well-crafted driver safety policy is the foundation of a comprehensive driver safety programme. Through communicating and enforcing driver responsibilities from the get-go, you can set a company-wide standard for how you define driver safety. An effective driver safety policy addresses certain basic items and may include additional policies and procedures specific to your company's operations.

Discover the 8 Critical Components of a Driver Safety Policy

[Download Checklist](#)



STEP 2 MONITOR DRIVER OFFENCES

Effectively mitigating risk starts with having the right insight at the right time. Driver risk monitoring solutions ensure offences never fall through the cracks. You can act to remediate poor driving behaviour as soon as possible and ensure your drivers are prioritising safety at all times thanks to ongoing alerts and deeper data insights.

STEP 3 IMPLEMENT ONGOING DRIVER TRAINING

Frequent, proactive training is a critical addition to your driver safety programme, keeping safe driving techniques top of mind and reinforcing your ongoing dedication to your team's safety. It's also a proven method to reduce crashes and driving offences. Fleets that train monthly have almost half the offences of those that train twice per year. From defensive driving techniques to winter safety tips, even the most seasoned of drivers will benefit from ongoing refreshers.

STEP 4 ESTABLISH INTERVENTION STRATEGIES

Every mile an employee drives after receiving an offence without intervention puts your company at greater risk. After receiving an alert of a driver offence, it's critical to immediately assign training that aims to correct the specific driving behaviour. With the right intervention strategy, you're invested in ensuring your drivers have the proper tools and support to remediate negative behaviours and avoid future disqualifications.

STEP 5 RECOGNIZE YOUR TOP TALENT

A positive safety culture starts with driver buy-in. Recognising and rewarding your top talent promotes safety while improving driver retention rates. You can celebrate good driving behaviour and tenure with cash bonuses, gift cards, branded or personalised merchandise, certificates, pins, plaques or public recognition. You can also have safety-minded drivers collect and redeem points for prizes.

STEP 6 CONSULT THE EXPERTS

It's good practice to run your overall safety programme by industry and legal experts to ensure you're filling in any undiscovered gaps. You should also conduct an annual compliance audit or risk assessment related to the provisions of your safety policy. We suggest considering a third-party audit or risk assessment, as they will often yield a more useful report on compliance.

Interested in learning more about how to establish and maintain a comprehensive driver safety programme? **Watch our webinar!**

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