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HEALTH AND SAFETY COMMISSION

Falls from Vehicles Publicity Campaign

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Issue

1. To alert the HSC to HSE's current publicity campaign to raise awareness of the risks of Falls from Vehicles (FfV).

Timing

2. Routine

Recommendation

3. That the Commission notes the paper and publicises the campaign whenever possible and appropriate, with relevant contacts and audiences.

Background

The Problem

4. The FfV Campaign is an exciting initiative addressing a risk which currently leads to many injuries at work. The campaign is being led by the Workplace Transport Programme (WPT) within Fit3. The programme has been developed to contribute to the PSA injury target by attempting a 5% reduction in the number of fatal and major injuries to workers by 2007/08 (from the baseline year of 2004/05) due to workplace transport accidents.

5. This particular campaign is targeted at falls from vehicles because historically up to 2000 falls from vehicle injuries have been reported annually making it the second most common cause of workplace vehicle injury. The most common cause of injury (marginally) is being struck by a moving vehicle. In 2004/05 the injuries from falls from vehicles cost society £50.8 million.

6. Statistics for injury from workplace transport accidents are given in Table 1 below.

Table 1

Workplace Transport (WPT) Fatal, Major and Over 3 Day Injuries 2004/5 and 2005/6								
	Fatal		Major		Over 3 Days		Total	
	2004/5	2005/6	2004/5	2005/6	2004/5	2005/6	2004/5	2005/6
All WPT injuries to workers	59	49	2062	1930	4712	4305	6833	6284
Of which falls from vehicles	9	4	824	758	1123	982	1956	1744

7. The reduction in injuries from 04/05 to 05/06 is encouraging, and if the current rate of progress with accident reduction is maintained (as indicated by a statistical predictor tool) we are on course to achieve and exceed the workplace transport element of the PSA injury target. Injury statistics for 2006/07 will be available on 1 November 2007.

Campaign Publicity

8. The FfV campaign, promoting the control of the risks involved, was recently launched with the key messages that:

- falls from vehicles, even from a low height, can cause serious injuries;
- there are simple cost-effective solutions to manage the risks of falling from vehicles.

9. The aim is to reach 37,500 influential stakeholders, including businesses, trade unions, trade organisations and individuals and to influence change in risk management. This will be achieved through advertisements in the trade press, mail shots to vehicle buyers and transport managers, educational events and intervention by inspectors.

Inspection

10. The inspection effort for the FfV campaign is part of a major project called Moving Goods Safely 3 (MGS 3) which is looking at the key risks in logistics work and thus targeting delivery drivers, warehouse staff and others involved in the distribution or receipt of goods. The operational work involves HSE and Local Authorities (LAs) working together in partnership across the enforcement boundaries. During the same period, Construction Division will also carry out inspections focussing on falls from vehicle risks on construction sites.

11. Throughout the Autumn, MGS 3 inspections are planned to promote campaign messages and draw the attention of duty holders to the campaign materials. Visits to vehicle manufacturers and vehicle bodybuilders are also planned to alert them to their responsibilities under section 6 of the Health and Safety at Work etc. Act.

Involvement of Stakeholders

12. A national series of seminars has been organised in conjunction with the Freight Transport Association (FTA), the Traffic Commissioners and the Vehicle and Operator Services Agency to promote MGS 3 and FfV. To date, 15 seminars have been held with a further 23 already arranged to take place before the end of March 2008. Between 100 and

150 people are attending each seminar, and feedback so far has been very positive. This positive engagement builds on that previously established with duty holders and stakeholders during the consultation on the "Route Map" (see HSC/07/05 and paragraph 16 below).

13. We have approached Unions and other stakeholders to help us promote the FfV campaign. Amongst others, the union Unite (TGWU) has responded very positively with helpful suggestions and they will distribute 500 copies of a CD-Rom (containing current guidance and web content) to their safety representatives. During pre-campaign publicity, 1800 people signed up for the FfV campaign e-bulletin.

Guidance Resources

14. As well as the CD-Rom mentioned above (paragraph 13), we have developed a dedicated website (www.hse.gov.uk/fallsfromvehicles/index.htm) that includes posters, information sheets and case studies on risk reduction and successful strategies, a toolbox talk and a pocket card for workers.

15. To support HSE and LA inspectors, additional materials have been produced:

- technical information and enforcement guidance;
- standard PowerPoint presentations with key messages.

16. In addition, the "Vehicles at work - the Route Map" web based guidance (HSC/07/05) is now complete and is available on the HSE website. This is the comprehensive, easy to use one stop shop for agreed good practice guidance and current legislation covering both workplace transport and work-related work safety, which was developed in response to duty holder and stakeholder stated needs. This is available to both inspectors and duty holders.

17. The impact of the campaign will be assessed to help inform future initiatives on this topic.

Consultation

18. All relevant HSE stakeholders, including the FTA, The Road Distribution Action Group (which has membership drawn from relevant Trade Associations and Unions) and the Department for Transport have been involved.

Presentation

19. A press release has been issued to draw attention to the campaign. Advertisements in the trade press are running through October and November (see attached example). The guidance materials will continue to be actively promoted for the remainder of this financial year.

Costs and Benefits

20. If 10% of the target audience responds and introduces measures to reduce or eliminate falls from vehicle risks within 3 years, there could be a 5% reduction in injuries in that period providing benefits (equivalent to £21.2 m) based on the 2004/05 accident figures.

21. We have estimated that our target audience is responsible for 304,000 vehicles and that the cost of retro-fitting steps and hand holds to vehicles can range from £100 to £500 per vehicle. Assuming that 10% (30,400) of those vehicles are retrofitted over a period of 3 years, the cost to business (based on current prices) would be between £2.94m and £14.7m.

Financial/Resource Implications for HSE

22. A total of £520,000 from communications programme funding has been allocated to the campaign.

23. Staff resources committed are:

- 2.5 Fit3 B2/3 staff years (£188,188) to manage the daily elements of the campaign.
- 1.4 FOD staff years (£120,411) to provide campaign coordinators
- 16 FOD staff years (£900,000) for inspection and related activity.

Environmental and Other Implications

24. None

Devolution

25. This is an initiative including the whole of Great Britain.

Local Authorities

26. Joint HSE/LA interventions (including cross enforcement boundary work) are a key component of this campaign.

SMEs

27. Much of the advice in the campaign material is aimed at highlighting low cost, simple solutions to managing the risks, suitable for SME road haulage and warehousing firms.

Racial Equality Implications

28. None

Action

29. To note the information in the paper, and promote the campaign and guidance where possible.