

A red semi-truck is driving on a road, viewed from the perspective of a driver in another vehicle. The truck is centered in the frame, moving towards the viewer. The background shows a clear sky and a flat landscape. The word 'Microsleep' is overlaid on the left side of the image.

Microsleep

Russell Watsford Manager, Road Safety Marketing

- Driver fatigue is a significant road safety issue in Australia.
 - Fatigue related fatalities traditionally account for around 20% of the NSW road toll.
 - Over 80% of drivers involved in fatal fatigue crashes are males – an even split between under 40 and over 40 year olds.
 - Most fatal fatigue crashes occur on country roads.
-

Unique Road Safety Issue

The driver fatigue issue is unique:

- Unlike speeding and drink driving there are no objective measures or definable limits of driver fatigue.
 - There is no legislation or enforcement to regulate driver behaviour (except heavy vehicles).
 - This places a heavy burden on public education campaigns to encourage self regulation.
-

Road Safety Marketing



- Advertising and publicity play a key role in raising community awareness and acceptance of important road safety issues.
 - Road Safety advertising has been a priority of the NSW State Government for many years.
 - It is important to communicate with the target audience in a way they relate to and accept.
-



Traditional Public Education Approach

- Shows people driving in a dangerous manner.
 - Highlights the risks and the physical and emotional consequences of the behaviour – crash scene.
 - The shock/horror depiction gets peoples attention, **but** often puts them in the third person position.
-



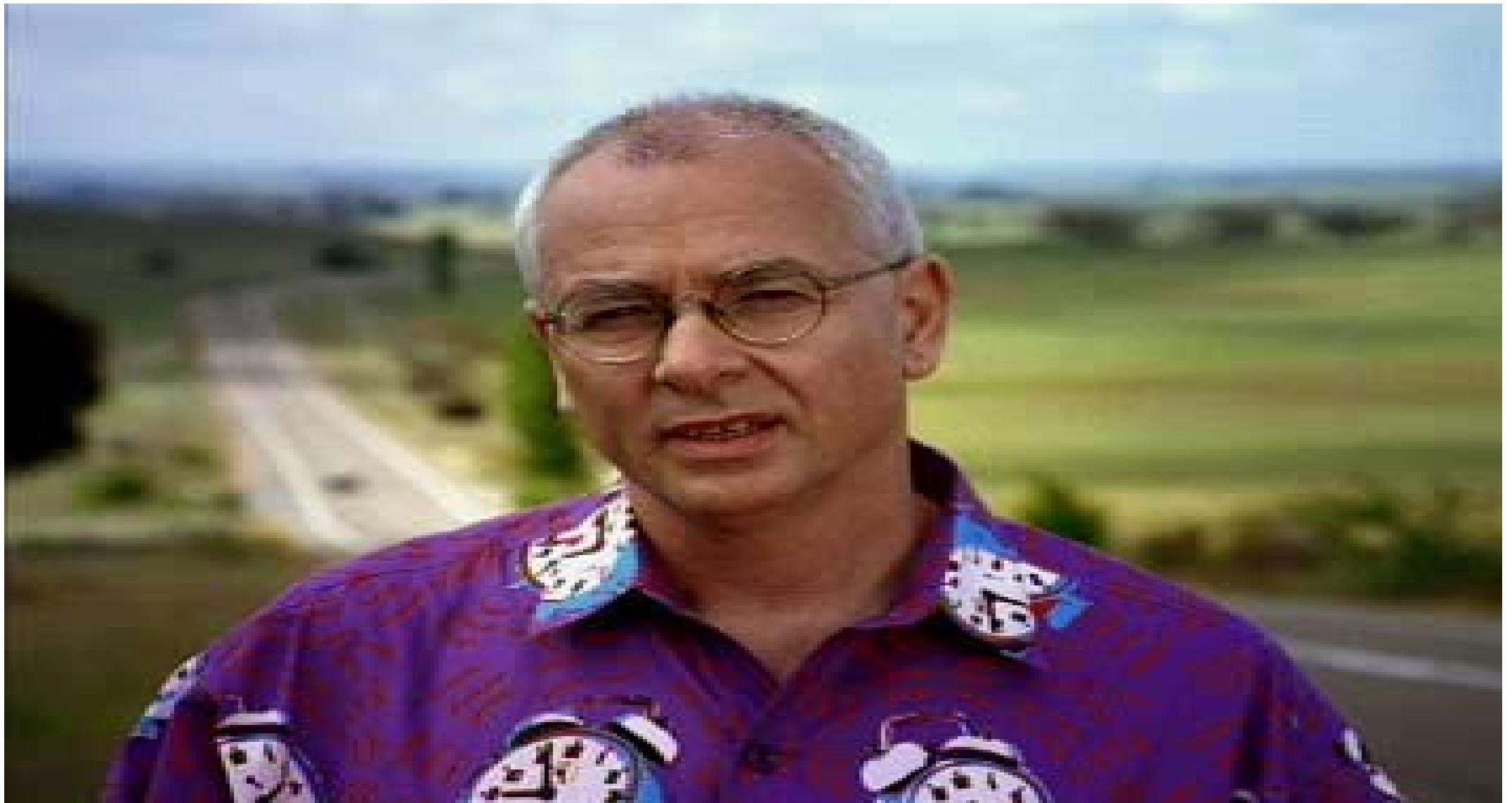
Challenges - Driver Fatigue Campaign

- Although drivers are aware of, understand and accept the dangers of driver fatigue they believe they have no control over driver fatigue.
 - Fatigue is a state that they must be conscious of and to ward off on long journeys – it's a challenge to them.
 - Drivers have their own avoidance techniques – i.e. turning up the radio, winding down the window.
 - If they lose the challenge and crash they believe they are not responsible – it is just bad luck because no one would go to sleep while driving on purpose.
-

Term - Microsleep

- In-depth research into fatigue unearthed a previously unpublished phenomenon called a Microsleep.
 - A Microsleep is when your brain grabs a few seconds rest when your tired – if you are driving this can be fatal.
 - It provides a irrefutable scientific fact that sleep is involuntary.
 - Many drivers have experienced a microsleep (nodded off) – it's believable.
-

Microsleep TVC



Scientific Rational Approach

- The Microsleep campaign introduced a new advertising strategy into the marketing mix – a scientific rational approach.
 - Provided new information about the issue – Microsleep and the early warning signs of fatigue.
 - Presented irrefutable facts to avoid ‘outs’ by drivers
 - If you are driving at 100kph in a four second microsleep you have travelled 100 metres with your eyes shut.
 - You can not control microsleeps.
 - Microsleeps can kill.
-

Microsleep Campaign



The campaign was ground breaking.

- Introduced a new concept – Microsleep, that redefined driver fatigue.
 - It was informational but also engaging to both the younger and older target audiences.
 - Provided a rational and relevant reason why they should not drive tired.
 - Provided a knowledge base for drivers to manage fatigue – stop revive survive when you experience the early warning signs.
-

- The Microsleep campaign featured high profile scientist, Dr Karl as the spokesperson for driver fatigue.
 - The approach was credible because he is seen as an impartial expert who is renown for imparting information.
-

Concept Testing



- The microsleep concept introduced new and relevant support information to encourage drivers to reconsider about ‘pushing on’ when tired.
 - Respondents related to the term microsleep immediately as a phenomenon they had experienced.
 - Microsleep captured the imagination because of the consequences of the loss of control.
 - Easy to remember – respondents picked up the term after just one exposure.
-

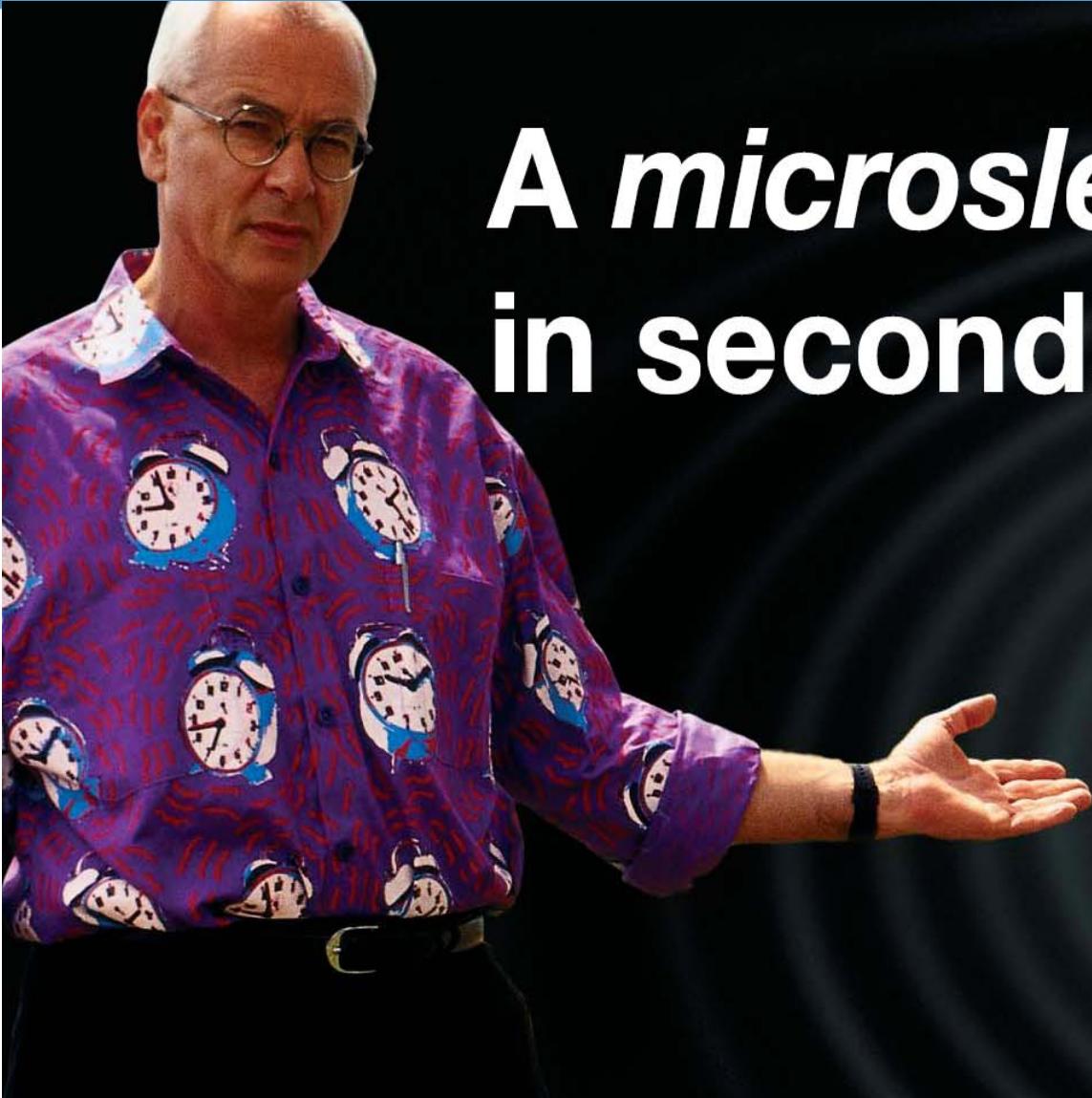


Campaign Objectives

- Increase/maintain awareness of the crash consequences of driver fatigue.
- Create awareness and understanding of strategies for drivers to avoid fatigue crashes.
- Promote the importance of 'self regulation' and personal responsibility regarding the avoidance of driver fatigue.

Primary Message:

- Driver fatigue crashes are not just bad luck – you are responsible if you ignore the early warning signs and 'push on' because Microsleeps are involuntary and sudden.
-

A man with glasses and a purple shirt with an alarm clock pattern is shown on the left side of the image. He has a serious expression and his right hand is held out palm-up. The background behind him is dark with a subtle pattern of concentric circles.

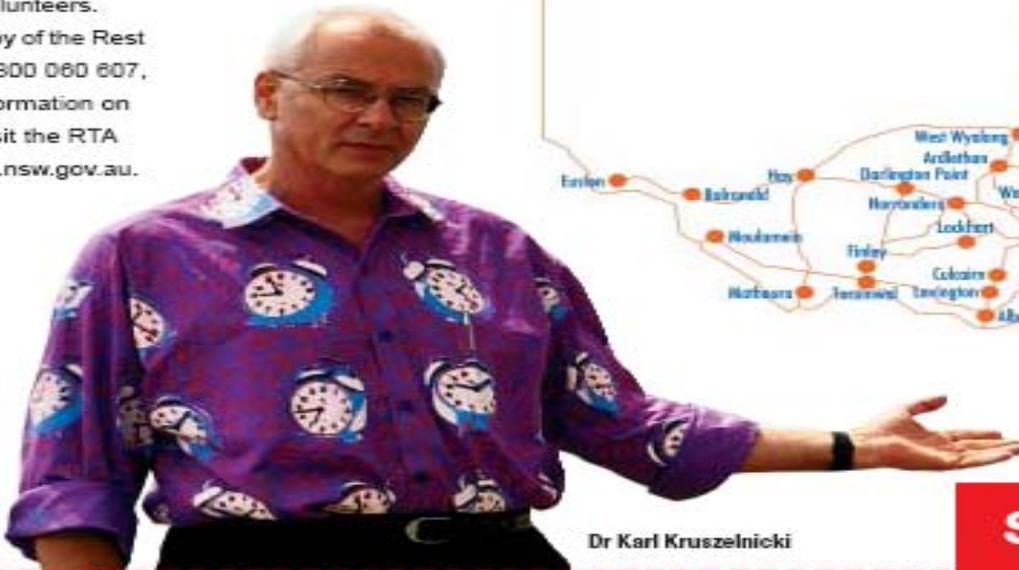
***A microsleep can kill
in seconds.***



“How to avoid trees, trucks and microsleeeps this Christmas.”

Microsleeeps creep up on you. And they can kill in seconds. *But there are early warning signs.* So, if you're driving these Christmas holidays – watch out for them. If you start to yawn or feel drowsy, or you become restless, bored or irritable, stop somewhere safe and revive. Best of all, drop in at one of the 90 Driver Reviver sites* around NSW and have a good break. Relax, stretch your legs, take your time and enjoy a free cup of Bushells tea and biscuits from one of the friendly volunteers.

For your free copy of the Rest Area map call 1800 060 607, or for further information on driver fatigue visit the RTA website www.rta.nsw.gov.au.



Dr Karl Kruszelnicki

*Not all Driver Reviver sites open every holiday period and opening times may vary.



STOP. REVIVE. SURVIVE.

Bridge Banners



Fuel Boards & Posters



RTA10857

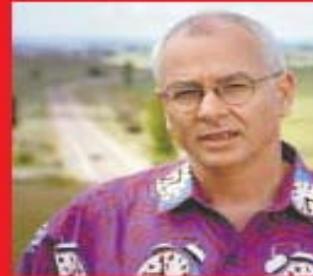


Travel Rug & Litter Bags



Dr Karl's tips

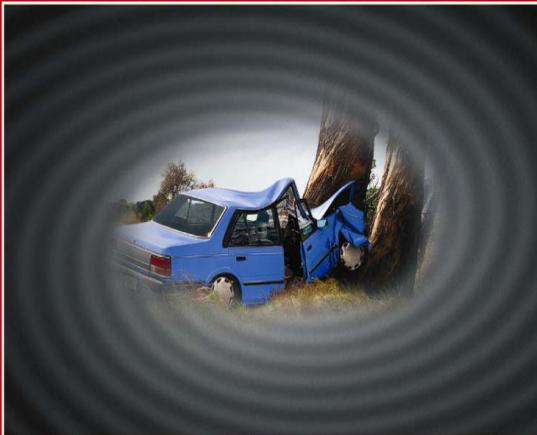
- ✓ Get a good night's sleep before starting on a long trip
- ✓ Avoid driving at times when you would normally be asleep
- ✓ Plan to start your trip after 7am
- ✓ Avoid starting your trip after a full days work
- ✓ Take regular breaks from driving
- ✓ Do not try to drive too far in one day
- ✓ Share the driving whenever possible
- ✓ Book overnight accommodation on a long trip to help break your journey
- ✓ Pull over and stop when you notice the early warning signs of fatigue



Dr Karl Kruszelnicki



Fridge Magnets & Rest Area Road Map



Avoid *microsleeps*.
STOP. REVIVE. SURVIVE.



DRIVER REVIVER



STOP. REVIVE. SURVIVE.



NSW rest area road map

Stop, revive, survive





Circadian Rhythms Campaign

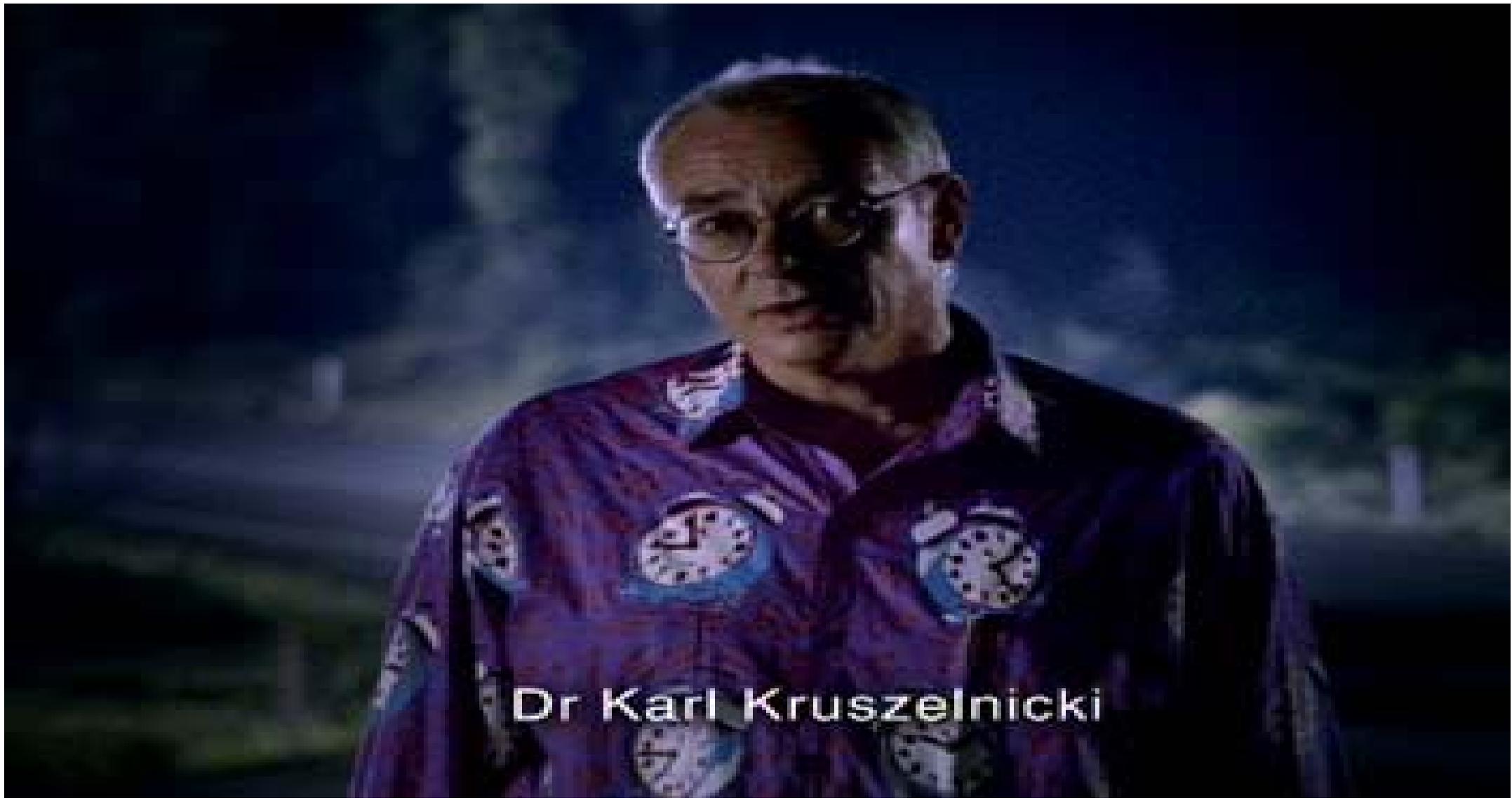
Circadian Rhythms

Extends the Microsleep campaign.

Message

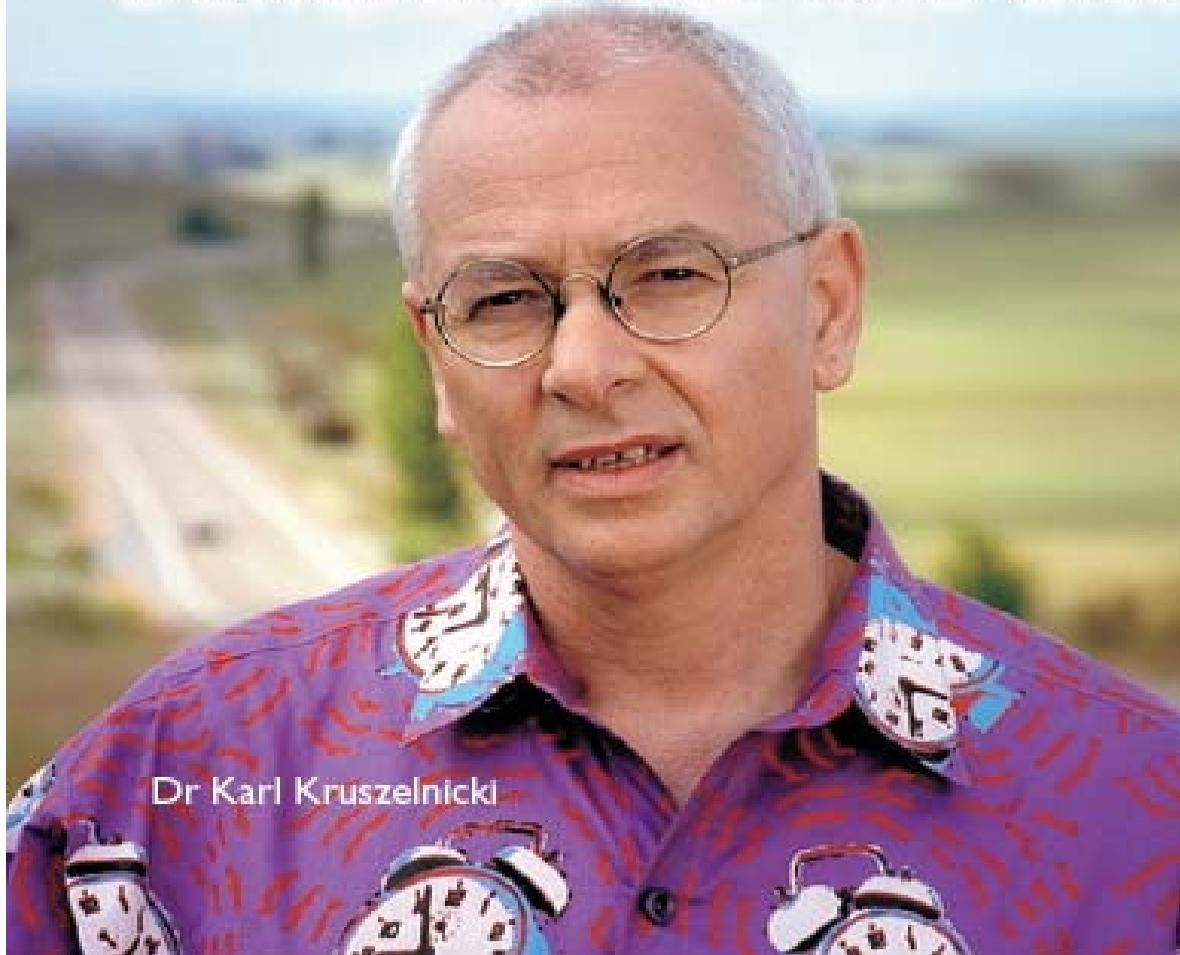
- You are four times more likely to have a fatal fatigue crash at night so 'don't ignore the early warning signs of fatigue'.
 - Microsleeps are physiologically out of your control.
-

Circadian Rhythms TVC



Dr Karl Kruszelnicki

“Beware of the mid-afternoon microsleep!”



Dr Karl Kruszelnicki

Did you know your body is genetically programmed to sleep twice a day?

Your circadian rhythms (or internal body clock) cause you to sleep at night but also cause you to feel tired in the afternoon, which is why you feel drowsy after lunch.

Whenever you're driving and start to yawn, feel restless or can't concentrate, beware – you're in danger of having a microsleep.

So don't try to push on because a microsleep can kill in seconds.

Don't ignore the early warning signs of fatigue.



Driver Reviver Program

- Driver Reviver is a community based program – providing drivers a safe place to rest and offering free refreshments during holiday periods.
 - 86 sites across NSW – about 200 across Australia.
-

Campaign Effectiveness

The campaign has been immensely effective.

- Positioned driver fatigue firmly on the road safety agenda.
 - Introduced the term microsleep.
 - Provided drivers with cues to take regular breaks to help manage fatigue.
 - Educated drivers about the causes of fatigue.
 - Helped reduce the road toll.
-



Campaign Tracking

- Total campaign awareness – **90%**
 - Awareness | 7-39 year old males – **95%**
 - Relevant – **98%**
 - Convincing – **97%**
 - Confusing - **4%**
 - An ad I thought about while driving – **58%**
-

Awareness of the term Microsleep

- Awareness of the term Microsleep is very high:
 - Males 17-39 years - 95%
 - Males 40-49 years - 99%

- 'Microsleep' has become a part of the Australian vernacular
 - It has been used in Australian TV series
 - Dr Karl was labeled Dr Microsleep in television shows

Warning signs

Warning signs most likely to encourage drivers to Stop Revive Survive:

- Poor concentration – 78%
 - Tired eyes – 66%
 - Restlessness – 58%
 - Yawning - 52%
-

Requests to use the campaign

- Other states in Australia
 - New Zealand
 - Australian Army
 - Mining companies
 - Canadian TV documentary
-

Road Toll



- The Microsleep campaign was launched in December 2001 and the Circadian Rhythms campaign in April 2003.
 - There has been a 19% reduction in the average number of fatigue related fatalities recorded since the campaigns were launched.
 - In 2003 NSW recorded the lowest fatigue related fatalities recorded, 75.
-

Conclusion



- Prior to the Microsleep campaign drivers beliefs about falling asleep at the wheel was typified by Chevy Chase in the National Lampoon Vacation.
 - Large majority of drivers have experienced a microsleep.
 - The message about the dangers of a microsleep is relevant.
 - A fatigue related crash is not an accident that you had no control over – pushing on when tired is as irresponsible as drink driving and speeding.
-

Pinkie Campaign

A photograph of two women in conversation. The woman on the left has dark hair and is wearing a light green top with a decorative neckline. The woman on the right has blonde hair and is wearing a grey top. They appear to be in an indoor setting with a wooden wall in the background.

The 'Pinkie' campaign:
an exercise in
social marketing

Campaign Objectives

- Increase social unacceptability of speeding.
 - Undermine the perceived pay-off for speeding.
 - Empower the community to be a part of the solution.
-

Concept Testing



- Concepts were extensively researched.
 - Overwhelmingly positive feedback from all groups.
 - Puts issue back in the hands of the community.
 - It adopts a preventative approach.
 - It has the 'me' factor.
 - Consequences are immediate.
 - Empowering to all parties.
-

Pinkie TVC



Hectic TVC



Conclusion



- Campaign tracking support the formative research results.
 - It has empowered drivers to avoid the cultural pressures to speed.
 - Given the community a voice about the issue.
 - Created world wide interest, confirming the issue is a universal problem with a target audience that has been unreachable in the past.
 - Has contributed to a significant reduction in fatalities involving young male drivers.
-