

Title	Road Safety Campaign – ClearView - Windscreen Campaign	Month of Deployment	August 2020
Programme Lead	Olesha Rhoden – Road Safety Programme Manager		
Proposal	<p>For the RS campaign in August 2020, we’re highlighting the importance of having a ‘ClearView’ from your Windscreen, ensuring the vehicle's windscreen is always clean, clear, and free of obstructions. We’re also highlighting the devastating consequences it can have if your windscreen is dirty, if you have any objects on the dashboard or hanging from the rear-view mirror that can obstruct your view of the road. Driving safely means making sure that your line of vision is kept clear. If your vision is obscured, you will not be able to see the road ahead properly and it could create a blind spot.</p> <p>The key message for this campaign is to ensure our drivers are keeping their windscreens free from any obstructions.</p> <p>This Safety Campaign will run W/C 17th August 2020.</p>		
Objective(s)	<p>For all drivers: Drivers to ensure that their windscreens are free of any obstructions that could obscure their view of the road before and during their shift.</p> <p>For all Managers: Carry out off-site observations of vehicles as they are coming and going to ensure that Windscreens and Dashboards are clear of any obstructions that may prohibit a clear view of the road and surrounding areas.</p>		
Beneficial Deliverables	<p>Increased compliance with Royal Mail Group policy Safer vehicles on the road</p>		
Scope of the proposal	<p>Campaign to be relevant to all drivers, including drivers who use their own cars for work purposes i.e. driving to and from meetings and NOT to deliver or collect mail which is against Royal Mail policy.</p>		
Method	<p>*Messages have been requested to be delivered through all available channels: Considering the current COVID-19 pandemic, a number of these channels may not be available for us to use subject to ongoing communication of the situation.</p> <p>Regional Updates Intranet Seat drop leaflets (replica of the RSW Poster) WTLL – Not applicable due to current social distancing measures Poster distributed to support campaign and replicated on plasma screens Comms will include a real-life article of the Suzanna Bull story Workplace Platform RMTV (This will be a replica of the RSW Poster)</p> <p>Checklists will include activity to check compliance for Royal Mail vehicles and will seek activity from all managers and ASRs with responsibility for fleet (With current social distancing measures in place)</p>		

Dependencies	<ul style="list-style-type: none"> • Promotion by SHE Field Team • Delivery of Comms and completion of activities by Managers • Support from Union Area Safety Representatives
Risks and Opportunities	<p>Risks</p> <ul style="list-style-type: none"> • Availability of communication channels due to the current COVID-19 Crisis/Pandemic <p>Opportunities</p> <ul style="list-style-type: none"> • Improved compliance with RMG Policy and the law • Increase awareness amongst drivers and managers
Stakeholders	All drivers and managers with responsibility for Fleet, SHE Team, RM Fleet, CWU and Unite
Action Required	<ul style="list-style-type: none"> • SHE Field Team • SHE Business Partners • Promotion of the campaign via short Webinar sessions (Run by the SHE BP's to deliver the messages to the regional Ops Managers so they can deliver to teams prior to launch) • Reiterating RMG Policy and the law regarding windscreen obstructions • Unit Managers to carry out off-site observations of vehicles arriving and leaving • Deliver Communications • Safety Reps – complete ASR activities • Support front line managers in deployment