Changing behaviours for safer journeys

Thursday 12 November

NEW ZEALAND POLICE
Ngā Pirihimana o Aotearoa

He Kaupare. He Manaaki. He Whakaora.
Prevention. Care. Recovery.



Road trauma is already in the headlines

10 HEADLINES / 12 MONTHS

New Zealand media coverage · 17 Aug 2025–17 Aug 2026

RNZ 13 MAY 2026

Fulton Hogan employee killed while helping with stranded vehicle

THE PRESS 7 MAY 2026

Person trapped after train hits courier van near Kaikōura

STUFF 12 APR 2026

SH1 fully opens after logging truck crash

THE PRESS 9 AUG 2026

Log truck rolls at busy Nelson roundabout, injuring driver and disrupting traffic

RNZ 14 JAN 2026

‘A tragedy’: Road worker dies after being hit by vehicle

NEWTALK ZB 23 OCT 2025

‘Devastating accident’: Bus driver killed in fiery Auckland crash

OTAGO DAILY TIMES 1 DEC 2025

Driver seriously hurt in logging truck crash

WAIKATO TIMES 8 JUN 2026

Hamilton City Council contractors injured after fleeing driver crashes into van

STUFF 9 JUN 2026

‘Put your lights on for Jimmy’: Trucking community mourns driver killed in fiery crash

RNZ 9 FEB 2026

One dead after crash involving truck and trailer in rural South Auckland's Buckland

Sources: RNZ · Waikato Times · The Press · Newstalk ZB · Stuff · Otago Daily Times

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NZ · 2025–26

Knowing is not doing

8,256

work-related motor vehicle claims

between June 2022 and June 2026

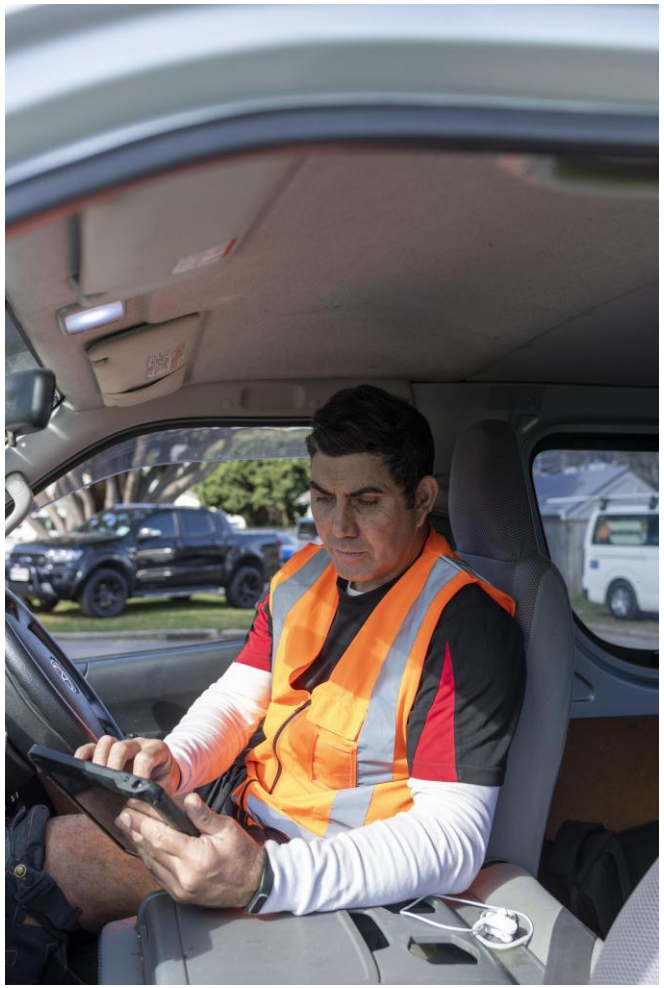
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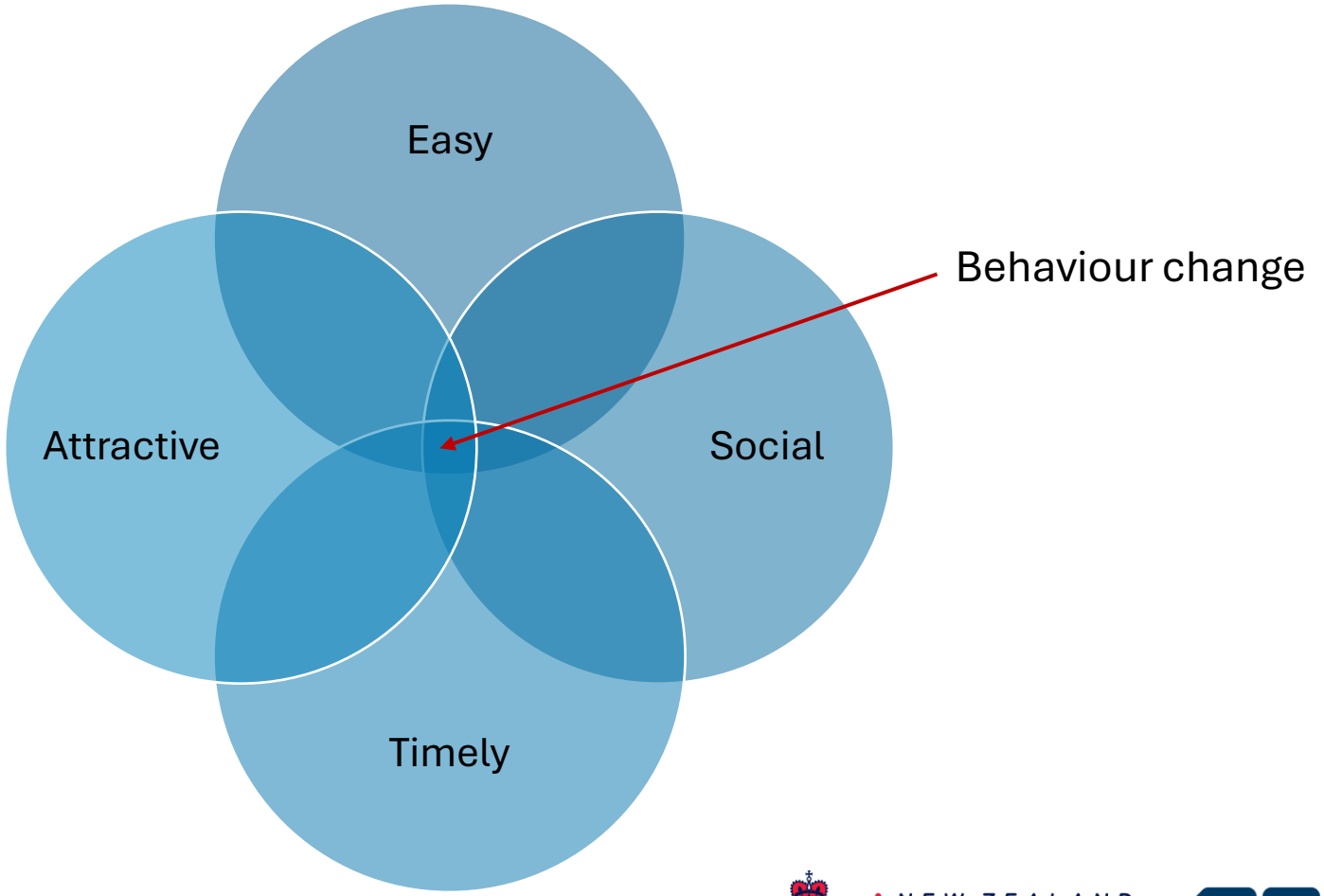
ACC

From the Safe System to safer work journeys



Why behaviours happen





EAST framework in action

Case study: Changing behaviour with young drivers

The problem



40%

admit to texting while driving

Only 16% of New Zealanders believe they're likely to be caught.

Case study: Changing behaviour with young drivers

What's driving this behaviour?

43%

I use my phone to stay connected to friends, family, work

30%

I'm so used to being connected to their phone, it's just a habit to check it while driving

28%

I can multi-task easily

Case study: Changing behaviour with young drivers

The shifts we needed to make

	From	To
Easy	I give in to the temptation of checking my phone	It is easy to just switch my phone off or put it away before driving
Attractive	I get enjoyment from using my phone + stay connected	I appreciate getting where I am going safely and value my life, plus not hurting others in my life.
Social	I can stay connected with my friends by using my phone even while driving	People think I am a good driver / good person when I am focussed on driving

Case study: Changing behaviour with young drivers

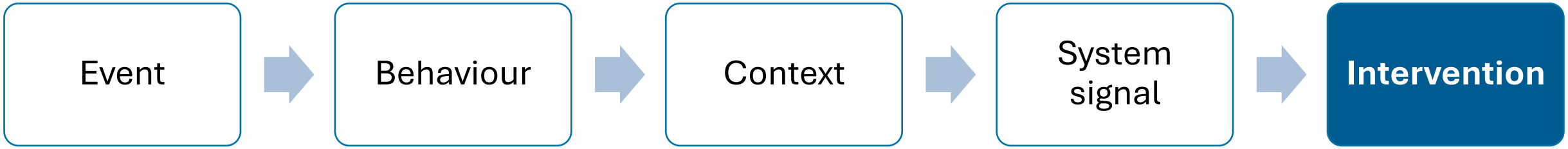
The results

- **Mindset shift**
  - **84%** said the campaign reinforced that drivers have a responsibility to focus on driving and ignore phone distractions.
  - **79%** agreed that being unreachable for a short time is worth it for safety.
- **Behaviour shift: 82%** of young people who saw the campaign reported taking at least one action as a result
  - **48%** avoided replying to texts while driving
  - **34%** avoided answering calls while driving
  - **29%** turned on Do Not Disturb
  - **26%** put their phone out of reach

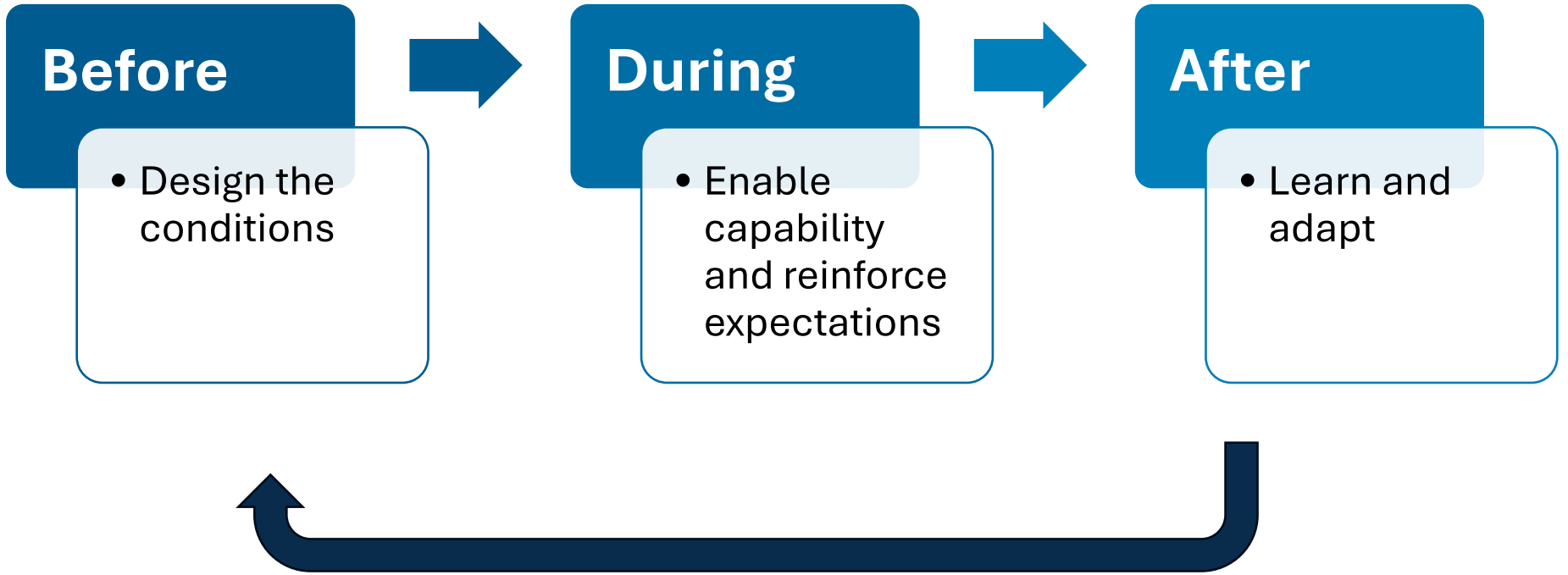


How you can design your own interventions

Move from blame to insight



Design safer work around the moments of choice



Start small: a practical 90-day roadmap



Diagnose



Design and pilot



Reinforce



Scale

Measure what creates safety

Leading indicators

Are we creating the conditions for safety?

Behaviour indicators

Are people behaving differently?

Outcome indicators

Are we seeing safer outcomes?

Three commitments for safer work driving



Diagnose before deciding on an intervention



Make safe choices realistic



Reinforce fairly

Instead of asking 'How do we stop people doing this?', ask 'Why is this behaviour happening, and what response is most likely to change it?’

That's where safer journeys begin.

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Questions?