

South West Fatigue Campaign Survey Results

The Don't Trust Your Tired Self – South West Driver Fatigue Project was devised to localise the existing Road Safety Commission campaign by raising awareness, providing education, and seeking to measure a change in knowledge, attitude, and behaviour towards driver fatigue.

The project involved engaging and partnering with all 16 Local Governments in the region along with Visitors Centres, Community Resource Centres, local cafes, and drive-through coffee locations along major roads. The project offered varying levels of engagement for people from receiving a branded reusable travel cup to reading the driver fatigue information flyer. Some people also completed a pre and post driver fatigue survey.

The campaign was officially launched on 23 May 2020, after the border closures due to COVID 19 were lifted. A post-campaign survey was sent out in November to those who had completed a pre-survey throughout the campaign and indicated they were happy to be contacted for the post-survey. From 354 completed pre-surveys, 88 post-surveys were collected.

Below are some of the results from the pre and post surveys.

Pre-Survey	Post-Survey
<p>354 responses (9% response rate)</p> <p>Responses from a range of 16 LGA South West postcodes</p> <p>60% female / 40% male</p> <p>Responses from ages under 18 to over 65 years</p> <p>55% of participants had experienced a micro-sleep</p> <p>17 participants had experienced a crash as a result of driver fatigue</p> <p>Participants rated driver fatigue as less serious than drink/drug driving, but more serious than speeding</p> <p>More than 70% of participants rated driving without a break as very risky.</p> <p>Less than 50% rated starting a trip with a sleep debt as very risky</p>	<p>88 responses (37% response rate as 233 pre survey respondents agreed to be contacted)</p> <p>South West and Metro postcodes</p> <p>73% female / 27% male</p> <p>Responses from ages under 18 to over 65 years</p> <p>15% strongly agree and 60% agreed that the project increased their knowledge of driver fatigue</p> <p>12% strongly agreed and 62% agreed that the project changed their attitude towards driver fatigue</p> <p>14% strongly agreed and 54% agreed the project changed their behaviour around driver fatigue</p> <p>Comments and suggestions to encourage people to not drive when fatigued included:</p> <p>Ongoing awareness and education</p> <p>Some forms of enforcement (though recognised as difficult to enforce)</p> <p>More places to stop and take a break and have a coffee</p> <p>More audible edge lines on regional roads</p> <p>Increased awareness and encouragement of fatigue technology in passenger vehicles</p>

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