



Project EDWARD toolkit

How you can promote the
importance of road safety



Project EDWARD (Every Day Without A Road Death) is a UK-wide road safety campaign backed by government, the emergency services, highways agencies and road safety organisations.

The charity's most high-profile event is the annual Week of Action campaign, which this year takes place from **15 to 19 May**. During the event, leaders in road safety join a national road trip, visiting those companies, schemes and individuals who are going above and beyond in their commitment to improve road safety. Project EDWARD showcases these initiatives through a programme of daily broadcasts, webinars, social media content and media engagement activity.

As a key partner for 2023, FORS wishes to both support Project EDWARD and also raise awareness of the important role fleet operators have to play within the road safety arena.

With so many FORS Accredited Operators already demonstrating best practice on the roads and working on safety initiatives within their local community, we'd like to invite you to show your support on your social channels and remind you of some FORS eLearning modules, guides and toolkits available.

To help you with planning marketing activity, we have provided some potential social posts and ideas throughout this toolkit.

The importance of social media

Engaging with #ProjectEDWARD messages is one of the most effective ways to help. Using the hashtag on your social media channels will promote awareness of any activity before, during and after the Week of Action. Follow Project EDWARD on its social channels by clicking the 'follow' button – the campaign has a presence on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#), with regular posts you can engage with. There's also a [YouTube channel](#) where the team will be streaming daily broadcasts of the Week of Action road trip at 19:00 each evening.



How you can help

Below you will find some suggested images, text and ideas based on the themes for each day of the Project EDWARD Week of Action. Please feel free to edit the wording to suit your audience and preferences. Finally, if you have a road safety message of your own you want to share, then please post it and, most importantly, don't forget to use #ProjectEDWARD. We have also included some FORS materials that correspond to the daily themes that you can share with your teams to remind them of best practice.

Day 1, Monday 15 May: Safe Roads

Roads and roadsides are designed to reduce the risk of crashes and minimise the severity of any crashes that do occur. Take a moment to observe these measures, such as separating different types of traffic, providing safe spaces for pedestrians and cyclists, and reducing speed limits.

Social post idea

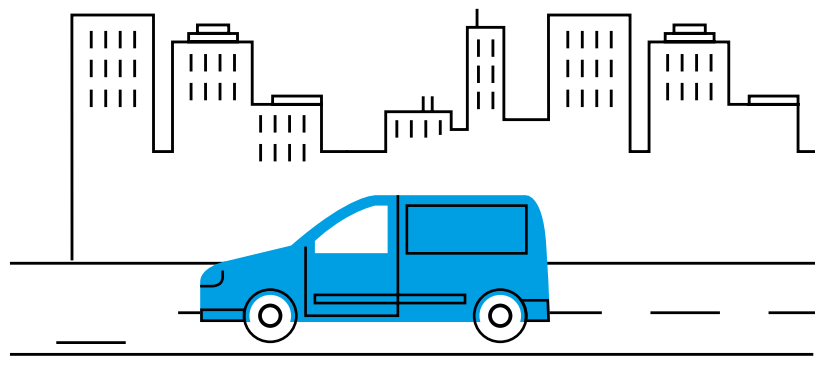
“Safety on the roads always comes first at [insert company name], so we provide all our drivers with essential training to help reduce the risk of accidents and prioritise vulnerable road users. #ProjectEDWARD”

Promotional opportunities

- How many hours of safety-related training have your drivers undertaken over the years? Adding them all together could make an impressive number for your social channels.
- Interview one of your drivers to talk about hazards on the roads and what they've learnt, either through training or thanks to their years of expertise.

FORS materials

The **Time Smart fleet manager toolkit** provides easily applied practical advice and resources. It has been designed to improve the safety of your drivers and all road users by helping supervisors and managers adopt industry best practice regarding both fatigue and drivers' hours management.



Day 2, Tuesday 16 May: Safe Vehicles

Vehicles are designed to protect occupants and other road users in the event of a crash. Take a moment to consider the measures and equipment you have available in your fleet.

Social post idea

“Do you know how many safety features commercial vehicles are fitted with? Here are some examples of the latest equipment / vehicles we have invested in to keep our drivers and other road users safe. #ProjectEDWARD”

Promotional opportunities

- Perhaps you've just invested in new safety equipment on your vehicles... why not take some pictures and share them on your social channels?
- Create a vehicle walk-around video, showing safety features both around the vehicle and inside the cab.

FORS materials

Make sure you're continuously meeting your vehicle safety equipment requirements of the **FORS Standard**, especially when you add new vehicles to your fleet. Our **Vehicle safety equipment guide** will help you determine what you need.

There are **FORS Associates** and **FORS Affinity Partners** that can help you kit out your vehicles for a discounted price.

We also have the **TruckSmart Fleet Manager Toolkit** – full of tools, resources and internal communications materials to help HGV fleet managers adopt industry good practice to develop safe and effective roadworthiness and loading systems.

Day 3, Wednesday 17 May: Safe Speeds

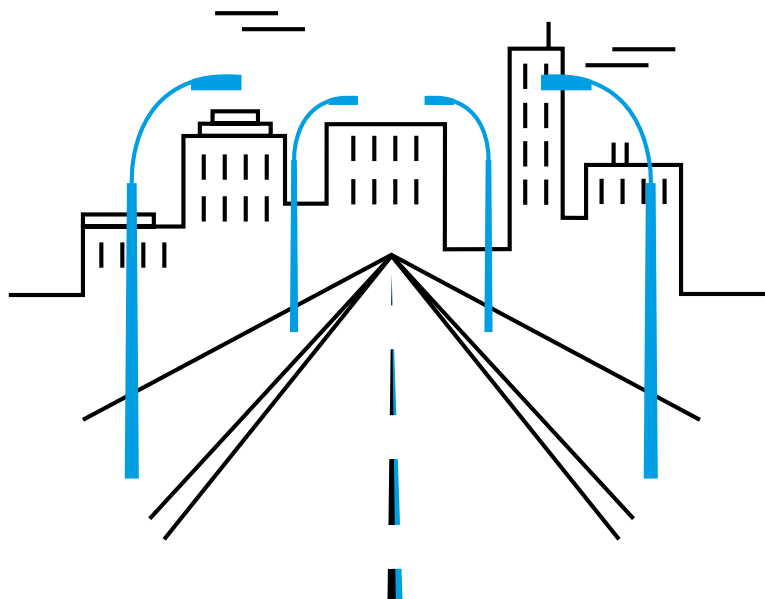
Speed limits are set to ensure that vehicles are travelling at safe speeds for the road environment. Take a moment to observe your speed, the road markings and the infrastructure design.

Social post idea

“Maximum speed limits for vehicles vary depending on the size, road configuration and country they're driving in. [Insert company name] drivers are trained to be aware of multiple factors such as the weight of their load, road surfaces, roadworks and weather conditions. #ProjectEDWARD”

Promotional opportunities

- Ask your drivers what conditions most affect their speed and share that on your social channels. E.g. 'John says to be patient with [insert company name] HGVs in windy conditions, he'll be driving more slowly to counteract the weather.'



Day 4: Safe Road Users, Thursday 18 May

Road users are encouraged to behave safely and respectfully on the road. This can be supported by measures such as driver education and training, public awareness campaigns, and enforcement of traffic laws.

Social post idea

“Did you know all our drivers have undertaken FORS [insert training module e.g. Safe Urban Driving / Van Smart etc] training? Training includes a day spent out of their vehicle and on a bike to understand the roads from a different perspective. #ProjectEDWARD”

Promotional opportunities

- Ask your drivers what the top three things are (in their view) that other road users need to remember about vehicles driven for work. Put together a ‘top three things to watch out for’ post to be shared on your social channels.
Tip: Always make sure these are written in a positive tone and designed to be helpful and educative, not listed as complaints.
- Do you have some positive statistics relating to safety achievements in your business? Why not share on your social channels?

FORS materials

Ask drivers to complete our **safety eLearning modules**, specifically ‘Cycle Safety’ to help minimise the risk of collisions with vulnerable road users on bicycles and ‘Pedestrian Safe’ to educate drivers on the dangers pedestrians face.

Day 5: Post-Crash Response, Friday 19 May

It is important to respond quickly and effectively to crashes to minimise the harm caused. Take a moment to appreciate the support of the teams providing emergency medical care, clearing the road quickly and investigating the causes of the crash to prevent similar incidents from happening in the future.

Social post idea

“Sending thanks and appreciation to all our local emergency services for the amazing work they do to support our community. #ProjectEDWARD”

Promotional opportunities

- Reach out to your local police force to offer a vehicle and driver for road safety initiatives they wish to run this year.
- Support your local community by getting involved or fundraising for your local hospital or fire station.

FORS materials

Our **Collision Management toolkit** aims to help reduce the number and severity of road traffic collisions that your vehicles could be involved in. This toolkit sets out a framework for collision management that shows how you can set up a collision management policy, processes and procedures.

We also have a new FORS Professional training module available to book:

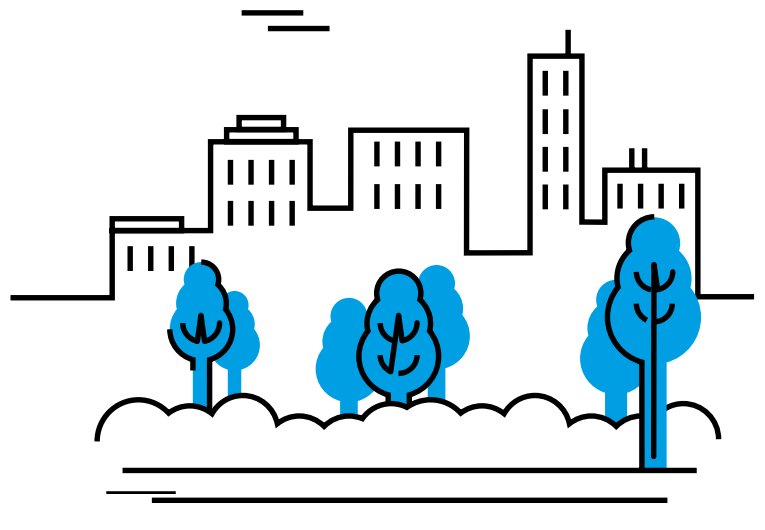
Road Traffic Collision Investigation

This course teaches managers how to investigate collisions and determine what happened, why it happened, and what can be done to prevent it from happening again.

Imagery and other resources



Here you will find some images you may wish to use. You can access all of them, along with other resources, by clicking the arrow button to the right.





SAFETY EFFICIENCY ENVIRONMENT

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