

2nd October, 2018

In their own words: road safety video with a difference shows understanding changes behaviour around trucks



Increased awareness of truck safety is important to informing safer road user behaviour.

That's a major outcome from the 2018 Re:act road safety behaviour change program, which focussed on sharing the road safely with trucks. A new road safety video, launched today, takes a fresh approach to the subject.

In the video, Swinburne University Communication Design (Honours) students outline how Re:act opened their eyes to the challenges facing truck drivers, and how that improved understanding changed the way they behave on the road around trucks.

Truck drivers also feature in the video, sharing some of the challenges they face on the road.

The video was developed by Melbourne creative agency [Hard Edge](#) with the support of Swinburne University, the Australian Trucking Association, Melbourne Metro Rail Authority, National Road Safety Partnership Program, Transport Accident Commission, and Mr Smith Projects (video production).

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Press Release

Hard Edge Managing Director Andrew Hardwick said the video allowed Re:act participants to share, in their own words, how the program had shifted their attitudes and behaviour towards trucks and truck drivers. It also aimed to 'humanise' truck drivers to promote improved interactions between cars and larger vehicles.

"The number of trucks on Australian roads is expected to double in the next 20 years and major projects, like the Melbourne Metro tunnel, are increasing interactions between cars and trucks, particularly on city roads," he said.

"So we need creative and innovative ways to change attitudes and inspire drivers to change their behaviour around trucks.

"One of the main outcomes from Re:act 2018 is how little other road users understand about sharing the roads safely with trucks, and how that lack of understanding can put both parties at greater risk.

"The video shows that increasing understanding of how to drive safely around trucks, combined with 'humanising' truck drivers, inspires positive behaviour change."

Hard Edge created Re:act, in collaboration with Swinburne University, to raise awareness of road safety issues among 18-25 year olds and change their driving behaviour.

Each year as part of Re:act, Swinburne University Communication Design (Honours) students are challenged to develop creative solutions to serious road safety issues. In 2018, the Re:act focus was sharing the road safely with trucks.

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For more information contact Andrew Hardwick on 0417 334 399 or ahardwick@hardedge.com.au

Visit www.re-act.com.au for more information including program partners, road safety issues targeted and outcomes from each year.

Excerpts from the video:

'I definitely have a greater respect for truck drivers and the challenges they face.'

'Talking with a truck driver first-hand, I was able to understand how he feels on the road and our responsibility and our relationship with truck drivers.'

'I've come to learn that I've had a few near misses that looking back were probably my fault.'

'You really realise that truck drivers are just people as well with families that they need to get home to and that the road is their workplace.'

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Re:act

RESPOND. ACT.

Re:act is an initiative of Hard Edge in collaboration with Swinburne University. Each year we brief design students to raise awareness of a road safety issue and change behaviour among 18-25 year olds.

2019

Top 3 finalists travel to Canberra to present their campaigns at the Trucking Australia Conference.

Re:act to run outside VIC for the first time, with the launch of Re:act NSW.

"Don't Truck Around" campaign chosen as winner.

Topic: "Safe Interaction of 18-25 Year Old Road Users With Trucks".

Two new partners come on board: the Australian Trucking Association and Melbourne Metro Rail Authority.

Now in its third year, Re:act is adopted as a mandatory part of curriculum for Swinburne design students and is run as a group project.

2018

Re:act run for its second year with Swinburne.

Topic: "Driving the Morning After Drinking".

Won by Lucy Boehme for "Give Your Liver Longer" campaign.

2017

Won by Chloe Young for "Live the Moment" campaign.

Topic: "Safer Use of Mobile Phones in Vehicles".

Inaugural Re:act program run for Swinburne Communication Design (Honours) students as an optional project.

2016

Re:act behavioural change project conceptualised and developed by Hard Edge in collaboration with Swinburne University.

Foundation partners signed up: TAC, RACV, Transurban, NRSPP, ARRB Group.

2015