

# Together we are road safety

## European Road Safety Charter

Call for Good Practices - to enter the selection for the:

### **Excellence in Road Safety Awards 2016**

#### SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Johnson & Johnson	
Type of organization	Company	NGO, company, local authority, school etc.
Organization main activity	Our family of Companies comprises: <ul style="list-style-type: none"> <li>- The world's sixth-largest consumer health company</li> <li>- The world's most comprehensive medical devices business</li> <li>- The world's sixth-largest biologics company</li> <li>- And the world's fifth-largest pharmaceuticals company</li> </ul>	Activity field
Country	We have more than 265 operating companies in more than 60 countries employing approximately 126,500 people. Our worldwide headquarters is in New Brunswick, New Jersey, USA.	Of the organization
Website	<a href="http://www.jnj.com">www.jnj.com</a>	Organization website
Contact person	Gabriel Kardos	For the follow-up of the application
Contact person's position	Senior Manager – Fleet Safety Europe, Middle East & Africa/Asia Pacific	
Contact person's email address	<a href="mailto:gtkardos@its.jnj.com">gtkardos@its.jnj.com</a>	

Contact person's phone	+36-30-999-7316	
Partners in the initiative	Interactive Driving Systems	

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	February 2014 to Present Day – Continuing.	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process
Departments/persons implicated internally	Sandra Lee, Director, Worldwide Fleet Safety Joe Pattison, Manager, Fleet Safety, The Americas	In the case of persons, indicate their positions
Geographical scope of the activities	North and South America	Indicate where the activities were implemented
Summary of the initiative	<p>As part of Johnson &amp; Johnson's SAFE Fleet global initiative, high risk drivers – determined by their injury, collision and incident records - were given the opportunity to participate in a product called the Virtual Risk Manager (VRM) COACH Telematics Program.</p> <p>The program is designed to help drivers become more aware of their 'at risk' driving behaviors including speeding, seatbelt usage, harsh accelerating, braking and cornering. When they hear the audible alert from an in car club in telematics device that is triggered by a specific behavior, they take a moment to think about how they might have done what they just did differently and then change those habits before they can get them into trouble.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>

<p>Innovative character</p>	<p>Four Elements of Innovation.</p> <ol style="list-style-type: none"> <li>1. Method of selection of high risk drivers, combining their incident, collision and license checking records.</li> <li>2. Monthly coaching intervention with Driver’s manager discusses behavior change and risk reduction opportunities.</li> <li>3. Opportunity for drivers to graduate from the program if they were incident, collision, license check violation and injury free 6 to 12 months after implementation AND their Manager agrees.</li> <li>4. After graduation, in the event of a further high risk license violation or collision, the driver would immediately return to the program for a further 6 months minimum.</li> <li>5. Withholding and purging of GPS data to protect privacy.</li> </ol>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
<p>Issues that are addressed with the initiative</p>	<p>The issues addressed through the creation of the program, included:</p> <ol style="list-style-type: none"> <li>1. The use of behavior based telematics technology in a sales environment to encourage safe behind the wheel behaviors without compromising privacy.</li> <li>2. The creation of online driver and manager coaching reports that enabled drivers and their managers to benchmark aggressive driving behaviors against peer groups.</li> <li>3. Encouraging Managers and their direct reports to engage in monthly safe driving conversations compared to annual conversations previously.</li> <li>4. The evolution of a safe driving culture based on the opportunity to identify at-risk driving behaviors pro-actively.</li> </ol>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>J&amp;J's Worldwide Fleet Safety organization, secured seed capital from their Risk Management group to fund the pilot across intersted business divisions with J&amp;J in the Americas.</p> <p>J&amp;J HR/Privacy and Interactive Driving Systems developed Transparency agreements for each driver explain the program seeking their consent/agreement to join.</p> <p>J&amp;J Sales Leadership approved the budgets, timing, objectives and logistics of the program across the business divisions involved.</p> <p>Interactive Driving Systems/J&amp;J Worldwide Fleet Safety developed coaching materials for all the Managers whose direct reports were selected for the program. Two 40 minute online workshops were set up for each Manager to attend to learn about the program objectives, the technology, the coaching techniques and program management required.</p> <p>Interactive Driving Systems/J&amp;J Worldwide Fleet Safety arranged for the delivery of the self-install telematics units to drivers home offices following their consent and provided helpline and technical support to the drivers.</p> <p>Worldwide Fleet Safety developed analytics to disseminate results across te highest levels of the organisation.</p> <p>Worldwide Fleet Safety commissioned an anonymous Driver Attitude Survery to solicit results after the initial pilot phase before expansion of the program across all divisions.</p>	<p>Describe all the activities involved in the inititative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>
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<p>Genesis</p>	<p>The level of innovation associated with this program, the way in which the technology was used and the results achieved were the reason this initiative was chosen. Collisions and Injuries were reduced by over 20% in 12 months as part of Johnson &amp; Johnson's SAFE Fleet initiative which supports the fundamental mission of <b><i>"Drivers around the world returning home safely at the end of each day"</i></b>.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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<p>Transferability and multiplier effect</p>	<p>Already within J&amp;J the initiative has spread from 2 pilot divisions in February 2014 with 120 drivers to over 8 divisions approaching 2,000 drivers on the program including now all new hires as well as the high risk groups.</p> <p>The framework, training materials, technology and program structure are easily transferable in both sales/incentivised cultures like J&amp;J as well as non-sales cultures.</p> <p>Funding has been secured to roll out the same initiative to countries in Europe adding an additional few thousand drivers.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale</p> <p>Max: 200 words</p>
<p>Promotion and dissemination</p>	<p>The Johnson &amp; Johnson VRM Coach Telematics Program case studies have been publicised internally across J&amp;J worldwide at safety workshops in Hungary and the USA in 2015. Externally the case studies were presented at NETS and NAFA 2015. Events are planned in Mexico, Canada and Prague in 2016 to further disseminate the program results and structure. Other pharmaceutical companies have also now engaged in launching the program across their fleets in 2016.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
<p>Continuity</p>	<p>The Johnson &amp; Johnson VRM Coach Telematics Program is now part of the SAFE Fleet policy across the business and all Americas divisions have now launched the program for their High Risk and New Hire Drivers to continue to reduce collisions and injuries. A further innovation in 2016 is the ability for Managers to select drivers for the program pro-actively who observe high-risk behavior among their medium or low risk drivers. The program will be launched in Europe in 2016 with funding already secured which will help further reduce crash rates in the given European countries thereby contributing to safer communities.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>
<p>Evaluation of the activities</p>	<p>J&amp;J has a very sophisticated analytics ability collecting data on incident, collisions and injury's that enabled direct comparisons to be made between participant and non-participant business divisions.</p> <p>The telematics technology also allowed for metrics to be set up to look at aggressive events/100 miles/160kms driven. This enabled every drivers speeding, harsh braking etc. to be compared.</p> <p>Such indicators enabled the benefits and opportunities such a program created to be reviewed with 100% confidence.</p>	<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>

<p>Other important aspect that you want to underline</p>	<p><b>Final words from a J&amp;J DRIVER:</b></p> <p>“I was disappointed I was selected for the program as my driving record is clean. After one day I discovered I could use improvement. My score improved after one week with assistance from the VRMC ‘telematics’ device. Areas in need of most improvement: SPEED, especially on/off ramps and hard turns or merging; HARD STOPS; and my kids taking seatbelts off before car is at a complete stop. I am genuinely grateful the company has invested in my safety and it has made a difference on many of my habits that needed to be adjusted.”</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>
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