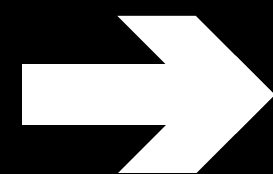


**Drive Safe
Fatigue
Campaign**

**Communications
toolkit asset list**



Drive

Safe

Sleepiness is serious

Driving whilst fatigued is one of the biggest risks to all areas of our workforce. That’s why it’s the focus of this second phase of the Drive Safe programme.

We want colleagues to act on the early signs of sleepiness and stop driving before they drift into a microsleep or make a misjudgement that leads to a collision. After being awake for more than 17 hours, your brain can begin to work like you’re at the UK drink drive limit¹.

This work aligns with our wider focus on workplace fatigue which is shifting from simply preventing fatigue to actively promoting alertness. Drive Safe encourages a culture where it’s okay to say, “I’m too tired to drive”. We’ll provide tools to help drivers self-monitor, prompt managers to go beyond compliance, and promote best practice through our new ‘Drive alert. Drive safe.’ guide on Safety Central.

Using this toolkit

Please support Drive Safe by sharing the resources in this toolkit.

- Use the video and safety briefing to spark open and honest team conversations.
- Download and email the Drive Safe, Drive Alert guide directly to your colleagues.
- Display our posters around your workspace.
- Share relevant content on Viva Engage.

Thank you for your support.

As always, we’d love to hear your ideas on growing the programme – to get in touch, please email Caitriona.OBrien@networkrail.co.uk

¹ Dawson & Reid (1997)

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Across the industry, drivers are routinely falling asleep at the wheel.

Campaign story

Sleepiness is serious

Keeping the railway running 24/7 demands a lot from our colleagues and partners – but it comes at a cost. Every period, drivers are routinely falling asleep at the wheel. Colleagues from all areas of the organisation report feeling fatigued while driving. And thousands of front line colleagues work shifts that disrupt natural sleep patterns, and many are active during the early morning window between 2am and 6am – when they are 20 times more likely to fall asleep at the wheel¹.

The shocking impact of fatigue

Fatigue is a major but underestimated risk. Brake, the road safety charity states that between 10% and 20% of all road crashes are fatigue-related². After being awake for more than 17 hours, your brain can begin to work like you’re at the UK drink drive limit³. Despite these dangers, fatigue is often seen as part of the job – something to be endured, not flagged. We must change that perception.

It’s starts with sound planning, leadership and management

The first step is building awareness that fatigue is a serious and avoidable risk. Fatigue doesn’t just happen to drivers – it’s shaped by decisions made across the business: in rosters, shift patterns, planning and leadership. We need to reach everyone involved, from drivers and planners to line managers and senior leaders, to challenge the cultural norm that tiredness is acceptable or inevitable.

Critically, we must treat fatigue with the same seriousness as speeding, mobile phone use or drink-driving. Shifting attitudes is the foundation for shifting behaviours.

Compliance isn’t always enough

Some of the most concerning incidents happen even when regulations are followed. That’s why we need to go beyond compliance. Managers should assess fatigue on an individual basis and look at the bigger picture: Is this colleague fully recovered from their last shift? Are stress or personal circumstances affecting their sleep?

We also need to empower individuals to monitor themselves – and each other – for signs of fatigue. Self-awareness and peer support are vital to preventing accidents.

From fatigue prevention to alertness promotion

Fatigue is a negative state – and it’s often only recognised too late. That’s why we’re promoting a more proactive, positive approach: improving and managing alertness. Dr Paul Jackson, the fatigue expert who helped develop the new standard, encourages everyone to ask: “How can I plan to be at my most alert when driving?”. It’s a small shift in mindset that could have a huge impact on safety.

We have tools to help. The Karolinska Sleepiness Scale is one such resource that helps people measure and understand their alertness levels. It’s practical, simple and can be embedded into daily routines. You’ll find it in this toolkit.

Best practice and resources

To keep best practice at the forefront, all drivers and managers should read the new guide on Safety Central: Drive alert. Drive safe. It covers everything from journey planning and rest breaks to shift rostering and recognising warning signs. It’s a key part of building a safer, more supportive driving culture.

Creating a culture where it’s OK to say “I’m too tired”

We must also change the way we talk about how alert or tired we are. Colleagues must be able to flag tiredness without fear of judgement or consequences. If someone says they’re too tired to drive, we need to support them – not question their commitment.

Putting it into action

Fatigue is a risk we can reduce – but it takes commitment at every level. Our fatigue communications, as part of the wider Drive Safe programme, will aim to:

- raise awareness that fatigue is a high-risk factor
- encourage drivers to self-monitor and understand how to act if their alertness levels drop
- equip managers to go beyond compliance and consider lifestyle impacts
- promote our alertness guide and tools via Safety Central
- foster a culture of open, honest reporting where tiredness is taken seriously.

By treating fatigue as a genuine safety risk – and taking steps to plan, talk and act differently – we can protect our drivers and save lives.

^{1,2} Brake, the road safety charity, 2025.

³ Dawson & Reid (1997)

Campaign video

Microsleeps don't always come with a warning. They just happen.

Please share our campaign video and show it at the start of team briefings to generate discussion.

WARNING: the video contains real dashcam footage of road vehicle collisions.



Office and depot screens

We've created a version for screens in your workspaces.

Please share this with your teams so we can give the programme maximum visibility.



Posters

Please give Drive Safe a presence in your workspaces with these posters.

Please print out these posters and put them up in areas where they'll be most visible to your colleagues.

Poster 1



Poster 2



Poster 3



Team briefing pack

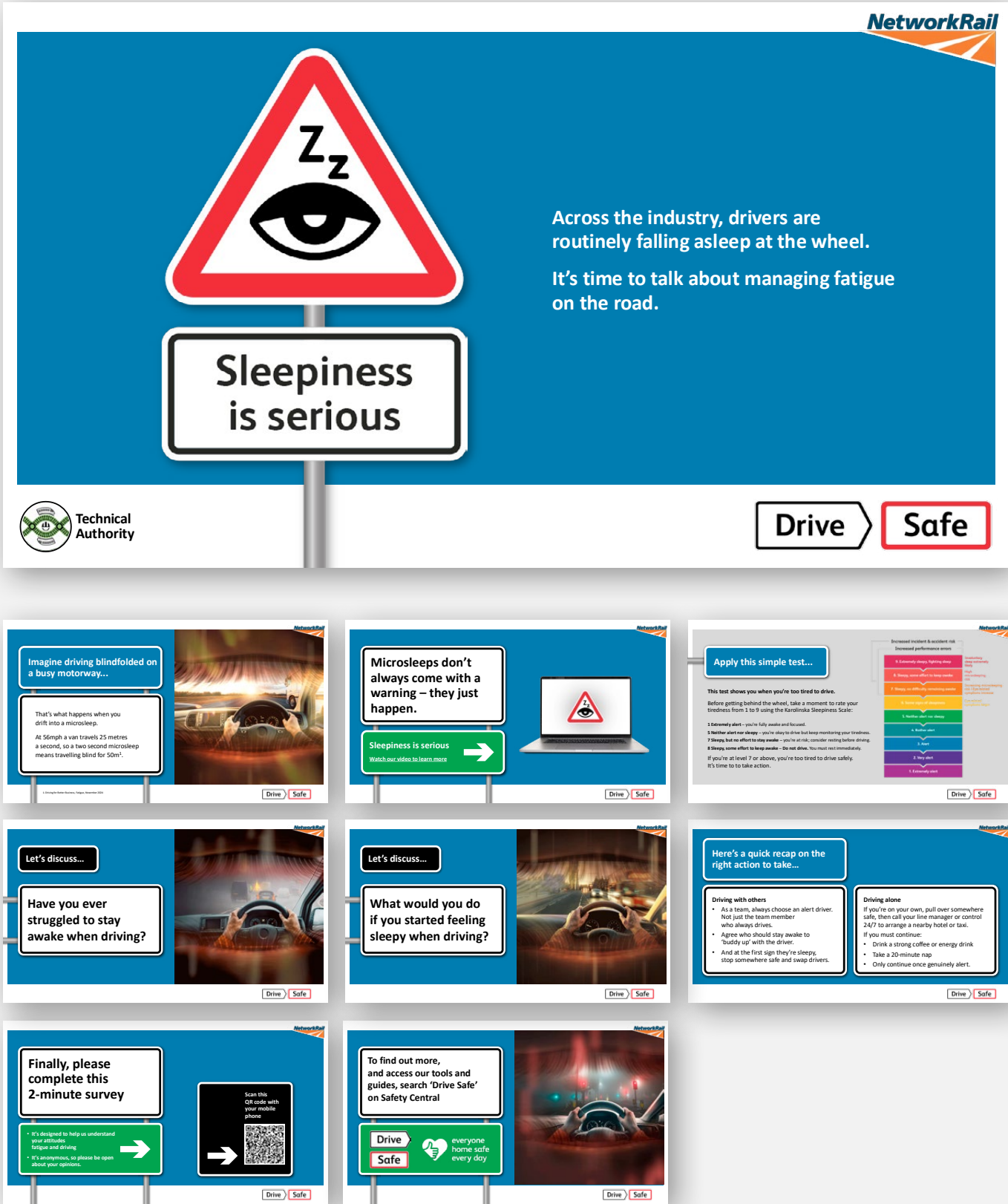
Line manager discussion guide

This pack is a PowerPoint document for managers to present to their teams to raise awareness about the risks of feeling sleepy behind the wheel.

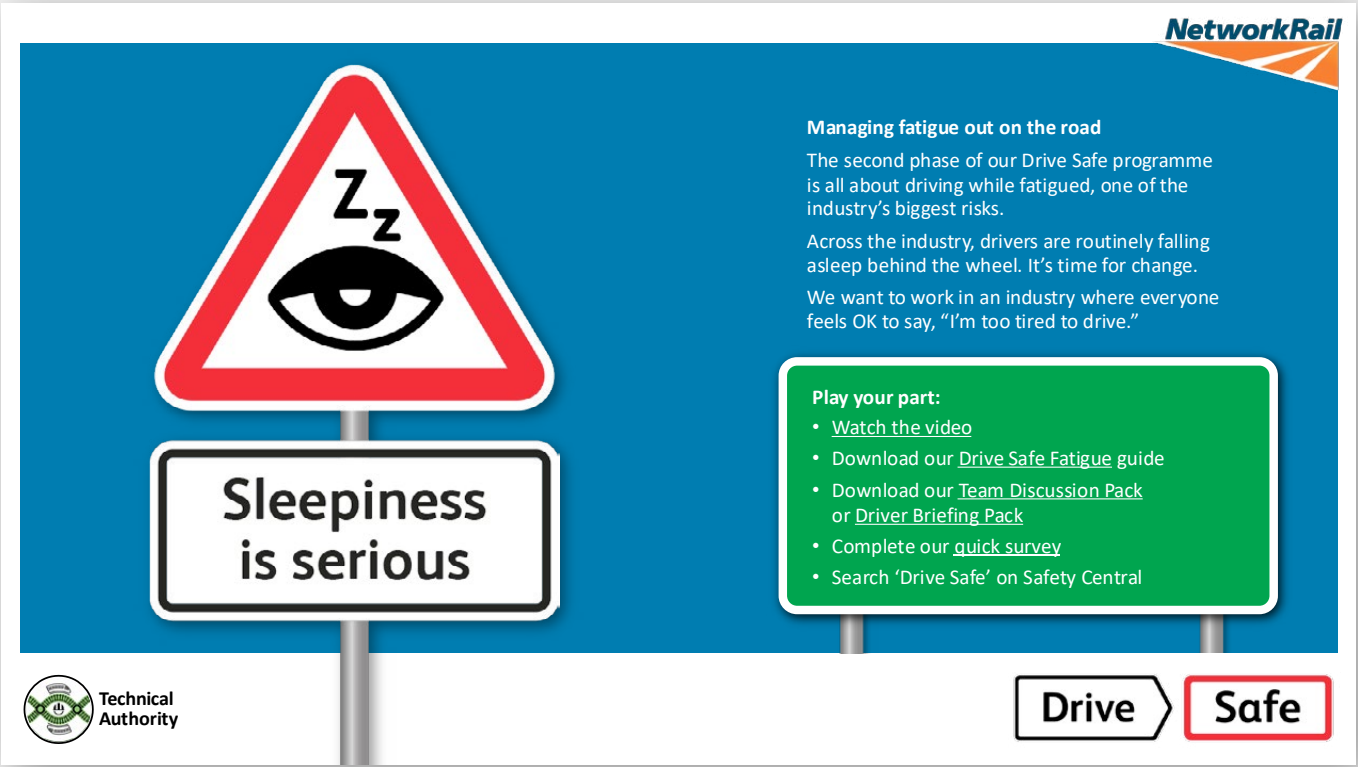
It gives clear guidance on the actions drivers must take, and will spark conversations about the role of other team members in supporting drivers. Within the pack, there's also a two-minute survey for team members to complete via their mobile phones. This will help us understand more about the risks our colleagues face on the road.

We've also produced a one-page summary slide, if you need to include this as part of a wider presentation.

Drive Safe Fatigue: team briefing pack



Drive Safe Fatigue: one-page summary

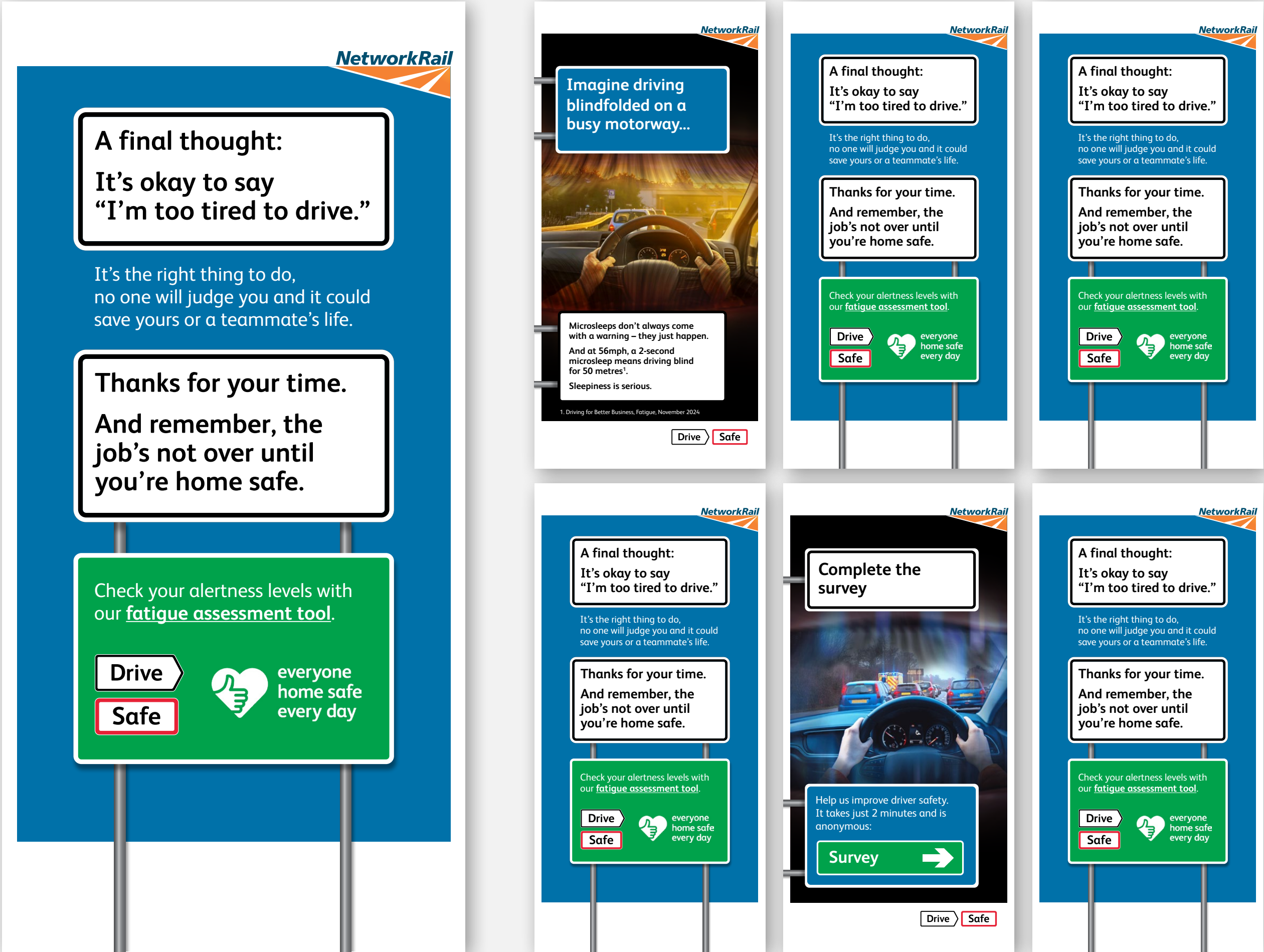


Team briefing pack

Mobile version

Please share this with your teams to read on the go – especially if they can’t take part in a team briefing.

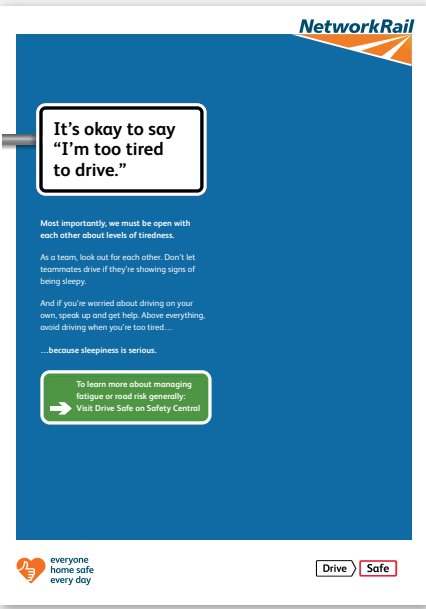
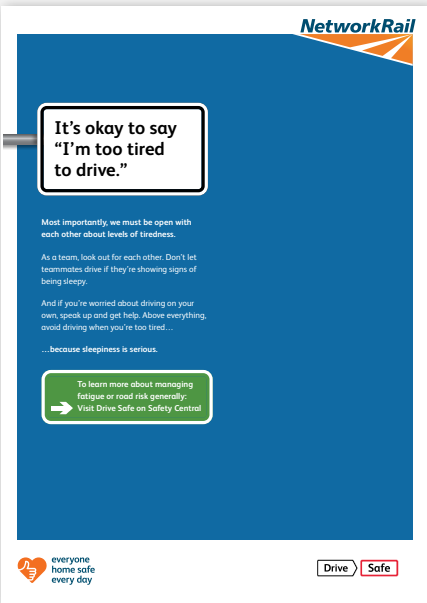
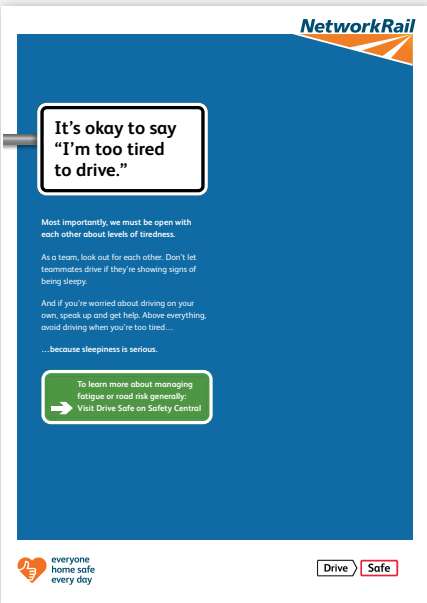
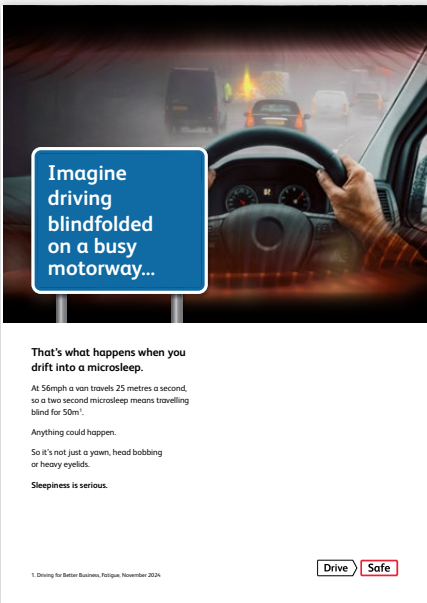
Drive Safe Fatigue: team briefing pack (mobile version)



'Drive Safe. Drive alert.' guide

You can share this short guide which summarises our advice on fatigue and alertness for drivers and managers.

'Drive Safe. Drive alert.' guide



Viva Engage content

Please help spread the word about Drive Safe by sharing these posts on your Viva Engage networks.

Image post 1



Driving is the most common cause of death for rail workers. And fatigue is one of the highest risk factors. As part of our Drive Safe programme we want to help you manage fatigue risks.

Search 'Drive Safe' on Safety Central and [Watch our video](#) to learn more.

Image post 2



Driver fatigue is one of our greatest risks. Remember, it's always OK to say, "I'm too tired to drive." Search 'Drive Safe' on Safety Central and [Watch our video](#) to learn more.

Image post 3



A 2-second microsleep at 56mph means travelling blind for 50 metres.

It's not just a yawn or heavy eyelids. Sleepiness is serious. Search 'Drive Safe' on Safety Central and [Watch our video](#) to learn more.

Image post 4



Planning a safe job means planning a safe journey – always factor in fatigue risks and driving.

Talk to your teams often and work with them to adapt your plans. Search 'Drive Safe' on Safety Central and [Watch our video](#) to learn more.

For further information or support, please contact:

Caitriona O'Brien

Safety improvement specialist

Corporate workforce safety team

Technical Authority

caitriona.obrien@networkrail.co.uk

Thank you.