
EFFECTIVE CLAIMS MANAGEMENT I: PROJECT PICTOGRAM



1. Take a bit of **SPEED** out



2. Put a bit of **SPACE** in



3. Ditch the **DISTRACTIONS**

Support Project Pictogram



www.hantsfire.gov.uk/project-pictogram

Project Pictogram: what is it and how can it help?

The idea? Well it is simple!

In essence, it is set of stickers to go on the back of vans, lorries and other fleet vehicles outlining the dangers of five contributors to road traffic accidents. The project is already growing far and wide, to include a much wider platform for the sticker-based subliminal messages.

Why will this work?

The project is underpinned by well proven behavioural psychology; aptly named 'the nudge theory'. Repeated, frequent and subtle 'nudges' delivered on a national scale builds behavioural changes on a sustainable level.

The idea being that raised level of awareness translates to driver behaviours to decrease the number of road traffic accidents.

The theory has already been used with incredible effect in the health and safety industry and is being used in a variety of ways across the healthy eating movement.

There are four factors that are present in almost all collisions on UK roads that result in death or serious injury.

Interestingly, the same four are also the cause of most 'minor' collisions that occur daily in the UK.

So what are the 'Fatal Four'? You already know them.....

1. Speed
2. Use of mobile phones
3. Lack of use of Seatbelts
4. Drink or drug driving

And the initiative including the need to maintain safe breaking distances.

The real life 'cost' of traffic accidents extends far beyond the emotional devastation and cost of the vehicles involved. Collision, road closure and vehicles off the road have an enormous economic impact with businesses, emergency services and hospitals being just few of those affected.

While these type of accidents have a significantly more wide ranging impact on lives and cost; minor accidents also have a financial impact that extends beyond getting your bumper repaired.

As a result, regional and national organisations are already on board and the list is growing.

What started as a 'fleet' based project has already grown to include sectors such as insurance, leisure and the food industry.

Next time you have a takeaway, Costa or a Starbucks check your cup.

Can you find the icon?

Are you driving with it?

Where drivers are crucial to your commercial viability, this is a concept that is very easy and low cost, to implement.

As a nation, by adding these stickers to the back of our fleet (and beyond) gives drivers the road safety message at the time when it is most relevant – on the road.

At a rough cost of just £2.75 per vehicle, adding these stickers enables a huge and frequent number of 'opportunities to see', driving sustainable behavioural change.

Boost your brand, join the national effort to reduce collisions and their impact on your profits.

Together, lets encourage driver safety.

For more information and how you can get on board visit:
<https://www.hantsfire.gov.uk/keeping-safe/ontheroad/pictogram/>

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¹ The WTOR are a complex set of agreements providing legal ground rules for international commerce. https://www.wto.org/english/thewto_e/whatis_e/tif_e/agrm2_e.htm

² <https://voxeu.org/article/impact-non-tariff-barriers-eu-goods-trade-after-brexit>