

Effectiveness of Online vs. Behind the Wheel Training

Dear NETS Members,

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Jeri Hall of GE asked a question regarding the effectiveness of online defensive driving courses.

Responses are provided below.

Thank you to those of you who provided responses.

Please contact me if you have any questions or suggestions.

Jack Hanley

NETS

Executive Director

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QUESTION

I have a group within GE that is trying to determine the effectiveness of online training vs. behind the wheel training. I would like to present the NETS group with the question below:




For businesses or sites that do not require behind the wheel training for occasional or routine drivers, have you seen any good stats on taking courses like a online Defensive Driver course? Curious if you have come across any studies on injury reduction from online training?

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RESPONSES

1	Anonymous	Anonymous	<p>I have not seen any reports but within our Retail organization, we recognize that employees who do not have company cars still may rent cars during their business travels so we require <u>every</u> employee to complete (name deleted) online training annually. While this category of driver has historically represented a minor fraction of our overall number of motor vehicle incidents, we have not experienced any MVIs with this category driver in over 8 years.</p> <p>As a side note, all Company car drivers in our Retail organization are required to complete On the Road training every other year in addition to the annual online CBT training</p>	
2	Liberty Mutual	Dave Melton	<p>Jack - these are two of the better references available on the overall effectiveness of driver training. The Synthesis document came out of my Transportation Research Board committee. To my knowledge, there is not much out there regarding online training, specifically. That is, of course, unless one depends upon the marketing material from vendors of that training.</p> <p>Measuring the effectiveness of driver training should include measurement of the <u>driving behaviors</u> and changes in specific fleet benchmarks the training is intended to change. Subsequent measurement (post training) should then include measures of</p>	<p> Effectiveness of Commercial Driver Tra</p> <p> Transport Topics Opinion Driver Trainin</p> <p> The effectiveness of driver training.pdf</p>

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			<p>how those behaviors have changed.</p> <p>Classroom or online driver training may improve knowledge but there is very little research that confirms it changes behaviors.</p> <p>Simply measuring a change in the number, frequency or cost of crashes and attempting to correlate that to training effectiveness is inappropriate. Unless driver training is included as part of an overall safety and behavioral change effort, in my opinion it will not be effective.</p> <p>Requiring that drivers sit in front of a computer screen and "take a class" is unlikely to change their behavior on the roadway.</p> <p>In my opinion, behind the wheel training with a trained instructor, in conjunction with classroom or other training modality, with regular follow-up, is the way to go.</p> <p>Am also including a brief article I co-wrote for Transport Topics.</p>	
3	Pfizer	Terry Snow	<p>We only offer on line training and have managed to reduce our collisions by 49% over the past two years. BTW training is too expensive and takes too much time away from our sales organization therefore has hesitated to offer it. We recently have been focusing on training our managers to give feedback to drivers during ride alongs. That's where the power of our program now is. We are extending this process on a global basis.</p>	

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4	Roche	Rocco Di Taranto	<p>We are about 1.5 years into a CBT program and as yet we have seen only a slight improvement in performance. At this time it may be too soon to recommend/not recommend the program.</p>
5	Novartis	Colin Heijne	<p>We measured the frequency of rear-end collisions for the three months before and the three months after mandatory on-line training that targeted that type of collision. Not a statistical analysis, but results indicated approximately 25% reduction in rear-end collisions.</p> <p>We also get very positive feedback on the on-line training - the value being that most drivers pick up at least one or two tips that they didn't know before and will retain.</p>
6	J & J	Sandy Lee	J&J offers BTW.
7	Anonymous	Anonymous	<p>In reference to online training we do not have any good statistics to share. I will say that we have yet to prove any real improvement in our incident rates with Behind the Wheel training (frequent drivers only). This has been frustrating as obviously there is a large cost associated with behind the wheel training versus online.</p>
8	Abbott	Joe McKillips	<p>Abbott, we have taken the approach to train all field representatives and managers in a full-day hands-on behind-the-wheel (BTW) training program at the time of hire. We have taken this position based upon the extensive challenges our drivers face on the road, combined with the substantial number of annual miles driven.</p> <p>As for on-line training we currently use this type of program/format as a refresher program for those who have previously taken BTW training. While we have found that on-line training does have value in emphasizing core defensive driver skills and techniques, we are of the opinion that on-line training is unable to deliver</p>

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			<p>the high degree of defensive driving education we receive from a BTW program. In other words, we have found our on-line training nicely compliments our BTW efforts but would not be preferred as an exclusive program due to the risk we see within our fleet.</p> <p>In summary, because we currently offer BTW and on-line training in a coordinated manner, it is difficult for us to distinguish which format/delivery style may be most responsible for our performance improvement over the years.</p>
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