

FINAL REPORT

Transport Assistance Package for Owner Drivers

11 August 2021



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Project Objective

To design, deliver, and evaluate a customised mental health and wellness program to address and target the industry-specific challenges around the mental health, physical health, and wellbeing for Owner Drivers in the Heavy Vehicle Transport Industry.

Project Background

The OzHelp Foundation (OzHelp) was funded by the National Heavy Vehicle Regulator (NHVR), as part of the Heavy Vehicle Safety Initiative to design, develop, implement, and evaluate a health and wellbeing program to assist Owner Drivers increase their capacity to look after their physical and mental health and wellbeing.

OzHelp is a leading provider of wellbeing programs specialising in mental health and suicide prevention. OzHelp's programs are designed to support individuals in achieving and maintaining their best possible health and wellbeing. Accredited under the National Standards for Mental Health Services, OzHelp has been selected by the Federal Department of Health to deliver the National Suicide Prevention Leadership Strategy.

The Problem

Australian heavy vehicle drivers are subject to constant time pressures and demands relating to meeting regulatory burdens, long workdays, and tight deadlines. It has been described as one of the 'unhealthiest' and 'deadliest' jobs in the country. Increased work hours, shift work, fatigue, irregular shifts, being away from families, and the need for mental alertness contribute to some drivers turning to alcohol and drug use. Not surprisingly, heavy vehicle drivers carry a higher burden of disease and injury than other occupations.

The sedentary nature of their occupation, combined with a poor diet and lack of exercise, puts drivers at risk of obesity and developing chronic diseases such as diabetes, mental ill-health, and cardiovascular health issues. Truck drivers represent the second highest occupational group, after construction workers, at risk of suicide.

In 2020, there was an estimated 209,300 truck drivers in Australia, with the average age of 47 years. About 97 per cent of drivers are men. On average, heavy vehicle drivers work 49 hours per week.

Program Design and Stakeholder Consultation

In 2019, OzHelp established a robust program of industry stakeholder consultation to test its understanding of industry challenges faced by Owner Drivers and their families.

During the initial stages of the project OzHelp engaged with researchers to compile and publish a literature review: [*Physical and Mental Health and Wellbeing of Heavy Vehicle Drivers in the Road Transport Industry: Risks, Issues and Impacts*](#).

A project steering committee comprising of a range of industry representatives met bimonthly to provide industry advice, ensure delivery of the project outputs and the achievement of project outcomes. The Project Steering Committee is detailed at [Appendix 1](#).

A working group of 20 Owner Drivers were central to the co-design stages of consultation, with additional working groups established during program design.

OzHelp subsequently recruited six industry representatives to the role of program Ambassadors. Ambassadors were selected for their alignment with the values and objectives of the project and their capacity to reach the target audience. They volunteered their time to assist in getting key health messages out to a larger audience across the transport industry. The Ambassadors are detailed at [Appendix 2](#).

Co-design Approach

OzHelp identified a need to create a program to reach truck drivers who run their own small businesses. Rather than apply an off the shelf approach, OzHelp sought innovative approaches to test its understanding of the industry and the challenges faced by owner driver truck drivers, their families and industry stakeholders.

OzHelp recognised that a co-design approach was critical to the project's success, and undertook a process that ran over 12 months and included four phases:

Phase 1: Discover

Understand the audiences and identify opportunities for innovation.

A digital workshop was held with the Project Steering Committee, and other industry leaders and subject matter experts to consider the ideas and solutions proposed by Owner Drivers and develop prototypes for field testing. The purpose of the digital workshop was to share the initial ideas generated with Owner Drivers and gain feedback from industry leaders on focus areas to explore. During the workshop six initial criteria for the program began to emerge:

- **Provide support to all types of drivers:** Interventions need to work for long haul and local drivers.
- **Use multiple packages:** Packages should come in multiple packages. For example, some options include audio format for longer drives. Video format for when drivers are at rest stops, or advertisement media that they are likely to see.
- **Use existing services:** Where possible idea solutions should align with OzHelp's Service Model to leverage pre-existing services and the "right humans" to provide support, advice and counselling.
- **Include the driver, friends and family:** While the primary focus is owner drivers, we should also deliver a program that holistically thinks about the social network of drivers and involvement of family, friends and business partners.
- **Leverage technology and media:** Drivers are tech savvy. Services should therefore look to engage drivers using the systems and platforms they are already using regularly.
- **Provide services on driver's terms:** Services should look to engage drivers at a time and in a way that is practical for them without costing large amounts of their time.

Phase 2: Ideate

Engage with audiences to create ideas for service delivery at scale.

The second phase of the project included extensive consultation with Owner Driver truck drivers, their families and industry stakeholders.

A working group of 20 Owner Drivers was established. Meetings with working group members were held to gain insight into the challenges and barriers Owner Drivers face. They also provided initial ideas for solutions and the best ways to reach their peers. The participants were representative of a broad range of haulage types, including dangerous goods, livestock, tankers, timber, local and long interstate haulage.

Interviews were semi-structured, and the conversations focused on eliciting perspectives across four questions:

- Issues that affect truck drivers' wellness
- The barriers that prevent truck drivers from being well
- The solutions or potential programs that could help truck drivers maintain wellness
- The best way to reach truck drivers in their trucks and remote locations

A discourse analysis of the interview transcripts was undertaken, and key themes common to all participants emerged. From the identified key themes, six key questions were further explored during additional workshops.

- What can we do to improve diet and exercise?
- What can we do to improve sleep?
- How can we strengthen connections with family and friends?
- What can we do to strengthen financial wellbeing?
- What can we do to minimise pressures on the job?
- How do we promote an Owner Driver community?

Ideas were collated to inform the design of practical and evidence-based health tips. Follow-up calls with Owner Drivers took place to confirm their willingness to test prototypes.

At this stage, three additional working groups were established: Content and program working group, Media and communications working group; and Measurement and evaluation working group.

Phase 3: Test

Test ideas in the field, learn and refine them into interventions

During the third phase of the project OzHelp tested interventions informed by consultation during phase two. OzHelp re-engaged with Owner Drivers in the working group to gain feedback on the following prototype ideas:

- **Wellness in small chunks:** The design of practical tools to support wellbeing including diet, exercise, sleep and finance delivered in flexible, ease-to-access ways.
- **Encouraging conversations:** Creating safe, trusted, and independent conversations with Owner Drivers and their families to provide support. These conversations could be to identify needs and act as a referral point.
- **Ambassadors:** Engaging relatable and respected ambassadors. We want to find ways to de-stigmatise the industry and to promote practical health, exercise and/or business tools tailored to Owner Driver needs.
- **Reward behaviour change:** This involves supporting the adoption of health behaviours through reward mechanisms and gamification which could include using apps to encourage diet and good health choices.
- **Communication about industry changes:** This could involve accessible, relevant and easy to understand information about industry changes tailored to Owner Driver's unique needs.

Feedback from Owner Drivers was overall supportive of the concepts that emerged from the co-design process to date. During the conversations many provided OzHelp with recommendations for Ambassadors; people who would be trusted by Owner Drivers and who would be able to promote project awareness.

Phase 4: Finalise

Capture learnings to inform program design

The process diagram below summarises the co-design process and final program design.

Owner Driver Health and Wellness Program overview					
Target audience:	Owner Drivers (all types of drivers from long haul and inter -state to local drivers)			Owner Driver's support network (including spouse, family, friends and business partners)	
Focus areas:	Diet and Exercise	Sleep	Connections with Family and Friends	Financial Wellbeing	On -the -job Pressures
Program content:	“Wellness in small chunks”			“Encourage conversations”	
	Information and advice on focus areas tailored to the experience of Owner Drivers			Resources to encourage and support conversations about health and wellness	
	Practical tools and tips to support health and wellness focus areas tailored to Owner Drivers			Referral points to existing supports and services including counselling	
Program delivery:	Multi-modal channels and flexible delivery				
	Ambassadors - Credible and respected by Owner Drivers - Influential with established Owner Driver following/reach - Value alignment with the Health and Wellness program's goals - Genuine and authentic voice to the program with no hidden agenda - Onboarded, supported and educated on health and wellness	Online/Digital - Online/ mobile -responsive portal for information, tools and resources - Access open source and subscription content - Social media presence and engagement - Rich media content (videos, podcasts based on focus areas and interviews with Ambassadors and Owner Drivers etc.) with call to action for more information - Forums	Face to Face/Over the phone - Roadside/Truck stop support events/drop -in sessions "Truckie Tune-ups" - Independent, trusted and confidential advice and counselling services "Encourage conversations"	Partnerships - Partner with services and organisations already working in the mental health and wellness space (For example RUOK, SANE) - Connect and refer Owner Drivers to existing supports and services - Leverage partners to expand program's reach and influence (e.g. radio stations)	
Program measurement and evaluation:	Measurement and evaluation framework				
	Theory of Change	Indicators	Quantitative Measures (E.g. website analytics, engagement numbers)	Qualitative Measures (E.g. Stories and feedback from Owner Drivers)	Evaluation report

Developing Health in Gear

Insights from the co-design workshops informed the design of the program. OzHelp engaged with the working group of Owner Drivers and key stakeholders to test the name, taglines and visual creative. This included colour palettes and imagery. The name "Health in Gear" was selected, and a logo and brand standards were created.



**JUST LIKE OUR TRUCKS,
OUR BODIES AND MINDS
NEED REGULAR
ATTENTION TOO.**

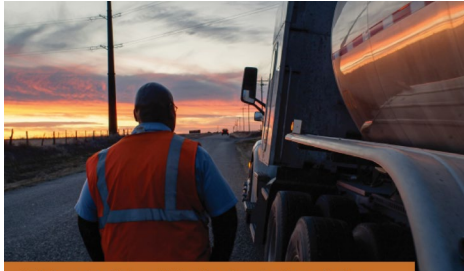
Health in Gear, is a new program for truck drivers offering practical tips, tools and resources available to everyone, everywhere at anytime.

www.healthingear.com.au



**HEALTH
IN GEAR**

CHECK IN, TUNE UP, GET YOUR HEALTH IN GEAR.



Driving a truck for a living is a tough gig, and when you're an owner driver, there's a business to run too.

Health in Gear is dedicated to supporting drivers who want to be healthier and happier on the road and at home.

Visit healthingear.com.au for practical tips, tools and resources available to everyone, everywhere at anytime.



**HEALTH
IN GEAR**

CHECK IN, TUNE UP, GET YOUR HEALTH IN GEAR.



A **mobile responsive website** www.healthingear.com.au was developed to host a range of tips, tools and resources. The website delivers “wellness in small chunks” in the form of Tune Up Tips.

Tune Up Tips were developed across ten key areas of everyday health and were tested with the working groups before being uploaded to the Health in Gear website. Each tip is structured so that drivers can start anywhere and slowly add more as they become more confident. For those who want more detail, each health topic has links to books, websites, videos and podcasts.

Content for ten “Tune Up Tips” were developed for the project as follows:

- Move Well
- Sleep Well
- Eat Well
- Well Mind
- Hydrate Well
- Breathe Well
- Relax Well
- Connect Well
- Choose Well
- Financially Well

The Truckie Tune Up (TTU) was developed as a brief roadside health check that would be accessible to drivers who are very often time poor and running against the clock. The TTU has been designed to embed standardisation, using templates that include questions which are asked verbatim. These templates were developed, and the TTU process was tested in collaboration with support workers and nurses. Data collection and evaluation in relation to the TTU is ongoing at the time of writing.

Owner Drivers and their families can also access **support and counselling** from a team of support workers and counsellors who understand the transport industry from the driver’s perspective. The free call number operates from 9am – 5pm, Monday – Friday. 24/7 crisis support lines are listed after hours.

Communications, Media and Digital Engagement

Promotional campaign

Utilising channels such as social media, broadcast radio, association and member organisation channels, brand ambassadors, newsletters and a podcast series, OzHelp aimed to reach the target audience and secondary audience to promote the program and its resources.

To sustain and succeed in building trust and rapport within the industry. By utilising the above-mentioned channels, OzHelp created awareness of the program so drivers were more likely to engage with the face to face services when available.

Social media

Instagram played a key role in the promotion of Health in Gear, especially in raising awareness and engaging directly with members of the driving community.

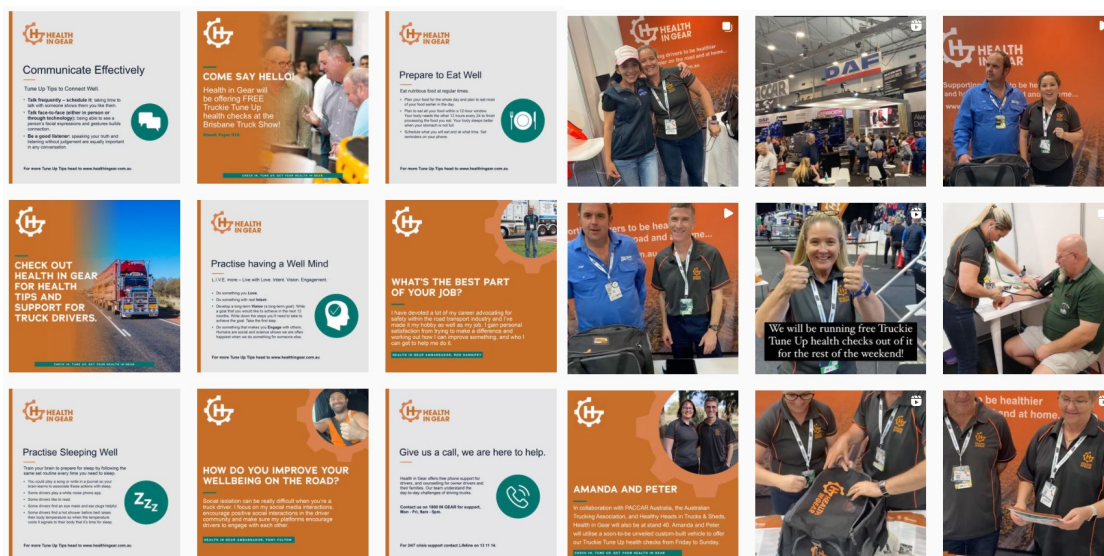
Instagram was the selected channel as the strong visual opportunities allowed OzHelp to engage with a variety of media formats (e.g., Posts, Reels, IGTV's, Stories).

The campaign assets were amplified across OzHelp's Facebook, LinkedIn and Twitter channels. Industry associations and member organisations also shared promotional assets, tiles, and stories throughout the campaign stages.

Content Strategy

The approach to content creation was tactical and deliberate. The content matched the overall aims and goals of the campaign and aimed to:

- **Inspire:** through brand storytellers, appealing imagery, feel-good stories and positive updates.
- **Educate:** provided advice, tips, and shares knowledge on the history, facts and insights surrounding tune up tips.
- **Entertain:** fun, surprising, unexpected, shareable.
- **Raise awareness:** highlight local businesses/drivers, profiles, and events, and share educational videos and other engaging content that is shareable, likeable, and taggable.



Podcast – Share the Load

[Share the Load](#) was developed and produced to assist with raising awareness of the program and act as a way of connecting with the driving community. By sharing stories from key industry people, Health in Gear is engaging in a more personal way across the transport community. Health in Gear's support and program resources are promoted during each episode. Five episodes were published with 573 downloads at the time of reporting. Australia has the most listens (92%) and America (4%). Sydney, Melbourne, and Brisbane (in that order) are the most popular cities.



HEALTH IN GEAR

LISTEN NOW!

Real conversations about staying well on the road.

SHARE THE LOAD
REAL CONVERSATIONS ABOUT STAYING WELL ON THE ROAD.

Episode 1 & 2 Live!
Share The Load

1:04

www.healthingear.com.au



HEALTH IN GEAR

LISTEN & WIN!

Tell us one of the reasons why Yogi's mates couldn't answer his call to win a Health in Gear prize pack!

SHARE THE LOAD
REAL CONVERSATIONS ABOUT STAYING WELL ON THE ROAD.

IN CONVOY: Yogi
Share The Load

1:04

www.healthingear.com.au

Key Milestones

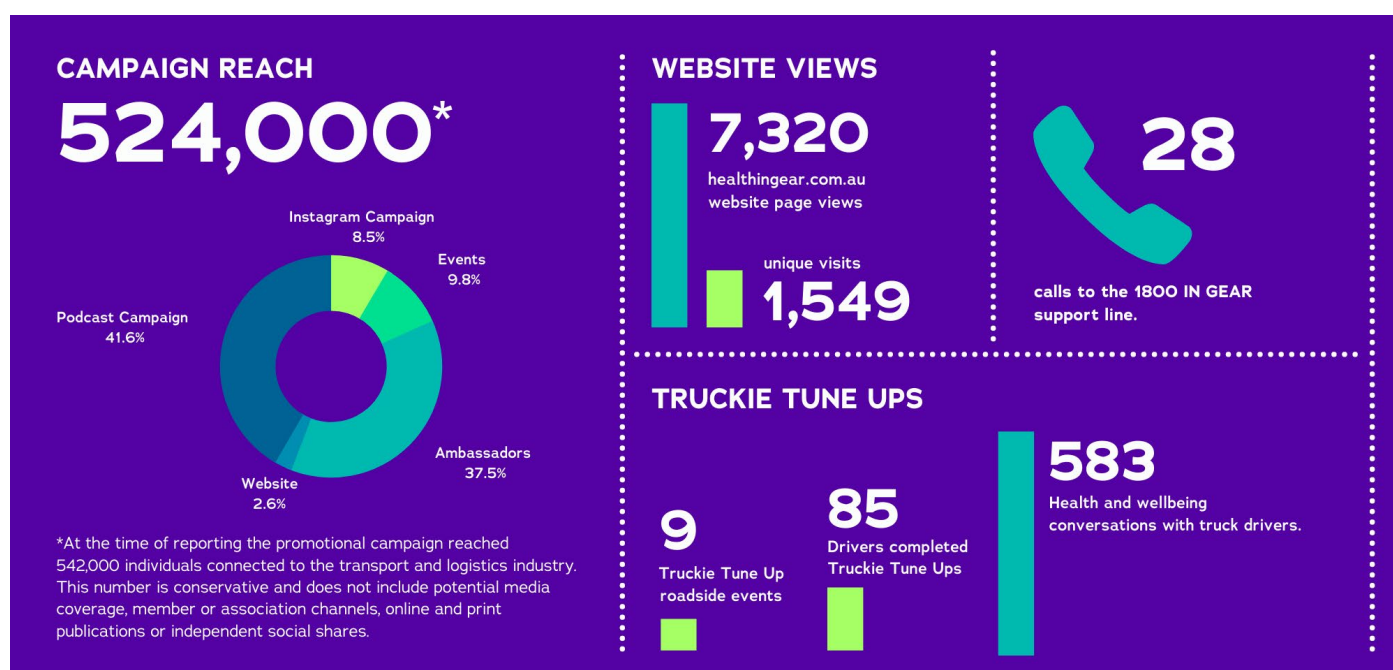
Sept 2019	2019 ALC & ATA Supply Chain Safety Summit.	Attendance by OzHelp staff.
Sept-Nov 2019	Meetings with key industry leaders and subject matter experts.	NHVR, NATROAD, National Road Freighters Association, TOLL, Australian Road Freighters, NT Transport Association, Deans Transport, MateCheck, Deane Transport, Healthy Heads in Trucks & Sheds, NTI, Queensland Transport Association, Ausroads, Divalls Earthmoving and Haulage, Queensland Truckers Association, Senator Glenn Sterle, Coles, Linfox, ATA, SIHQ.
Dec 2019	Research commenced for the Literature Review.	Desktop research, interviews, and meetings.
Jan 2020	Project Steering Committee established.	Meetings held bi-monthly, beginning 30 January 2020.
Jan 2020	National Road Freighters Association, Dubbo.	Presentation of the findings of the literature review to 30 attendees from Owner Driver transport companies.
Mar 2020	Livestock Bulk and Rural Carriers Association Conference.	Information table and two 15-minute presentations on the literature review findings.
Apr 2020	Working group of 20 Owner Drivers established.	Meeting transcripts analysed and a range of issues relating to industry regulations and logistical barriers were raised.
Apr - Jul 2020	Multiple ideation sessions with Owner Drivers and their families.	
July 2020	Digital co-design workshop with Steering Committee members, and other industry leaders.	Ideas and solutions proposed by Owner Drivers considered. Prototypes for field testing developed.
July 2020	Follow up calls conducted with owner drivers.	Follow up consultation conducted.
July 2020	Three working groups established:	Content and program working group – OzHelp staff, industry representatives, subject matter experts, owner drivers, family of owner drivers, and people with lived experience. Media and communications working group – OzHelp staff and media and communication professionals.

Measurement and evaluation working group – OzHelp staff and Dr Coralie Wilson from University of Wollongong.

Aug 2020	CEO Briefing to HHTS	Brief to Healthy Heads in Truck & Sheds CEO and Communications Manager.
Sept 2020	Discussion with potential ambassadors.	Final screening interviews of Ambassador candidates
Oct 2020	OzHelp CEO appointed to Healthy Heads in Trucks & Sheds advisory board.	Darren appointed to HHTS Advisory Board to provide voice of owner drivers.
Nov 2020	Literature Review completed	Provided to NHVR for clearance and foreword.
Dec 2020	Ambassadors appointed.	Six industry representatives recruited and onboarded as program ambassadors. The Ambassadors are detailed at Appendix 2 .
Jan 2021	Literature review released.	Media release distributed to industry media, publications and through NHVR channels.
Mar 2021	Health in Gear website launched and 1800 IN GEAR support line opened.	Launch campaign and media release
Mar 2021	NHVR, Mental Health in the Transport Industry Event in Brisbane.	OzHelp CEO delivered Health in Gear presentation.
Mar 2021	Coca-Cola Amatil request for support.	Coca-Cola Amatil approached OzHelp to deliver Tune Ups at their Sydney distribution centres.
May 2021	Brisbane Truck Show. Launch of the Health in Gear "Truckie Tune Up".	Partnership between OzHelp, the Australian Trucking Association and Healthy Heads in Trucks & Sheds announced with the unveiling of PACCAR Australia's new custom-built industry truck. Health in Gear was the first service to utilise the PACCAR truck, delivering the Truckie Tune Up (TTU).
May 2021	Podcast, Share the Load released	https://healthingear.com.au/podcast/ As part of the communication and engagement strategy, Health in Gear created five podcasts centred around the Tune Up Tips.
June 2021	Delivery of Truckie Tune Ups (TTU)	Two teams worked over two days to deliver Truckie Tune Ups to Divalls Earthmoving and Bulk Haulage at Goulburn.

June 2021	Discovery discussions with Coles Group Limited.	
July 2021	Discussions with Carways Canberra.	Communicating with a view to schedule Tune Up events in ACT/Queanbeyan.
July 2021	Delivery of Truckie Tune Ups (TTU)	Truckie Tune Up delivered at Roma and Goondiwindi in conjunction with the NHVR. TTU delivered at Coles distributions centres in Brisbane to contract drivers.

Program Reach



Key Findings

Australian heavy vehicle drivers are a hard-to-reach cohort facing multiple industry challenges. They are subject to constant time pressures and demands relating to meeting regulatory obligations, long workdays, and tight deadlines. The impact of COVID-19 has complicated these issues with snap border closures, required frequent COVID testing and regular changes at short notice to permits. Drivers struggle to keep up with changing requirements which are different across states and can change with next to no notice.

- Drivers are known to be at higher risk of obesity, and developing chronic diseases such as diabetes, mental-ill health, and cardiovascular health issues due to the sedentary nature of the occupation, poor diet, and lack of exercise.
- Truck drivers see a lot of things on the road that can't be unseen. Drivers must cope with everything from unexpected waiting times at depots, various traffic hazards, fines from law enforcement and industry regulators, and traffic crashes along and in the worst case, motorists driving into trucks as a means of suicide.

- Building trust and connection with truck drivers is essential if they are to engage meaningfully with a mental health and wellbeing program. Health in Gear uses trusted Ambassadors, web-resources, and engaging podcasts to gain interest from drivers. Further, Health in Gear provides appropriately trained staff who understand the challenges faced by drivers in the heavy vehicle industry to deliver the road-side health checks (TTUs) and take support calls. This is a unique service approach designed specifically in consultation with truck drivers to meet the needs of truck drivers.
- Truck Drivers are interested in their own health and wellbeing and if the resources and supports are made available drivers will at the very least stop for a chat and we know that opening up a conversation is the first step to seeking help.
- To be accessible to truck drivers, Truckie Tune Ups must be brief and engaging. Follow up calls from OzHelp nurses, support workers and counsellors are essential to ongoing engagement.

Lessons learned from the initial delivery of Truckie Tune Ups

Our initial experience delivering the TTUs demonstrates that the service is greatly valued by drivers, and while it is challenging to convert a five minute conversation with a truck driver at a truck stop or distribution centre, who is interested in improving their own health, into a 10-15 minute Truckie Tune Up, the program awareness itself is helpful and provides the driver with added resources and a point of contact for wellbeing support they did not have previously.

- Taking the health checks on the road to drivers is critical.
- Must pick key locations e.g., Roma and Goondiwindi were right locations – high trafficability nodes for drivers
- Must pick right time of day to get drivers when they are stopping for a meal/overnight (not just a fuel stop)
- Work closely with partners to ensure time/place and set-up is right (e.g., the NHVR or Coles in this instance)
- Feedback from partners is that repeat visits for TTUs have been requested and are likely to build trust and engagement over time. That is, this should not be a one-off!
- Health in Gear team composition for deployed TTUs must be three people for sustainability and ensure we are self-sufficient with our own vehicle and resources. A fit-for purpose vehicle is needed.
- The project should be sponsored into a second phase that focuses on delivery, test and evaluation of impact of the roadside health checks (Truckie Tune Ups).
- Additional funding and sponsorship be sought from Industry to enable Phase 2 with at least two dedicated Health in Gear Truckie Tune Up teams on the road supporting drivers over the next 12 months.
- That 'rapid evaluation' methodology be adopted by the project to enable prompt response to lessons learned and continuous building of the evidence base.

Driver Feedback

"So very grateful for your help and assistance. Your care and concern were so very humbling for me. You don't know how much I appreciate it. Thank you"

Truck Driver and Truckie Tune Up Participant, 2021.

"Thank for doing my check up yesterday. You gave me some great tips. I will message you again sometime when I need advice. Thanks again."

Truck Driver and Truckie Tune Up Participant, 2021.

"I really hope this takes off. It is really needed for the transport industry. Hopefully to make this successful it would be great to get the backing of a big transport company. Men don't talk."

Truck Driver and Truckie Tune Up Participant, 2021.

"Everything is great, I don't have any questions, but I am feeling good that I have the knowledge about my health. Already looking to see how I can improve it. It was great meeting you and the team."

Truck Driver and Truckie Tune Up Participant, 2021.

Health in Gear Support Worker Insight

Below is an example of the nature of the support calls received by the Health in Gear team.

"I received a call today from a driver that was very angry and just needed someone to vent to and listen. He stated that he picked up his truck and load manifest and headed off as usual from one state. Arrived at the weight bridge in another state to find out that his truck was unregistered and that his load was heavier than his manifested weight. He had spoken to the business owner who had sorted the registration straight away but then had to wait for paperwork for the load. He said that he got to the weighbridge at 9:30 last night and he called me at 12:30 still waiting. He had multiple angry phone calls from the customer asking where he was and had no idea how to deal with what was going on. He did however know that the fine for overweight was going to be on him and that made him angry and he was very frustrated. He talked to me for about 30 minutes until he had calmed down, then told me that he appreciated my time and that I could listen to him."

The call was closed with the offer of ongoing support and assistance.

Project contact:

Darren Black,
Chief Executive Officer, OzHelp Foundation
ceo@ozhelp.com.au
1300 694 357

Appendix 1. Steering Committee Members

The role of the Project Steering Committee was to ensure the project was aligned with the project objectives and the project made efficient and effective use of resources. The committee assisted with resolving strategic level issues and risks and provided industry advice and guidance on issues facing the project.

Committee Members

OzHelp Foundation	Chief Executive Officer – Project Sponsor	Darren Black
OzHelp Foundation	Service Delivery Director	Jenny Permezel
NHVR	Manager Stakeholder Relations & Customer Experience – Project Owner	John Gilbert
NATROAD	Member Services Officer	David Johns
Livestock and Bulk Carriers Association	Chief Operating Officer	Bec Coleman
Wollongong University	Academic Theme Leader – Personal and Professional Development	Dr. Coralie Wilson
Queensland Transport Association	Chief Executive Officer	Gary Mahon and Lisa Fraser
ACT Ambulance	General Manager Operations	Matthew Smith
TWU Super	National Business Relationship Manager	Varenja Mohan-Ram
NT Road Transport Association	Executive Officer	Louise Bilato
Livestock & Rural Transporters Association of Victoria	Chairman Safety Committee	Mick Debenham
LJC Transport Pty Ltd	Transport industry Auditor	Glyn Castenalli
RTS ZERO	Road Safety and WHS Consultant	Michael Timms
Australian Logistics Council	Chief Operating Officer	Karen Bow
NSW police	Chief Inspector – Stakeholder Relations Manager	Phillip Brooks
Road Freight NSW	Chief Executive Officer	Simon O'Hara
Victorian Transport Association	Chief Executive Officer	Peter Anderson

Appendix 2. National Health in Gear Ambassadors

Ambassadors were recruited to assist in amplifying content, events, and activities across their social channels, throughout industry publications, radio programs and generally across their networks. Collectively, the ambassadors can reach more than 210,000 individuals across their social media channels and networks.

To ensure the Ambassadors were well prepared for their role and noting that they might become 'accidental counsellors' themselves, OzHelp provided the Ambassadors with QPR Online Gatekeeper Training by the QPR Institute of Australia to learn how to question, persuade and refer someone who may be at risk of suicide. Ambassadors have also been given access to OzHelp counsellors and/or our Employee Assistance Program for their own support. An OzHelp counsellor regularly touches base informally with Ambassadors by phone.

Rod Hannifey	Rod has spent much of his life advocating for road safety.
Glenn "Yogi" Kendall	Yogi has appeared on Outback Truckers, been inducted into the Transport Industry's Hall of Fame and has a large following on his Jake Break Friday social media segment.
Tony Fulton	Tony is an energetic, young Owner Driver who is an advocate for bringing young, engaged and enthusiastic drivers into the industry.
Lyndal Denny	Lyndal is a driver who is also the CEO for Women in Trucking Australia (also funded in round 4 of the HVSI). Lyndal is an advocate for women in trucking and is part of an initiative to encourage more women into careers in the heavy vehicle sector.
Sophie Reid	Sophie won SafeWork's 2020 young driver of the year award and is an advocate of women in the heavy vehicle sector. At the time of writing, Sophie had decided step down from the role.
Nicole Rutledge	Nicole is from a respected transport family; her grandfather and father owned their own transport companies, and her father has been inducted into the National Road Transport Hall of Fame. She understands the issues and challenges truck drivers face and is well known and respected in the industry. She is a full-time radio announcer with 92.7FM on the Sunshine Coast.

Appendix 3. Media Coverage

Literature Review:

Fully Loaded Literature Review Release: <https://www.fullyloaded.com.au/industry-news/2102/alarming-research-spurs-ozhelp-owner-driver-aid-program>

Australian Men's Health Forum: https://www.amhf.org.au/putting_heavy_vehicle_drivers_in_top_gear

Supply Chain Channel: <https://supplychainchannel.co/ozhelp-launches-truck-driver-aid-program-health-in-gear/>

Program Launch:

Australian Men's Health Forum: https://www.amhf.org.au/health_in_gear_website_for_truckies_hits_the_road

Australian Transport News: <https://www.fullyloaded.com.au/industry-news/2103/transport-mental-health-crisis-and-the-road-to-recovery>

Prime Mover Mag: <https://www.primemovermag.com.au/truck-driver-well-being-program-launches/>

Big Rigs: <https://bigrigs.com.au/index.php/2021/03/17/new-truckies-health-and-wellbeing-program-launches/>

Supply Chain Channel: <https://supplychainchannel.co/ozhelp-launches-truck-driver-aid-program-health-in-gear/>

WIN News National: <https://www.facebook.com/WINNewsCanberra/videos/463578081745819>

Nat: <https://www.nrspp.org.au/2021/03/18/truck-drivers-contribute-to-health-in-gear-a-health-and-wellbeing-initiative-for-the-transport-industry/>

ATA and PACCAR unveil new multi-purpose vehicle:

ATA media release: <https://www.truck.net.au/media/media-releases/ata-and-paccar-unveil-innovative-industry-vehicle>

PACCAR media release: <https://www.paccar.com.au/2021/05/18/ata-and-paccar-unveil-innovative-industry-vehicle/>

Big Rigs: <https://www.bigrigs.com.au/index.php/2021/05/13/ata-and-paccar-unveil-new-multi-purpose-vehicle/>

Trade Trucks: <https://www.tradetrucks.com.au/industry-news/2105/paccar-and-ata-reveal-multi-purpose-utility-vehicle>

Sunrise - Tony Fulton's video footage: <https://www.facebook.com/tonetruckinstories/videos/2968421033395768>

Brisbane Truck show Highlights (this was also sent in their EDM to their complete database):

<https://www.brisbanetruckshow.com.au/news/we-need-to-talk-bts21/>

Tones Trucking Stories Health Check: <https://www.facebook.com/tonetruckinstories/videos/2963276380568546>

On The Road Podcast Interview: <https://podcasts.apple.com/au/podcast/episode-38/id1531560450?i=1000523362092>

Big Rigs Health in Gear Podcast: <https://www.bigrigs.com.au/index.php/2021/06/25/new-trucking-podcast-aims-to-help-drivers-stay-connected/>

Big Rigs Mental health messages from industry support groups

<https://bigrigs.com.au/index.php/2021/08/05/mental-health-messages-from-industry-support-groups/#more-28586>