

SPLIT SECOND

COMPETITION

ADMIT
18-25
ONLY

BRIEF

01

DRIVER FATIGUE

KEY MESSAGE: YOU SNOOZE, YOU LOSE.

BACKGROUND

Driver fatigue continues to be a leading cause of deaths and serious injuries on Victorian roads.

It's a common misconception that fatigue is a result of long drives only. In fact, in many cases, motorists are already tired when they get behind the wheel from working long or irregular hours, studying late, exercising or simply going out with mates. If you fall asleep for just a split second (micro sleep) while driving, it can be lethal.

More than one in three Victorians admit to driving while fatigued. That's 1.6 million of us who are driving when tired each year.

THE CHALLENGE

Submit an idea for video content designed to get your peers thinking about driver fatigue. Your submission must include a synopsis no longer than 300 words and a visual moodboard. To support your idea, you can also include the following:

- © Script
- © Storyboard

Get creative! But remember, the purpose of your content is to educate your audience as well as to entertain them. You must be 18-25 years old and a resident of Victoria to enter.

NO CLICHÉS

Think of something that's unexpected for a road safety ad.

NO BLOOD OR GORE

Think outside the box and go beyond the usual shock tactics.

KEEP IT IN BUDGET

Avoid Hollywood explosions, CGI and car chases.

KEEP IT IN TIME

Storyboarding will help ensure your idea fits in 45 seconds.

AUDIENCE IN MIND

What does your audience (Victorians aged 18-25) need to know about driver fatigue?

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THOUGHT STARTERS

Here are some facts and thought starters for your idea:

01

Driving when tired is a contributing factor in between 16-20% of all road crashes and in 10% of serious injuries in Victoria.

02

30 people lose their lives each year and up to 200 people suffering serious injuries in accidents where fatigue is a contributing factor (5 year avg.).

03

37% of people admit to driving while tired. That's 1.6 million Victorians who are driving tired each year.

04

If you fall asleep for just four seconds while travelling at a speed of 100 km/h, the car will have gone travelled 111 metres without you being in control.

05

Fatigue isn't only an issue on long distance drives; it is also a risk on short drives.

06

Young drivers (18-25) face significant challenges with driver fatigue, with 59% reporting driving while very tired. Key factors are overconfidence and a lack of education (winding down the windows, putting on loud music and drinking coffee won't wake you up - sleep is the only way to combat fatigue) and not prioritising safety over getting to their destination.

07

The only way to effectively combat driver fatigue is to sleep. Make sure you get enough good quality sleep before getting behind the wheel, have a power nap if you feel drowsy, and try to avoid driving during hours you would usually be asleep.

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