

BEHAVIOR
BASED SAFETY



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Why implement a BBS program

- Key factors for success
- BBS Implementation

Overview of BBS

*“Focuses on what people do, analyzes why they do it, and then applies a strategy to improve what people do.”
Definition courtesy of Wikipedia*

- It is an understanding of what drives people to take the actions they do.
- Motivators
- Maslow’s Hierarchy of Needs
 - Physiological, Safety, Love/Belonging, Esteem, Self Actualization
- Experiences / Exposures

Why BBS?

- Proven results when implemented correctly
 - *... and to a degree, even when not done correctly.*
- Gets at behaviors and can lead to changing the culture of the organization
- Drives safety improvement
- Involves employees

BBS is NOT....

- ... the magic pill that makes all incidents go away.
- ... a release of responsibility for leaders.
- “Now the responsibility of the employees”
- ... an excuse to be in (or out of) compliance.
- ... a reason to leave hazards in the work process
- ... a reason to eliminate training, auditing, and the completion of corrective actions.

BBS will only work if it is part of an overall safety process and a fabric of the organization

In simple terms:

Behaviors are observed

Desired behaviors are developed

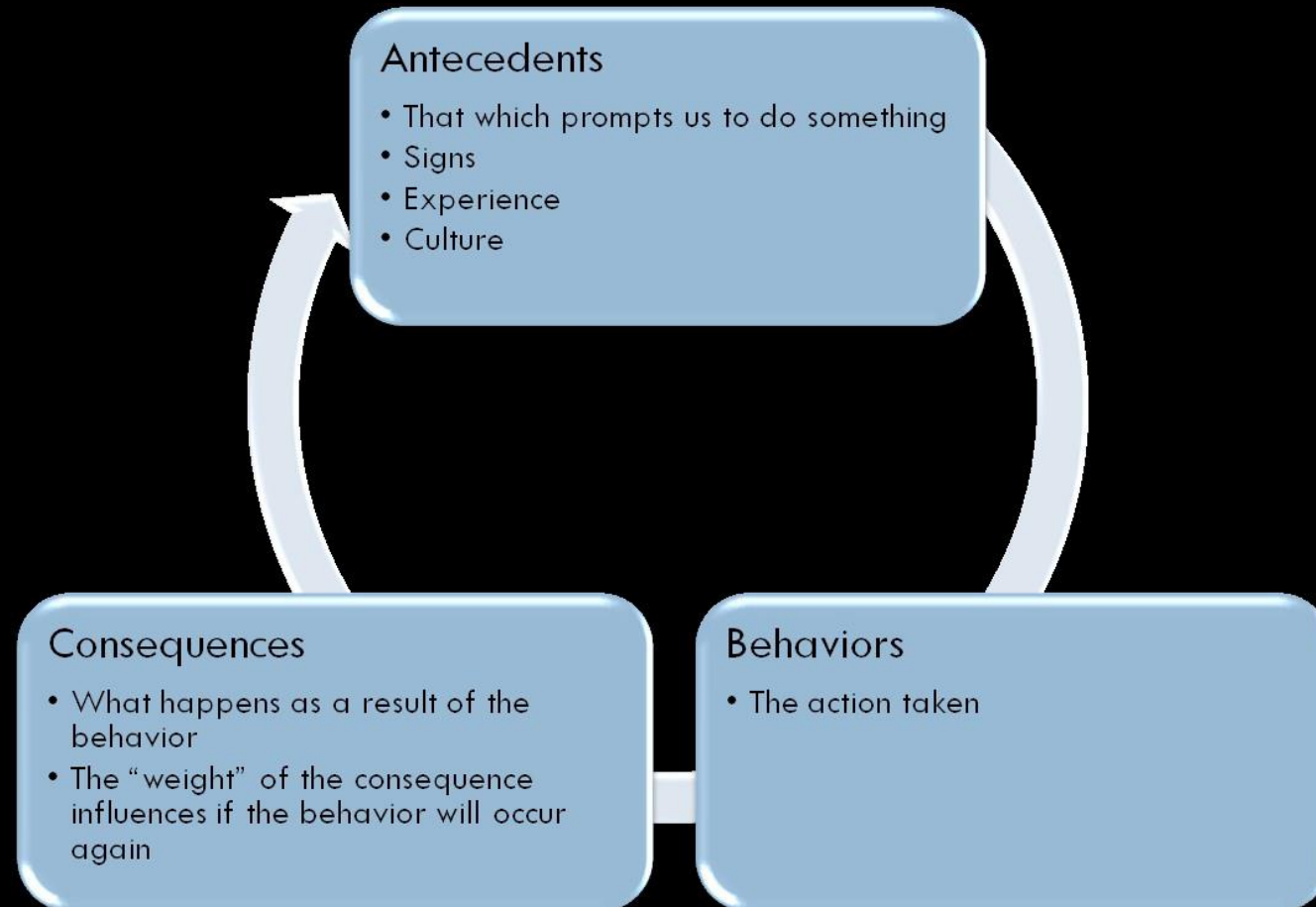
Goals of compliance are set

Employees are trained in the new desired behaviors

Observations are made of the behavior changes

Celebrations occur when goals are met

Behavior Ideas – The ABC's



The “Weight” Defined

Outcome

- Positive
- Negative

Timeline

- Immediate
- Future

Certainty

- Certain
- Uncertain

Examples

- Touching a hot stove
- Smoking
- Speeding
- Bypassing a safety guard
- Going to the gym
- Wearing PPE

The “Weight” Defined

Outcome

- Positive
- Negative

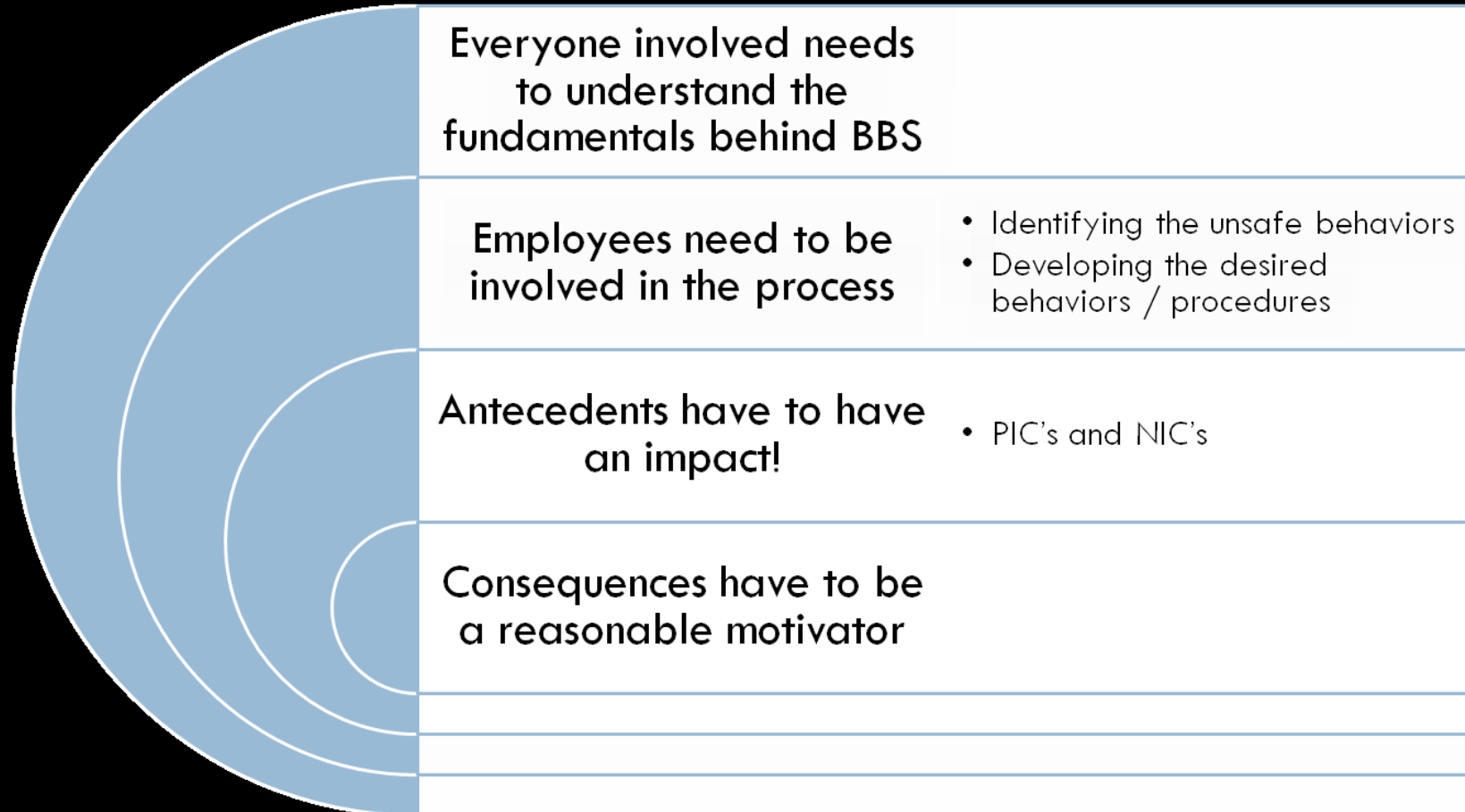
Timeline

- Immediate
- Future

Certainty

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Changing Behaviors



Are you ready for BBS?



Compliance Programs in Place

- PPE Programs
- LOTO
- Machine Guarding



Hazard Identification

- Audits
- JSA's



Training

- Hazard Identification
- Auditing
- Compliance Training



Involvement at All Levels

- Leadership Committed
- Managers and Supervisors
- EMPLOYEES!

Are you ready for BBS?

- “Safety Culture”
- Management and employees must have a working relationship on safety processes
- Accountabilities in place that are based on the proactive.
- Positive reinforcement practiced – reward for achieving success.
- Empowerment

Implementation

- All of these aspects are team based!
- Define observable (at risk) behaviors
- What is it we want to look for, analyze and improve?
- Gain understanding of what antecedents (and prior consequences) drive those behaviors.
- Define factors to drive the wanted behaviors
- Remove any barriers to driving improvement – i.e. is the PPE of the proper form, fit, and function?

Implementation

- Define antecedents and consequences for the desired behavior
- Positive consequences
- Negative consequences
- Focus on achievements and successes
- In all aspects – focus on the pro-active rather than the re-active.
- Rates should not be used as an indicator of success.
- Recognition

Implementation

Use
SMART
goals

- Specific
- Measurable / Motivational
- Achievable
- Relevant
- Traceable

Implementation

- Remember the PIC's and NIC's
- Define the target behavior
- Observe
- Intervene
- Reward Successes
- Strive to improve perceptions, emotions, awareness, and attitude towards safety

Other things to consider...

- Choose your words carefully
- “Behavior modification”
- Are employees rats in a maze?
- Dogs with an invisible fence?
- Make feedback a positive experience – ask for assistance in achieving the targeted behavior.
- Don’t confuse goals with vision – i.e. zero incidents
- Success builds success – it is the consequence that becomes the antecedent!

Thank you for taking the time to learn about BEHAVIOR BASED SAFETY



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