



IIRSM International Institute of
Risk and Safety Management

Behaviour Based Safety

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What is Behaviour Based Safety

Process that creates a **safety** partnership between management and employees that continually focuses people's attentions and actions on theirs, and others, daily **safety behaviour**.

Based on three traditions:

- Safety Science
- Psychology
- Management

An established cost-effective weapon in the war on workplace injuries

Based on fundamentals of **Antecedent Behaviour Consequence** (ABC) behaviour model.



History

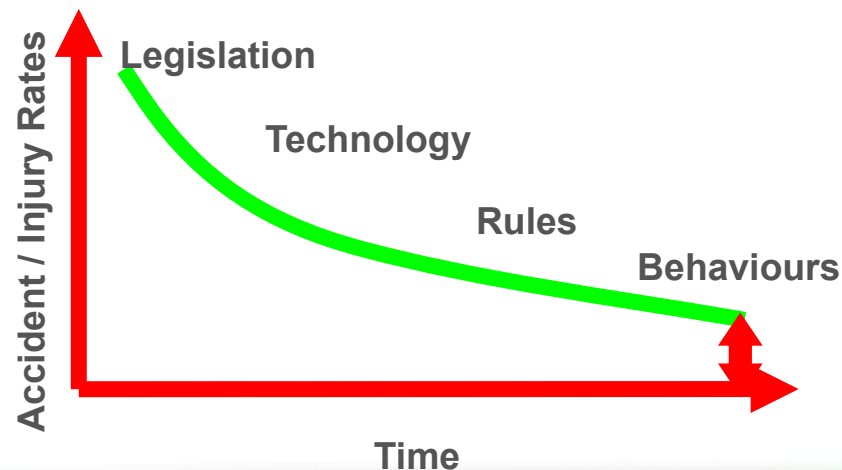
1930 – H W Heinrich in 1930 concluded: **90% of incidents caused by human error**

1960 – First formal Behavior Safety Study conducted

1960's – Companies established training and productivity programs

1979 – Dr. E S Geller coined the phrase '**Behaviour Based Safety**'

1980's – Milliken & Company adopted **Behaviour Principles**





Unsafe Behaviour

- The consequence of behaving unsafely will nearly always determine future unsafe behavior, simply because reinforced behaviour tends to be repeated.

OR

- If I do something, knowingly or unknowingly, unsafe and don't get hurt and I get the job done faster or cheaper, I will likely do it again until I do get hurt or am asked to correct to stop my behaviour.





BBS Elements

- **Common Goals**
 - Employee and Managerial involvement in the process.
- **Definition of what is expected**
 - Specification of target behaviors derived from safety assessments.
- **Observational data collection.**
- **Decision about how best to proceed based on those data.**
- **Feedback to associates.**
- **Review**



Successful BBS Programs

To be successful a BBS program must include:

- All Employees – CEO to floor associates
- A change in policy, procedures and/or systems to achieve changes in behavior
- Buy in and support from all involved in decisions
- A basis of scientific knowledge



At Risk behaviour

There are 3 types of at-risk behaviour:

- Conscious
- Habitual
- Unintentional

BBS is about unintentional behavior and habitual behavior.

To be more specific, it's about how to prevent mistakes or errors you never wanted to make in the first place.





Psychological Factors

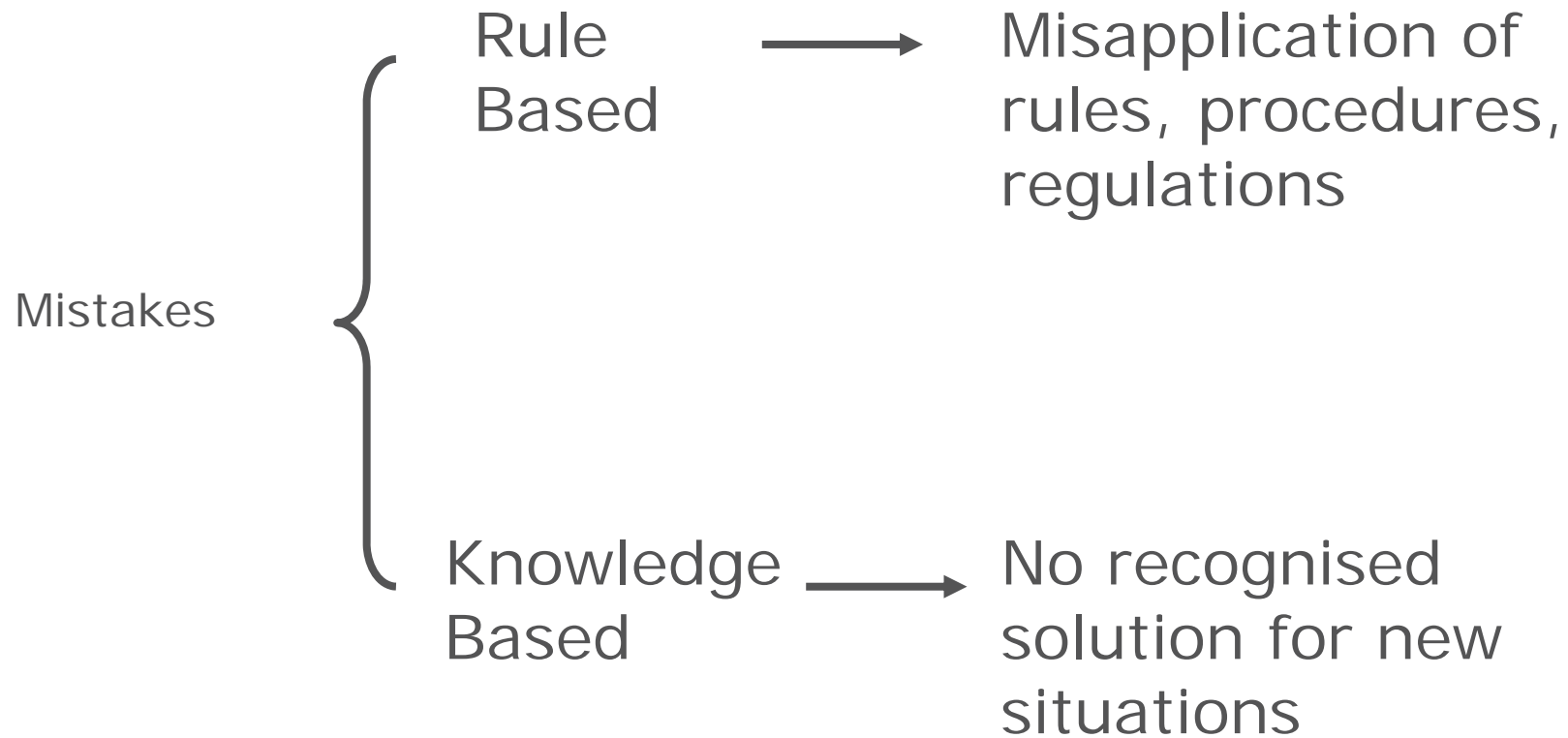
- Stress
- Tiredness
- Fear
- Illness
- Fatigue
- Ergonomic
- Culture

Leading to
Unintentional
Behaviour





Unintended Behaviour





7 Deadly Sins

- Pride – Conceit, Arrogance, Selfishness
- Avarice – Greed,
- Lust – Power, Desire
- Envy – Discontent, Jealousy
- Gluttony – Alcohol, Drugs, Wastefulness
- Anger – Rage, Hostility, Bullying
- Sloth – Negligence, Laziness, Insensibility



Intended Behaviour

Violations

Routine



Habitual deviation
from regular
practices

Exceptional



Non-routine
infringement
dictated by
extreme local
circumstances

Situational

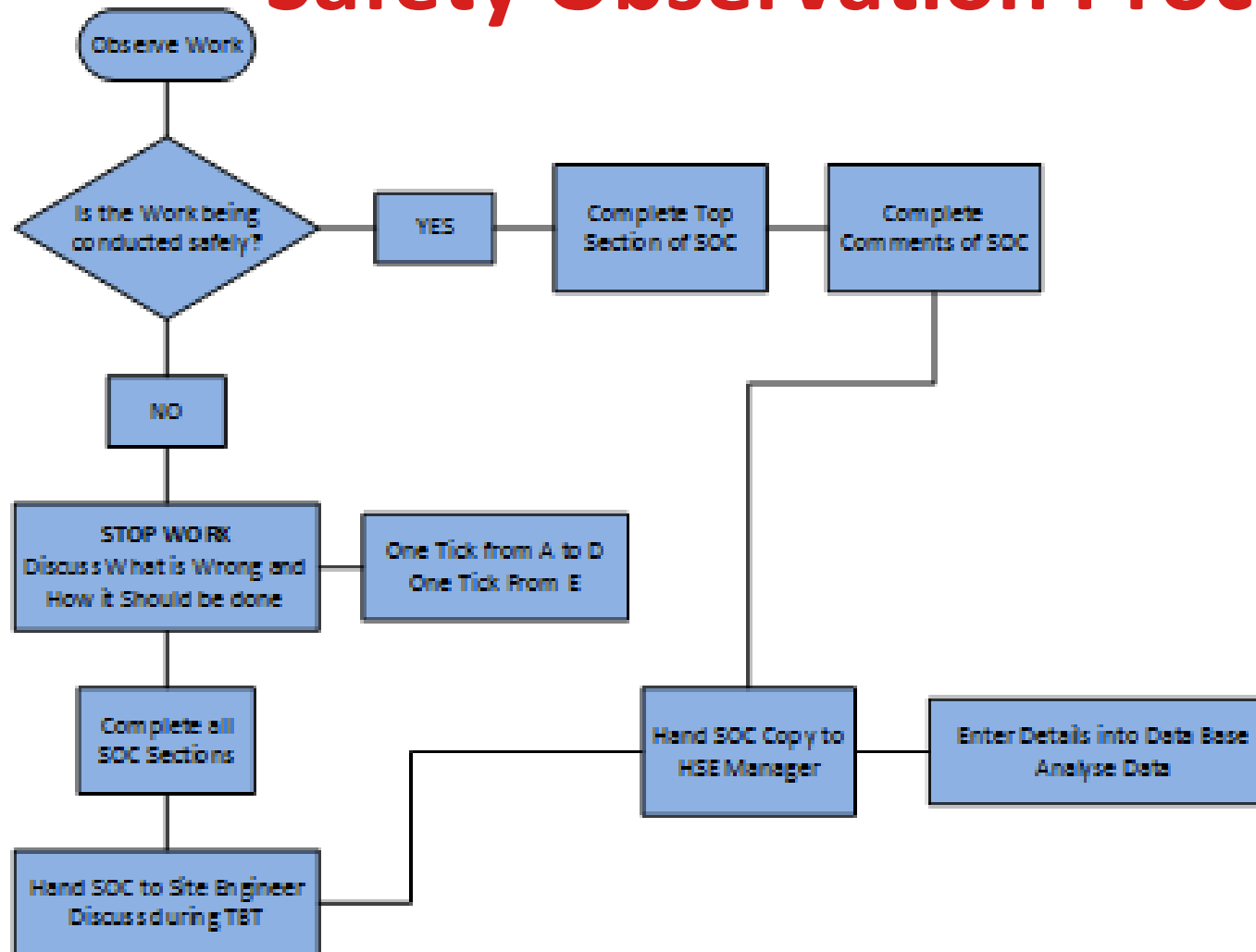
Acts of
sabotage



Crime



Safety Observation Process





Criticisms

D J Eckenfelder stated 'BBS has virtues but lasted too long, cost too much and has been used incorrectly turning the process into a hindrance instead of a help.

Some think that BBS has outlived its usefulness.

Professor D Cooper – surveyed 247 companies implementing BBS – **No Evidence** had been put forward to support these critical assertions.

- Evidence points to positive outcomes
- 92% of respondents wanted to work at a company using BBS

James Reason's Cheese Model

- All accidents are preventable if you trace the root cause back management decisions, leadership and actions.

Tim Marsh – an understanding of the underlying cause of the unsafe act or condition rather than a focus on the individual is the key to effective long term behavior change.

