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Using Behavioral Safety to Strengthen Your VPP

Presented by:

**Thomas E. (Ted) Boyce, Ph.D.
Center for Behavioral Safety, LLC
San Carlos, CA**

at

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Contact: Tel: 775.232.3099

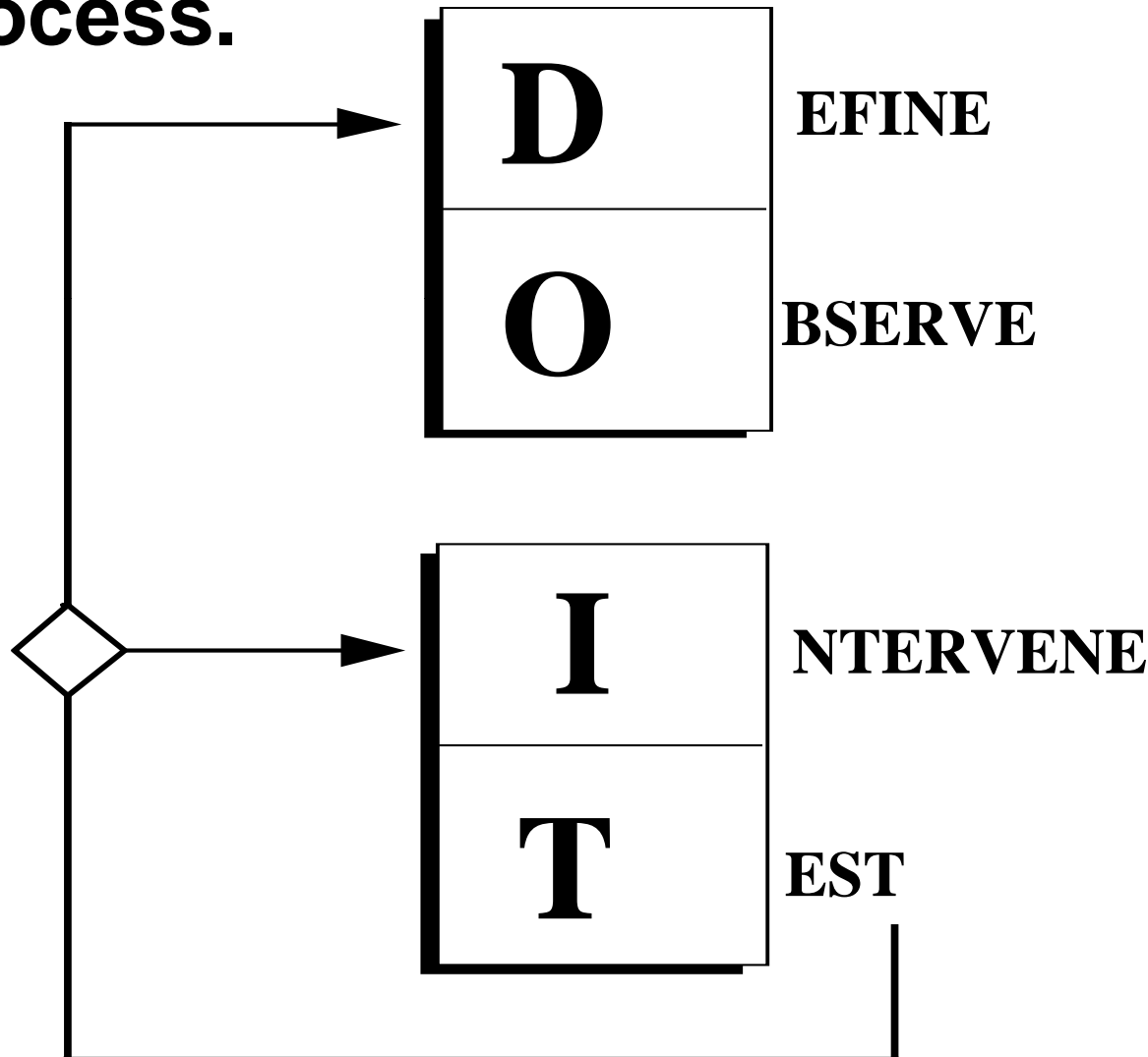
E-mail: ted.boyce@cbsafety.com

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Behavior-Based Safety (BBS) is...

- a continuous improvement process that involves: 1) identifying and defining critical safety behaviors, 2) measuring [through direct observation] those behaviors in an on-going fashion, and 3) providing performance feedback that leads to increases in safety-related behaviors.

Continuous Safety Improvement Requires Cycling Through a 4-Step Process.



Observations are Made with the Help of a Simple Checklist.



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Observer: _____		Location: _____		Date: _____	
Audit Category	Safe	Unsafe	Feedback Targets		Unsafe
			Safe		
Position					
Safe Apparel					
Housekeeping					
Tools/ Equip.					
Procedures					
Total			I Gave Feedback		<input type="checkbox"/> yes <input type="checkbox"/> no

Front of One-Minute Audit Card

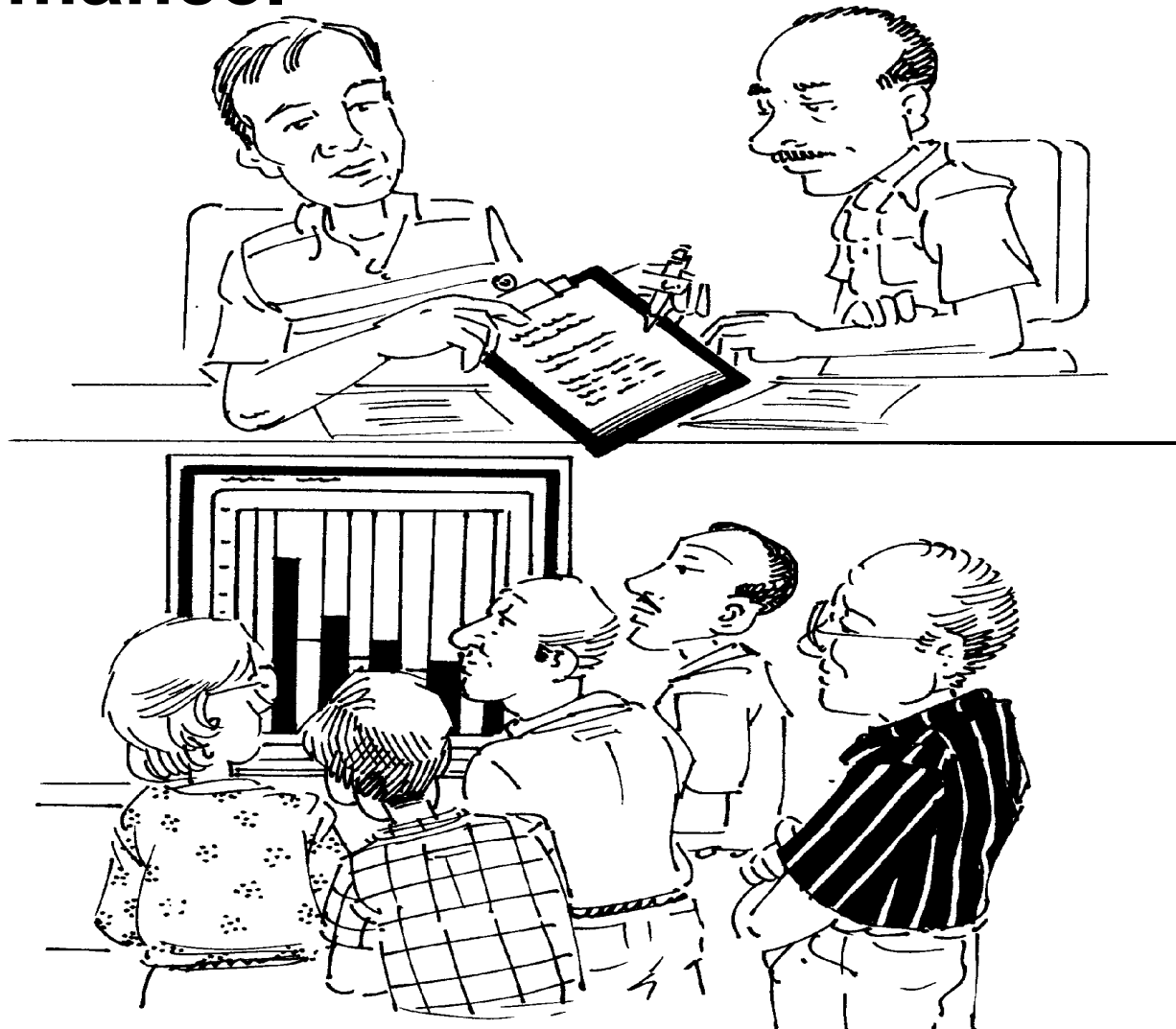
Feedback Targets	Yes	No	Feedback Targets	Yes	No
<u>Position</u> * Line of Fire * Falling * Pinch Points * Lifting			<u>Tools/ Equip.</u> * Condition * Use * Guards		
<u>Safe Apparel</u> * Hair * Clothes * Jewelry * PPE			<u>Procedures</u> * SOP's * RA's * Permits * Lockout * Barricade * Equipment Release		
<u>Housekeeping</u> * Floor * Equipment * Storage of Materials					

Back of One-Minute Audit Card

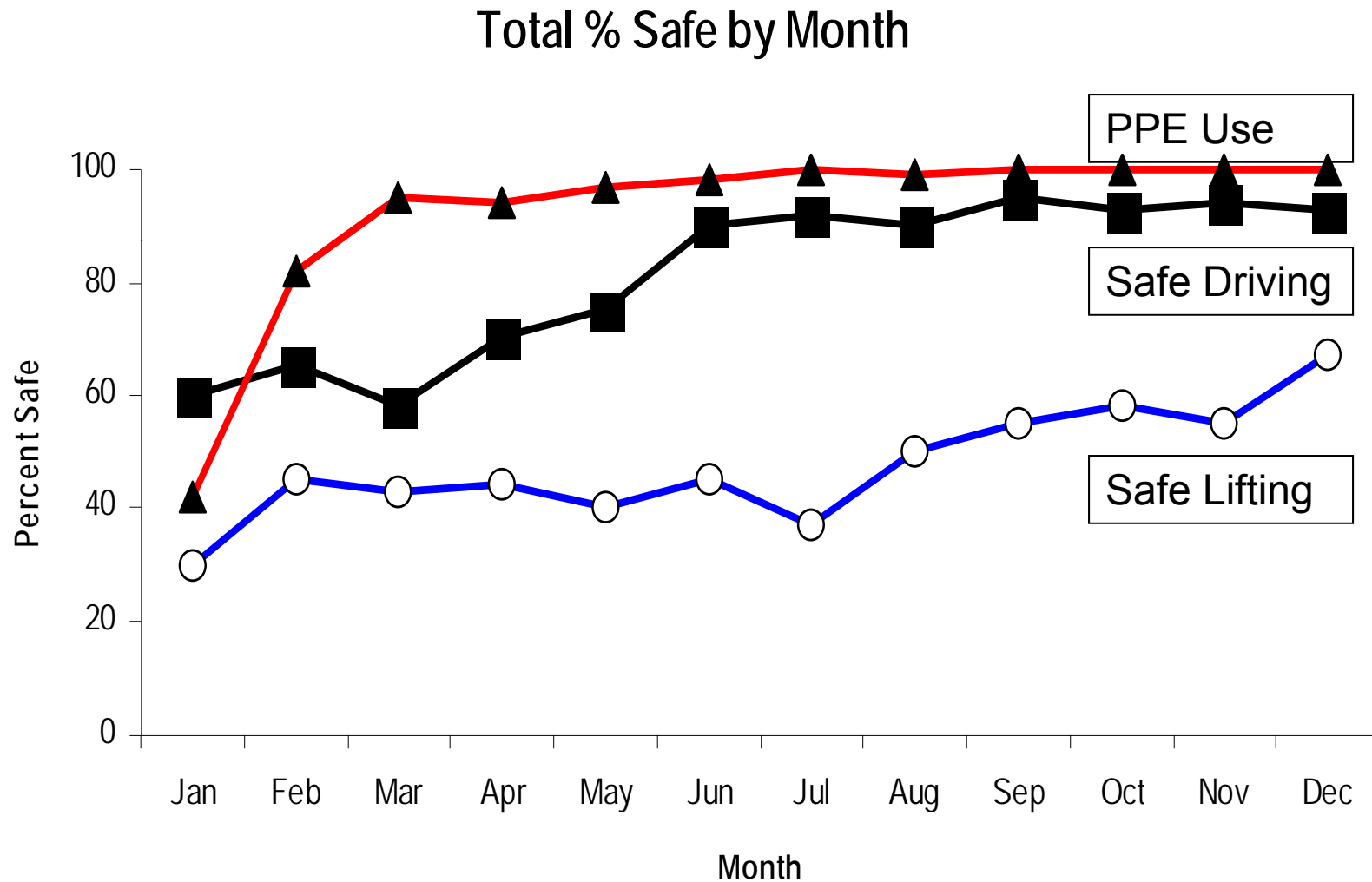
Feedback from Behavioral Observations Will Improve Safety Performance.



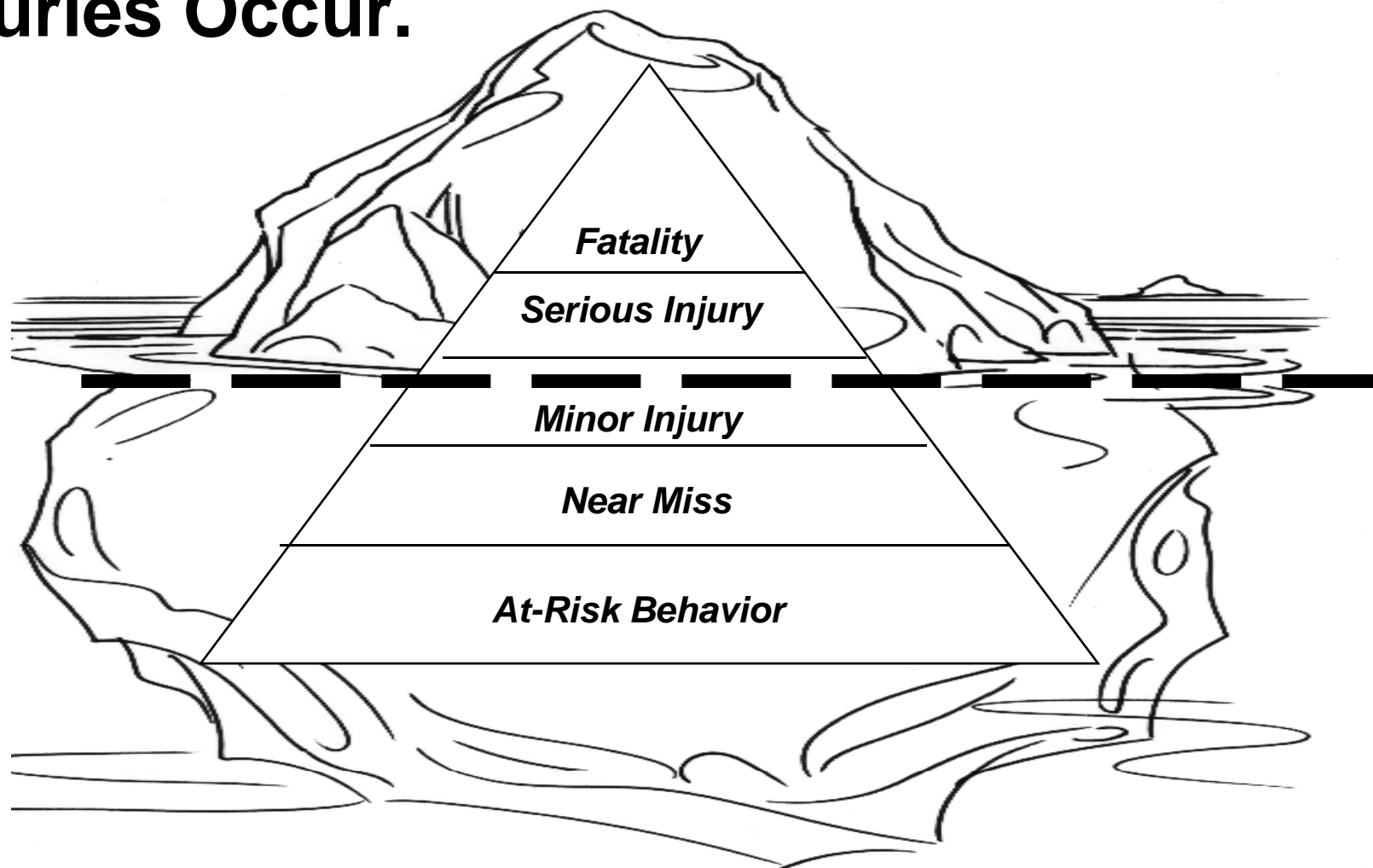
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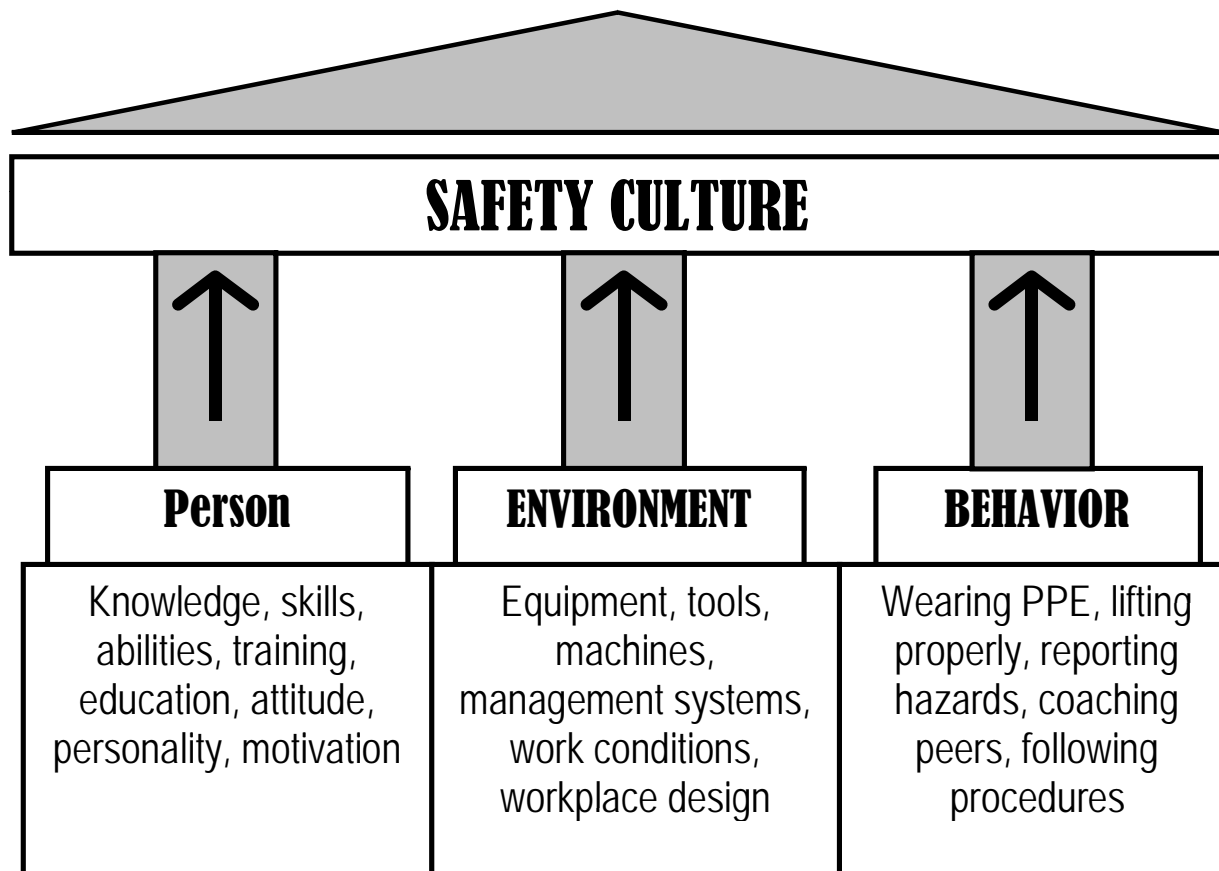
Observations are Graphed to Pinpoint Problem Areas and Provide Group Feedback.



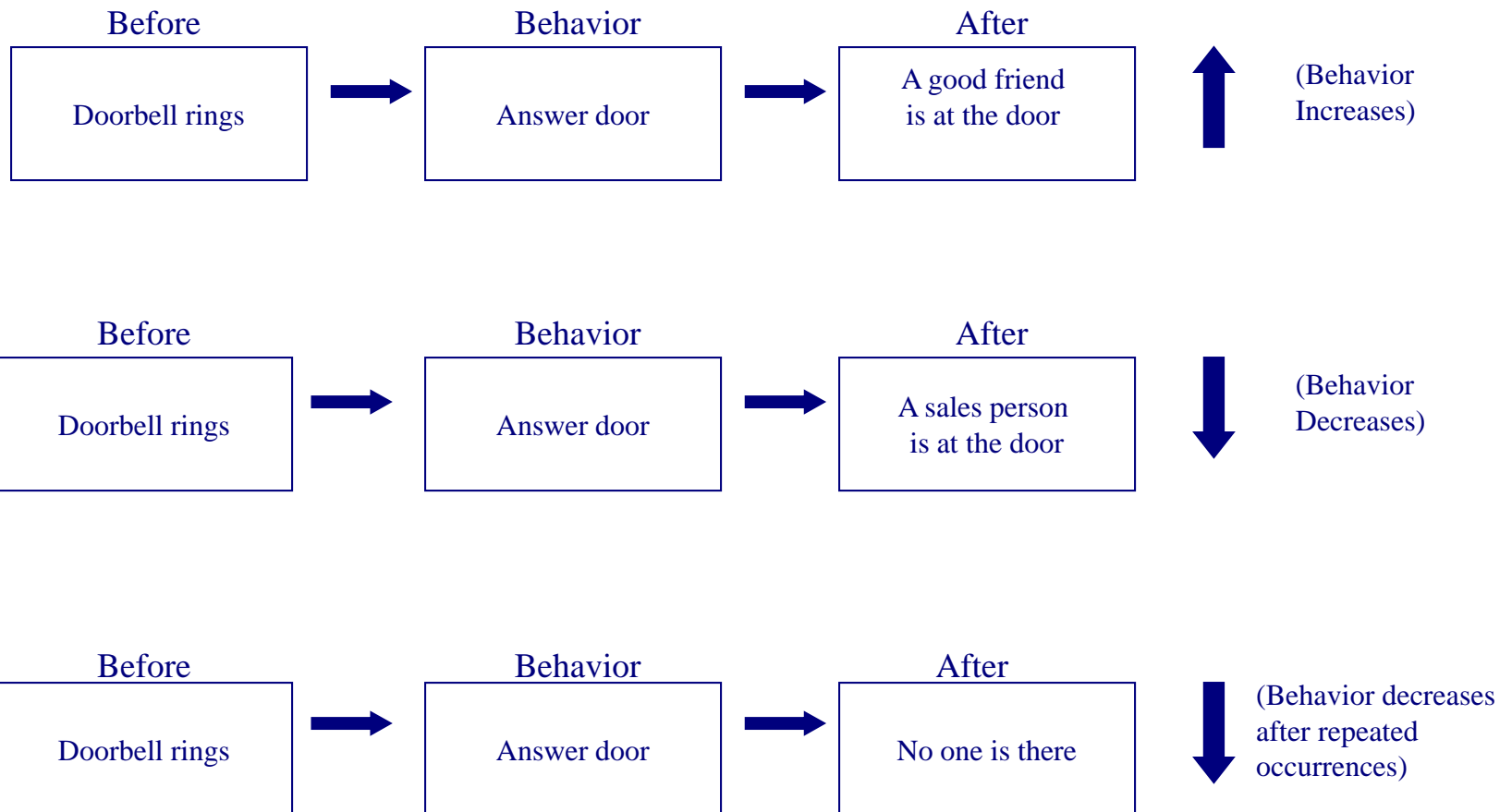
**By Focusing on Behaviors, We
Identify Areas for Improvement *Before*
Injuries Occur.**



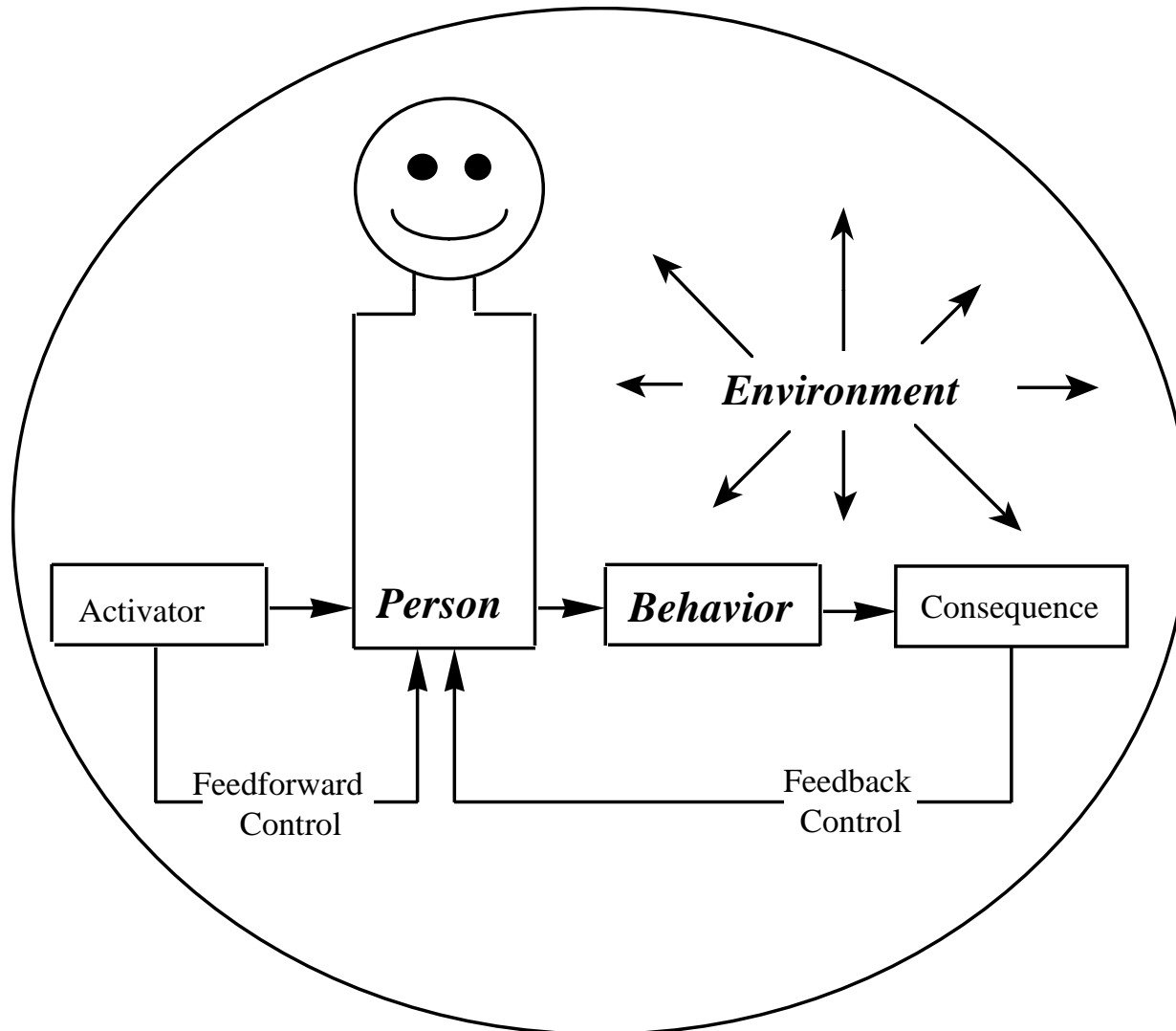
System Factors Influence Safety-Related Behaviors.



Behavior Occurs as a Result of What Comes Before and After.



Beneficial Behavior Change Requires an Understanding of the ABC Model.



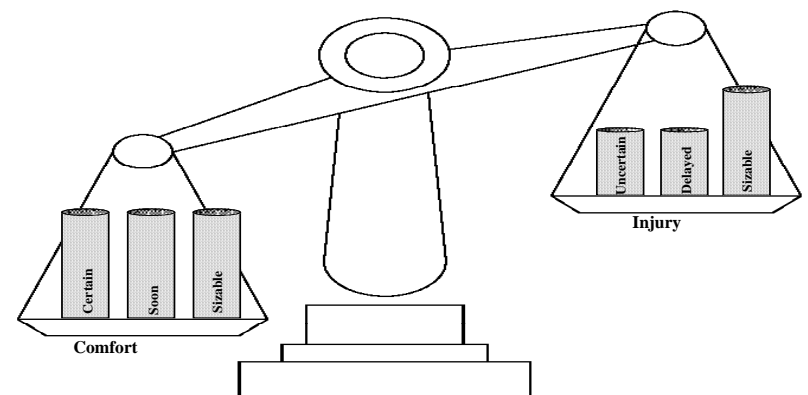
Some Consequences Lead to More Behavior Change Than Others.

The **MOST** effective consequences are:

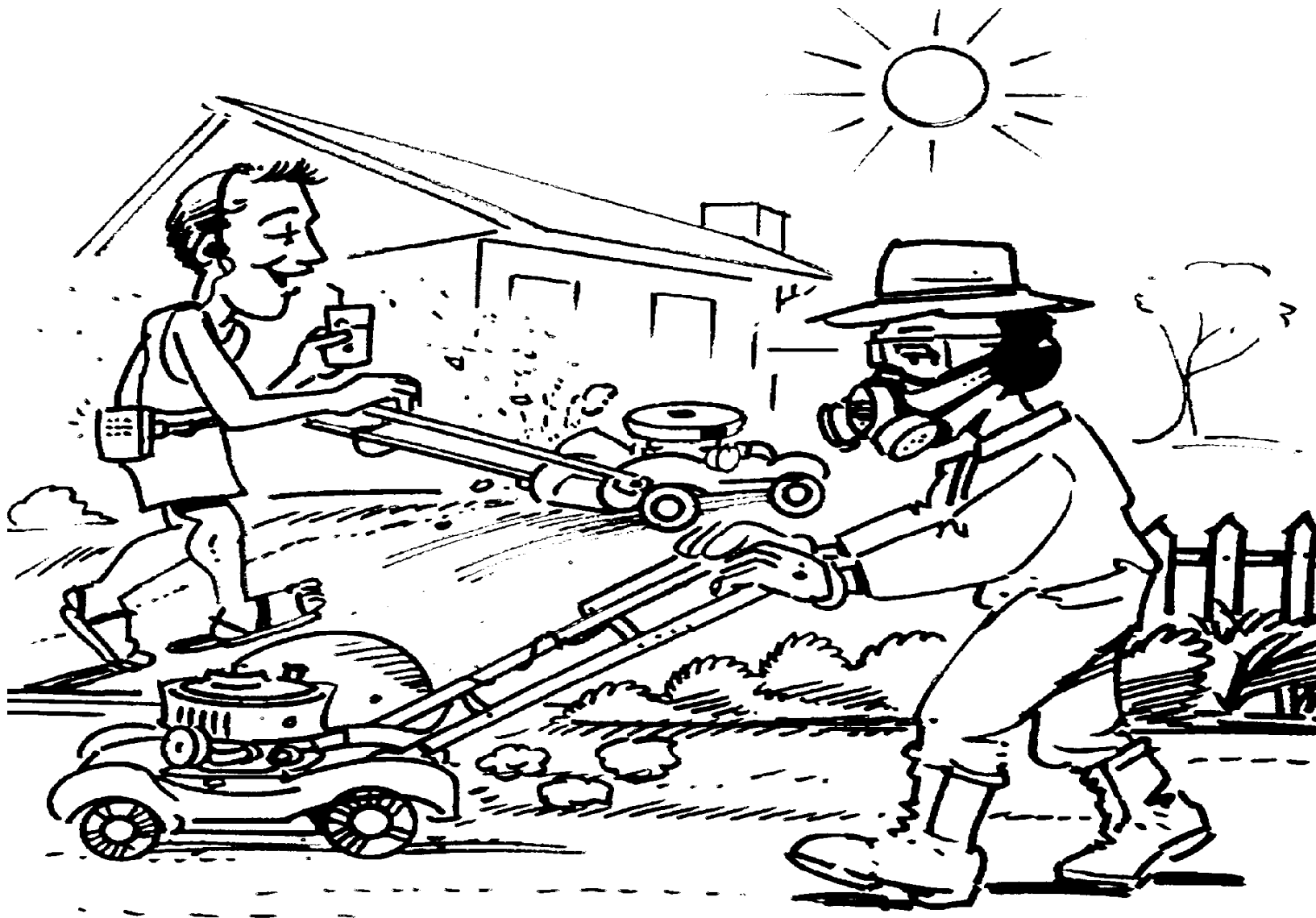
- **Certain** (There's a high probability you'll receive the outcome.)
- **Immediate** (The outcome occurs with little delay after your behavior.)
- **Positive** (The outcome is significant or meaningful to you.)

Risky Behavior: working near a heat source without gloves

Outcomes: comfort/dexterity versus injury



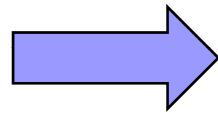
Some Tasks Don't Have Natural Rewarding Consequences.



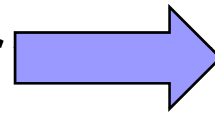
The A-B-Cs of Effective Safety Leadership

Set clear expectations/
Give specific direction

Activator

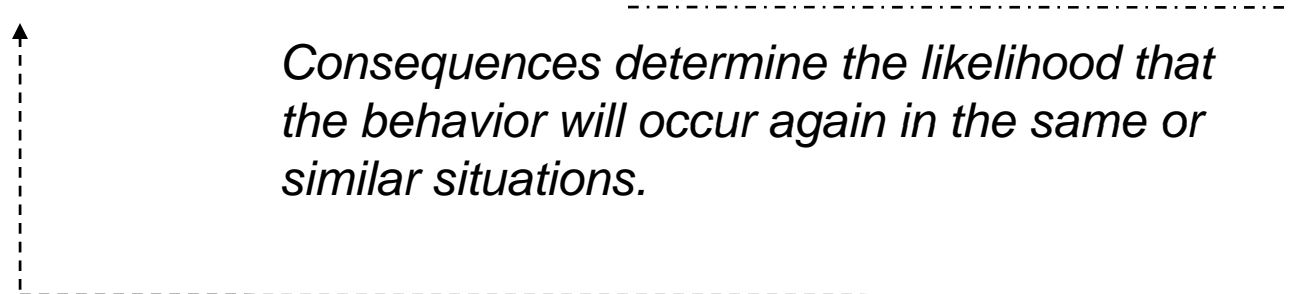


Behavior



Consequence

Provide appropriate
behavior-focused feedback



Antecedents gain their effectiveness based on their correlation with consequences.

Without Consequences, Activators Lose Their Effectiveness.

Activator Behavior Consequence

- | | | |
|-------------------------|----------------------------|-------------------|
| ■ Rules and Regulations | ■ Prevent At-Risk Behavior | ■ Avoid reprimand |
| ■ Training | ■ Promote safe behavior | ■ ??? |
| ■ Signs | ■ Promote safe behavior | ■ ??? |
| ■ Safety meeting | ■ Promote safe behavior | ■ ??? |

“Push Back” Often Occurs When We Lead Primarily by Threatening Negative Consequences.



Find the *Silver Lining* to Build Confidence and Motivate Behavior.



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Emphasize Positive Consequences to Get Positive Results.



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	Natural Consequence	Extra Consequence	
		Old	New
Safe Behavior	<ul style="list-style-type: none"> ■ Time consuming ■ More difficult (self-approval) 	<ul style="list-style-type: none"> ■ Ignore 	<ul style="list-style-type: none"> ■ Praise ■ Rewarding feedback ■ Recognition
At-risk Behavior	<ul style="list-style-type: none"> ■ Time saving ■ Easy ■ Comfortable (injury rare) 	<ul style="list-style-type: none"> ■ Reprimand ■ Penalize 	<ul style="list-style-type: none"> ■ Correcting or constructing feedback

On Top of a Good Foundation, a Variety of Behavior-Change Interventions Can Influence Safety-Related Work Practices.

- Effective safety signs
- Education and training
- Safe behavior modeling
- One-on-one coaching
- Group “safety share”
- Goal setting
- Public safety declaration/Promise card
- Group safety celebration
- Safety incentives
- Safe behavior “thank you” cards

Employees Should Feel Empowered About Their Safety Process.

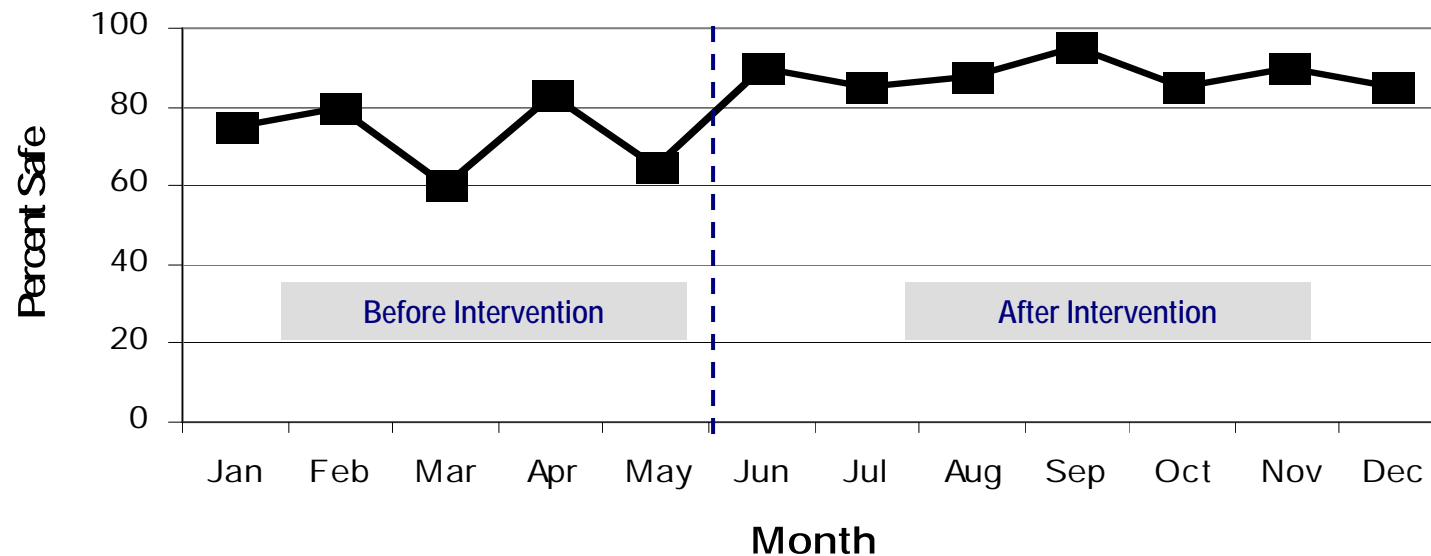


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Observations are Graphed and Comments Reviewed to Find Solutions and Promote Improvements.

PPE Use: Gloves
Total % Safe by Month



Intervention: Get samples of different gloves that provide appropriate protection, distribute to some employees for testing, make top 3 choices available to all who are performing tasks where glove use could be improved.

Safe Behavior Thank-You Cards Reward Safety-Related Behaviors.



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S.T.A.R.T.

Safety **T**hrough **A**wareness, **R**ecognition, **T**eamwork

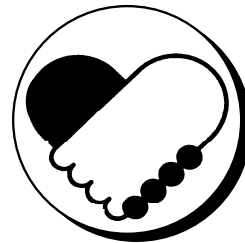
To: _____

Thank you for Actively Caring for our
Celriver family. Safety starts with YOU!

[Make a difference by depositing this in the collection box.]

(Front)

Hand-in-Hand for Safety We Stand!



(Back)

A Modest Incentive Was Designed By These Employees to Promote Participation.



**Win with your
Gold Card
Observations**

Drawing March 30, 2004

And the winning numbers are.....



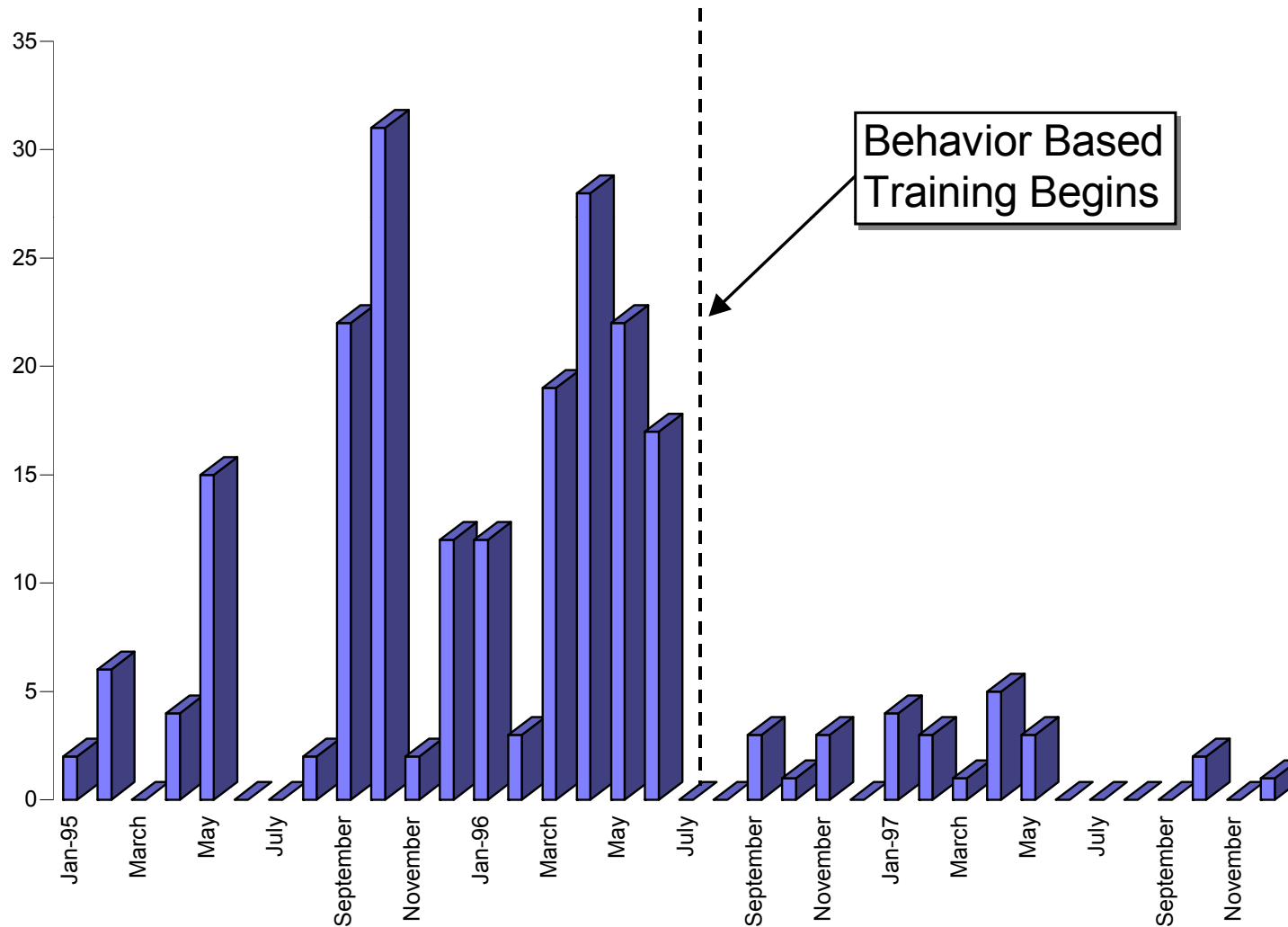
1192	2044	1594
1193	0541	1255
0546	1168	2005
1567	0586	0309
1499	0980	1508

If you have a winning number contact the Safety Department

The number will be good for 30 days, after that the Prize will be re-drawn.

A Flexible BBS Process Prevents Injuries, and Saves Lives.

Number of Lost Days Per Month

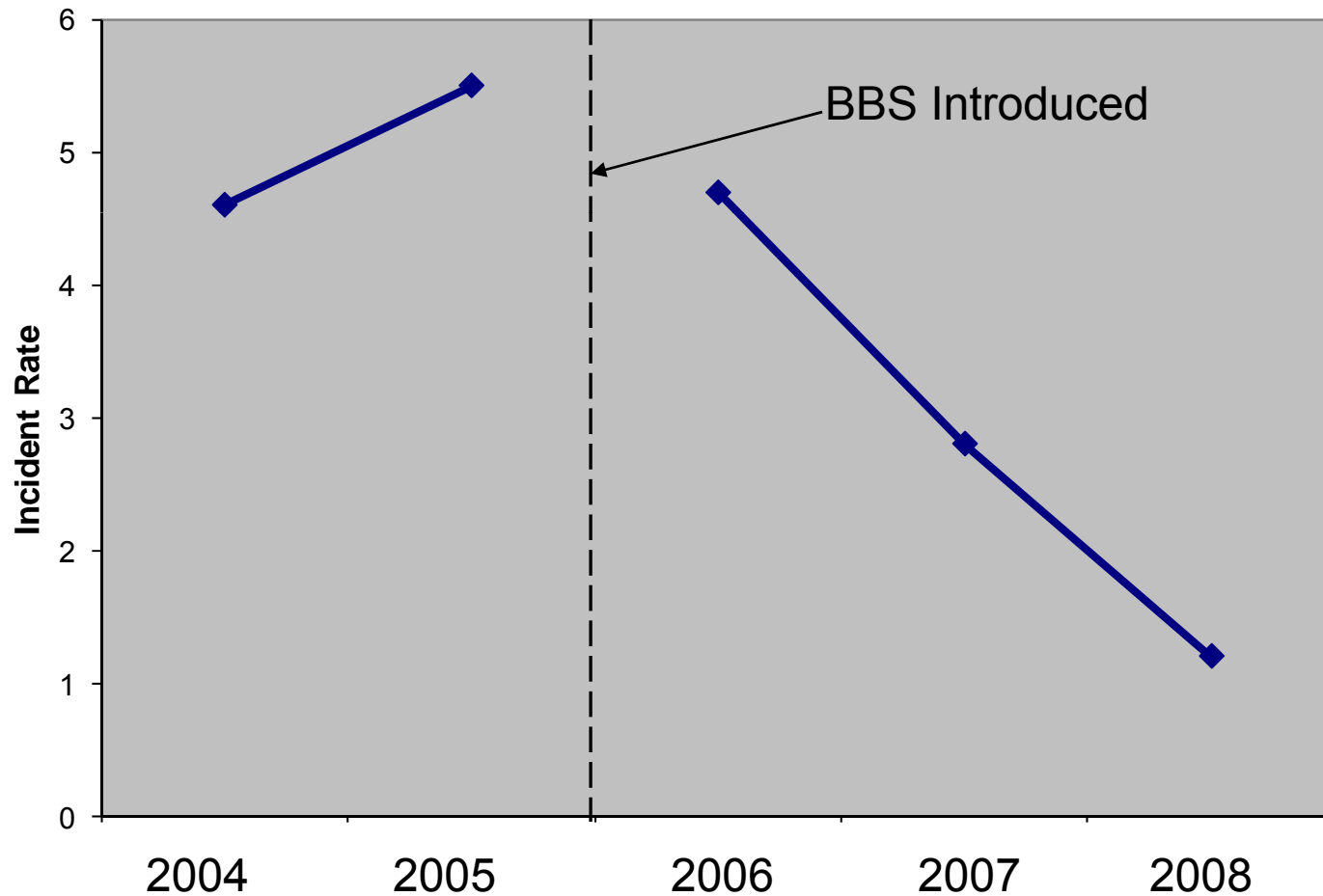


BBS Reduced Total Incident Rate at a Large Gold Mining Facility.



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Total Incident Rate



There are Many Other Benefits to an Effective BBS Process.

- Improved environmental, quality, and productivity
- Increased employee morale
 - Reduced absenteeism
 - Less turnover
- Opportunities to use behavior principles in other areas of your organization's performance
- *A measureable* change in Safety Culture
- Achieving and maintaining VPP STAR status

There are *Nine* Characteristics that Define a *Successful* Behavior-Based Safety Process.

- Focus on observable behaviors
- Apply the scientific method to develop and improve interventions (measure, measure, measure)
- Provide frequent performance feedback
- Look for system factors to both understand and improve behaviors
- Direct behaviors with activators, motivate behaviors with consequences
- Focus on positive consequences for safe behavior
- Involve front-line employees in all aspects of the process
- Customize the process to fit YOUR needs
- Use an expert in human behavior to guide your implementation and to periodically review your process

Welcome a Journey of Continuous Safety Improvement

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*The highest praise you can give me is allowing me the
privilege of sharing this information with others.*