

Behavior Safety Program and “ME”

Shaping Behaviors for a Safer Workplace

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Objectives

- Review BBS Program and Elements
- Behavior Accountability Tool – “ME”
- Establish a Safe Behavior “Culture”
- Delivering Training – “ME” - Passion

Behavior Base Safety Evolution

- BBS has evolved over the last 25 years or so, as a well known and acceptable method for reducing accidents and injuries in the workplace
- Back in the 1930's, Heinrich was reporting that 90% of all accidents were caused by "Unsafe Acts"
- Subsequent DuPont in 1956 confirmed Heinrich's contention
- In the 70's and 80's BBS model added "unsafe or at-risk behaviors"

Behavior Base Safety - Definition

- BBS model is the use of behavior psychology to promote safe behavior at work through the use of observation, feedback and data analysis

Basic Program Requirements

- Provide for workforce participation
- Target specific unsafe behaviors
- Collects observation data
- Provide for data-based decisions making processing and improvement intervention
- Provide for regular focused feedback about on-going performance
- Provide visible on-going participation from managers and front-line supervisors

BBS Goals

In a nutshell

- To encourage active participation of employees and supervision/management
- To encourage safe behavior and discourage unsafe behavior by individual employees
- Establish a safe behavior “Culture”

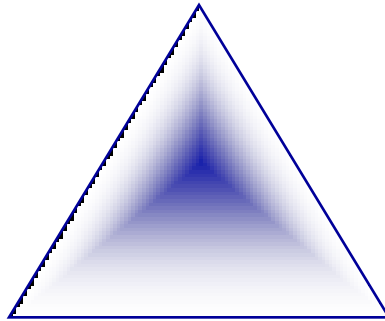
WHAT IS CULTURE?

“WAY OF LIFE”

BBS - Management

Person

Knowledge, Skills,
Abilities, Intelligence,
Motives, Attitude,
Personality



Conditions

Equipment, Tools, Machines,
Housekeeping, Climate,
Management Systems

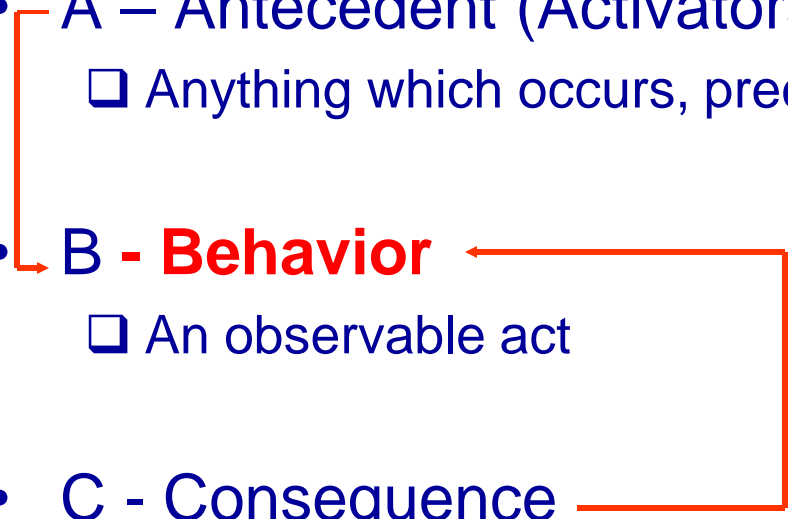
Behavior

Putting on PPE, Lifting property, Following
procedures, LOTO, CSR, Cleaning up spills,
Sweeping floors, Coaching peers

- *We must look at all three sides of the Safety Triad*

BBS - Behavior Drivers

A-B-C Analysis

- A – Antecedent (Activators)
 - ❑ Anything which occurs, precedes and triggers behavior
 - **B - Behavior** ←
 - ❑ An observable act
 - C - Consequence
 - ❑ Anything that directly follows behavior
 - ❑ Consequences are positive or negative
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Understanding Behavior by Looking at Activators and Consequences

Activators:

SOP & JSA
Rules and Regulations
Policies and Procedures
Directive Feedback
Training

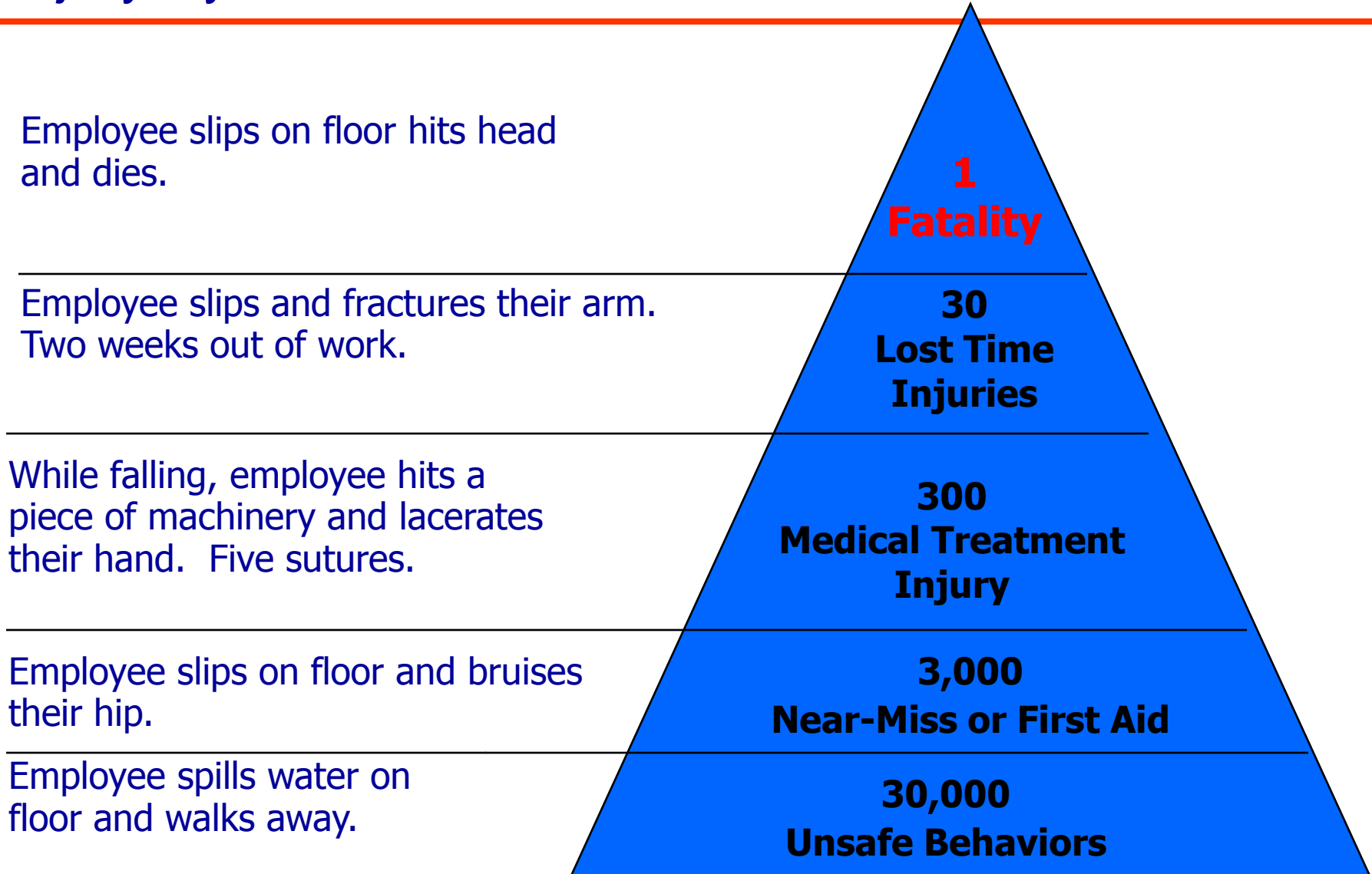
Behaviors:

Driving the speed limit
Putting on PPE
LOTO and CSR
Using equipment guards
Giving a safety talk
Cleaning up spills
Coaching others about safe work practices

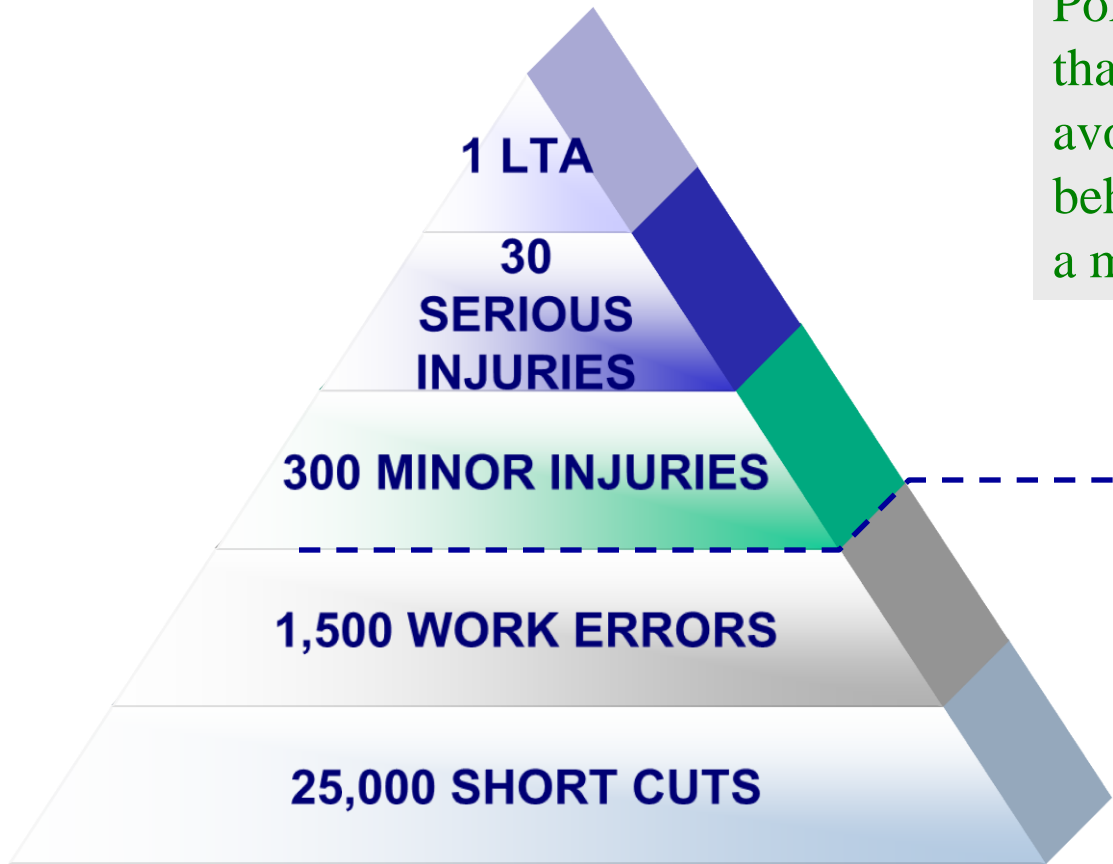
Consequences:

Self-approval	Reprimand
Peer approval	Penalty
Feedback	Injury
Prize or trinket	Inconvenience
Thank-you	Time savings

Injury Pyramid – Focus on the Behaviors



BBS – Six Sigma – Poka-Yoke



Poka-yoke - is a Japanese term that means "mistake-proofing" - avoiding inadvertent errors is a behavior-shaping constraint, or a method of preventing errors

Consequences

At-Risk Behaviors Errors

BBS – “ME”

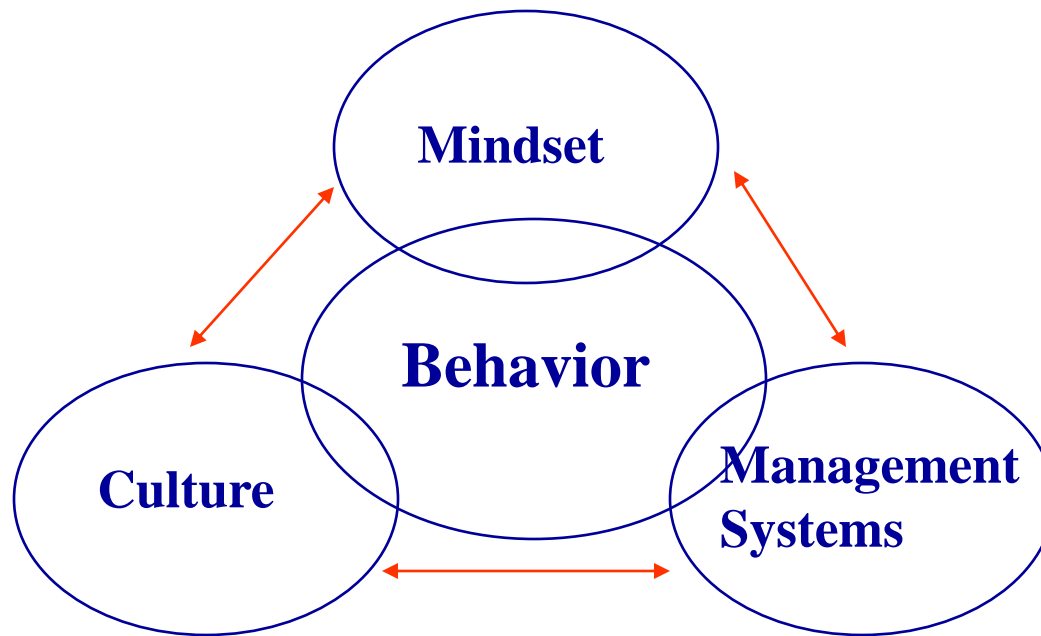
QUESTION

- *So with so much training and procedures, why are our employees still having incidents and violating procedures and critical safety rules?*

SOLUTION

- *Additional Behavior Tool focusing on the individual behavior, control and accountability – Poka-Yoke*

Behavior Drivers

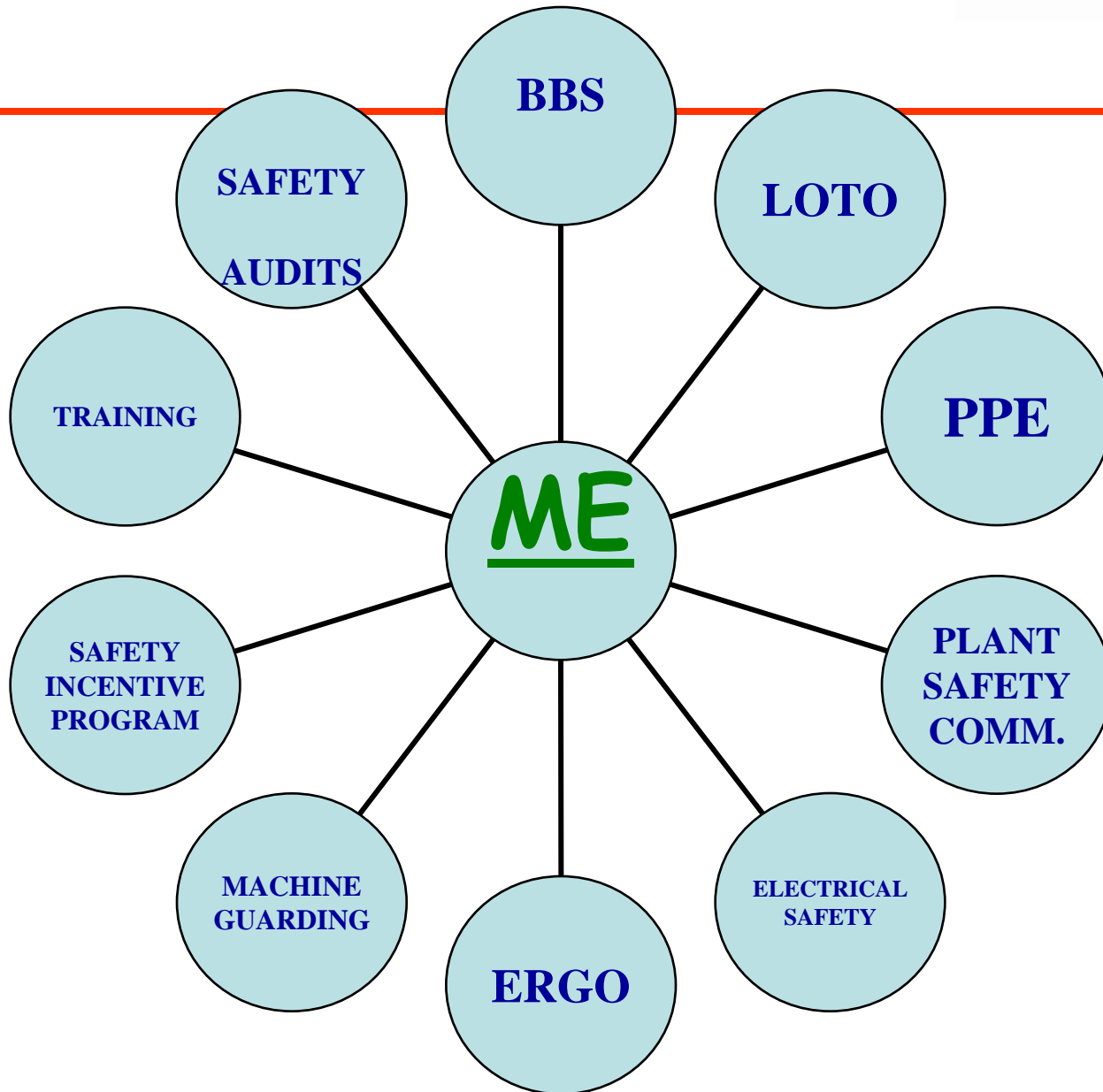


→ = Interlinked

Unsafe Acts = “ME”

- Air hose on floor that was not removed.
(Unsafe act = ME)
- Employee trips on the hose, falls and fractures wrist.
(Unsafe condition - caused by an Unsafe Act = ME)

“ME” represents the Unsafe Acts in BBS

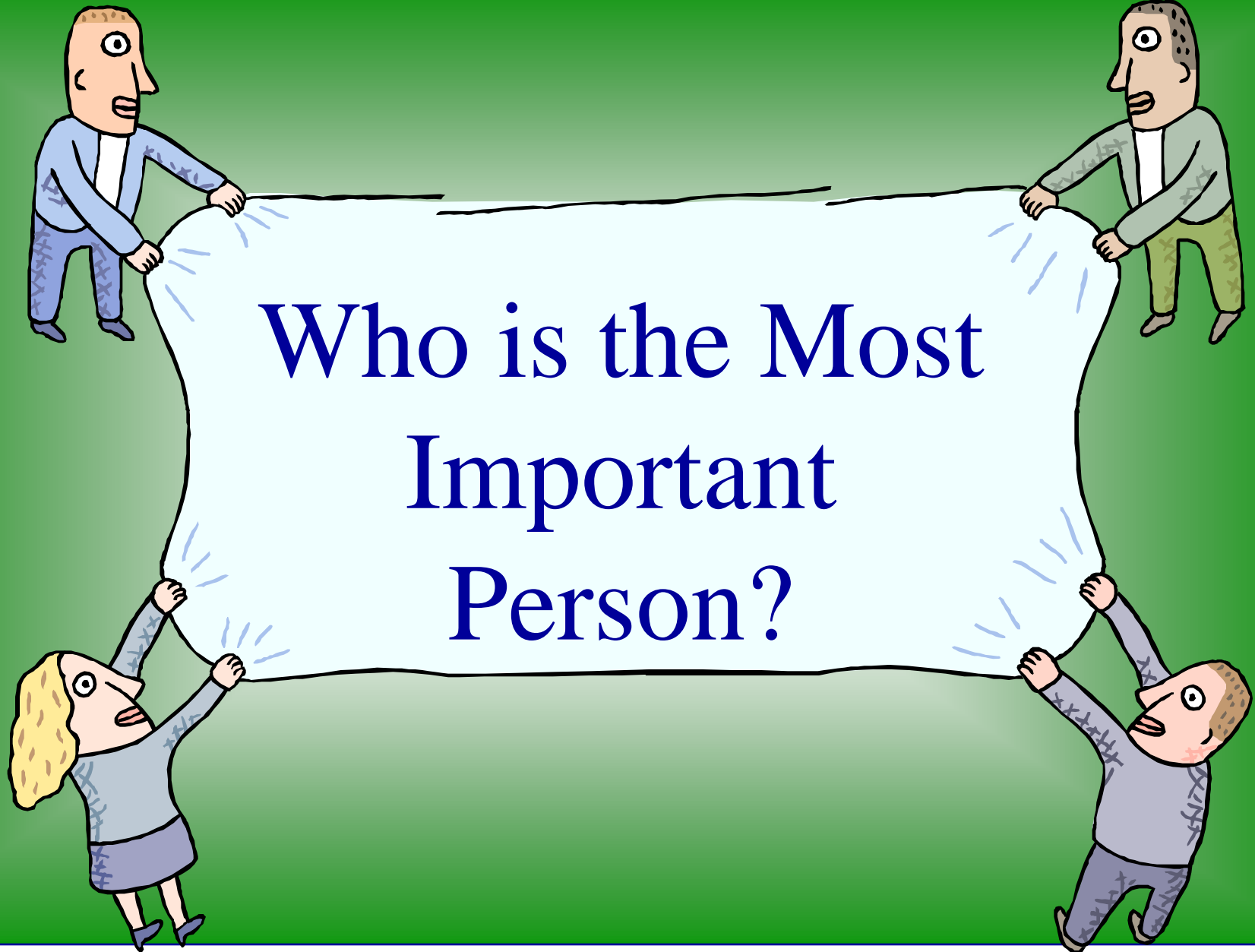


What is “ME”

- Is the soul and conscience of BBS
- It is a culture driver
- And it is delivered through
 - ❑ Training
 - ❑ Culture
 - ❑ Re-enforcing – Subliminally

“ME” - Training

- The concept of "**ME**" is critical in preventing and eliminating injuries. This approach to behavior training focuses on the employee and personalizes their behavior as totally controlling the outcome. In other words when you conduct and finish your safety presentation the employees knows the "**ME**".



Who is the Most
Important
Person?



Who Controls
Your Behavior?



Who Controls
Your Safety?

**Is Safety a
Priority to
YOU?**

“ME” - Culture

PRIORITY VS. VALUE

- **Priorities are constantly changing**
- **Our Values remain constant and do not change**

Therefore We Must Think of Safety as a Value

Our values drives our **culture** and sustains our results.

“ME” – Re-enforcing and Subliminal Message

- By presenting these questions at the beginning of all your EH&S subjects, you will be re-enforcing and demonstrating that safety policies, requirements, rules and procedures are all about **“ME”** – “They only exist for my benefit”.

The concept of **“ME”** in your presentations establishes ownership/accountability and only the employee controls his/her behavior.

PASSION

- It is imperative that you make your attendees shout out loud the answer “**ME**” when you ask the questions. This process internalizes the responses and creates **passion**. And not to mention they will remember the class.

PASSION

Through out your presentation where applicable revisit the **ME** concept to make your point.

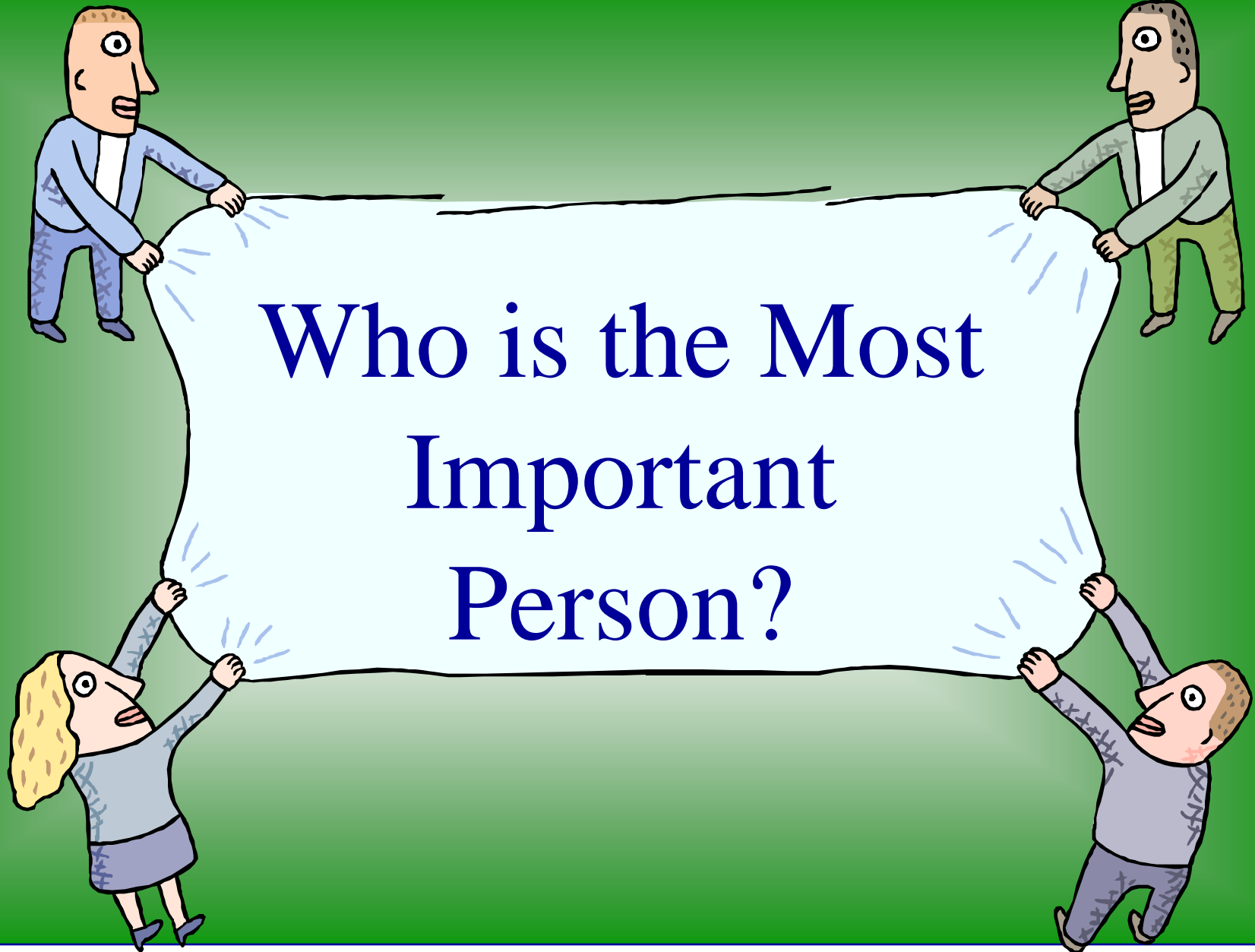
➤ **Example:** if you are presenting Haz-Com training on labeling and you are describing that all containers with chemicals must be properly labeled; you would ask “**and who is responsible to ensure containers with chemicals you are using are labeled**” - you would coach the attendees to shout “**ME**”.

“ME” – Re-enforcing and Subliminal Message, cont

- The summary page can also be used to wrap up your presentation and leaving your attendees with “**ME**” on their mind as they leave the training.
- Remember the goals of your H&S presentation is to educate, teach or inform the employees. But ultimately in almost all situations the employees actions is what results in an incident, compliance or failure.

BBS – “ME” - The Behavior Tool - Summary

- The concept of “**ME**” is a critical tool which can significantly reduce or prevent injuries. These three very important questions are powerful in affecting behavior and driving culture changes.
 - 1.) **Who is the most important person? = ME**
 - 2.) **Who controls your behavior? = ME**
 - 3.) **Who controls your safety? = ME**



Who is the Most
Important
Person?



Who Controls
Your Behavior?



Who Controls
Your Safety?

And Finally

What is Safety? - Value

"If you want things to be different,
perhaps the answer is to become
different yourself"

QUESTIONS?