

Inside the psyche-
Why we do What we do

THAMES WATER
Health and Safety Conference

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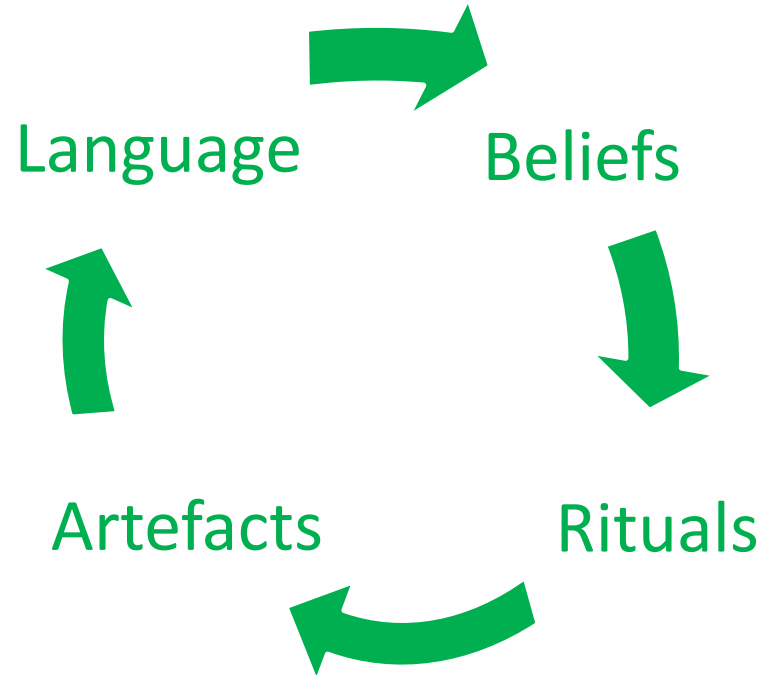
Accidents, behaviours and causes

90% of all accidents are caused by human error (Heinrich)

True... BUT

99% of human error is caused by the prevailing conditions

SAFETY CULTURE



It's all about what *NORMALLY*
goes on around here...

**SPEED
LIMIT
80 kph**

**DO NOT
EXCEED
SEVERE
PENALTIES**

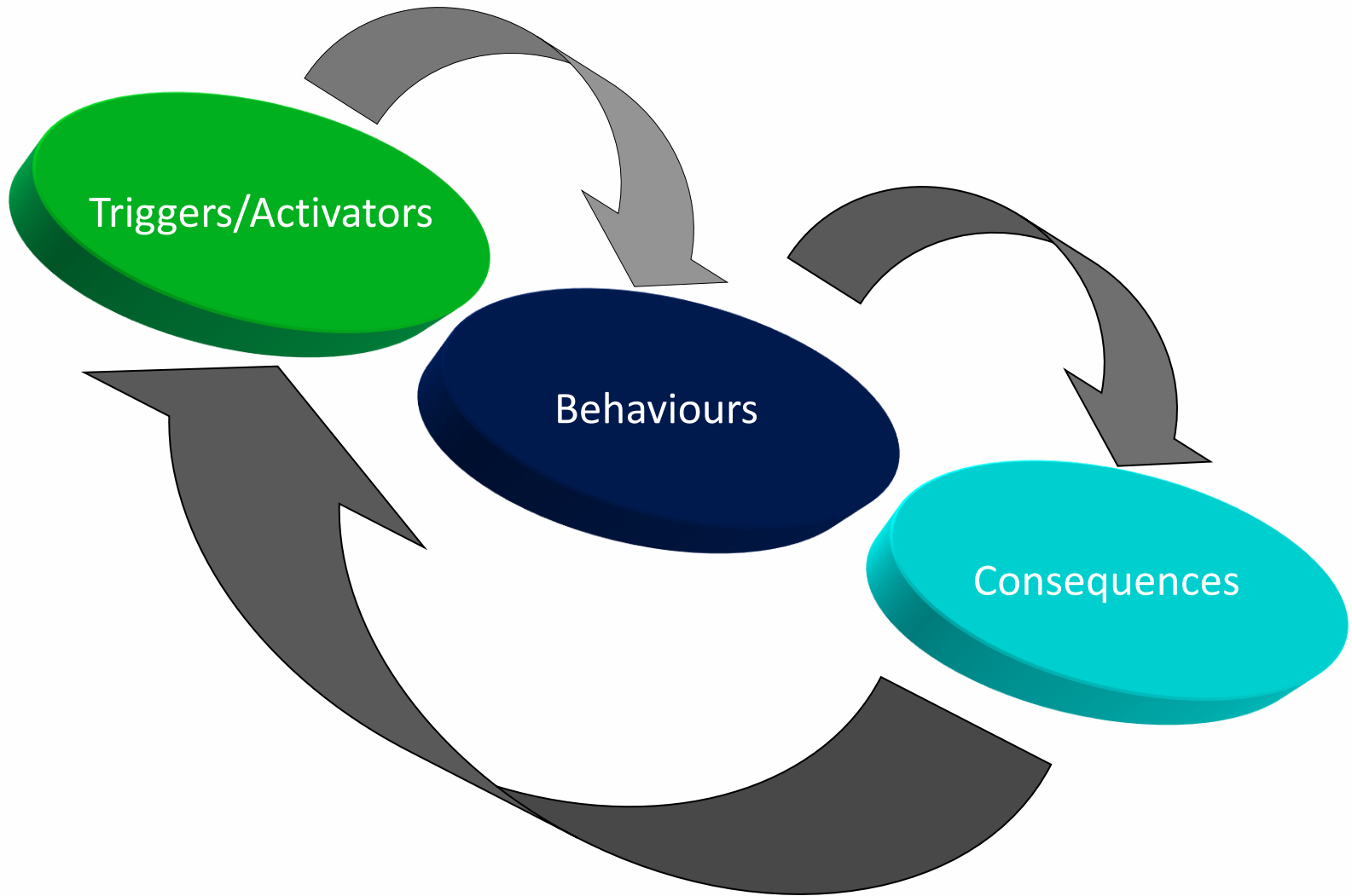
Another practical example

Please stand up!

Temptations – have you...?

- Driven 40-50% over the Speed Limit
- Picked up a takeaway
- Driven the kids to School (instead of walking)
- Smoked about 20 a day for over 3 months
- Drunk recommended weekly units in 1 session
- Taken 'sick leave' when hungover or fully fit?

Behavioural model



The payoffs of behaviour

ILL HEALTH

DELAYED

UNCERTAIN

NEGATIVE



RELAXATION

SOON

CERTAIN

POSITIVE

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Modifying unsafe behaviour: Oscar Wilde

“I can resist anything but temptation”



Modifying unsafe behaviour: Oscar Wilde

- “I can resist anything but temptation”
- SO...
 - Identify the temptation
 - Remove the root cause

Key point: look for the payoff

Money? Time? Effort? Pleasure?

Here's an advert that hits all four!



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What is Cultural Safety?

- A process which looks at safety from the people perspective based on:
 - **A Just Culture:** an approach which is seen as fair and consistent
 - **Human Factors:** designing jobs and the workplace for ease of operation
 - **Psychology:** why we do what we do – particularly **WHY WE TAKE RISKS**

In order to strengthen the safety culture, which leads to a reduction in both hazards and risk taking, in turn lowering incident rates & injuries

Conclusions

- 'Classic' safety absolutely necessary BUT
 - needs to look much wider than triggers
 - environment
 - management behaviours
 - style
 - needs to avoid
 - soon, certain, negative (extra burden!)
- Cultural safety
 - adds in Human Factors & soft skills
 - looks to embed sustainable change

Challenge 1 – your homework!



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Challenge 2 - assess this!





Thank You

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