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Behavior Based Safety BPS 2323

Choosing The Right Approach

by

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ACKNOWLEDGEMENT

I sincerely thank to Miss Junaidah Zakaria, who also taught this topic in the Occupational Safety and Health Program, Universiti Malaysia Pahang. Without her assistance, this work might not be possible.



Chapter Description

At the end of this chapter, student should be able to:

- Explain the overview of safety improvement approaches in workplace

Expected Outcomes

Students able to explain:

- The effective approaches in safety
- Why the approaches are effective?

References

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3. Guastello, S.J. (1993). Do we really know how well our occupational accident prevention programs work? *Safety Science*, 16. 445.
4. Krause, T.R., Hidley, J.H., & Hodson S.J. (1991). Measuring safety performance: The process approach.
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Content

- ❑ Introduction
- ❑ Approaches of Safety Program
- ❑ Element of Effective Approaches
- ❑ Success Stories of BBS Approaches
- ❑ Conclusion



Introduction

- ❑ Main goal of BBS is accident- rate reduction.
- ❑ Choosing the right approach to safety improvement is important.



Approaches to Reduce Workplace Injuries

(ranked according to their effectiveness)



Source: Guastello (1993)



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Effective Approaches: Consider human elements

Human behavior is the target

Relies on interpersonal observation

Feedback for improvement



Human Elements

- ❑ Human behavior is motivated by its consequences
- ❑ Personal feeling such as self-esteem, empowerment and belonging are important for safety achievement
- ❑ Attitude of frustration or an internal state of distress are the example of source unsafe behavior.

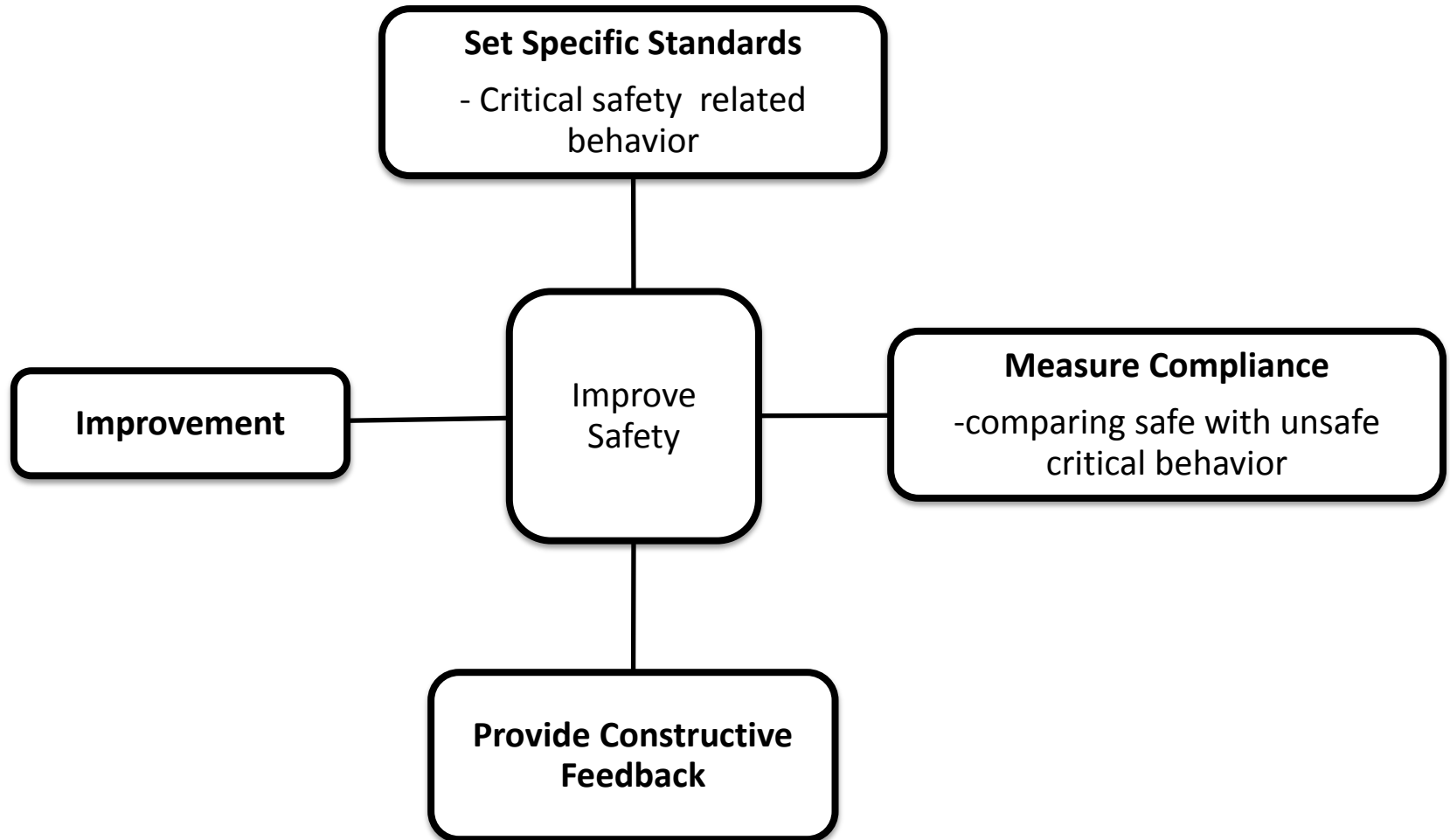
Traditional Method to Measure Safety Performance



Incident rates are false benchmarks for organization as insurance company used them to set rates (Peterson 1997)



The Best Way to Measure Safety Performance



Source: Krause, Hidley and Hodson (1991)



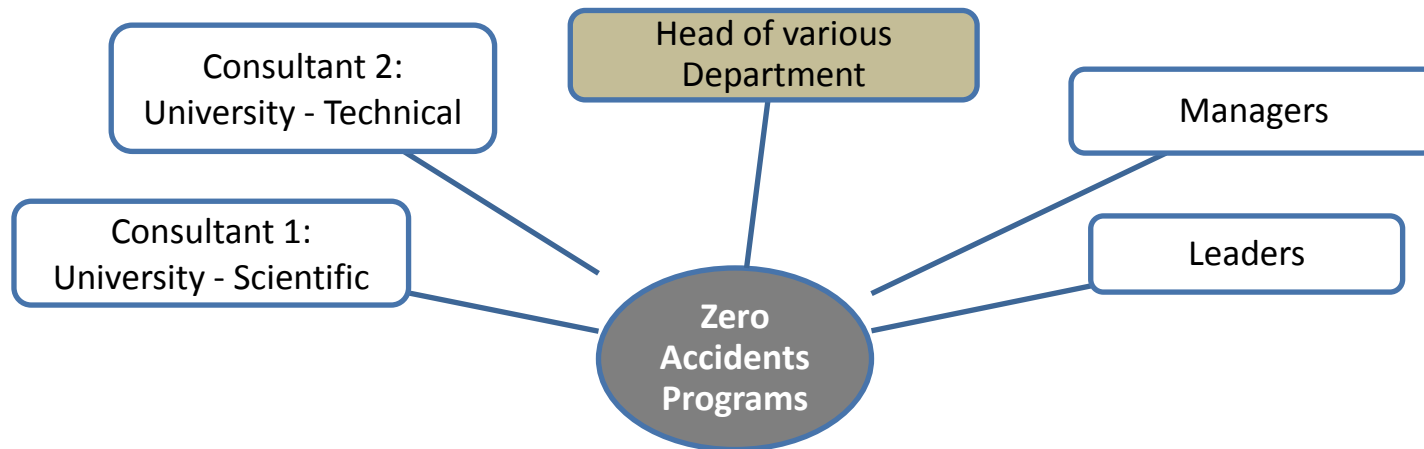
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Success Story: BBS program #1

2008

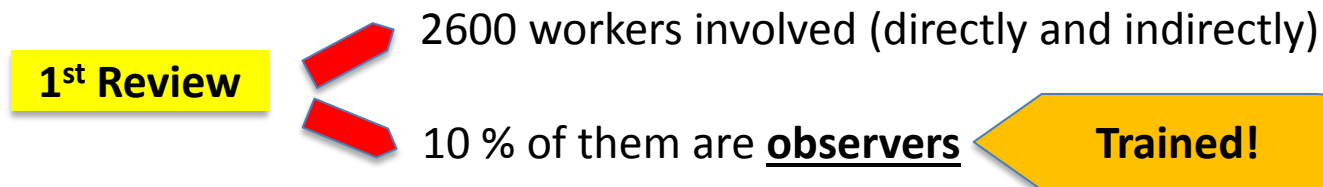
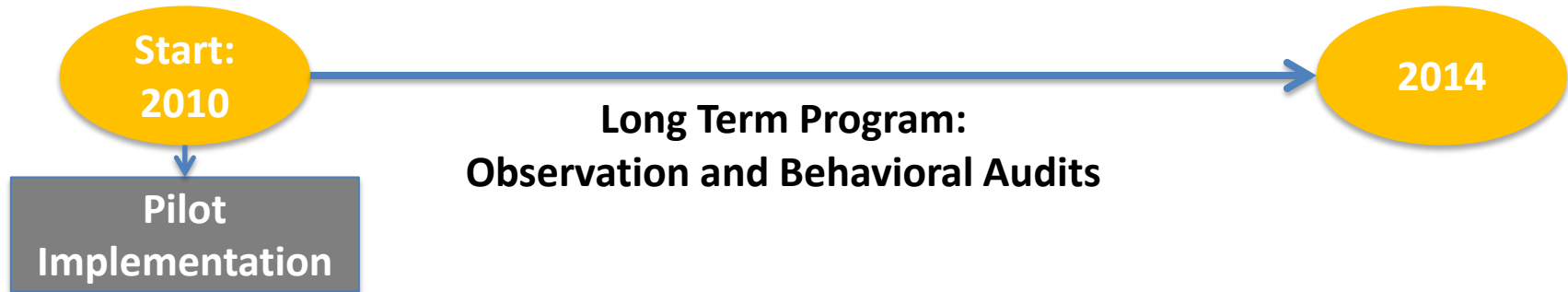
70% of accident at work are because of dangerous of workers' behavior

2011

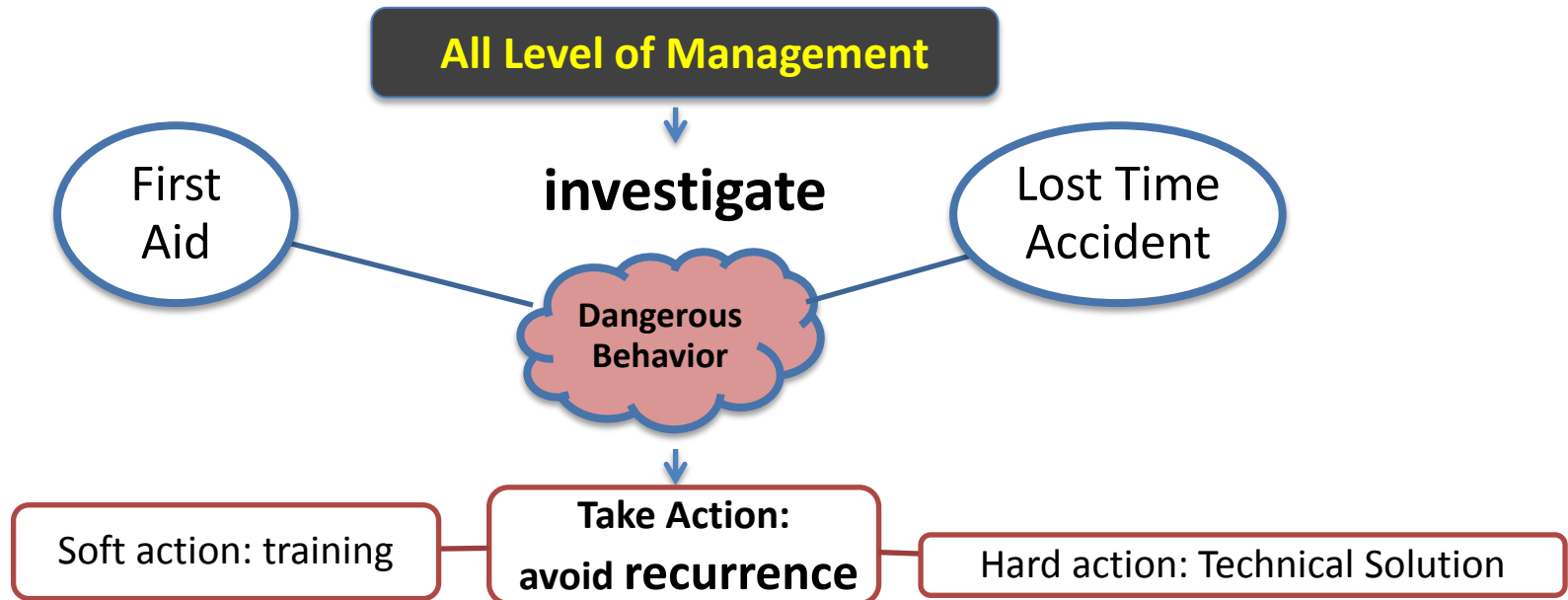


Source: Malgorzata Jasiulewicz-Kaczmarek et al (2015)

Success Story: BBS program #2

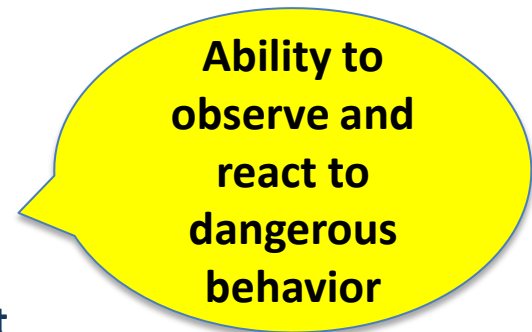


Success Story: BBS program #3



RESULT:

- ✓ Increase safety culture
- ✓ Increase compliance to safety rule
- ✓ **More than a year without accident**



Success Story: BBS program #4

BBS
Program

Training for executive

Identify and train observer (23 people)

Develop database to record observation

In
2014

1590 observation

1355 safe behavior

235 dangerous behavior

Result of observations - discusses in daily morning meeting

RESULT:

Top management spent a lot of money for safety purpose

Source: Malgorzata Jasiulewicz-Kaczmarek et al (2015)

Conclusion

Cost effective : Target behavior through behavior management intervention

Small change in behavior : result attitude change

Behavior feeding attitude-attitude feeding behavior – behavior feeding attitude and so on...



A'isha (ra) said that Rasulullah (saw) said: "The deeds most loved by Allah (swt) (are those) done regularly, even if they are small".

.Bukhari and Muslim.



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Thank You

