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# Behavior Based Safety BPS 2323

## A Map to Accident Rate Reduction

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# ACKNOWLEDGEMENT

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# Chapter Description

At the end of this chapter, student should be able to explain the basic steps that requires to set up the accidents reduction program in the organization

## Expected Outcomes

Students able to explain:

- the related theory
- the importance of the mission statements
- two different approaches which are Person Based Approach and Behavior Based Approach

## References:

1. Geller, E. Scott (2001). "Working Safe, 2<sup>nd</sup> ed". Lewis Publishers.
2. Geller, E. Scoot (2005). Behavior-Based Safety and Occupational Risk Management. *Behavior Modification*. 29(3):539-561.



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# Content

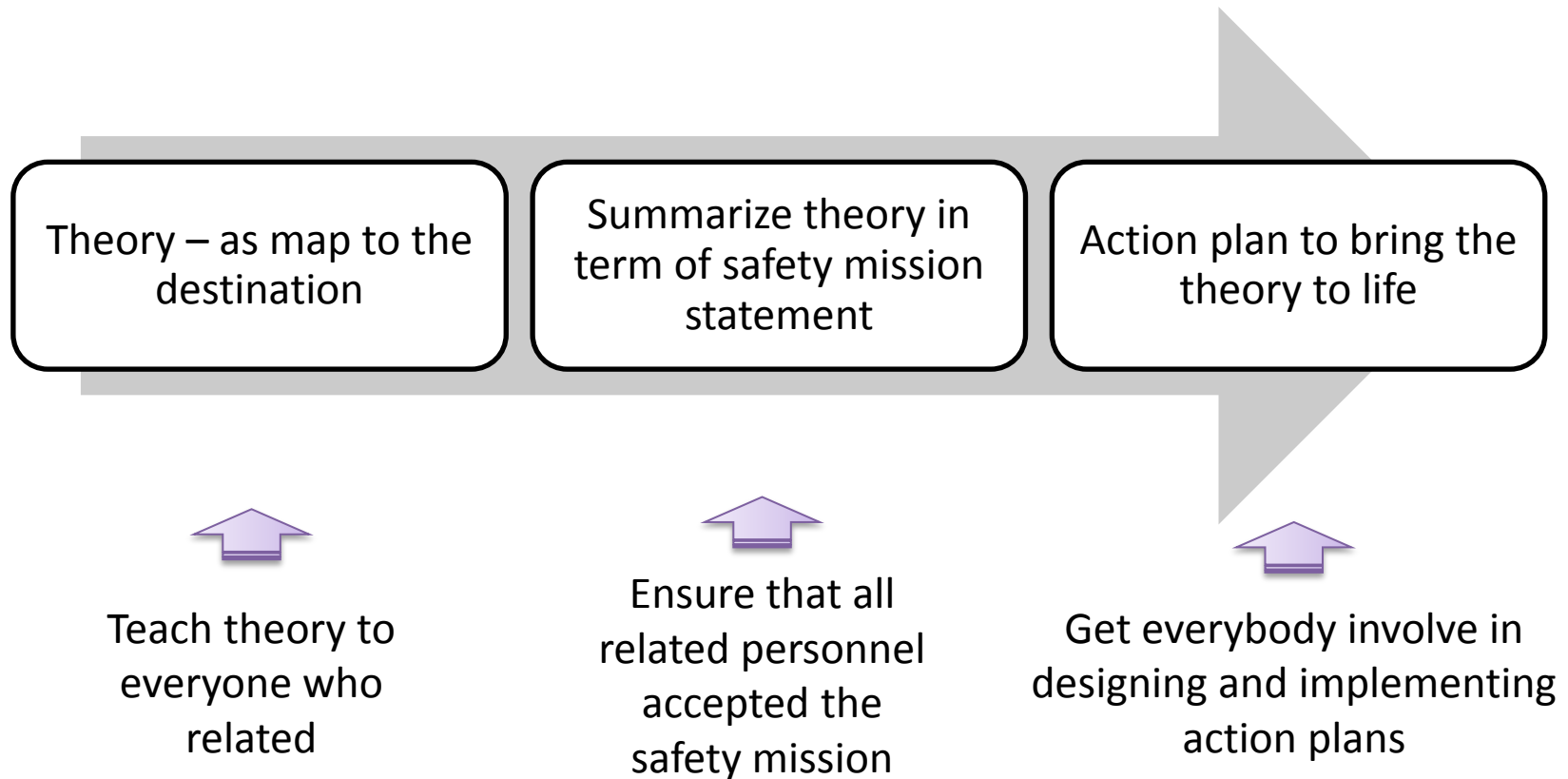
- Introduction
- Theory
- Mission Statement
- Person Based Approach
- Behavior Based Approach
- Conclusion



# Introduction

- ❑ A theory plays as a basic of company's value that translate into procedures, policies and performance.
- ❑ Employees need to be educated about the theory that adopted in the organization, so that they are feel belonging.
- ❑ Two different approaches (PBA and BBA) are need considered in order to set up risk reduction program at the workplace.

# Theory



# Theory : Safety Culture Model

## Person

Knowledge  
Skill  
Abilities  
Intelligence  
Motives  
Personality

## Environment

Equipment  
Operating Procedures  
Standards  
Heat/Cold  
Engineering  
Machines  
Tools  
Housekeeping

## Safety Culture

## Behavior

Complying  
Communicating  
Coaching  
Recognizing

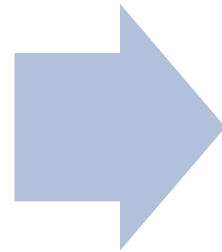
Demonstrating "Actively Caring"

Paying attention to **ONLY** one factor is like using a incomplete map to find the destination

✓ Each factors are dynamic and interactive.

# Theory and then, what?

Choose the  
relevant  
theory



Develop the  
appropriate  
mission  
statement





# Example of Mission Statement

Source: Geller 2001. p 16

**A Total Safety Culture (TSC) continually improves safety performance. To that end, a TSC:**

- Promote a work environment based on employee involvement, ownership, team work, education, training and leadership
- Build self-esteem, empowerment, pride, enthusiasm, optimism and encourages innovation
- Reinforces the need for employees to actively care about their fellow coworkers
- Promotes the philosophy that safety is not a priority that can be reordered, but is a value associated with every priority.
- Recognizes group and individual achievement

*The mission statement – as a map to safety that will be translated to the action plan*



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# Action Plan

Yearly planning

Every 6 months planning

Every 3 months planning

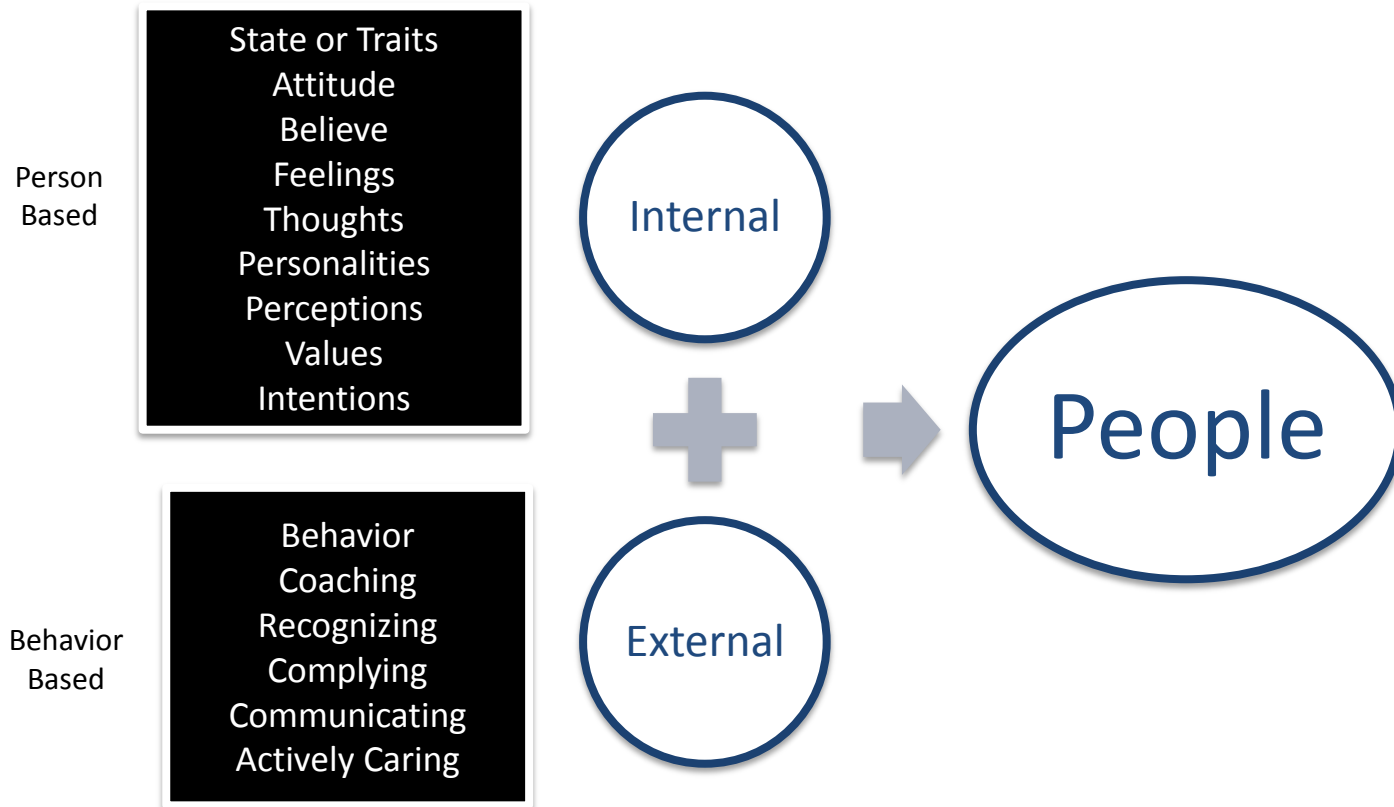
Every month planning

Every week planning

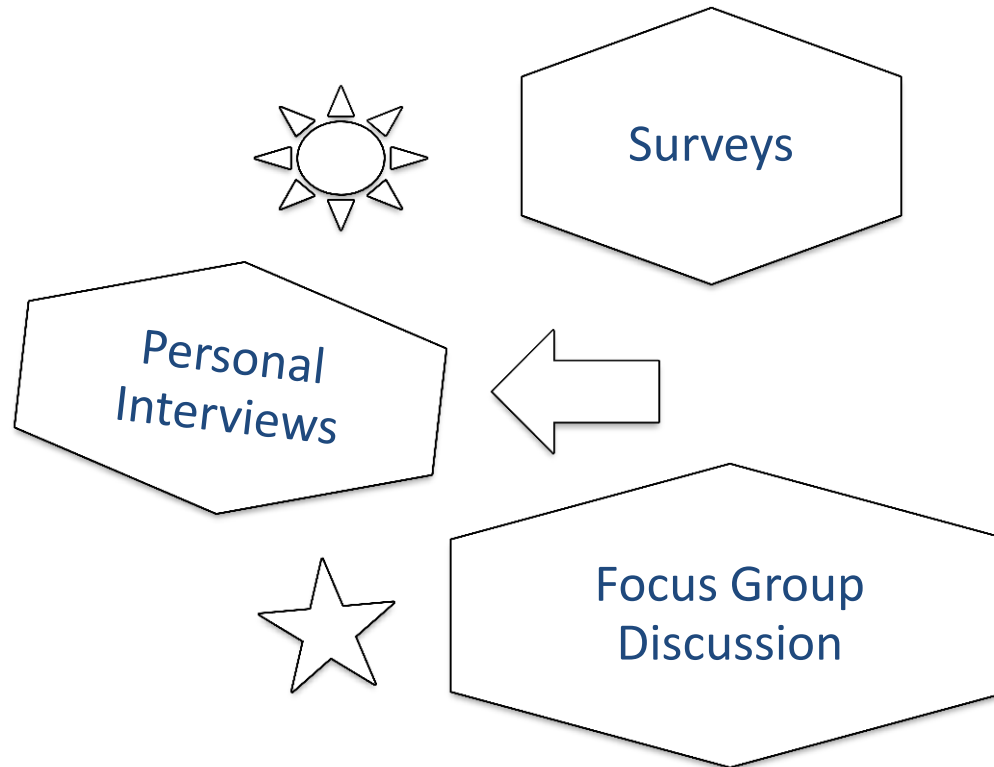
Daily planning



# Behavior-based vs Person Based Approaches



# Person-Based Approach (PBA)

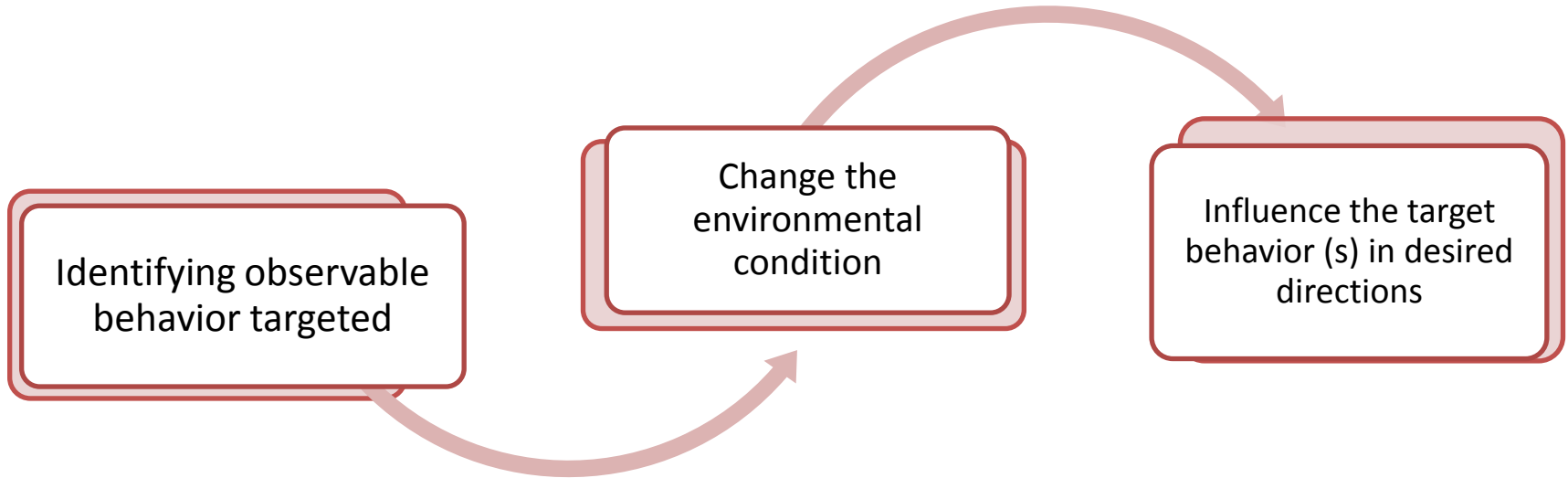


## Aim:

To investigate how individuals feel about certain situations, conditions, behaviors or personal interactions



# Behavior-Based Approach (BBA)



## Basic idea:

Behavior can be objectively studied and changed.

*HOW?*



**identify and manipulate environmental conditions that immediately lead to a target behavior**

Source :Geller (2001)



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# Person Based Approach (PBA)

PBA used – when lecturing, counseling or educating others in one to one or group discussion

PBA need intensive training due to tapping into and individual's perceptions, attitude and thinking process which are very complex



# Behavior Based Approach

BBA used – when recognizing, correcting or disciplining others for what they have done

BBA minimal professional training required because it is straight forward.

BBA - easy to administer

Intervention progress can be readily monitored by the ongoing observation of target behaviors.



# Conclusion

Theory is the basic principle that need to be chosen correctly in order to set safety target

Statement mission and action plan towards accident reduction program have to be communicated at all levels

Complexity of people (internal and external) have to be considered in the program





# Thank You

