



# Creating Behavioural Change for a Safer Workplace

Brian Hill

Farrans

An aerial photograph of a large-scale construction project. The central focus is a massive circular concrete structure under construction, surrounded by a complex network of scaffolding, steel beams, and various pieces of heavy machinery. Several yellow excavators and cranes are visible around the perimeter of the site. A white van is parked on the right side. The ground is a mix of dirt, gravel, and construction materials. The overall scene depicts a busy and intricate engineering environment.

# CREATING BEHAVIOURAL CHANGE FOR A SAFER WORKFORCE

By  
Brian Hill

morgan=est **FARRANS**

Morgan=est Farrans JV  
Belfast Sewer Project  
For  
Northern Ireland Water

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## Behavioural Based Safety

### Module 1

“How many safety issues have you seen over the last month approximately?”

## Behavioural Based Safety

### Module 1

Multiplying that figure by ten will give you an approximate total of contributing factors



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Immediate corrective action  
or  
Positive Intervention

WHY?

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**BELIEFS**

INFLUENCE

**EXPECTATIONS**

INFLUENCE

**ATTITUDE**

INFLUENCE

**BEHAVIOUR**

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7 +/- 2

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**ALPHA SLEEP**

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Alpha sleep and  
housekeeping  
contribute for many  
slips trips and falls

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Scottish Castles  
had burglar alarms  
and tower defences  
using psychology

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# LEARNING STYLES

Moving towards Goals

Moving away from  
Problems

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**TIME v RISK**

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Road & Pedestrian users

Shopping bags from the  
car

Painting up a ladder

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G.I.G.O

Inputs and outputs

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# Communication Outputs

Words	7%
Tonality	38%
Body language	55%



*'Hold on just a minute!'*

# Communication Inputs

Visual	55%
Auditory	25%
Kinaesthetic	10%

## SUMMARY

Safety Reminder Culture

Congruent Messages

Positive messages

Change Beliefs and Change Behaviour