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Over the last decade there has been increasing prominence in the use of behavioural safety campaigns to drive and embed a constant safety culture in organisations. As organisations mature and the expectations of both workers and the corporate community rise, a higher level approach to safety is required to decrease the likelihood of any harm. The pursuit of total safety can actually be attributed to both deep values and simple practical efficiencies. From a values based argument, working in high risk industries such as construction, mining and manufacturing, all members hold principles such as 'we all go home safe' and 'looking out for my crew' close to their heart. Many, if not all, have seen the effectiveness of injuries and how it can change lives. From a practical perspective, having a safe workplace can be linked to Total Quality Management principles; getting things done right the first time leads to a more effective output. Speeding up programs at the risk of safety often leads to further delays if somebody is injured.

Just the title; 'behavioural safety' has been known to illicit mixed reactions. A number of groups saw organisations implementing behavioural safety campaigns as trying to put the 'responsibility' back on individuals rather than be liable if an accident happened. Interestingly, these assertions have been shown to be without any firm basis. This is particularly due to the positive response from individuals participating in behavioural safety campaigns. Furthermore, behavioural safety campaigns are firmly rooted in being prevention rather than a cure to safety issues. By gaining awareness and insight to their own attitudes towards safety, individuals have a better ability to make their own choices on how to work safely.

There are seven key safety attitudes that help determine and individuals propensity towards working safely. They are:

Safety Control	Willingness to take personal control of and responsibility for your life
Rule Orientation	Appreciation and willingness to work within required expectations and standards
Forward Planning	Ability to think ahead and be proactive
Detail Consciousness	Commitment to producing work that is of quality and precision
Risk Awareness	Desire to engage in safe actions and decision making
Stress Management	Awareness and management of your internal stresses and emotional reactions
Team Orientation	Commitment to the safety of others

As our understanding of pursuing total safety has grown, so too has the approach. The previous policing role of safety on site has been replaced with one that looks to integrate the psychological underpinnings that promote safety as a natural inclination rather than a 'nice to have' or 'burden'. The safety practitioner's role is now one of a high-level internal consultant, expected to balance a keen understanding of human behaviour, an appreciation of what motivates individuals to practice safe behaviours and an ability to engage those around them. Safety practitioners are not alone, senior management becomes a driving force as leaders in safety. Those throughout the business must see those at the top fully committed to developing a safety culture, they must walk the walk and not just talk the talk.

To achieve a genuine change in an organisation's safety culture we must get past simple one off training events or ad hoc safety programs. A more methodical process requires mature leadership and a deep commitment to achieving lasting results in the area of safety is required by the organisation. This requires making safety a part of everything we do, rather than just something stuck on at the end. The involvement of all levels of staff is paramount and driving fundamental behaviour shifts will lead lasting results.

As we continue to pursue a zero harm it is important to remember what we 'really' say to ourselves about safety will determine what we can achieve. Let us not limit ourselves as we have come a long way in a short amount of time, imagine what we can do going forward.