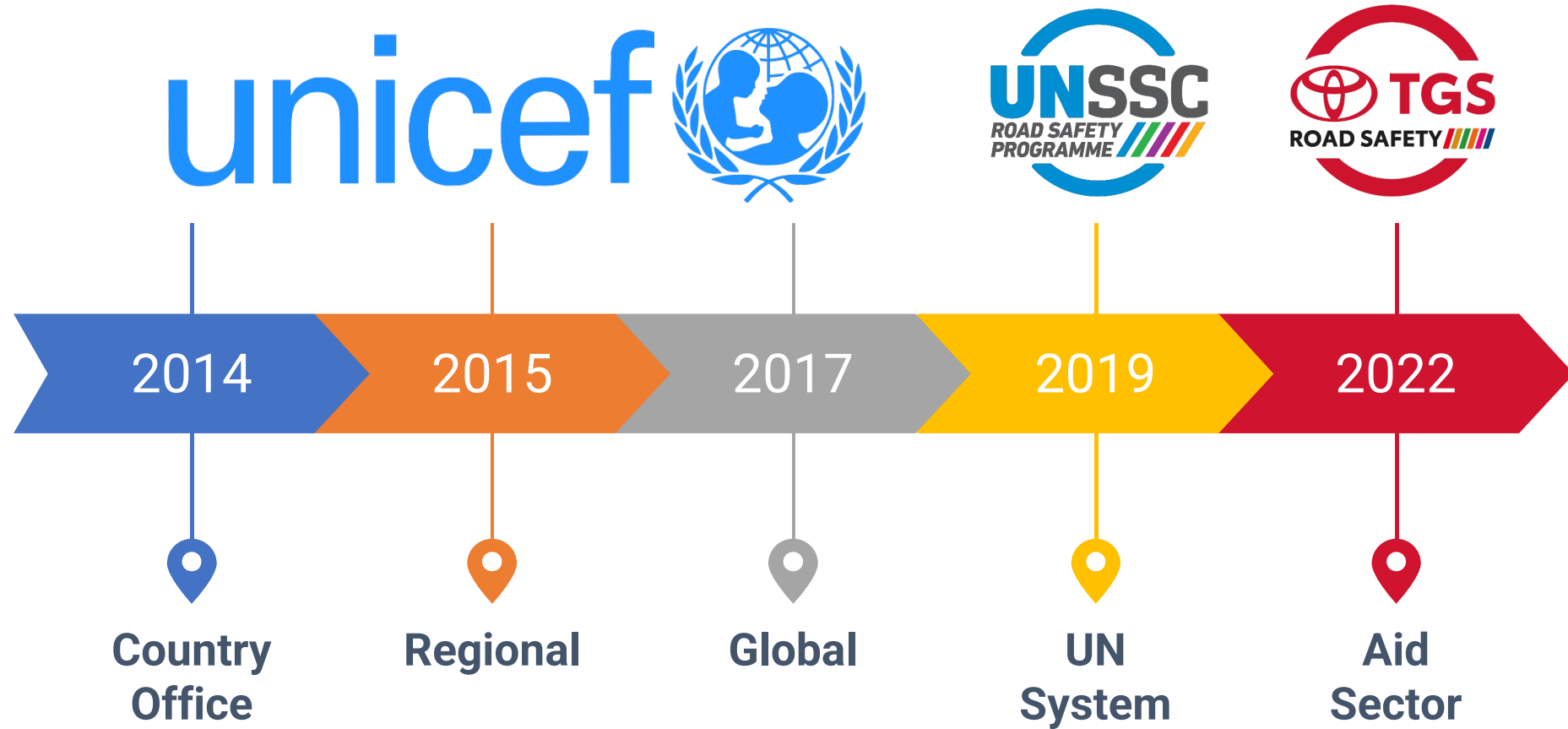


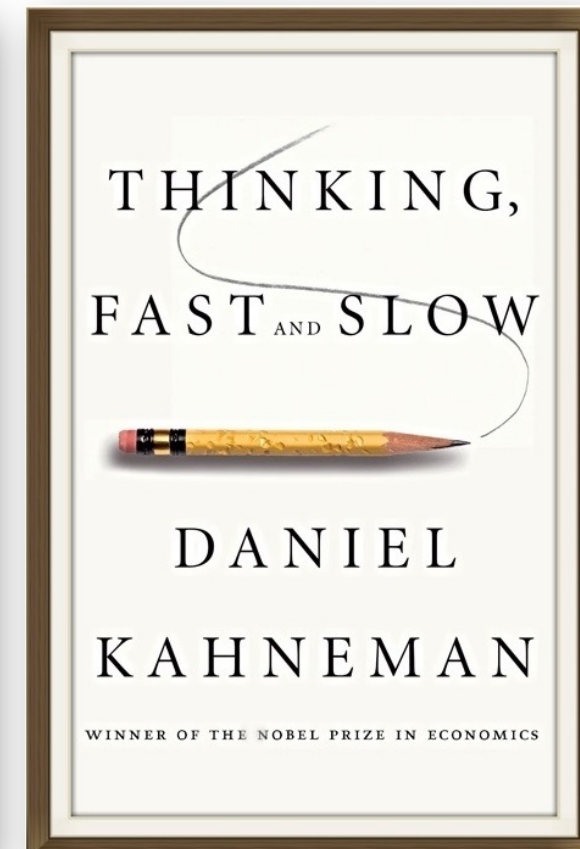
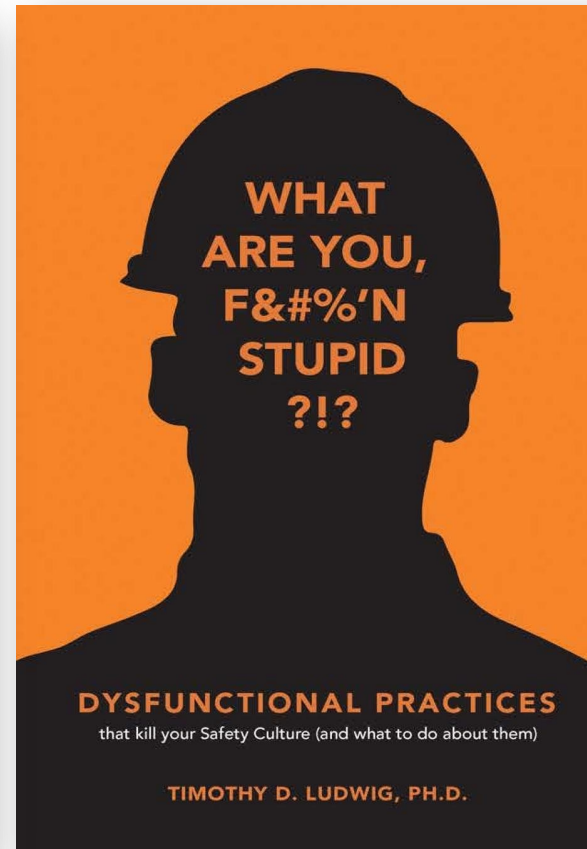
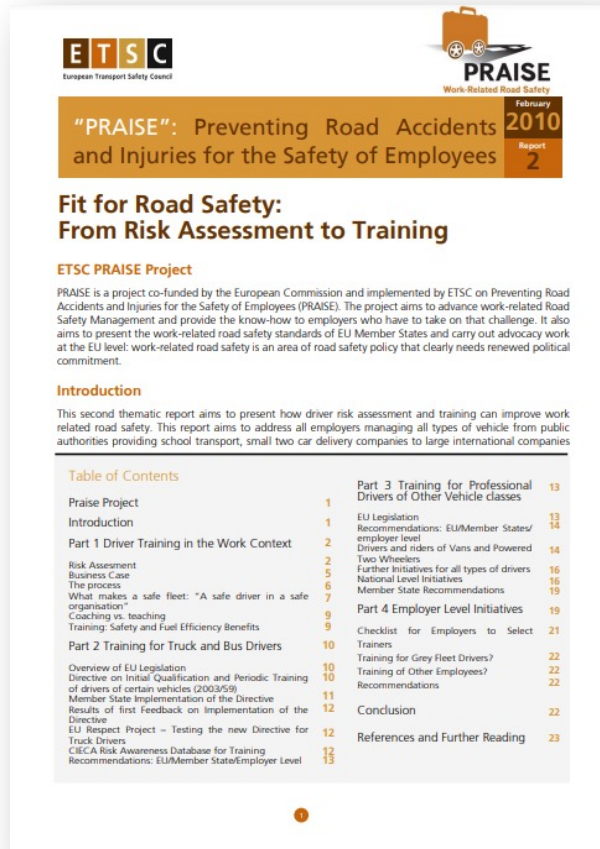


Encouraging Safe Behaviour

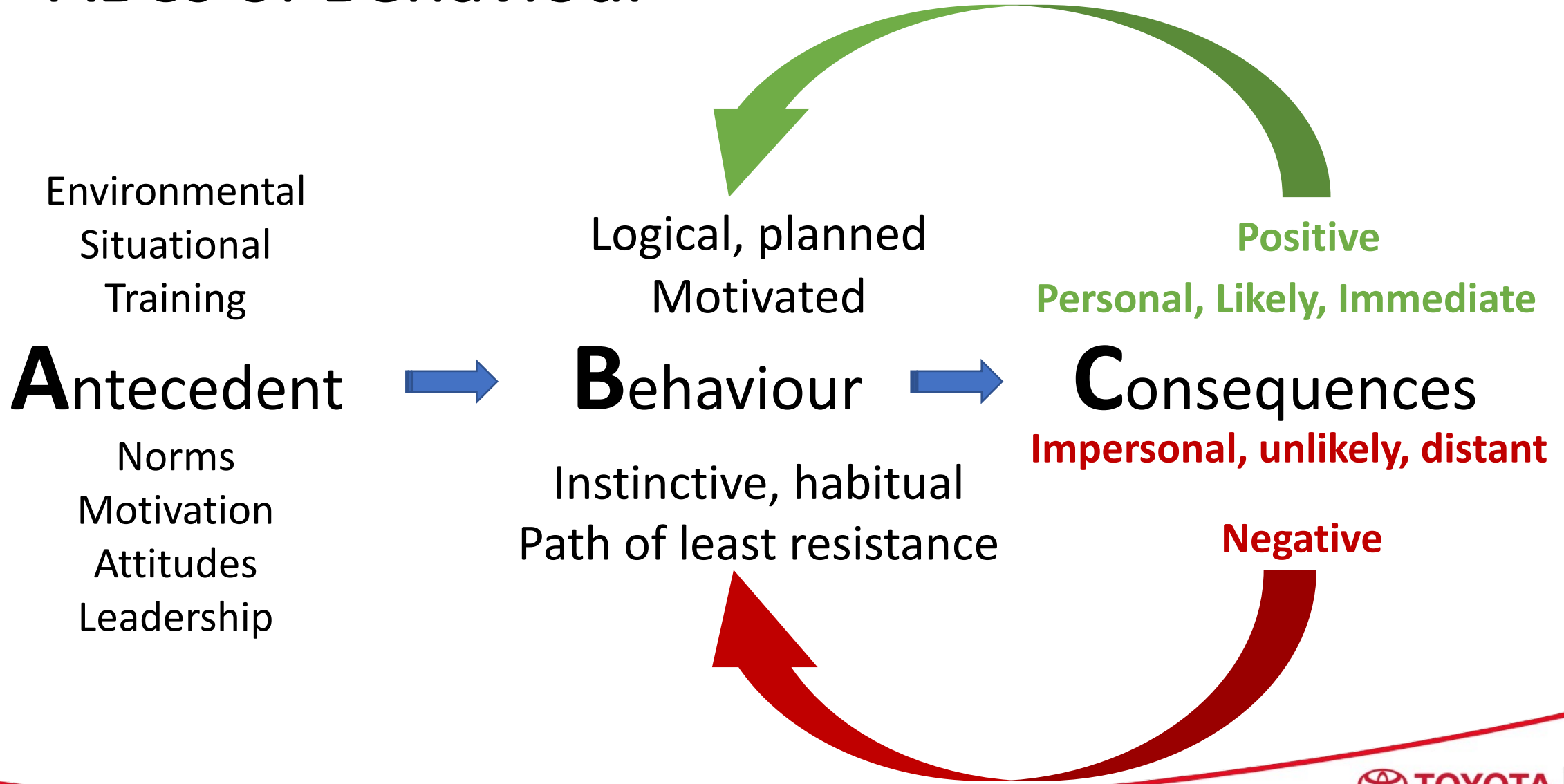
Road Safety Program Evolution



References



ABCs of Behaviour

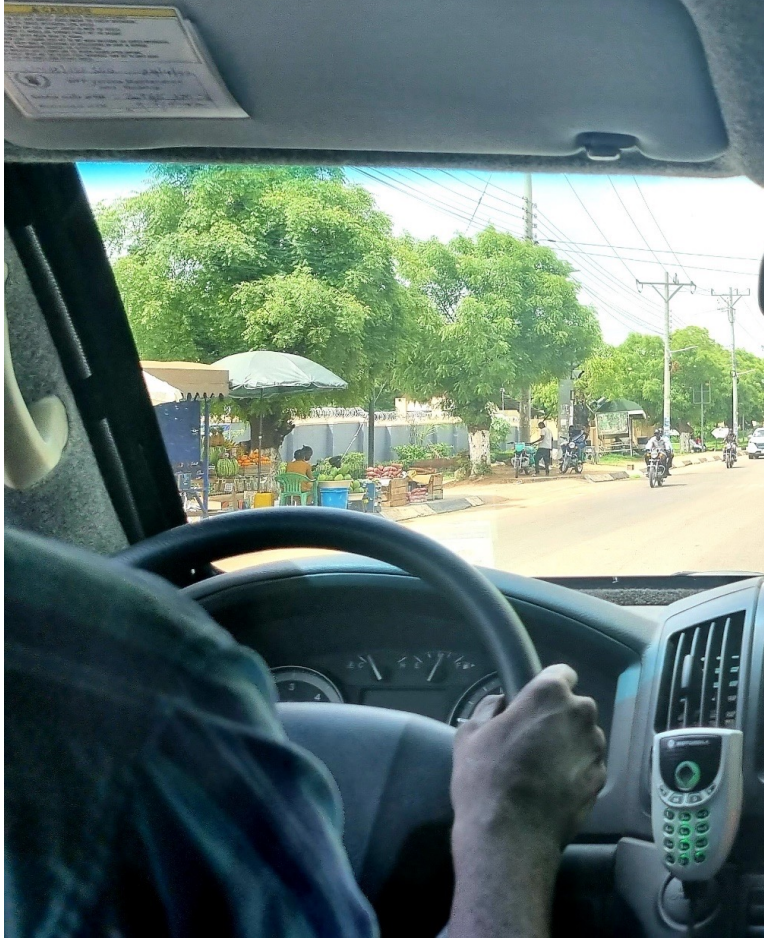


Behaviours shape Attitudes



- Attitudes are easier to change than behavior
- Behaviour that contrasts with attitude often 'wins'
- Attitudes are often changed to justify a behaviour, after the fact

Training can change behaviour



- **Realistic situations**
- **Practice & repetition**
- **Experiential learning**
- **Coaching**
- Consistent, **positive reinforcement** of desired behaviours
- Post-training monitoring and **reinforcement**

Habits



- Habits are behaviours that have become automated over time
- Habits do not require conscious thought
- They are very hard to change
- **Changing attitudes does not change a habit**
- **Experiential** practice with **positive reinforcement** can change a habit over time

Motivation



- Motivation is based on the previous **consequences** and the current **antecedent**
- A distant, low probability consequence is unlikely to motivate behaviour
- **Rewards & incentives** are not as effective as you may think
- **Punishments** are counter-productive
- **Social norms** are a powerful motivating factor
- **Path of least resistance** is also powerful

Human behaviour is predictable



- Your risk management system has evolved to permit – or encourage – the incidents that occur
- Procedures and rules that do not take human behaviour into account tend to have opposite or secondary effects
- If people aren't behaving the way you want them to, it's not their fault

Applied Behavioural Analysis

- Target the system, not individuals
- Observe behaviours to find risks
- Ask your colleagues why the risks are taken
- Analyse the **antecedents** that direct at-risk behaviour, or fail to encourage safe behaviour
- Identify the **consequences** that reinforce at-risk behaviour, or punish safe behaviour to save time or trouble
- Monitor & reinforce the behaviour you want to achieve

Summary

- Behaviours are affected by the **environment**
- Behaviours are influenced by **consequences**
 - They are more influential if they are **probable, personal** and **prompt**
- Behaviours need to be **reinforced** or **enforced**
- Behaviours tend to follow the **path of least resistance**
 - **Habits are powerful**; good intentions are weak
 - **Attitudes** are easier to change than behaviours



What Makes a Safe Driver?



Safe Organisation

Safe Driver

Safe Journey

Safe Progress

Safe Control

Knowledge
& Skills



Awareness



Risk
Factors

