

Changing Safety Behaviour – It’s as Easy as A B C!

Recent research into workplace safety has identified that almost 90% of all incidents in the workplace are caused by people behaving in “at risk” ways such as failing to wear appropriate safety equipment. Consequently, understanding employee behaviour has become fundamental to the success of creating a safe workplace and the basis of our “Cop to Coach” training approach.

A simple model of human behaviour, known as the **ABC Model** based on work done by B.F. Skinner has been extensively and successfully applied in workplaces around the world to help people understand and change human behaviour.

The foundation of the ABC Model of Behaviour is that all behaviour is a function of its immediate environment, and that factors such as the activators (A) and consequences (C) of each behaviour (B) serve to trigger and sustain the behaviour.

A	ACTIVATOR An aspect of the environment that precedes the behaviour and influences its occurrence.
B	BEHAVIOUR An observable and measurable act which is the function of activators and consequences.
C	CONSEQUENCES Every behaviour we do has a consequence. If the consequence is perceived to be positive, it is more than likely going to increase the probability of that behaviour occurring again.

The ABC Model is in effect a culture change tool to move a culture from inadvertently encouraging unsafe behaviour, to a culture that focuses on increasing positive safety behaviour through reinforcement. As leaders we must ask ourselves where we can have the biggest impact – A, B or C?

For more information about our work in the area of Safety Behaviour, or if you’d like to participate in our special **Safety Network for Results-Oriented Safety Managers**, please contact Sarojini.j@learningdimensions.com.au.