



SAFESTART

HUMAN FACTORS

CONFERENCE

BBS - Who Really Benefits?



Deric Ostrum

About Deric...

- United States Marine Corps
 - OIF Veteran
- 12 years experience as manufacturing EHS Manager
 - Georgia Pacific
 - Avery Dennison
 - PepsiCo * *SafeStart Client*
- University of Maryland, B.S.
- Indiana Tech, M.S.
- Family, Friends, & Volunteering

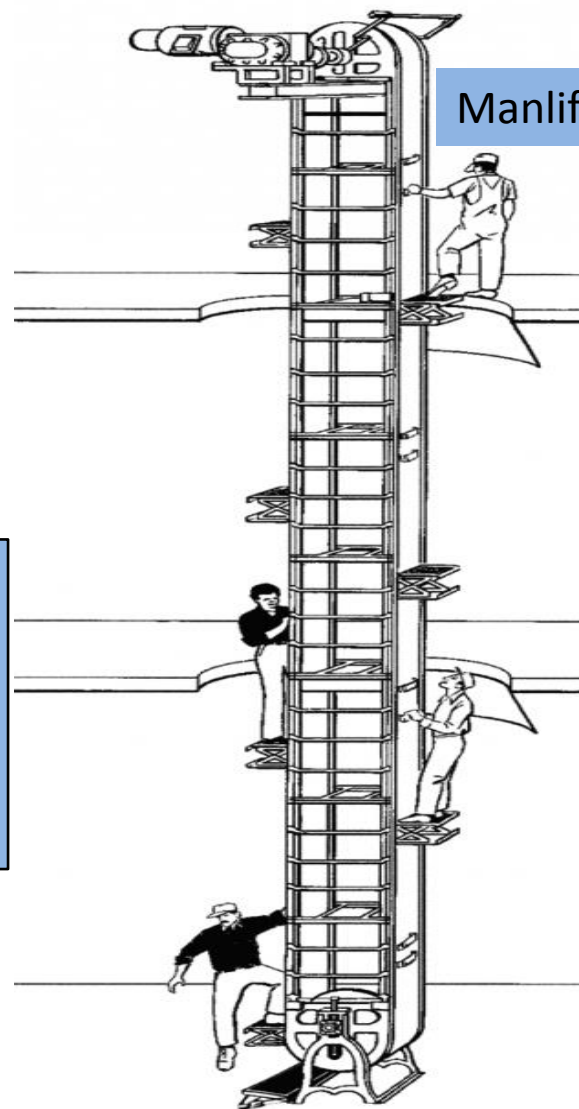


Making Safety Personal...

July 26, 2012
Danville, IL

Making The Call....

- Brett Hauk – 51 Years old
- Wife Wanda
 - Six children
 - Five grand kids



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COMMERCIAL-NEWS

Danville, Ill.

60 cents

Saturday, July 28, 2012

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Report: Hauk falls 5 floors

BY BRIAN L. HUCHEL
bhuchel@dancomnews.com

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ment indicated.

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Safety IS Personal



My Furry Family
Safety IS Personal



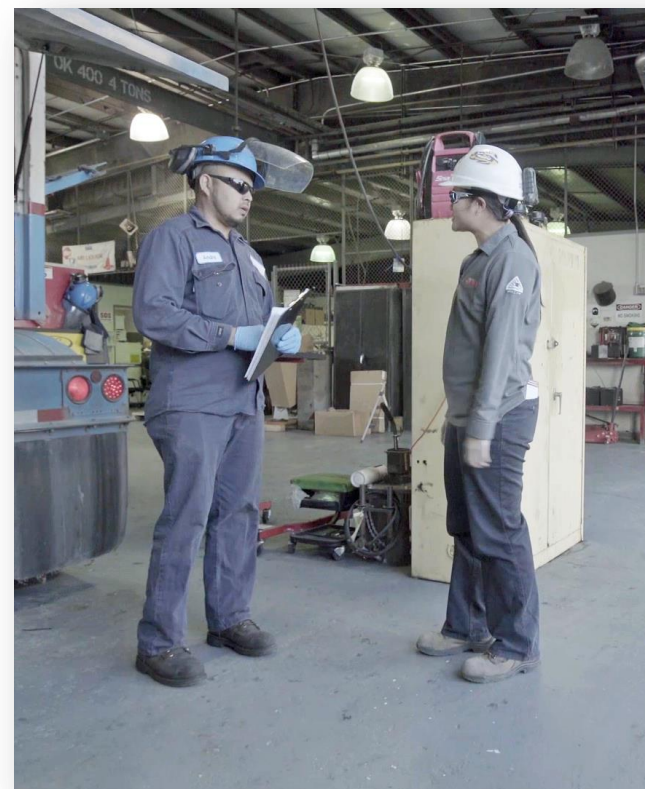
Safety is not about Rules & Discipline - it's about going home, each and every day, to the people who mean the world to us!

Not only do our employees go home the same way they came to work,
BUT our employees go home safer than they came to work!

Our focus is on Safety 24/7!

Why BBS? Why is it important?

- Employee engagement
- Reinforces safe behavior (for both the observer and observee)
- Increases near miss reporting and better employee suggestions
- Reduces unsafe conditions
- Better communication & awareness



Why BBS? Why is it important?

- Improvements in other Key Performance Indicators (beyond safety)
- Better leading indicators (percentage safe, number of near misses reported, and etc.)
- Lower injury rates
- World

Class
Safety
Culture!!



Traditional BBS - why has it failed?

- Not involving employees (or union) in the initial discussion
- Hidden agendas
- Playing the “blame game” or not following the program’s intentions
- Not correcting identified hazards
- Observations focused more “compliance based” than “behavioral based”

Traditional BBS - why has it failed?

- Poor observer selection and training
- “Pencil whipping”, false entries, and bad data
- Not analyzing data properly or “Data for Data’s sake”
- Quotas on number of observations (“quantity vs. quality”)
- “Observation fatigue” causes them to fade away

BBS Our Whole Lives

Behavior Feedback has been perceived as negative most of our lives

- If you think about it, we have been receiving feedback on our safety performance our entire life
 - As a child / at home
 - At school
 - Learning to drive
 - Our first job
 - When we get married



BBS - it works!

- Avery Dennison - Georgia Pacific
- Military examples - “my brother’s keeper”
No man left behind
- Peer - to - Peer = World Class



But.....

The True Value of BBS lies in the discussion - The “person doing the watching” not the person being watched.

It’s all about “The Discussion” - **The Observer** gets more!

How do we improve the current program?



Develop the observer!

Making BBS more robust...

Focus on Observer -

Observation Skills

- What to look for - States and Errors
 - How are you feeling today?
- Conditions vs. Behaviors
- Body Mechanics - ERGO
- Procedures - SOPs
- What is a Near Miss?

LOÔK

Making BBS more robust...

Focus on Observer -

Communication Skills

- Having the tough conversation
- Attitude - Respect - Perspective
- Positive Correction
- Positive Reinforcement
- Open Ended Questions
- Employees then “own their own safety”



Training & Developing the Observer

CERT - Look At Others

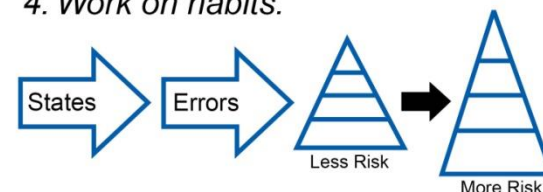
The “Conversation”

- Observe Complacency - easier to see in others
- Instead of focusing on 4-5 specific behaviors, we look for 4 states / 4 errors
- *More Efficient*



Critical Error Reduction Techniques (CERT)

1. Self-trigger on the state (or amount of hazardous energy) so you don't make a critical error.
2. Analyze close calls and small errors (to prevent agonizing over big ones).
3. Look at others for the patterns that increase the risk of injury.
4. Work on habits.



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Training & Developing the Observer

Look at RYS - eventually this benefits the Observer!

- Individual Awareness
- Organizational Awareness is the “Bridge” to RYS
- It’s hard to see Frustration, Fatigue, Rushing in ourselves
- RYS = EE’s tell us how they feel



The image shows a SAFESTART 'Rate Your State' (RYS) card. It features the SAFESTART logo at the top left, followed by the title 'Rate Your State'. Below the title is the question 'How much are these states affecting you today?' and a instruction '(Circle a number from 0 to 10 for each state.)'. There are four rows of rating scales for 'Rushing', 'Frustration', 'Fatigue', and 'Complacency'. Each row has a scale from 0 to 10, with 'None' at 0 and 'Max' at 10. At the bottom, there is contact information: '1-800-267-7482 • www.safestart.com', copyright information 'Copyright © 2013 by Electrolab Limited. All rights reserved. SafeStart is a registered trademark of Electrolab Limited.', and the card number '#2-CARD-RATE' and 'Printed in Canada'.

SAFESTART®
Rate Your State
How much are these states affecting you today?
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None 0 1 2 3 4 5 6 7 8 9 Max 10
Rushing

None 0 1 2 3 4 5 6 7 8 9 Max 10
Frustration

None 0 1 2 3 4 5 6 7 8 9 Max 10
Fatigue

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Complacency

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Training & Developing the Observer

- No more Quotas - pencil whipped - not effective
- Make them more valuable - take the time to do them
- *Quality vs. Quantity*



Where do we go from here?



Our Options -

- Incorporate the SafeStart Four States into current BBS process, specifically “Rushing”
 - Add SS to the conversation - *“...by the end of the day, is your job harder or easier - tired?”*
 - Do we see “rushing” when the line goes down?
 - Do we see or feel frustration and / or fatigue?
 - Feedback portion usually discovers
 - Frustration
 - Fatigue
 - Complacency

Our Options -

- Scrap BBS completely - go to RYS
- If no BBS process at all, look at SafeTrack
***Communication benefit



The perfect marriage - BBS and RYS

- With BBS - discovery of conditions & processes & Critical Errors
- With RYS - we have focus on the STATEs - which leads to personal responsibility
- **OWNERSHIP!**



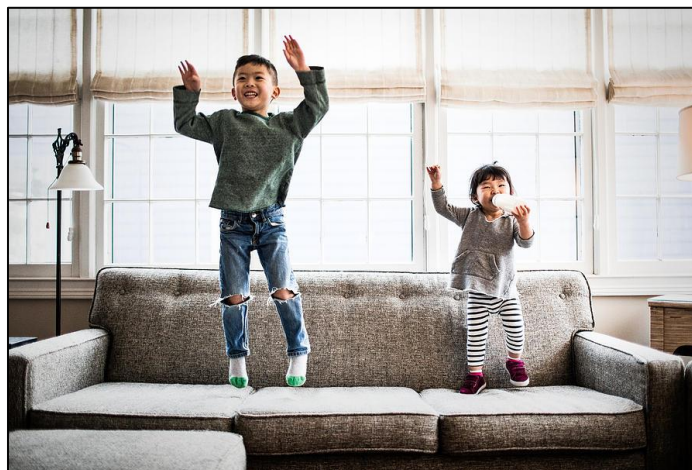
How about Observations at Home?

- Build the conversation confidence at work, to then have discussions with family & friends
- How tired you are now? Use RYS card



Changing behaviors is not easy....

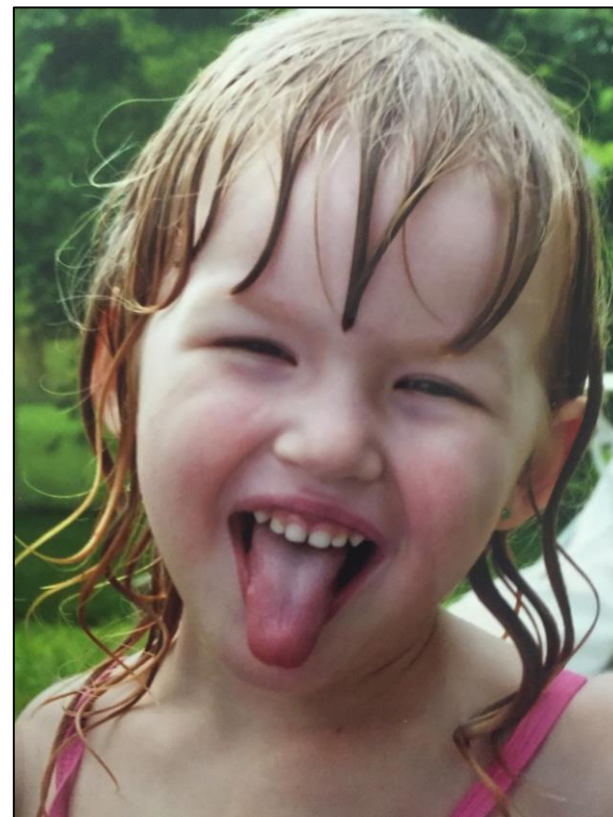
- “You really need this course...”
- We imitate what we see...
 - Karate movie
 - Three Stooges
- D2 wrestling on the couch - Jon Cena



Is it worth it? Children

- When we are young/resilient - don't want to be told what to do
- Habits start young - watching others
- Dad said "quit doing that....because I said so!"

But don't give up!!



Is it worth it? Teens!

But developing good habits when young, leads to better habits down the road



First 18 months of driving - all good & bad habits are formed

- ❑ Leading cause of death for teens is driving accidents

Is it worth it? Adults



- Kids = easy, Spouse = not so much....
- Spouse - established habits, but not hopeless!
- What's in it for me? *"You mean the world to me..."*
- Children may influence the parents!

Is it worth it?

Family & Friends

- Influence family and friends positively
- Common lexicon - common language
- Leading by example is great influencer
- Teaching others is greatest method of retention

How do we do observations at home?

- The talk - how to have the tough discussion
- Ask open ended questions
“How could this have been worse?”



A very dangerous job





But - when
doing a less
hazardous task,
does not wear
PPE - Eye
protection and
Hearing
Protection



Until I
gave
him
some
PPE!

Who has a story?

- Addressed and/or talked about a behavior with family member - and/or friend
- Example: in the car with someone who starts texting/looking at phone
- Did you say something?
- How did you say it?



No BBS is not an option!

- Quaker did not have a BBS program
- If Brett had SafeStart & the CERTs
- If behaviors were observed and discussed
- If I could have told him about SafeStart
- *Certainly wouldn't have hurt*

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None of our Loved Ones deserve "The Call"!



Observations + Coaching = Safer Family!

THANKS FOR
Your Participation!