

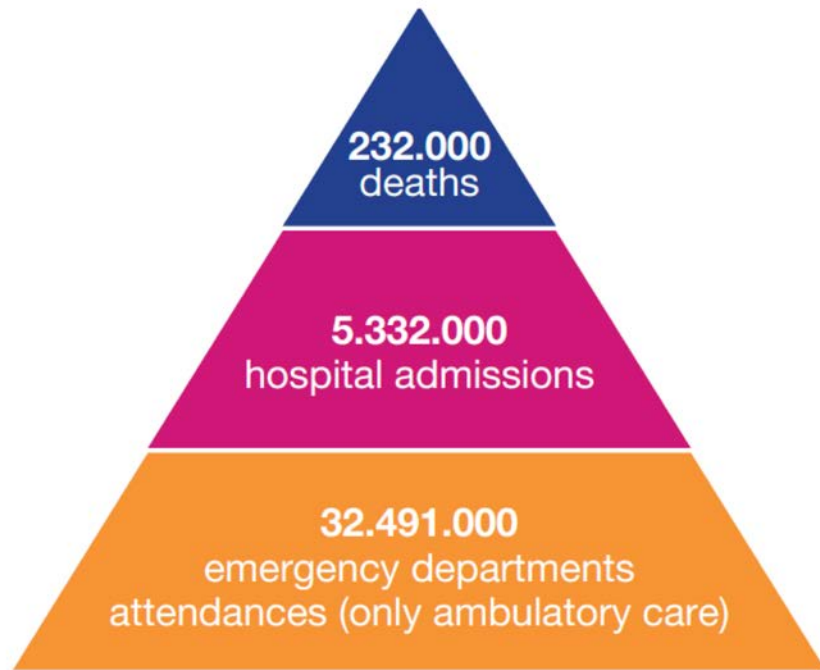
Culture. Culture. Culture

Professor Nicholas Ward

Director, Center for Health and Safety Culture

EU SAFETY CONFERENCE, LUXEMBURG, 2019

Injury



EU 2012 – 2014

Figure 6.12: Injury admissions in the EU by setting (%)

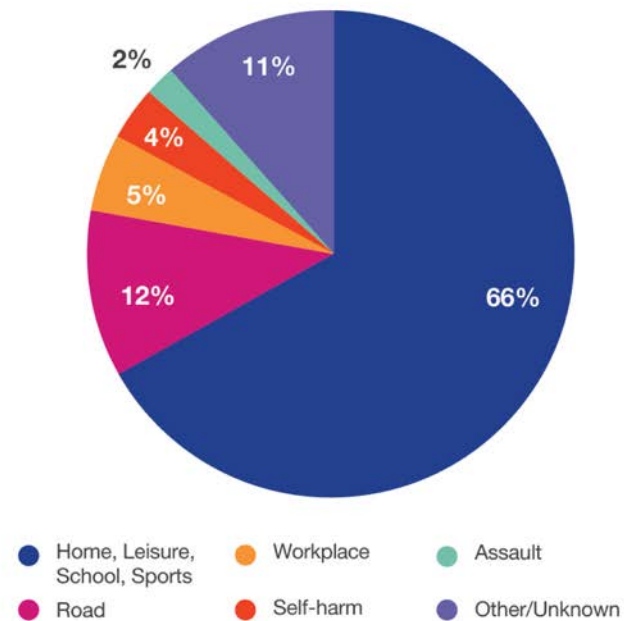
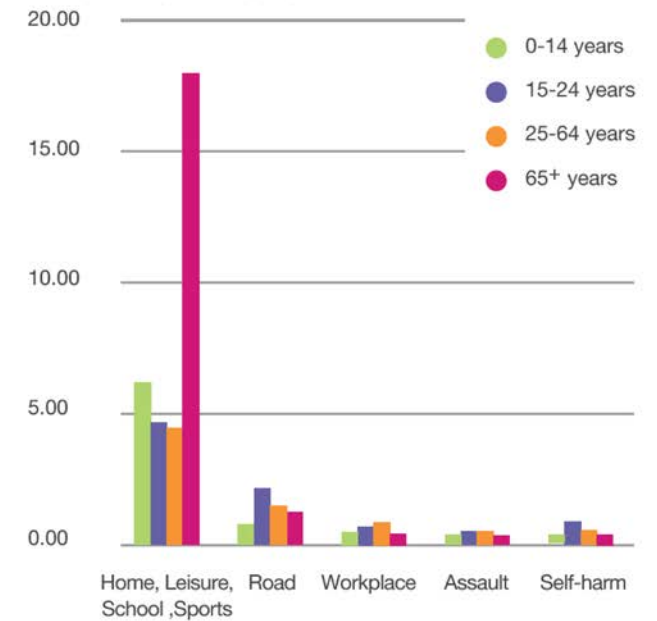


Figure 6.13: Crude rate of injury admissions in the EU by setting and age-group (per 1000 persons)



Source: "Injuries in the European Union 2012-2014"

Change?



Model



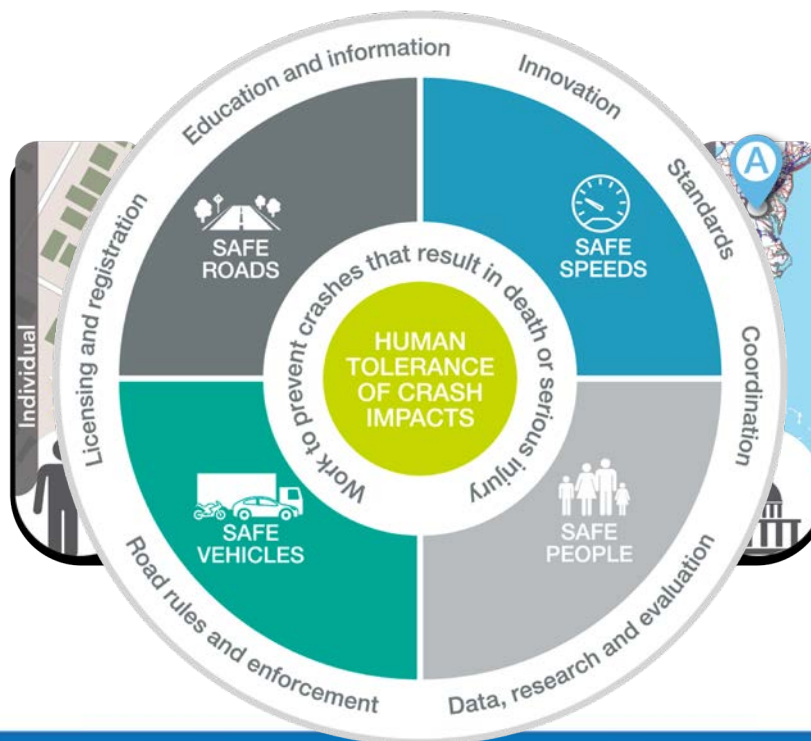
Overview

Culture.



Population Culture

Culture.



Culture.



Coalition Culture

Definition

Culture?



Beliefs

Culture?



Behavior

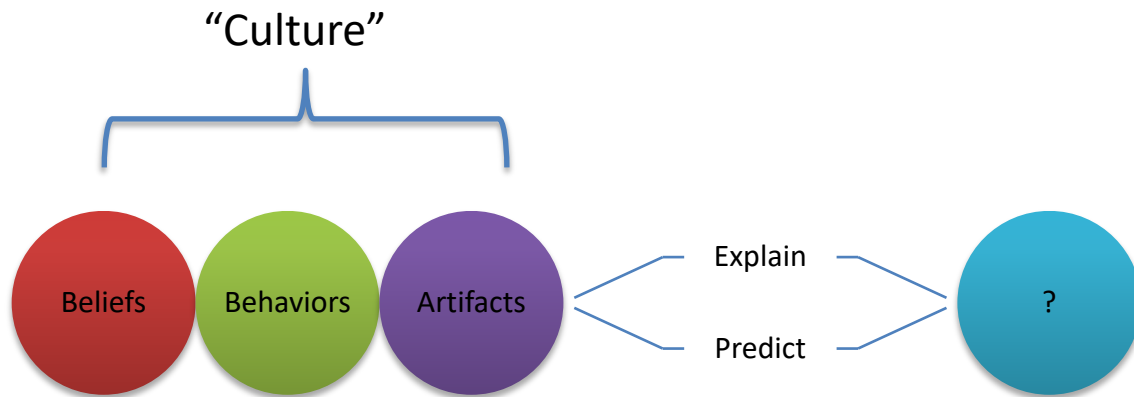
Culture?



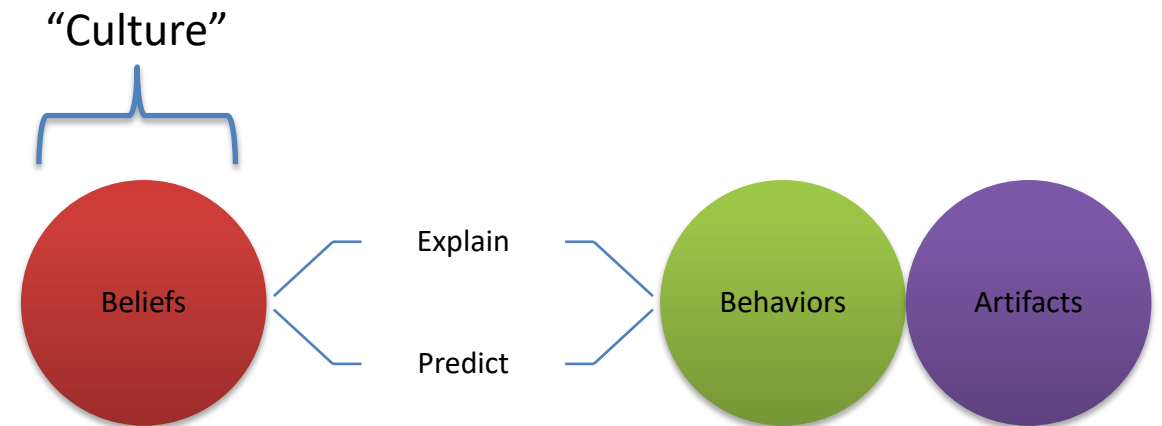
Artifacts

Goal

Useless



Useful



Definition

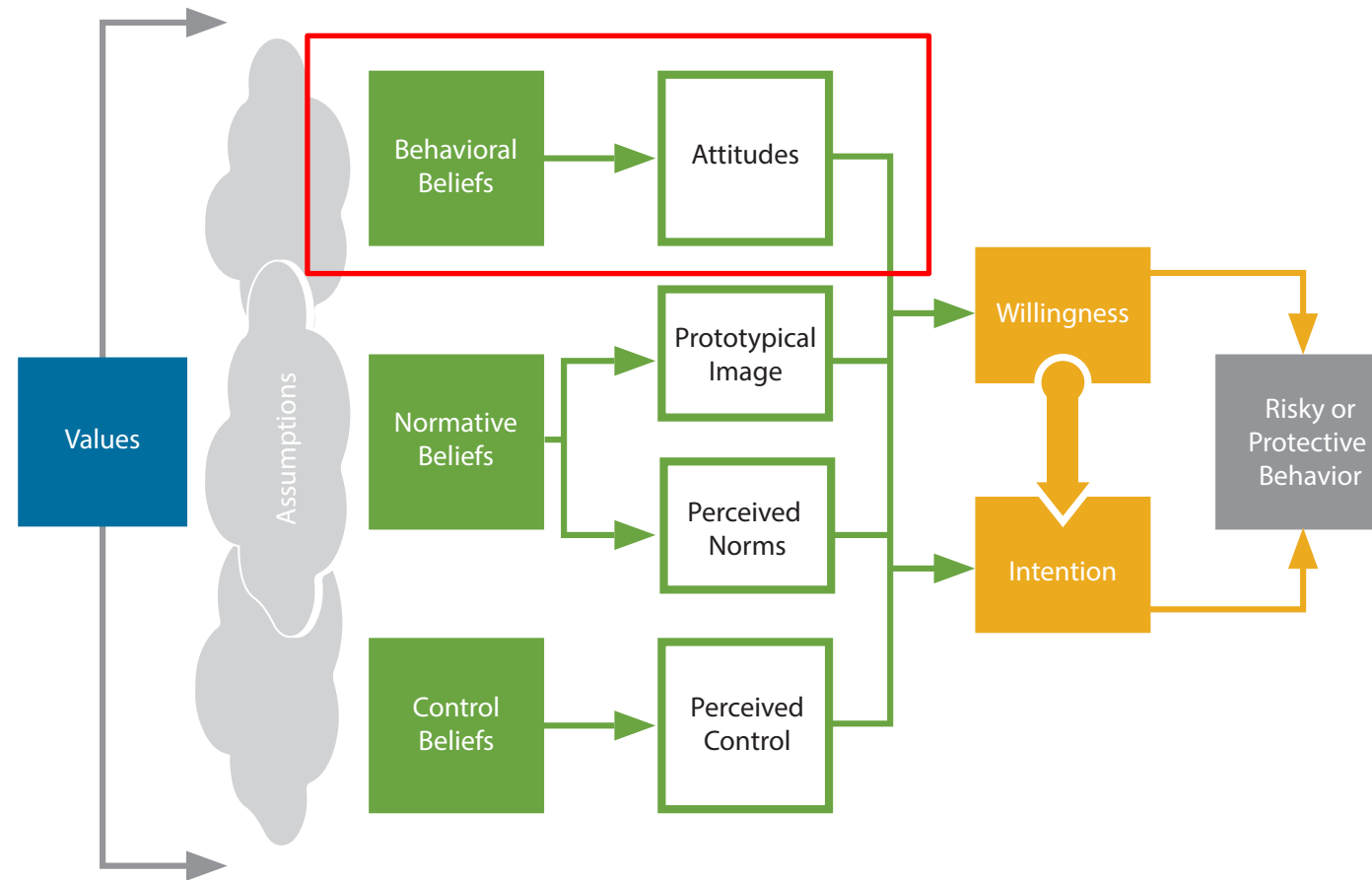
*“The **system of beliefs** shared among groups of users and stakeholders that influence their decisions to behave or act in ways that affect safety (risk of injury).”*

[Source: adapted from NCHRP 17-69]

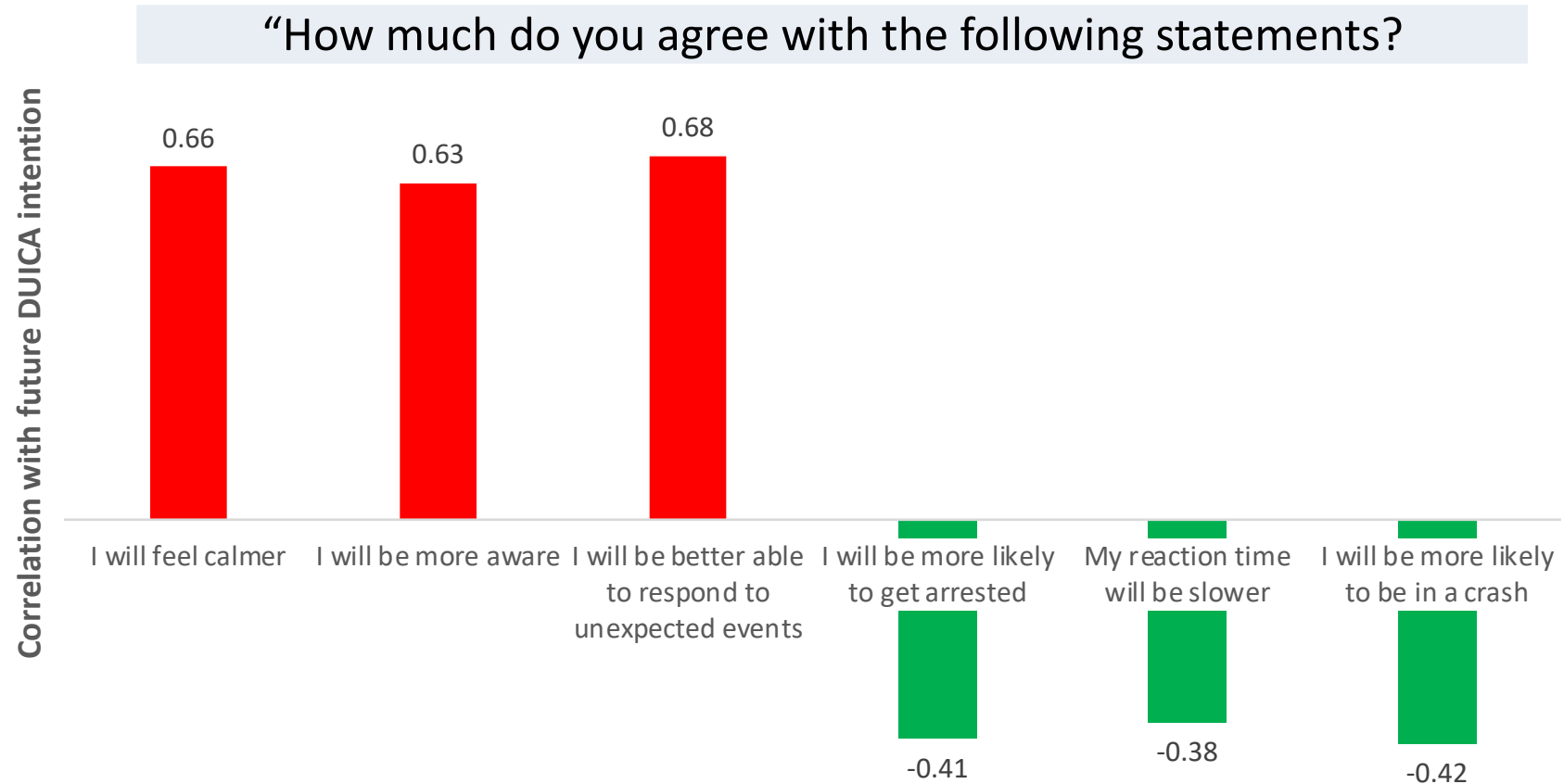
Model



Model



Example





1. Population Culture.

Understanding population culture to design strategies to change behavior?

Acceptance



Rejection



Example





2. Organization Culture.

Transforming organization culture to prioritize safety AND value partnerships (coalitions)?

Values

Safety



Partners



Process





3. Coalition Culture

Aligning stakeholder goals and sharing a common “frame”?

Alignment



Frame

Deficit or Strength



Solution





Thank you!

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