Culture. Culture. Culture

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Injury

232,000 deaths
5,332,000 hospital admissions
32,491,000 emergency departments attendances (only ambulatory care)

EU 2012 – 2014

Change?
Model

Culture  Behavior
Overview

Culture.

Population Culture

Culture.

Coalition Culture
Definition

Culture?  Culture?  Culture?

Beliefs  Behavior  Artifacts
Goal

Useless

“Culture”

Beliefs  Behaviors  Artifacts

Explain  Predict

Useful

“Culture”

Beliefs  Behaviors  Artifacts

Explain  Predict

“Culture”

Beliefs  Behaviors  Artifacts

Explain  Predict

“Culture”

Beliefs  Behaviors  Artifacts

Explain  Predict

“Culture”

Beliefs  Behaviors  Artifacts

Explain  Predict
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

Culture  Behavior
Model

- Behavioral Beliefs
- Normative Beliefs
- Control Beliefs
- Perceived Norms
- Perceived Control
- Attitudes
- Prototypical Image

Willingness
Intention
Risky or Protective Behavior

Values
Assumptions
Example

<table>
<thead>
<tr>
<th>Correlation with future DUICA intention</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will feel calmer</td>
<td>0.66</td>
</tr>
<tr>
<td>I will be more aware</td>
<td>0.63</td>
</tr>
<tr>
<td>I will be better able to respond to unexpected events</td>
<td>0.68</td>
</tr>
<tr>
<td>I will be more likely to get arrested</td>
<td>-0.41</td>
</tr>
<tr>
<td>My reaction time will be slower</td>
<td>-0.38</td>
</tr>
<tr>
<td>I will be more likely to be in a crash</td>
<td>-0.42</td>
</tr>
</tbody>
</table>

“How much do you agree with the following statements?”
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

1. Create urgency
2. Form a powerful coalition
3. Create a vision for change
4. Communicate the vision
5. Empower action
6. Create quick wins
7. Build on the change
8. Make it stick

Implementing & sustaining for change

Creating the climate for change

Engaging & enabling the organisation
3. Coalition Culture
Aligning stakeholder goals and sharing a common “frame”
Alignment
Frame

Deficit or Strength

Solution
Contact Us

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Thank you!