

Unlocking the Power of your Safety Program

Presented by Sunshine McCarthy

Baldwin
safety and
compliance



Today's Objectives...

- Assuring a safe operation with a fully engaged team
- Bust the mystique that surrounds safety culture
- Introduce a safety culture model
- Using data and self-evaluation to predict potential hazards and enhance safety culture



Where is the power?



Warm Up!



Assumptions related to safety



Following regulations (being compliant)
ensures safety

People naturally avoid taking risk



‘Blaming’ is counterproductive for a strong safety culture

Safety can be achieved by eliminating
human error

What is Safety Culture?

Safety Culture is defined as a set of beliefs, values, customs, and behaviors that members of a group use to relate to their world and each other with regard to safety

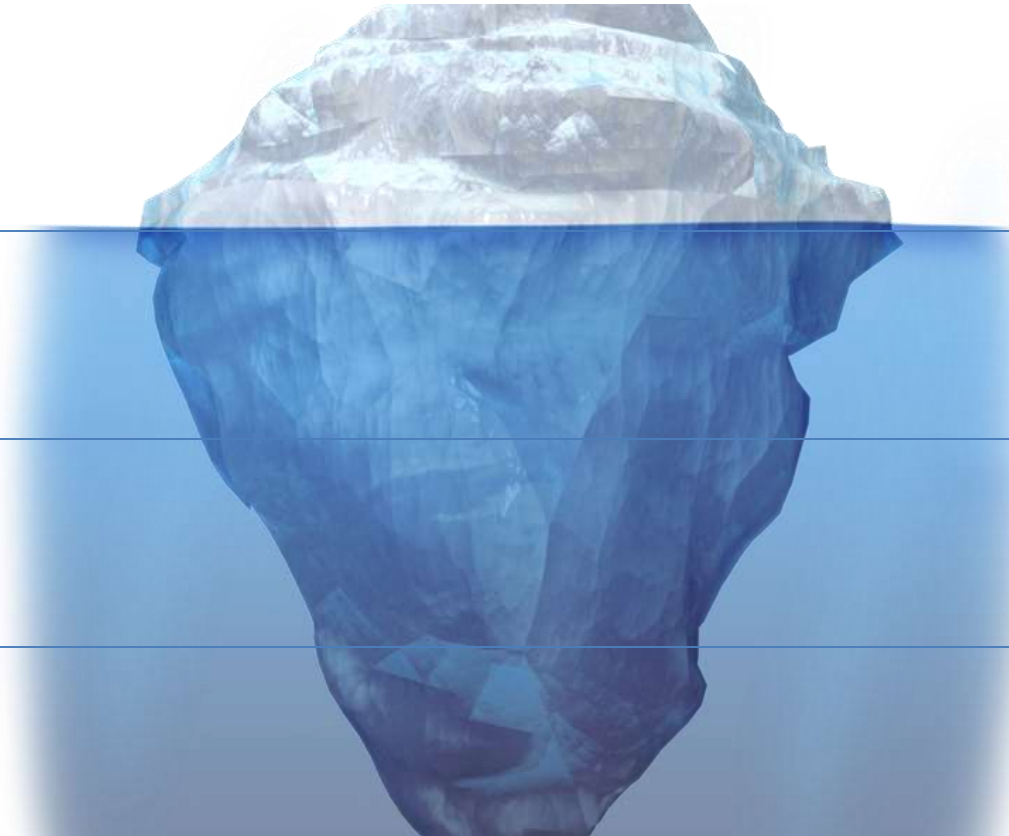
Safety Culture is the way we do things around here

Safety Culture Iceberg

Formal Behaviors

Informal Behaviors

Core Beliefs & Assumptions



Where do beliefs about safety originate?

- Occupation (role)
- Personal experience
- People we spend the most time with
- Education
- Backgrounds
- Upbringing
- Age (generation)

Safety Culture Iceberg

Formal Behaviors

Informal Behaviors

Core Beliefs &
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Formal Behaviors



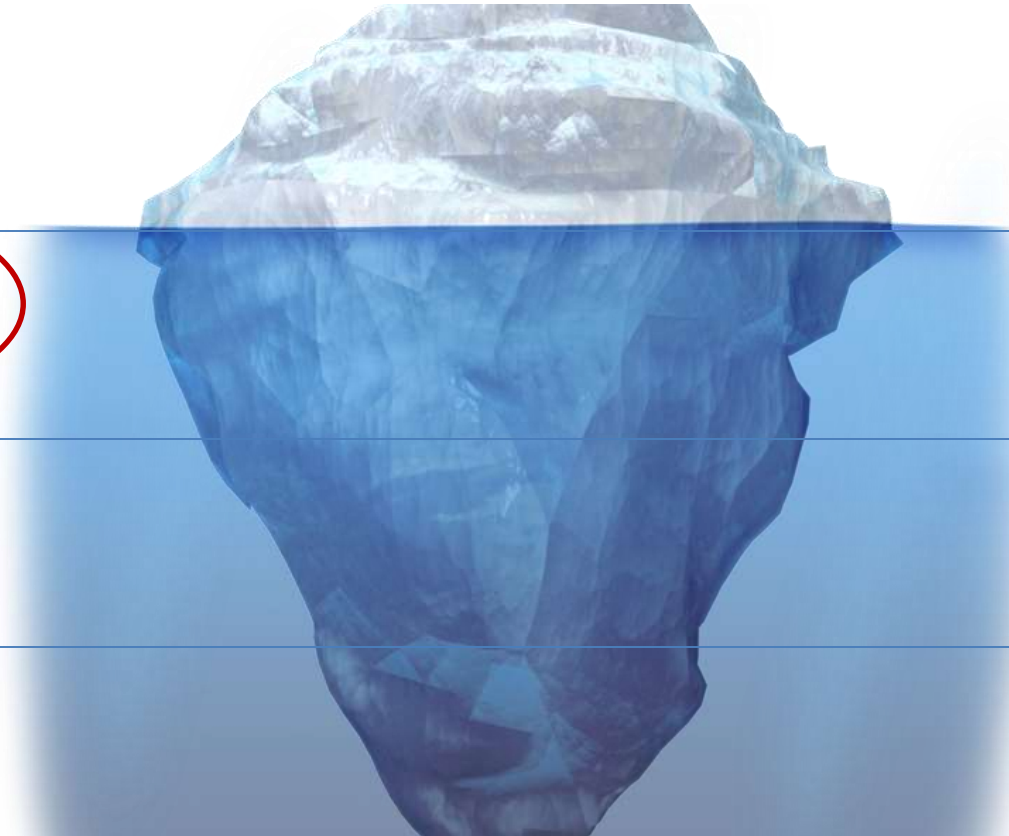
- Visible behaviors
- SOPs
- Include company artifacts:
 - Appearance
 - Equipment
 - Facility
 - Signage

Safety Culture Iceberg

Formal Behaviors

Informal Behaviors

Core Beliefs &
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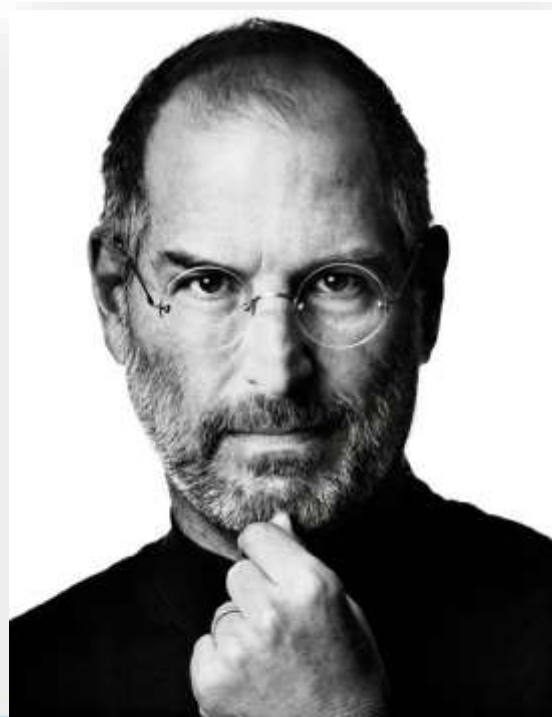
Informal Behaviors

True or False

- People naturally avoid risk
- People take risk when no-one is watching
- Taking risk is an individual choice

Human behaviors come from two systems of thought...

Reason



Feeling



Consider this question...

A bat and a ball cost \$1.10 in total. The bat costs \$1 more than the ball.

How much does the ball cost?



5¢

Good/Bad Rule (Feeling)



When people view the benefit to be high,
they are willing to accept
a higher level of risk



When do we view the benefit
to be high?

New Mexico State Police Rescue



Identifying and understanding beliefs and assumptions are important but very hard to change

Change the behavior and you begin to change the culture

Safety Culture Iceberg

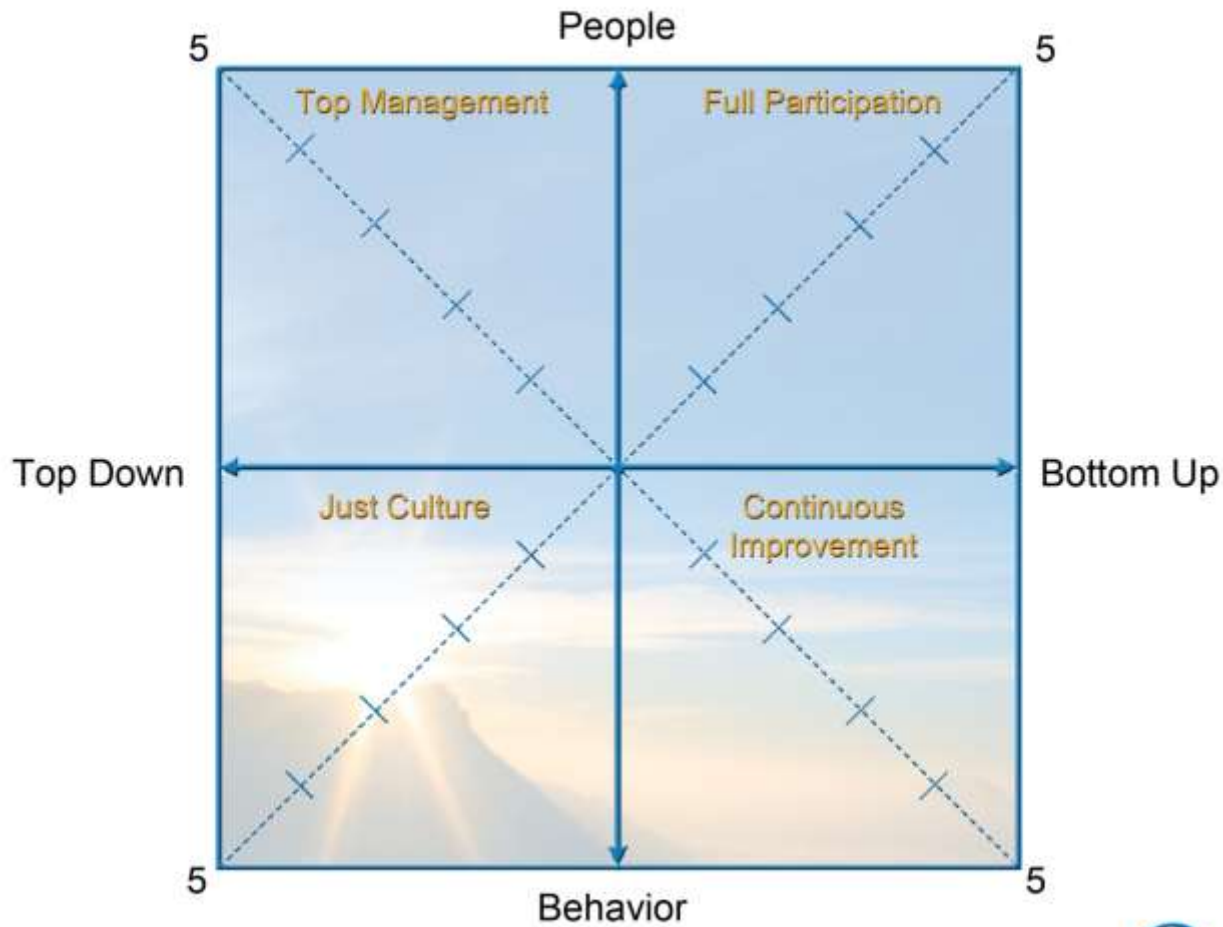
Formal Behaviors

Informal Behaviors

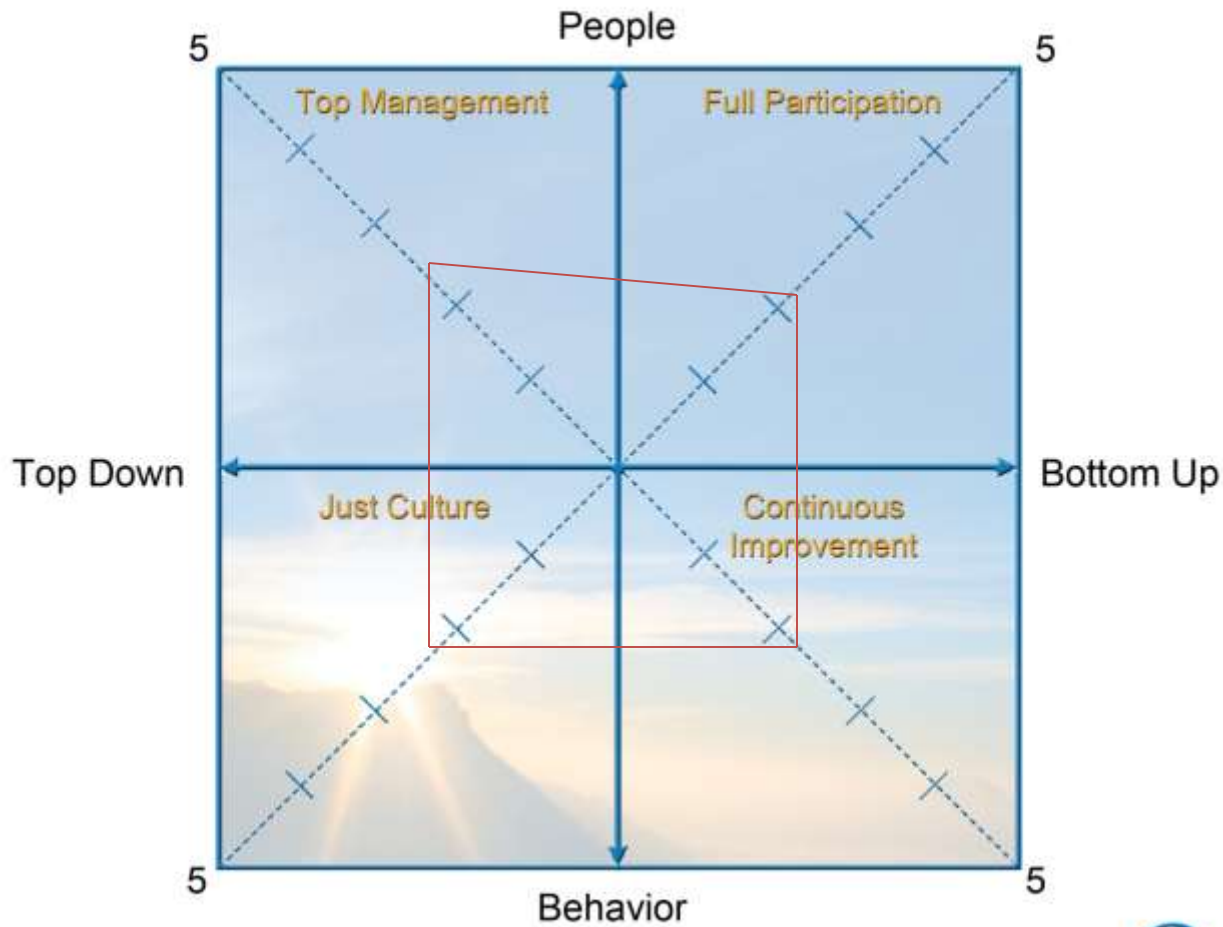
Core Beliefs &
Assumptions



SAFETY CULTURE MODEL



SAFETY CULTURE MODEL



Once controls are identified and operational, the organization must ensure they continue to be effective in a changing environment

Why are internal evaluations not seen as a priority?

- Not viewed as a “valuable” self-evaluation, more of a check the SMS box
- After the initial focus on SMS, this area gets less attention
- Lack of time and manpower
- Benefits are unclear
- If accomplished, not done well

What are the long-term safety culture benefits of conducting internal evaluations?

Data Collection, Analysis & Distribution

Safety Report:1.0

Create another report

Generate PDF

Generate XLS

January 28, 2013 - January 28, 2014

Report ID	Risk Score	Date Submitted	Asset	Report Type	Report Category	Human Factors
SR-791	0	01/23/2014	Piper - PA-31T - N333P			
SR-748	0	11/15/2013	Eurocopter - EC-135 - N135MA	Abnormality / Error Report	Aircraft Maintenance	
SR-722	4	09/12/2013	Eurocopter - EC-135 - N135MA	Security	Facility Maintenance	
SR-721	3	09/12/2013		Abnormality / Error Report	Flight Operations	Illness
SR-720	5	09/11/2013	Eurocopter - EC-135 - N135MA	Incident	Flight Operations	
SR-719	5	09/11/2013	Piper - PA-31T - N333P	Flight Interruption	Aircraft Maintenance	

SR - Contributing Factors [11/13/12 - 11/13/13]

Weather / Environment

Avg Score: 3
10% (1)

Time Pressure

Avg Score: 3
10% (1)

Poor Signage

Avg Score: 4
20% (2)



Equipment Failure

Avg Score: 5
20% (2)

Inadequate Staff

Avg Score: 3.33
30% (3)



Data Analysis Approach

- Look for trends (type of events, categories, shift)
- Look for high risk items
- Look for low risk, occurring often
- Compare (over time, related, other common dominator)
- Compare to other available internal data
- Reach out to others (operating in the same environment)
- Share it

Growing your Safety Culture

- Identify gaps between current behaviors and desired behaviors
- Identify informal behaviors through an internal evaluation program
- Be and remain clear and consistent about desired behaviors
- Realign beliefs and values by changing the behavior

To learn more about
Baldwin Safety & Compliance
and SMS

www.BaldwinAviation.com

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