

Challenging Our Culture of Risky Driving

Canadian Society of Safety Engineering
Professional Development Conference

Vancouver

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*Thinking
Driver*



Spencer McDonald

In Canada

- Fatal Collisions 2011
 - 1834 Fatal Collisions
 - 1 every 5 hours
 - 2002 Persons Dead
- Injury Collisions 2011
 - 123,141 Injury Collisions
 - 14 every hour
 - 170,629 Injured



In BC

- Fatal Collisions*
- 267/year
- 300 fatalities

- Injury Collisions *
- 52,000/Year
- 79,000 injured victims



* ICBC 5 year average

In the Workplace

Motor vehicle crashes are the leading cause of occupational fatalities (37%)



BC Fast facts about road safety

In 2014, WorkSafeBC paid more than \$63 million in claims costs for work-related motor vehicle incidents.

Approximately 460 workers miss time from work every workday because of a work-related crash.

1,290 workers are injured every year.

- Road safety at work

23

people die in a workplace motor
vehicle crash every year in BC.

Why aren't you OUTRAGED?

What if it were not vehicles?
What if it was photocopiers?

BC False Facts about Office Safety


In 2014, WorkSafeBC paid more than \$63 million in claims costs for photocopier incidents.

Approximately 460 workers miss time from work every workday because of a photocopier incident.

1,290 workers are injured every year using a photocopier.

23

people die in a photocopier
incident every year in BC.



Man killed by photocopier

WATERFORD, Conn. (AP) — A 29-year-old Massachusetts man died Wednesday after he was crushed by a 1,300-pound photocopier at Waterford Town Hall.

Police said the man, whose name was not released, was a subcontractor of Ikon Copy Machines.

He was crushed when the machine fell from the hydraulic tailgate of the delivery truck while being unloaded about 8 a.m. Wednesday.

The Westfield, Mass., man was taken to Lawrence & Memorial Hospital where he was pronounced dead, police said.

Deadly

AUGUSTA (AP) — A deadline for filing Tufts New England health plan unproceedings in Maine's insurance court was said.

New Hampshire filed the liquidation of concern that financial condition of the company standing claims.

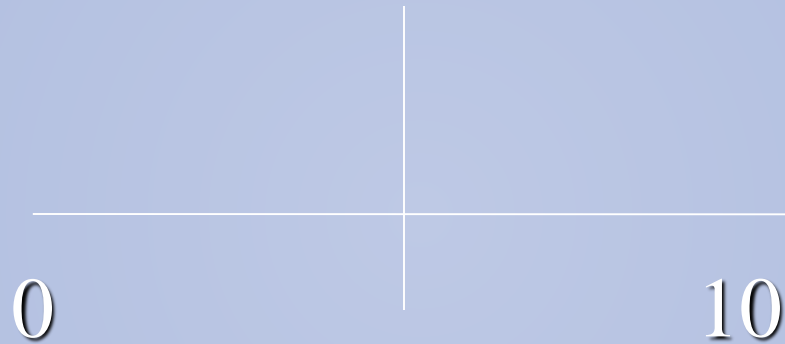
Claims to be

Happy Birth

How's Your Driving?

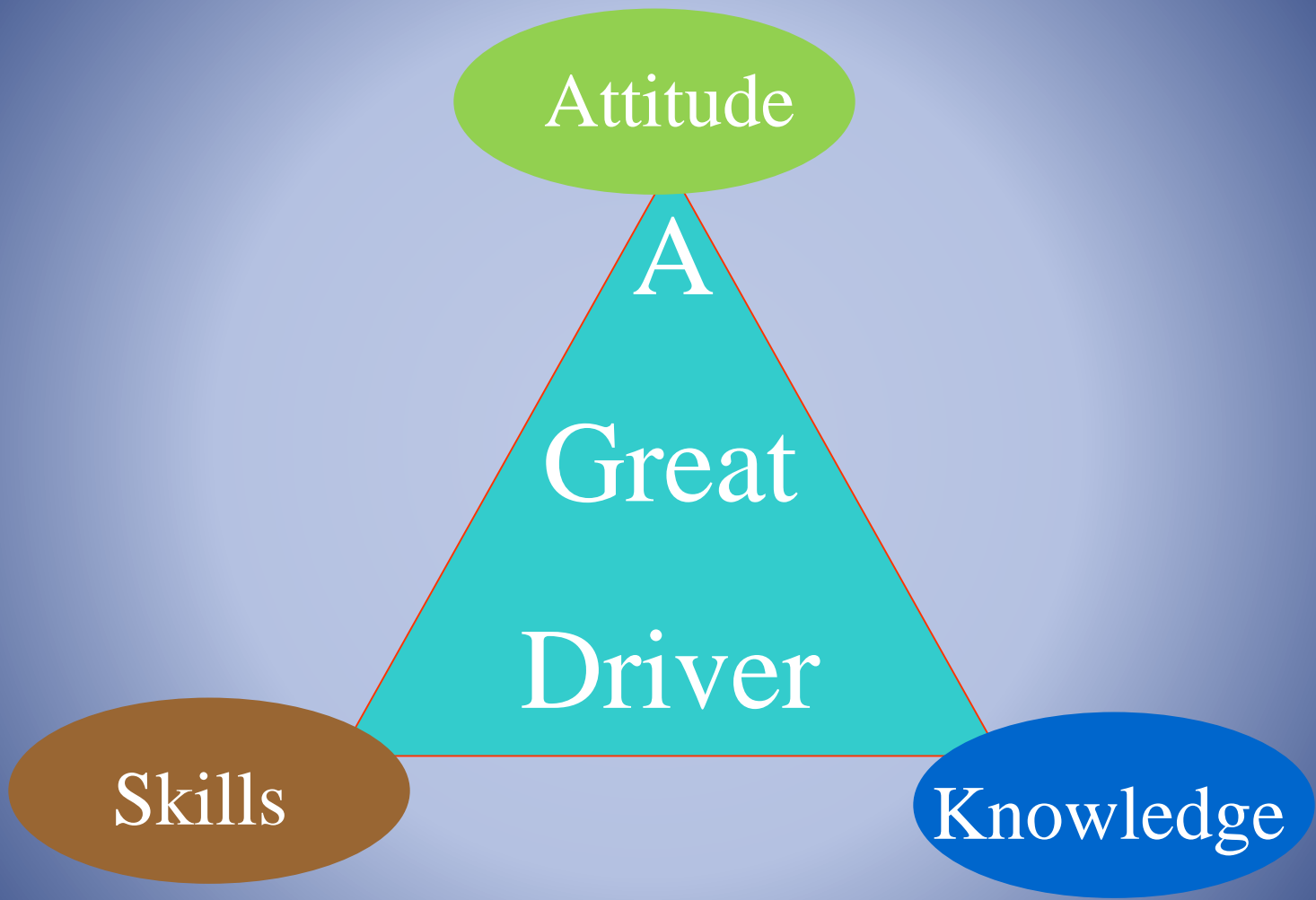


My Driving
Sucks!



My Driving
Is Awesome

How do you rate
yourself?



Skills







www.purplewave.com













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vehicle crash every year in BC.

Knowledge

No Speed Sign,
No Problem!

- 50km/h
- 60 km/h
- 70 km/h
- 80 km/h
- 90 km/h
- 100 km/h

Inside a city or
municipality

- 50km/h

Outside a city or
municipality

- 80 km/h











Attitude:

- The majority of us believe that we drive better than the average person
- We think our driving is great, so someone else must be the problem
- But is our driving so great?
 - Have you ever...?

Explaining Behaviour

- Dispositional Attributions
 - Behaviour based on character
 - he's speeding because
- Situational Attributions
 - Behaviour based on the situation
 - I'm speeding because.....

What is Culture?

- Culture is what is normal within a given population “the way that we do things here”
- It’s a reflection of our collective attitudes
- Who decides what is normal?
 - Each individual plays a role

To figure out what your corporate
driving culture is...

Just look at what is normal...
what are people doing?



Corporate Culture

- Is driver safety a priority?
- Is it seen as a genuine safety issue?
- Is it expected?
- Is it treated like other skill oriented tasks that a worker may have to master as part of his work?
- Or is it treated as “you are licensed by the province so that proves you are competent and further training is not necessary”



Culture eats
strategy for
breakfast.
- Peter Drucker

Changing Culture

- Major inertia and resistance to change
- Corporate culture may need to be inconsistent with social culture
 - What is acceptable within society generally may not be acceptable at the corporate level
- Need to establish a “new normal”
 - It has to become normal to focus on reducing driving risk instead of simply avoiding getting caught or ticketed

Core Program

- Support from Management
- Clear policy
- Driver abstracts
- Records and statistics (how are we doing)
- Communication to workers
- Incident investigation and follow up
- Effective relevant training program

Summary

- Changing our Culture of Risky Driving is possible
 - Establish and communicate policy
 - Lead by example
 - Provide training and follow-up
 - Enforce rules with meaningful consequences
 - Recognize success

Thanks!

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