

WEBINAR WILL  
BEGIN AT 14:00

# BEHAVIOUR CHANGE AND THE SAFE SYSTEM

OR ONE OF OUR PILLARS IS MISSING!



# OUTLINE

STRATEGIC IMPERATIVE  
SHIFTS IN SOCIETY & SCIENCE  
BUILDING OUR RESPONSE  
TOOLS FOR CHANGE  
ACCESSIBLE APPROACHES









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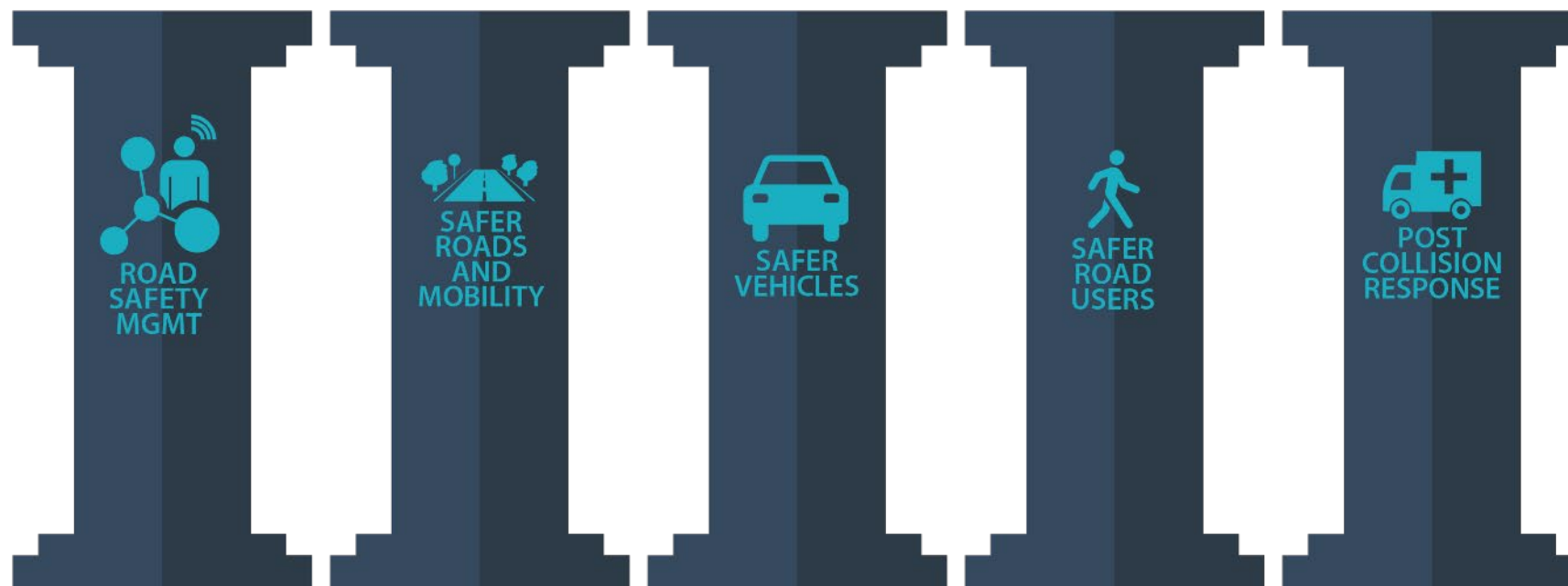


SO, WHAT'S THE PROBLEM?



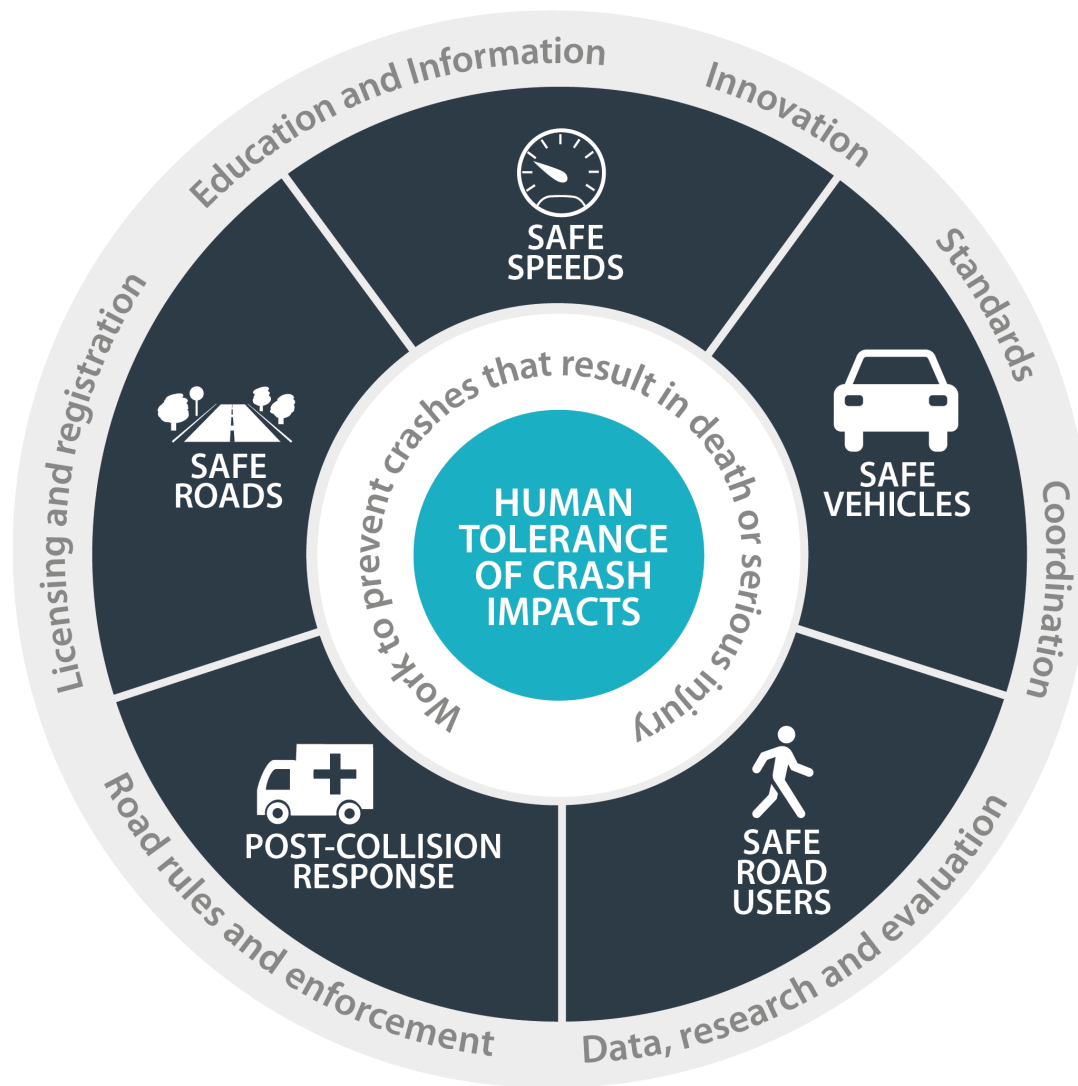


## 5 PILLARS





# THESAFESYSTEM



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## A CHANGING PICTURE SHIFTS IN SOCIETY & SCIENCE

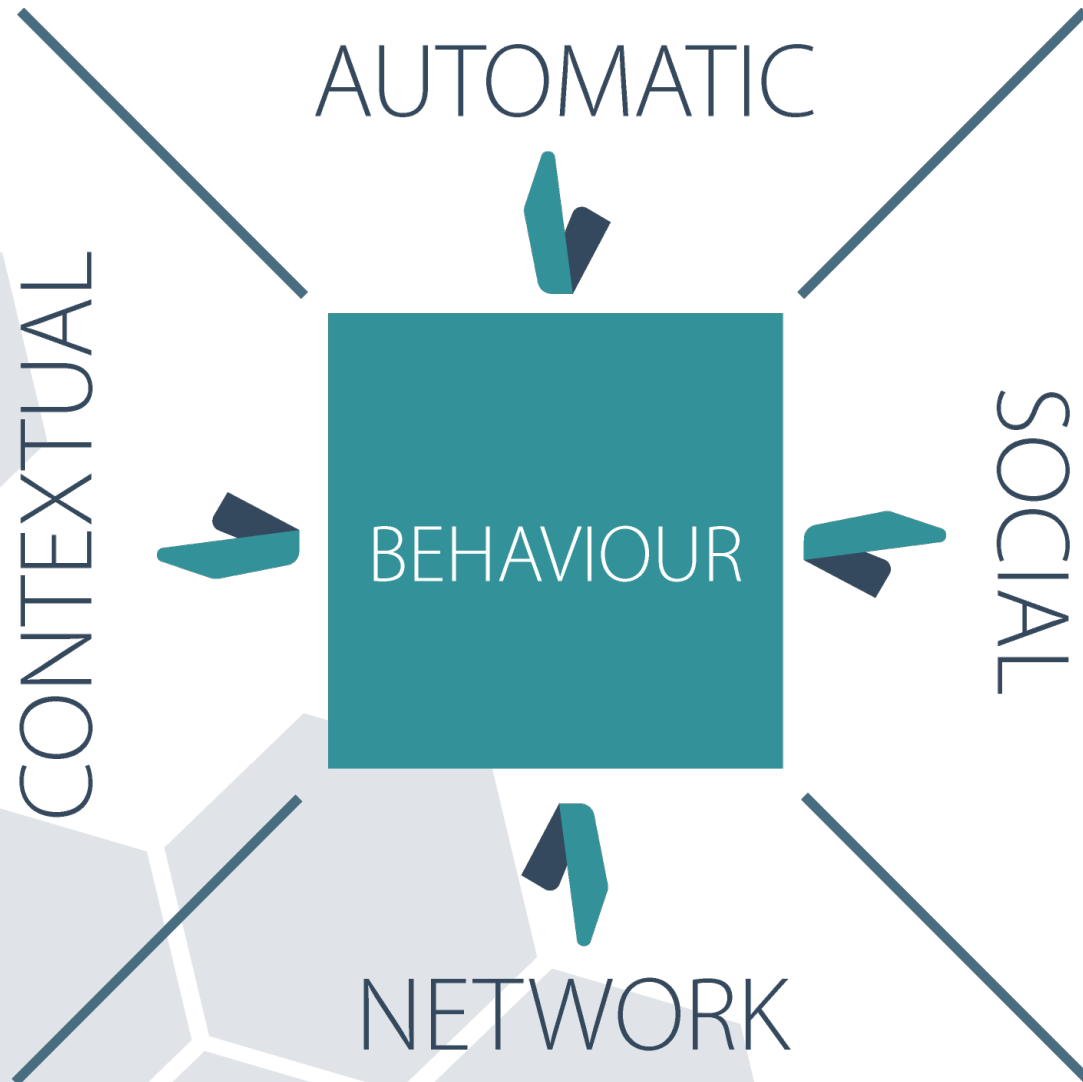






Source: Paving the Way, 2017







TYPE I	TYPE II	TYPE III	TYPE IV
Simplistic and negative. People as a source of trouble. The unreliable bit of the system.	The capabilities and limitations of people; their functions, performance and error types.	The external factors such as organisation & environment internal factors such as cognition & emotion affecting performance.	Designing interactions between people and system elements to optimise system performance and human well-being.
FAILINGS	FAULTS	FRAILTIES	FLOURISING
Exclude	Avoid	Mitigate	Design



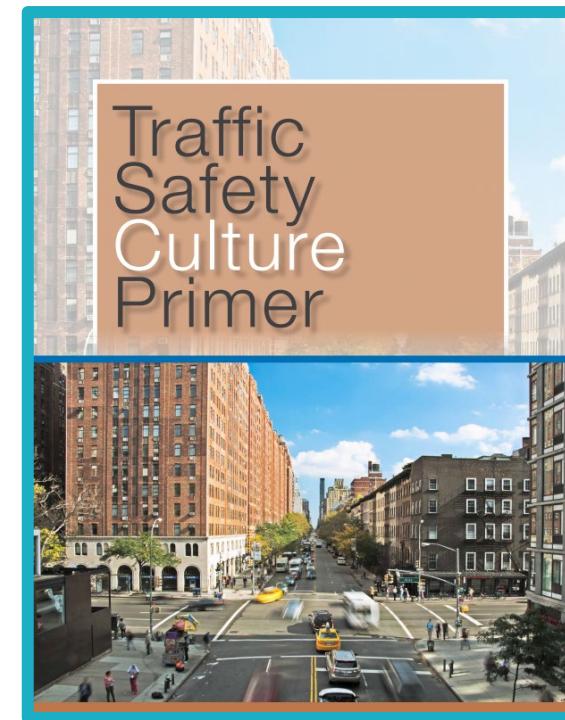
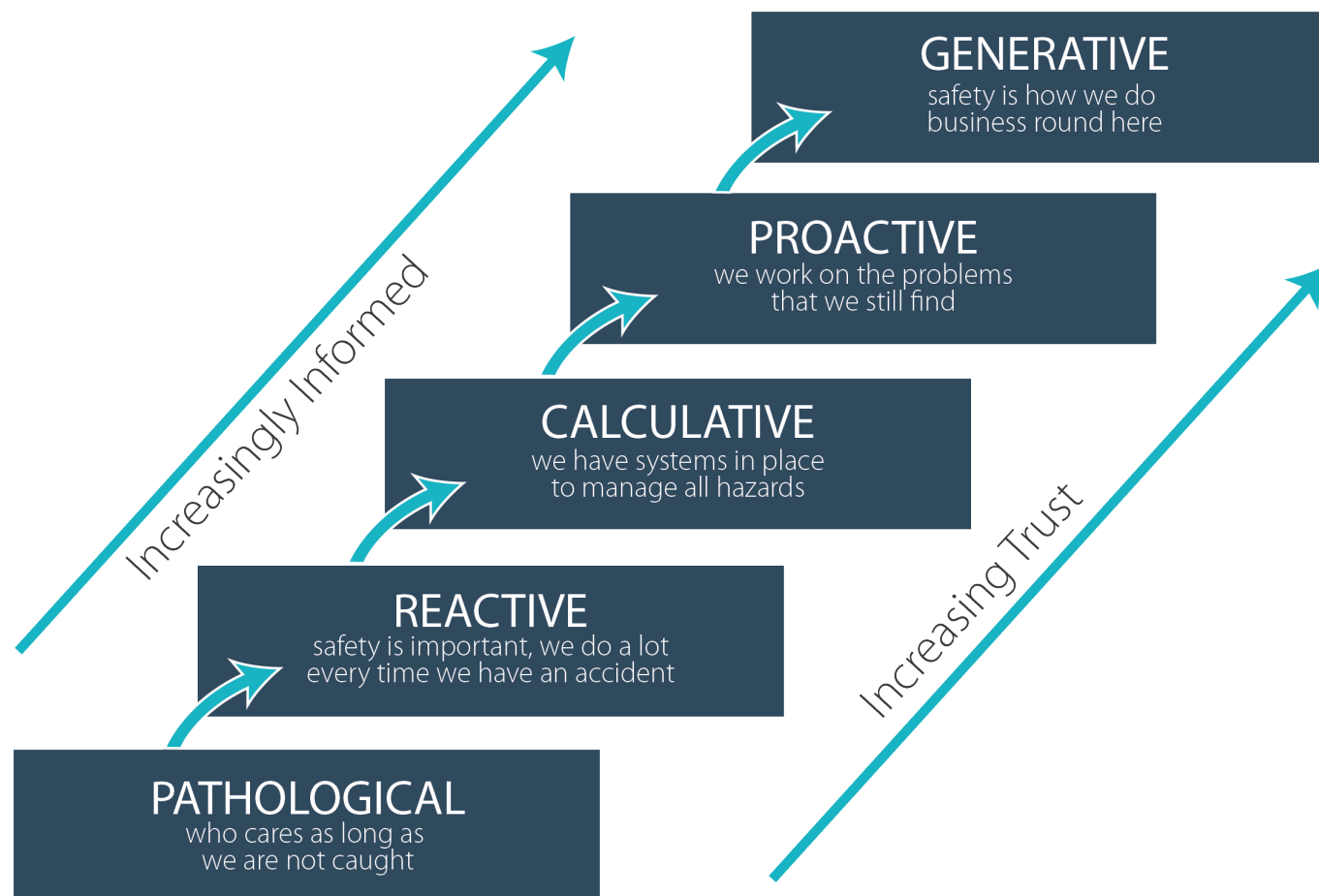


HOW SHOULD WE RESPOND?





# DOES THE ANSWER LIE IN CULTURE?



[https://mdt.mt.gov/other/webdata/external/research/docs/research\\_proj/tsc/TSC\\_PRIMER/PRIMER.pdf](https://mdt.mt.gov/other/webdata/external/research/docs/research_proj/tsc/TSC_PRIMER/PRIMER.pdf)



# DATA DRIVEN INSIGHT



Right Intervention

(Phillips, 2011)



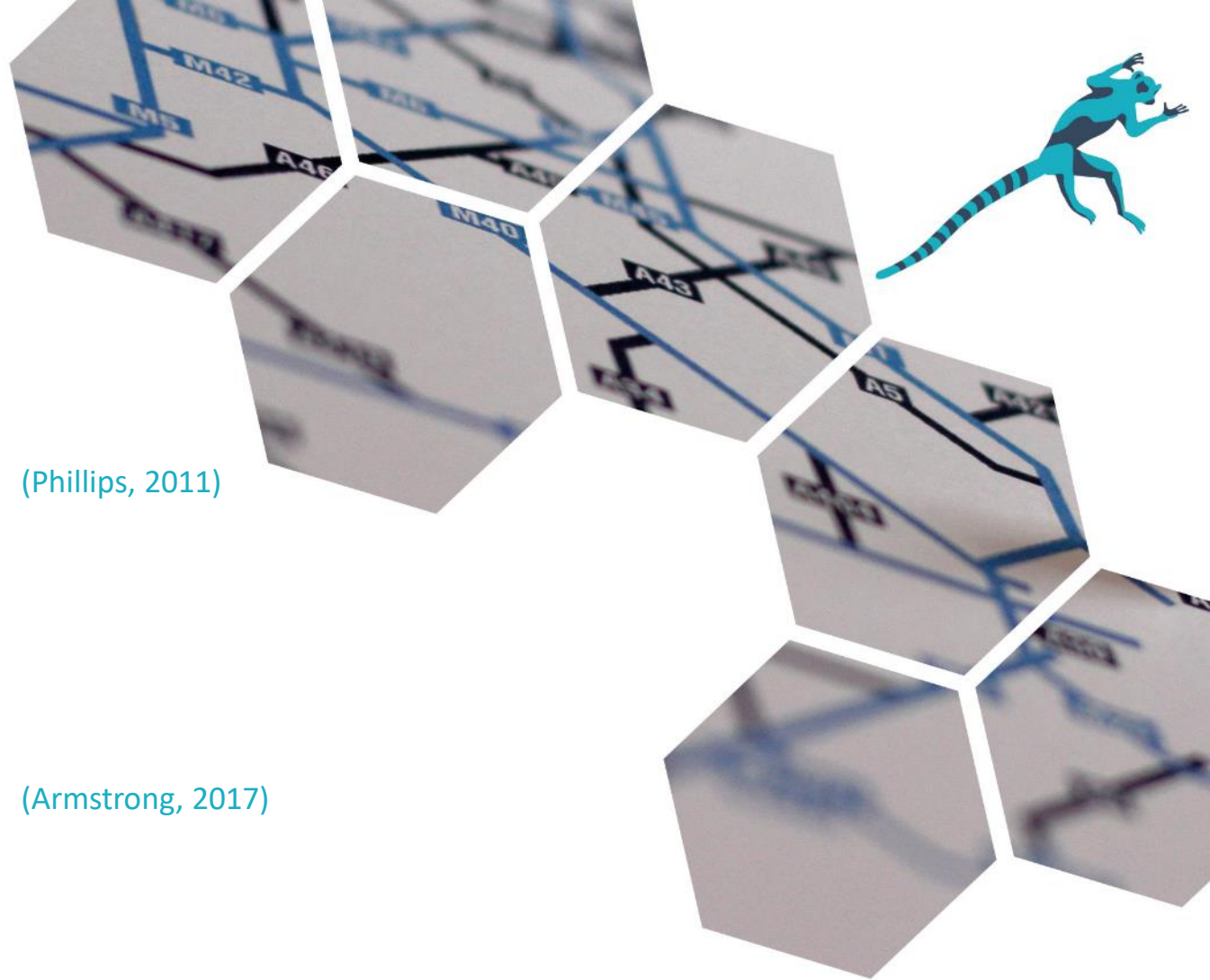
Right Place

(Armstrong, 2017)

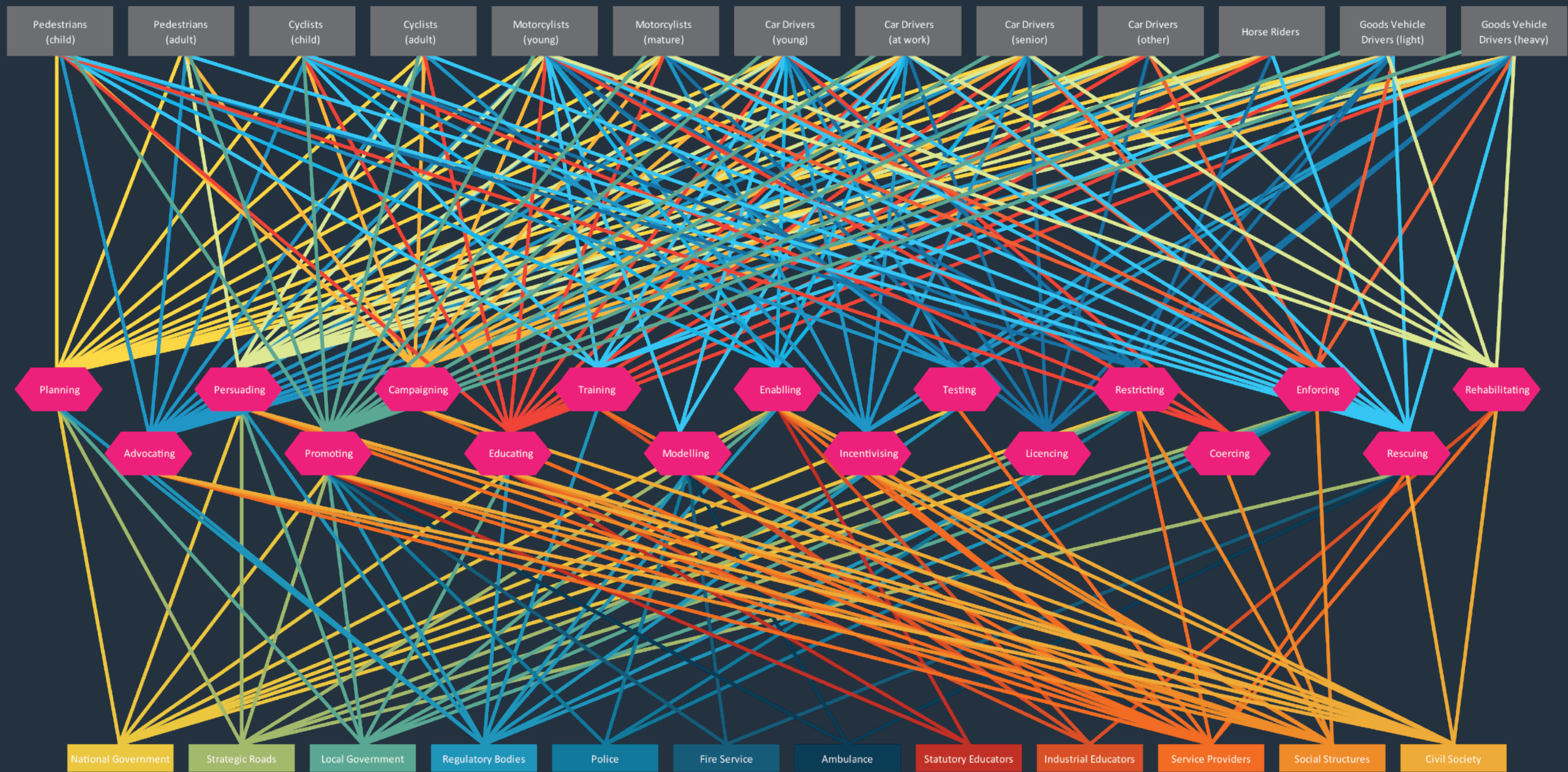


Right People

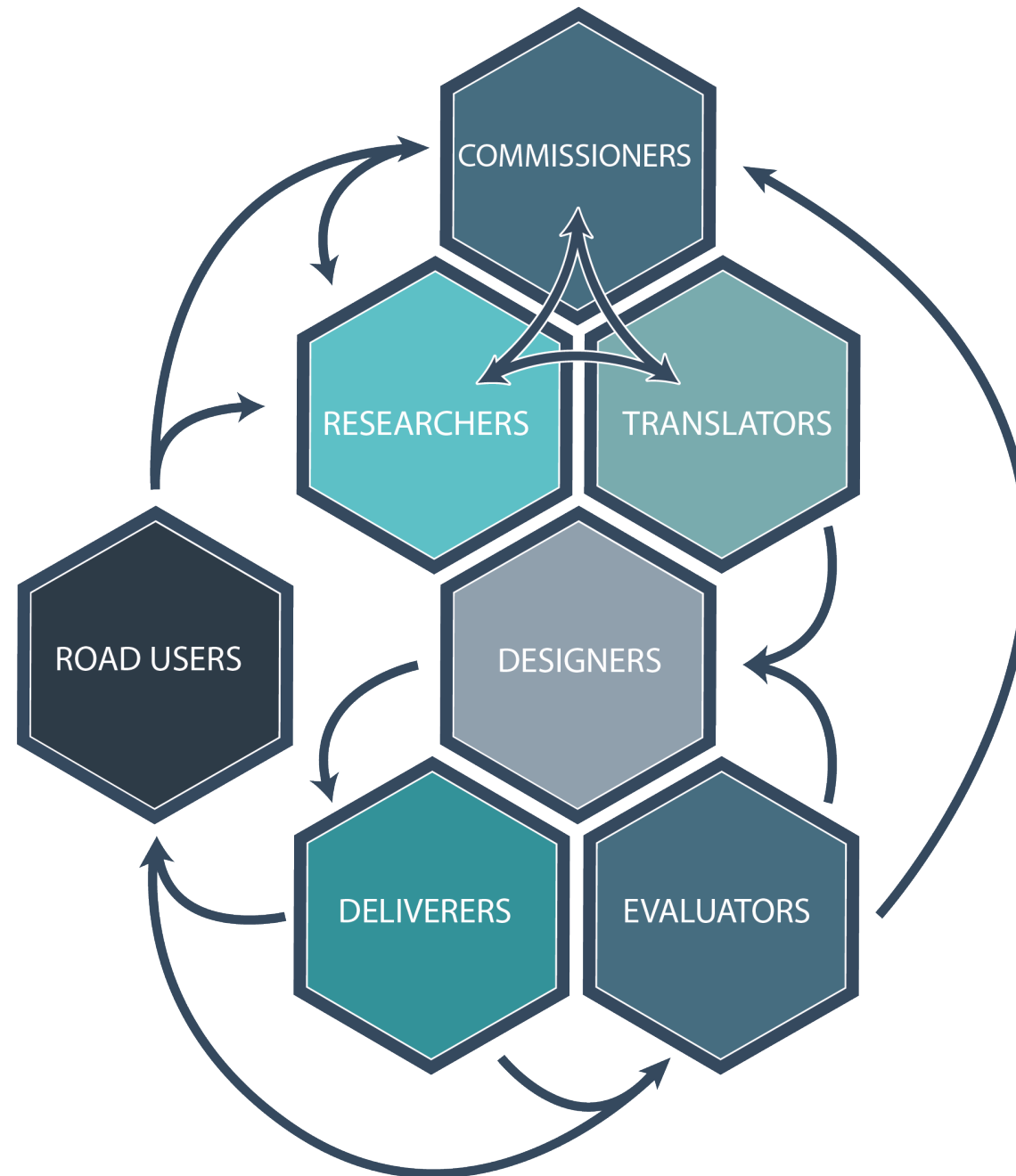
(Bingham, 2007; Moller, 2015; Portman, 2013)











The background features a stylized road map with various road numbers like M42, M40, A43, and A5. A blue and black striped lizard is shown in a jumping pose, positioned to the right of the word 'agilysis'. The overall design includes abstract geometric shapes and a color palette of teal, blue, and grey.

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TOOLS FOR CHANGE

INTRODUCTION TO FRAMEWORKS



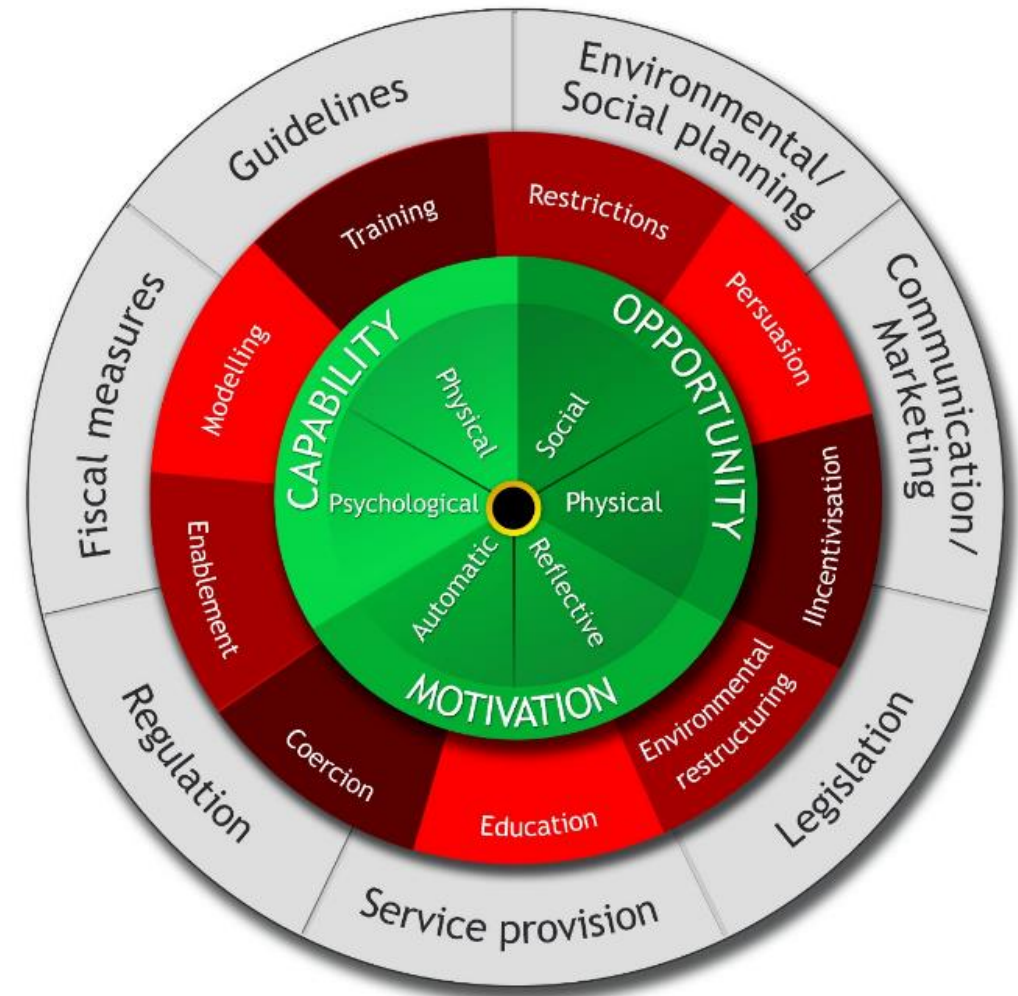
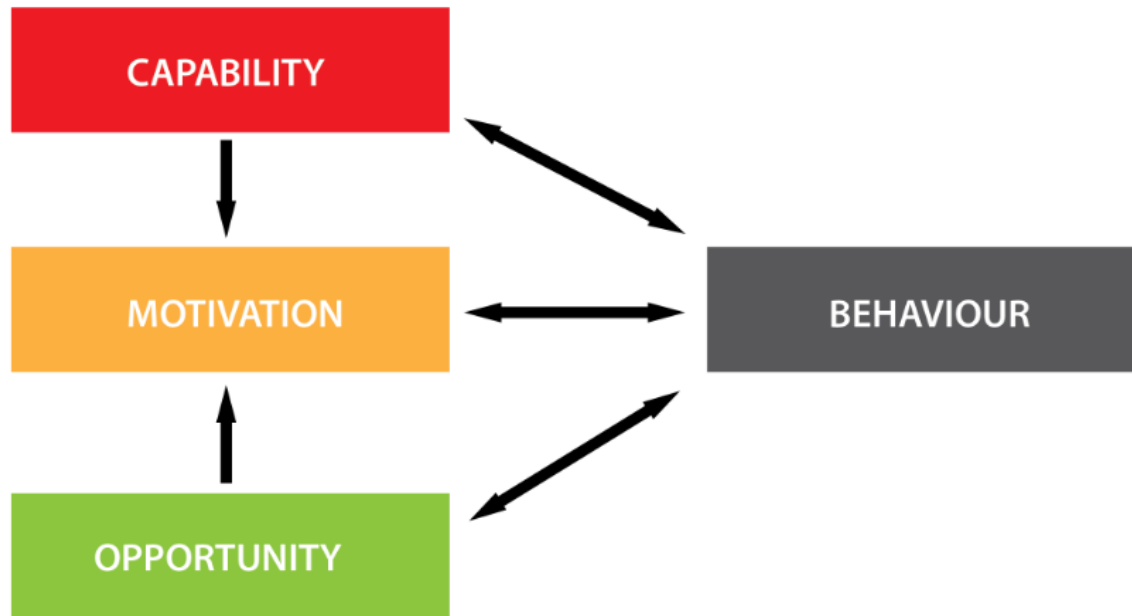
# FUTURE WEBINARS

INTERVENTION DESIGN - MONDAY 4<sup>TH</sup> MAY

DIGITAL TOOLS FOR YOUNG DRIVERS - WEDNESDAY 6<sup>TH</sup> MAY



# BEHAVIOUR CHANGE WHEEL





BCT – 1.1  
Goal-setting (behaviour)

Set or agree a goal defined in terms of the behaviour to be achieved.



BCT – 1.2  
Problem-solving

Set or agree a goal defined in terms of the behaviour to be achieved.



BCT – 1.3  
Goal-setting (outcome)

Set or agree on a goal defined in terms of a positive outcome of the wanted behaviour.



BCT – 2.2  
Feedback on behaviour

Monitor or observe the behaviour and give informative or evaluative feedback on performance of the behaviour (e.g. form, frequency, duration, intensity).

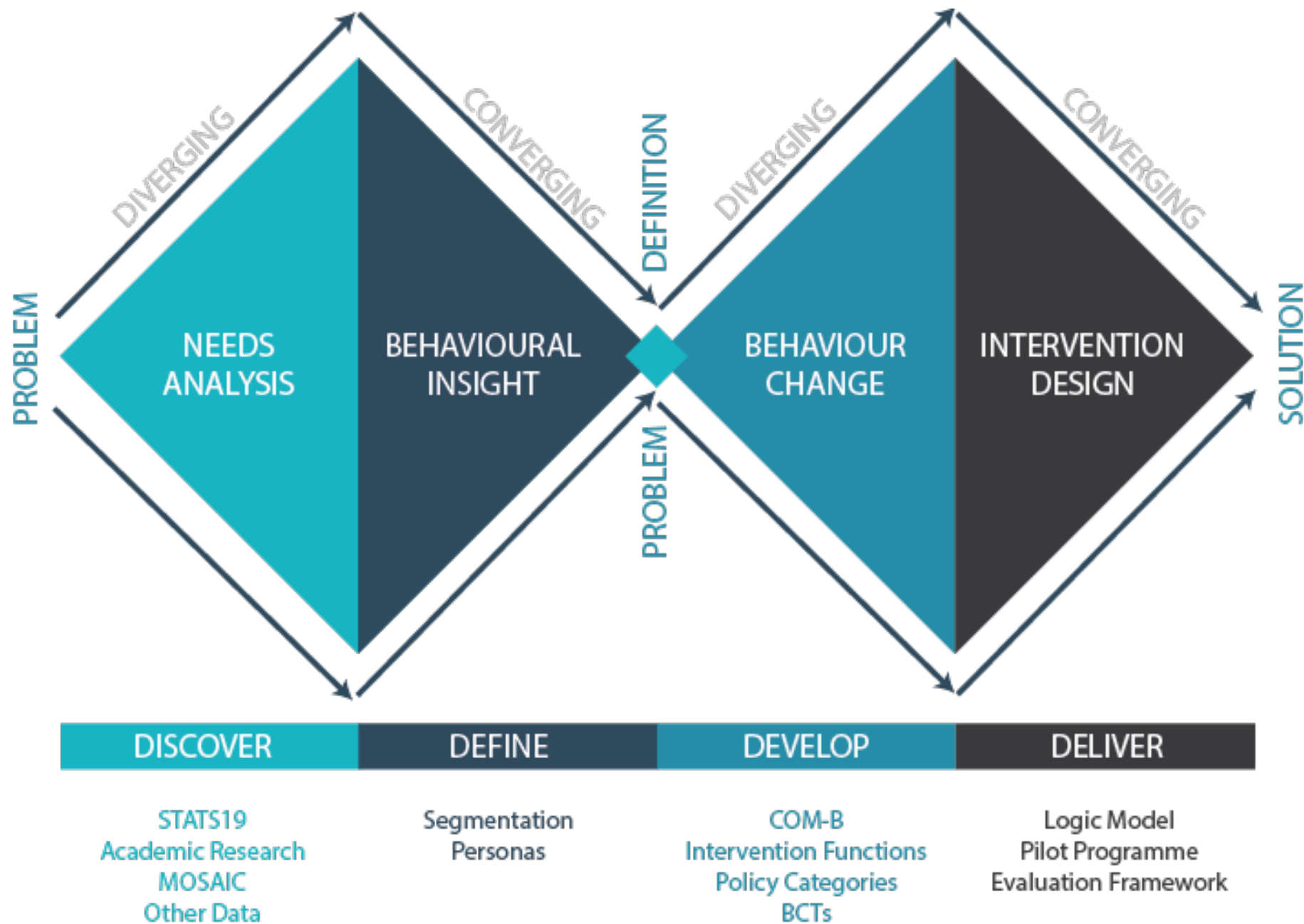


BCT – 2.3  
Self-monitoring of behaviour

Establish a method for the person to monitor and record their behaviour(s).

Source: Using Behaviour Change Techniques;  
Guidance for the Road Safety Community (Fylan, 2017)





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ACCESSIBLE APPROACHES



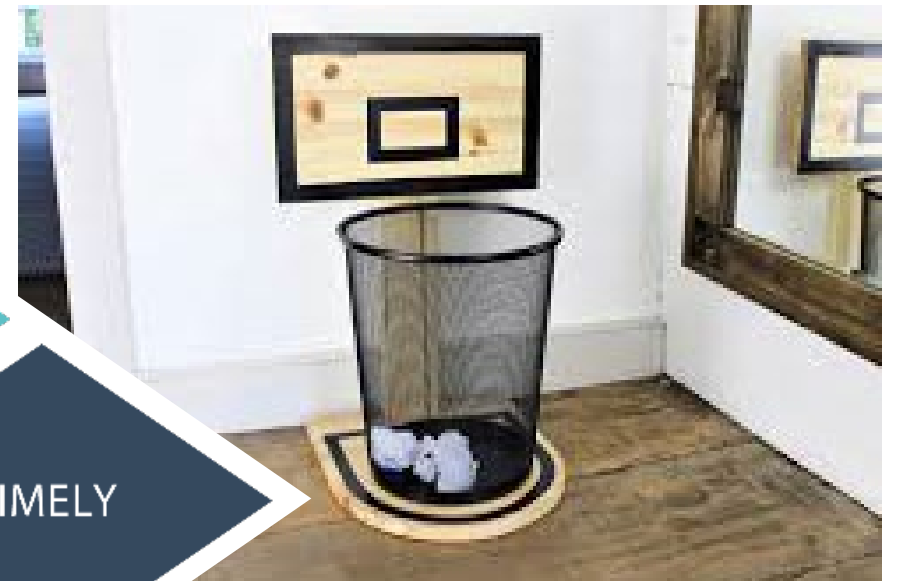
# SOCIAL MARKETING PRICE MATRIX

		Benefits	
Personal Cost		Tangible	Intangible
	Low Cost	Communication	Convenience
	High Cost	Care	Control



EASY

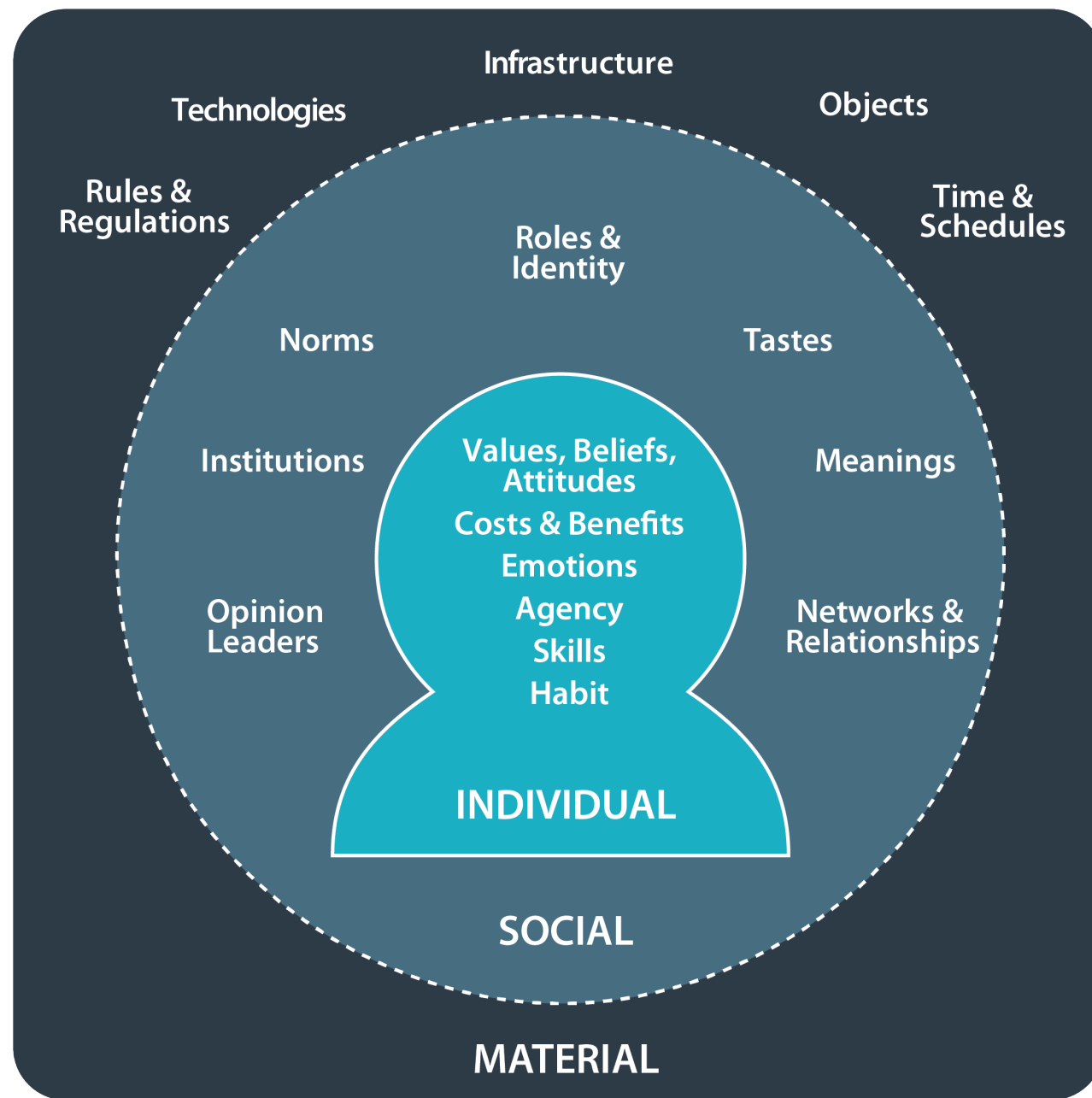
ATTRACTIVE



SOCIAL

TIMELY





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Evaluate & Share

[agilysis.co.uk/portfolio-item/evaluation-2/](http://agilysis.co.uk/portfolio-item/evaluation-2/)

Further Content

[www.roadsafetyanalysis.info/  
roadsafetyinsight.com/](http://www.roadsafetyanalysis.info/roadsafetyinsight.com/)







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