

Nudging Health and Safety

Jenny Lunt, Director of J Lunt Associates Ltd



Jenny is Chartered and Registered Health and Organisational Psychologist and Associate Fellow of the British Psychological Society. She has nearly twenty years of experience of conducting research, training and consultancy in Health and Safety. Much of that time was as a Principal Psychologist within the Health and Safety Laboratory (agency of the Health and Safety Executive) where she led development of their capability in behaviour change and wellbeing at work.

As well as run the business Jenny specialises in the areas of culture and behaviour change in both Health AND Safety and in wellbeing at work. She has been described providing thought leadership on applying innovative new approaches to behaviour change in Health and Safety and regularly speaks at national and international conferences. She is passionate about quality of life at work and believes it fundamental to business success

Key Points:

- Human decision-making is governed by two systems: one is sub-conscious and automatic, such as when reacting to an activated alarm, the other is aware and deliberate such as taking the decision to override a safety interlock.
- Nudging is about prompting people to take the right course of action by focusing on the safe and healthy option as the only way eg using colour coding and signage, vivid and dramatic campaigns eg HSE's Shattered Lives etc
- Use language which focuses on the positive eg highlight a 95% reduction in accidents, rather than a failure to achieve the zero tolerance target
- Highlight the consequences to workmates and family of following bad practices and being complacent
- Don't shock people without explaining how to avoid harm
- As people are influenced by the actions of others, encourage them to adopt safer practices by intimating that their colleagues are already complying
- Don't adopt a blame culture; people will then be more likely to reveal workplace problems
- Be fair and do the right thing by the employee – provide a safe working environment, reward them appropriately – and they will work safely.