

2018 *Symposium*

Moving Beyond Bystander Engagement: Growing Safety Citizenship to Improve Health and Safety

Kari Finley, Ph.D.
Kelly Green, M.P.A.

June 21, 2018 | 9:10 AM – 11:10 AM



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Exploring Prosocial Behaviors

Short Story

At each of your tables is a short story; please have someone open the story and read it to your table mates. On the next slide there are three questions we would like you to discuss at your table. Please take a few minutes and personally reflect on your answers to these questions in the space provided in your guidebook. You will then have 7 minutes to discuss your answers at your table.



Small Group Discussion

- *What do you do in the situation?*
- *Do you feel comfortable intervening?*
- *This was a friend. Would you feel different intervening if it were a family member? How about if it was a co-worker or your boss?*



Large Group Discussion

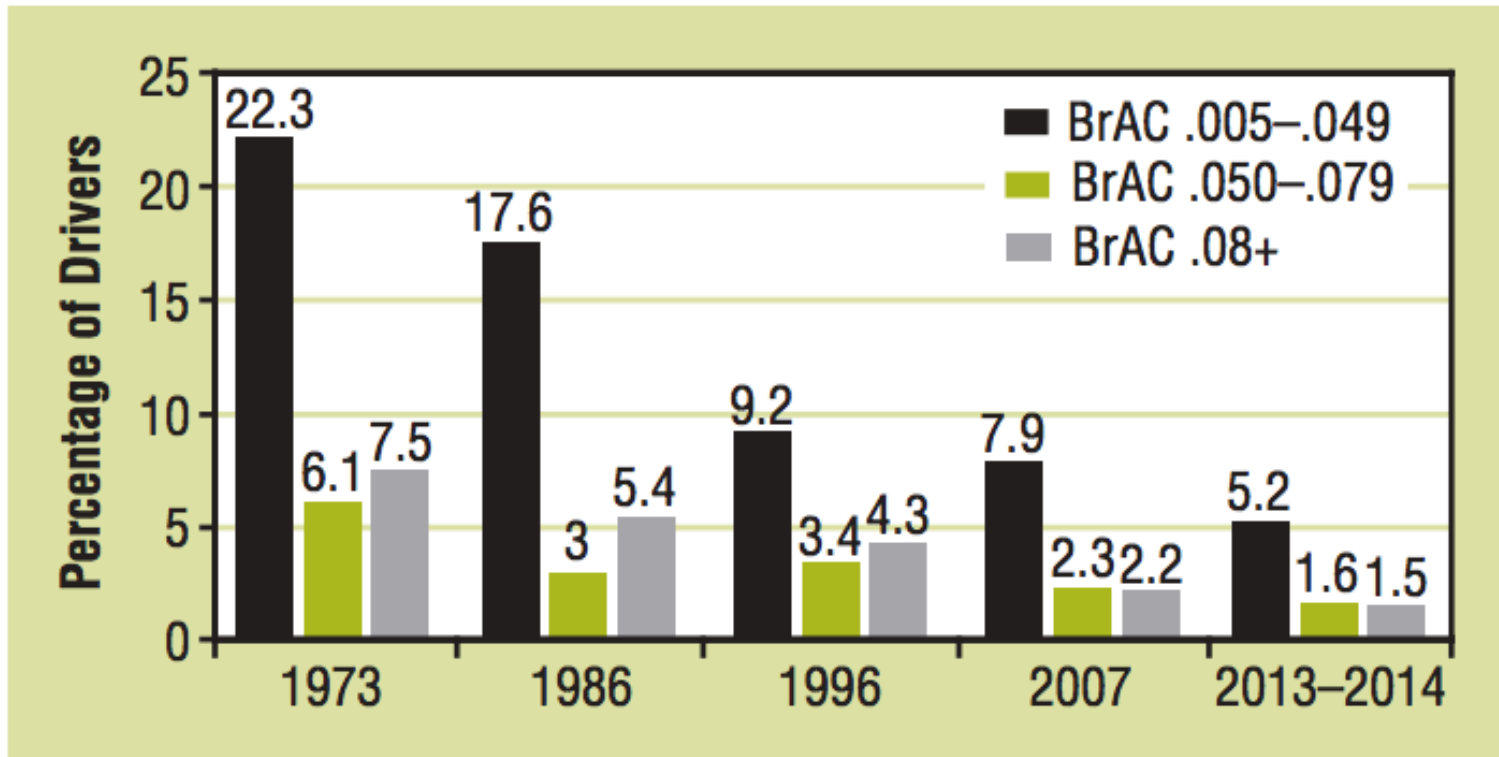
- *What surprised you about your response?*
- *What surprised you about the responses from your table?*
- *How did your reactions vary depending on who was in the situation with you?*



Drunk Drivers

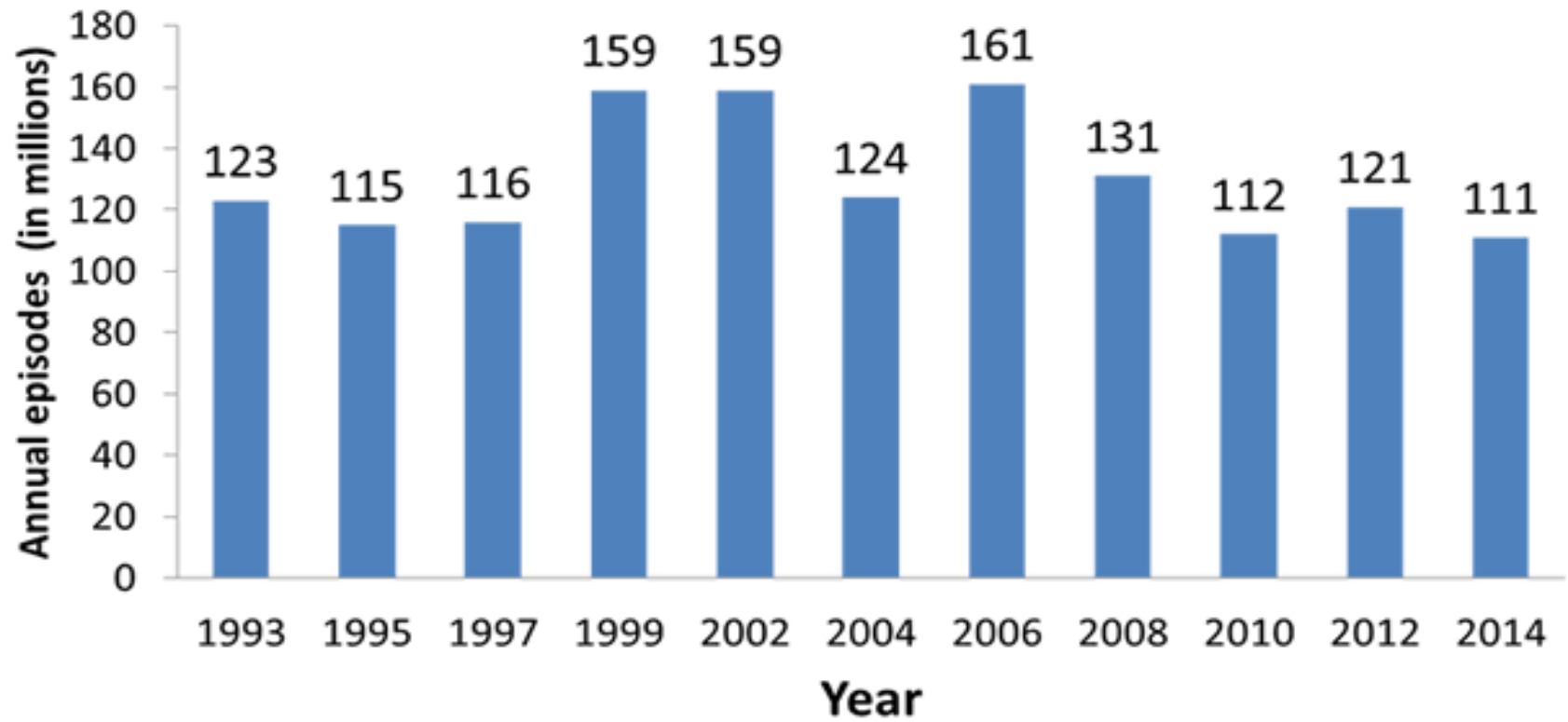
Figure 1.

Percentage of Weekend Nighttime Drivers by BrAC Category in the Five National Roadside Surveys³



[Source: NHTSA DOT HS 812 118]

Drunk Driving



[Source: CDC]

Opportunity

- **Small minority causes significant risk.**
 - Less than 3% of the population over BAC 0.08 limit.
 - 111 million self-reported alcohol impaired driving episodes per year
 - 31% of traffic fatalities are related to alcohol
 - 62% of killed drivers had BAC > 0.08

Source: CDC, BRFSS, 2014

- **Significant majority available as allies!**



Agenda and Outcomes

- **A Background on Safety Citizenship Behavior**
- **Lessons Learned from the Research**
- **Exploring Ways to Grow Safety Citizenship**



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Safety and Human Behaviors



Safety in the Workplace

- Traditional Approaches
- A Search for Something Different



What is Safety Citizenship Behavior?

- “Behaviors that are discretionary, not directly or explicitly recognized by the formal reward system, and that in the aggregate promote the effective functioning of the organization.”

Source: Didla, S., Mearns, K., & Flin, R. (2009) Safety Citizenship Behaviour: A Proactive Approach to Risk Management. *Journal of Risk Research*, 12(3–4), 475–83.

- Acts that go beyond one’s formally prescribed duties.
- A proactive approach to risk management

**IF YOU SEE
SOMETHING**

SAY SOMETHING...

**IF YOU HAVE A CONCERN ABOUT A RISK, WRONG-DOING
OR MALPRACTICE, SPEAK UP FOR A HEALTHY NHS**

Safety Citizenship Behavior



Didla, S., Mearns, K., & Flin, R. (2009) Safety Citizenship Behaviour: A Proactive Approach to Risk Management. *Journal of Risk Research*, 12(3–4), 475–83.

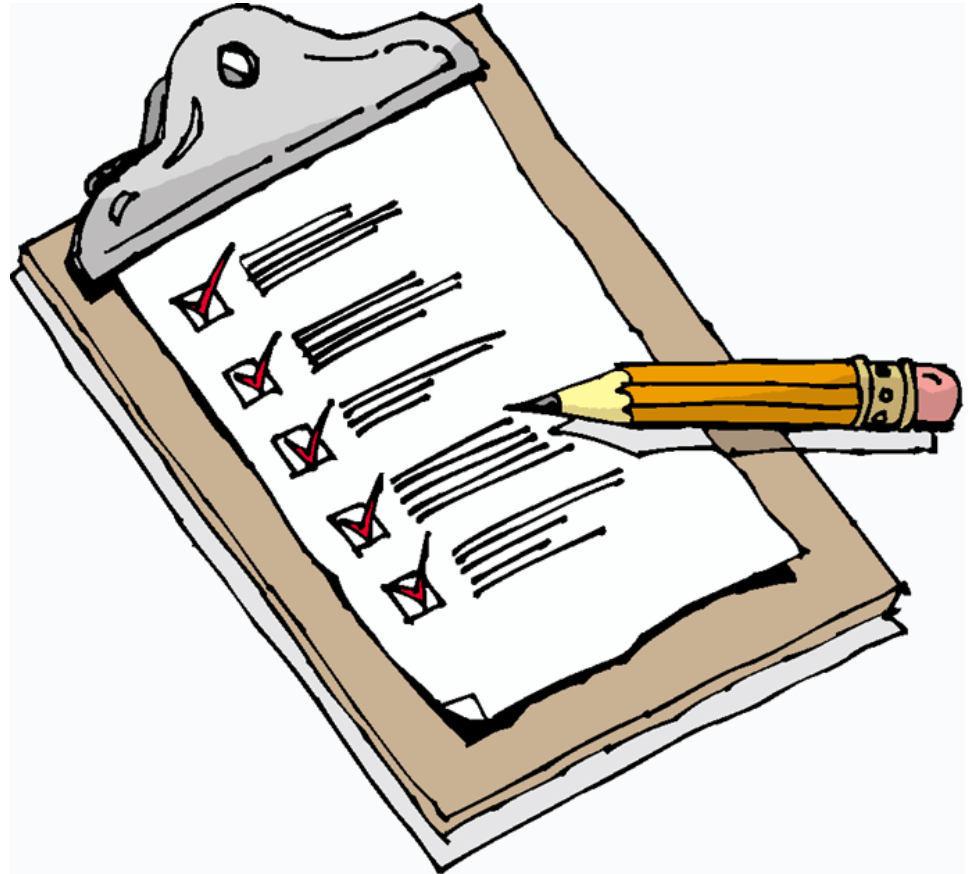
Hofmann, D.A., Morgeson, F., & Gerras, S. (2003) Climate as a Moderator of the Relationship Between Leader-Member Exchange and Content Specific Citizenship and Content Citizenship: Safety Climate as an Exemplar. *Journal of Applied Psychology*, 88(1), 170–178.

An Example: Violence Prevention

National Council for Juvenile and Family Court Judges take a proactive approach to improve the response of family courts in addressing domestic violence.



An Example: Small Steps to Reduce Underage Drinking



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An Example : Seatbelts

- Traditional Approach – Our goal is to get individuals to wear a seat belt.
- Safety Citizenship – Our goal is to get a person to get someone else to wear a seat belt.



An Example: Bystander Engagement



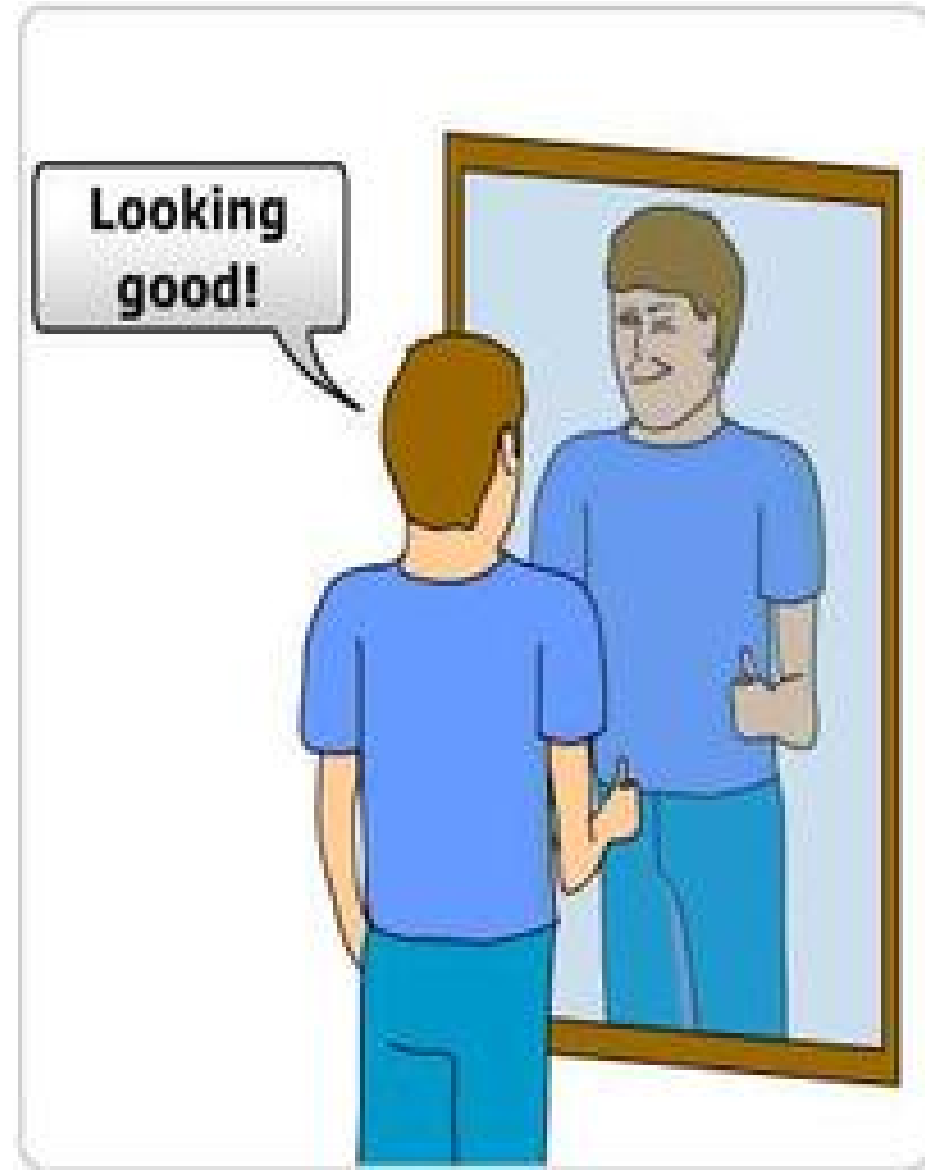
What Motivates People to Engage in Safety Citizenship Behavior?

- Individual Level
- Group Level
- Organization/Community Level



Individual Level

- Self- preservation
- Security as a basic human instinct
- Protecting one's self is an important driver of human behavior



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For the Good of Other People



Hand Hygiene
prevents
you from
catching diseases

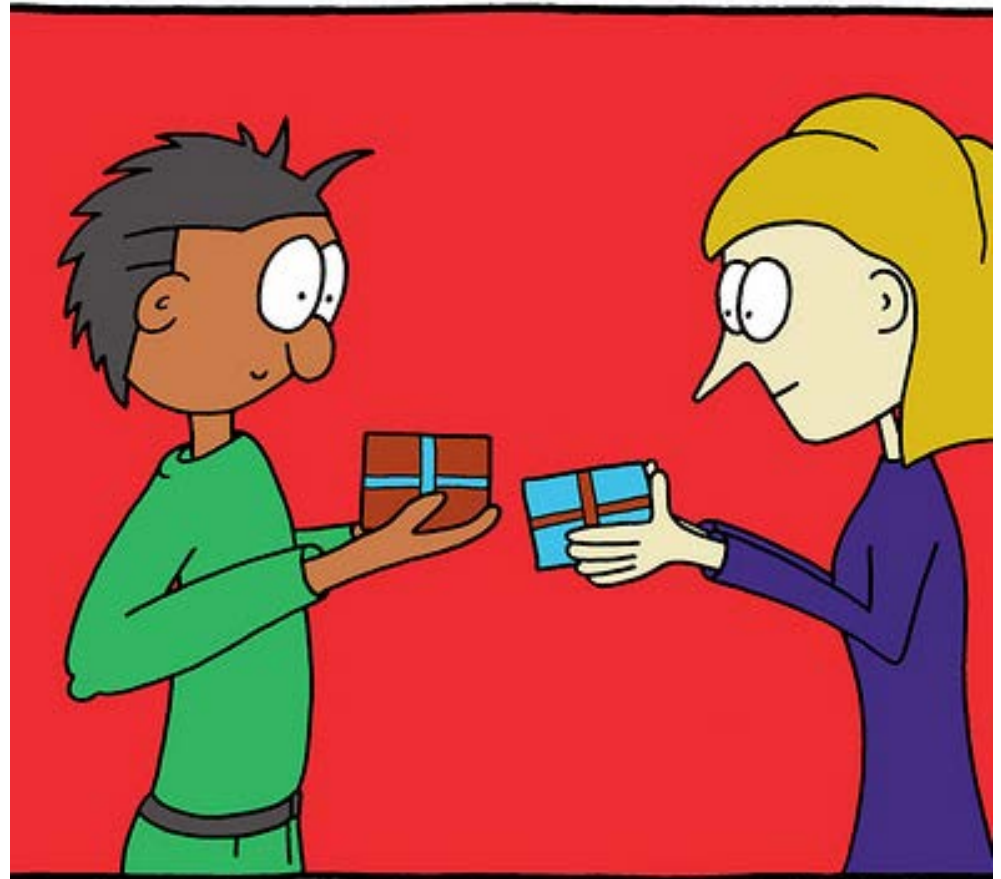


Hand Hygiene
prevents
patients from
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Grant, A. M., & Hofmann, D. A. (2011). It's Not All About Me: Motivating Hand Hygiene Among Health Care Professionals by Focusing on Patients. *Psychological Science*, 22(12), 1494–1499. <https://doi.org/10.1177/0956797611419172>

Group Level

- Peer Pressure
- Reciprocity and Social Exchange Balance



Organizational/Community Level

Safety Citizenship Behavior doesn't happen in a vacuum. These behaviors are either encouraged or discouraged by the culture!



Agenda and Outcomes

- A Background on Safety Citizenship Behavior
- **Lessons Learned from the Research**
- Exploring Ways to Grow Safety Citizenship



Research Sponsor



TRANSPORTATION POOLED FUND PROGRAM

Traffic Safety Culture Pooled Fund

The Transportation Pooled Fund (TPF) Program allows federal, state, and local agencies and other organizations to combine resources to support transportation research studies.

Current Participating States: CA, CT, IA, ID, IN, LA, MT, NH, TX, UT, and WA.

Managed by: Sue Sillick, Research Programs Manager
Montana Department of Transportation
2701 Prospect Avenue, PO Box 201001
Helena, MT 59620-1001
Office: 406.444.7693
E-mail: ssillick@mt.gov www.mdt.mt.gov/research/



Safety Citizenship Behaviors

- Asking someone to wear a seat belt
- Asking the driver to refrain from reading or typing on a cell phone while driving



What We Learned...

- There were **opportunities** to intervene with others.
- Those who intervene were more likely to do so with individuals who are more **socially close** to them (e.g., family and friends) than those more socially distant (e.g., acquaintances or strangers).

Otto, J., Finley, K., & Ward, N. (2016). An assessment of traffic safety culture related to engagement in efforts to improve traffic safety. U.S. Department of Transportation, Federal Highway Administration, through Pooled Fund Project TPF-5(309).



What We Learned...

- There were **favorable attitudes and beliefs about intervening.**
- The **perception of whether most people do intervene** was the greatest predictor of intervention behavior.

Otto, J., Finley, K., & Ward, N. (2016). An assessment of traffic safety culture related to engagement in efforts to improve traffic safety. U.S. Department of Transportation, Federal Highway Administration, through Pooled Fund Project TPF-5(309).



What We Learned...

- A person's sense of **comfort and confidence** to intervene matters.
- We want to build a culture in our communities where people **know how to intervene, have permission to intervene, and feel confident and comfortable to do it.**

Otto, J., Finley, K., & Ward, N. (2016). An assessment of traffic safety culture related to engagement in efforts to improve traffic safety. U.S. Department of Transportation, Federal Highway Administration, through Pooled Fund Project TPF-5(309).



Student Surveys

- **Beliefs influence behavior.**

Survey Question: “Would you support a friend if he/she chooses not to drink alcohol?”



What We Learned...

In Ashland, Massachusetts HS Student KFR 2018:

In 2018, 68% of students strongly agree that they would support a friend if he/she chose not to drink alcohol.

However, 70% of these same students perceive that most students at their school do not feel the same way.

In Forest Lake Area High School 2016:

In 2016, 67% of students strongly agreed that they would support a friend if he/she chose not to drink alcohol. However, 73% of these same students perceived that most students at their school would not feel the same way.

- **Misperceptions** may inhibit safety citizenship behaviors.

Center for Health and Safety Culture. (2018, April). *Ashland High School Student Survey Key Findings Report*. Bozeman: Center for Health and Safety Culture, Montana State University.

Center for Health and Safety Culture. (2016). *Forest Lake Area High School Student Survey Key Findings Report*. Bozeman: Center for Health and Safety Culture, Montana State University.



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Student Dating Violence Survey

What We Learned...

In a survey of 241 high school students across the U.S. (age 18 to 20):

- 8 out of 10 were willing to intervene with a friend if they thought that friend was experiencing dating violence; and
- 8 out of 10 in that situation reported they did intervene.

Center for Health and Safety Culture. (2016, November). Student Dating Violence Survey. Center for Health and Safety Culture, Montana State University.



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Morning Break



Agenda and Outcomes

- A Background on Safety Citizenship Behavior
- Lessons Learned from the Research
- **Exploring Ways to Grow Safety Citizenship**



Exploring Ways to Grow Safety Citizenship

Take a few minutes to reflect individually on the following questions.

- How could growing safety citizenship help you achieve your desired outcomes?
- What are the opportunities for applying safety citizenship to your issue right now? Why?

Next, identify a recorder / speaker for your table and discuss the questions as a group. The recorder/speaker will share your answers with the larger group.



Questions

- How could growing safety citizenship help you achieve your desired outcomes?
- What are the opportunities for applying safety citizenship to your issue right now? Why?



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Thank you and continue exploring!



References

- Centers for Disease Control and Prevention. Annual self-reported alcohol-impaired driving episodes among U.S. adults, 1993-2014. Retrieved from <https://www.cdc.gov/brfss>
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