



## **Why Target Behaviours?**

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**Woodside Observation Program**

# Why Do People Take Risks?



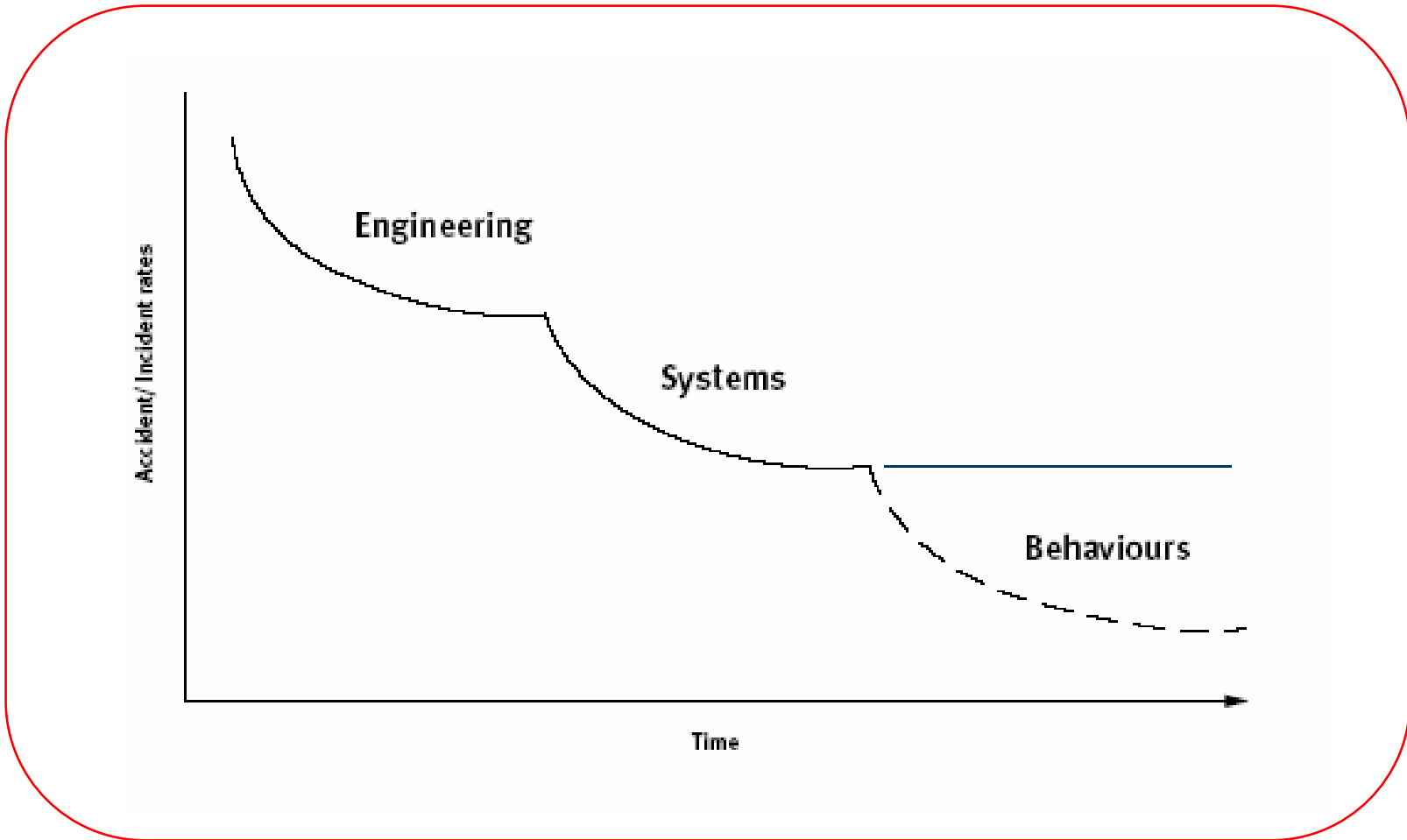
# Why Do People Take Risks?



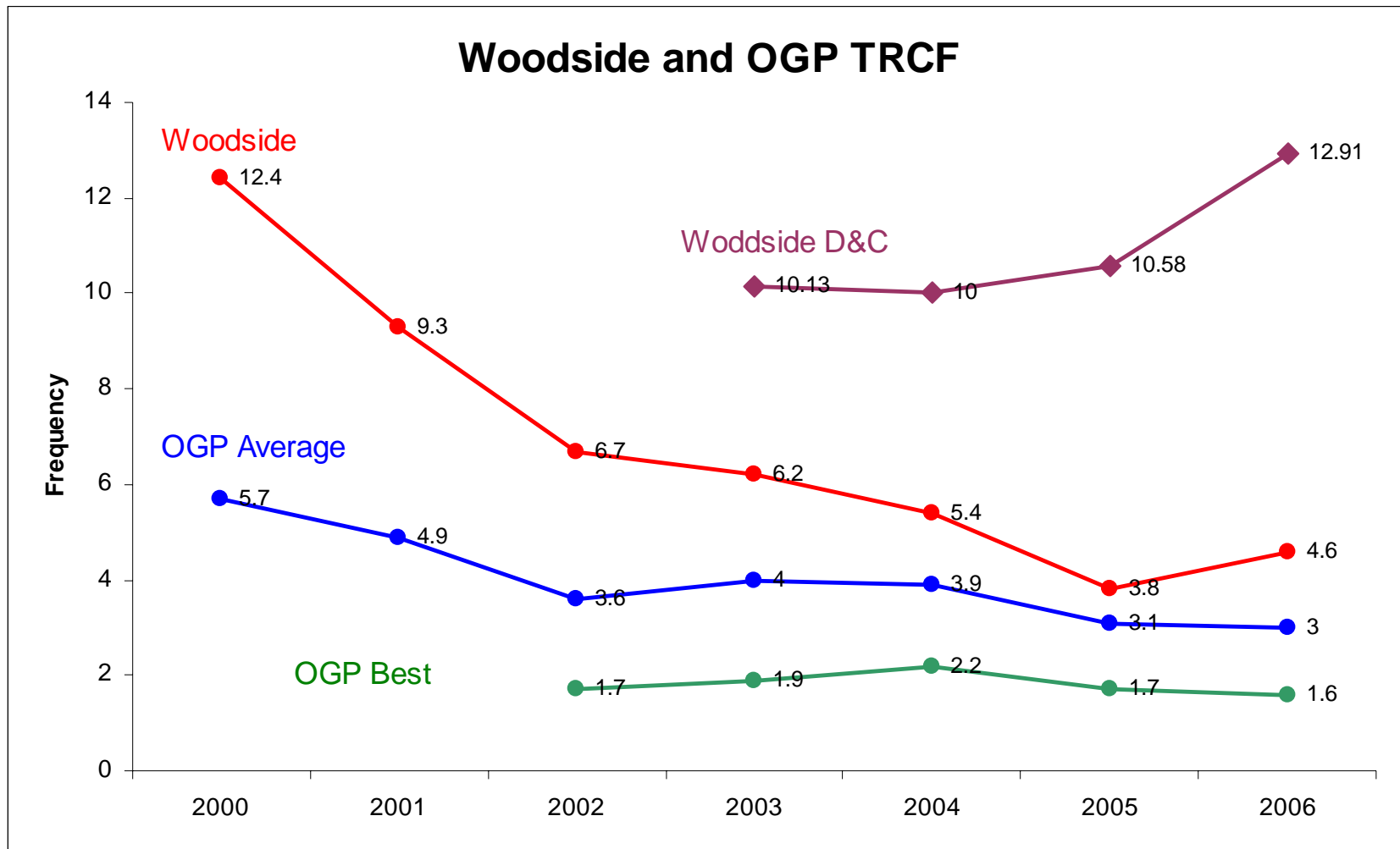
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# Why Target Behaviours?



# Our Safety Record!



## He's Never Going Home

Noureldain Koko was in his mid 40's

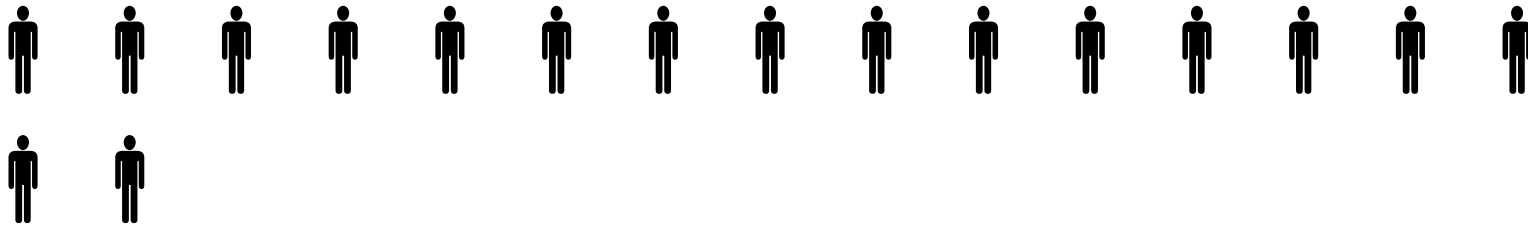
- Sudanese
- Husband
- Father of 2 young kids
- Breadwinner



# How Many People do we Have to Hurt?



- By June 2007 we injured 17 people in six months

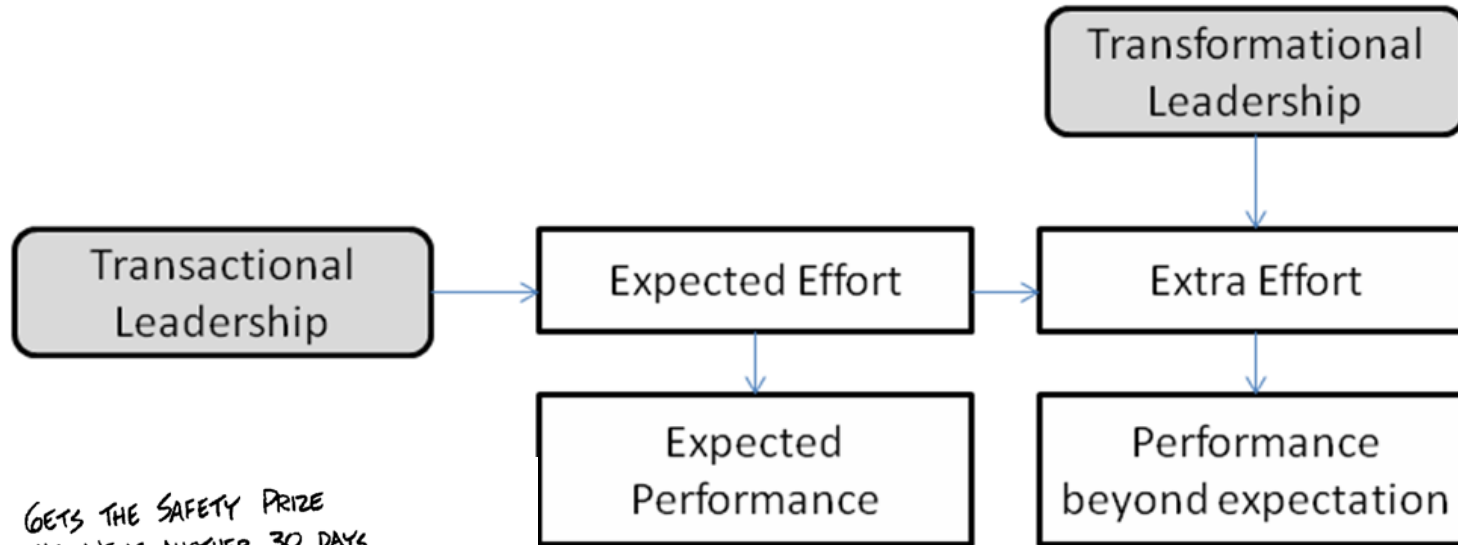


- After implementation of the behavioral program in July we reduced the number of injuries by two thirds in the second half of the year.

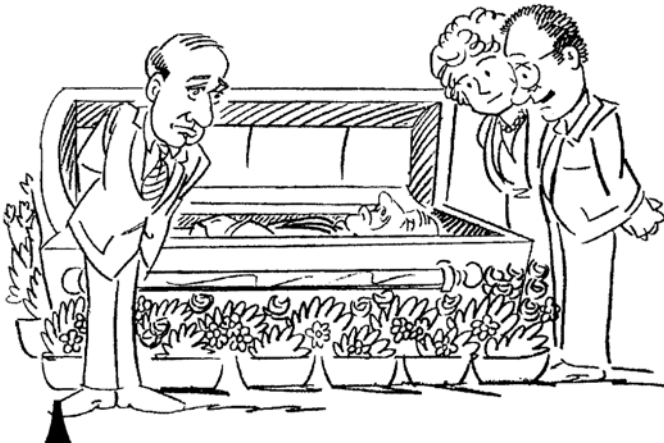


# Why Success?

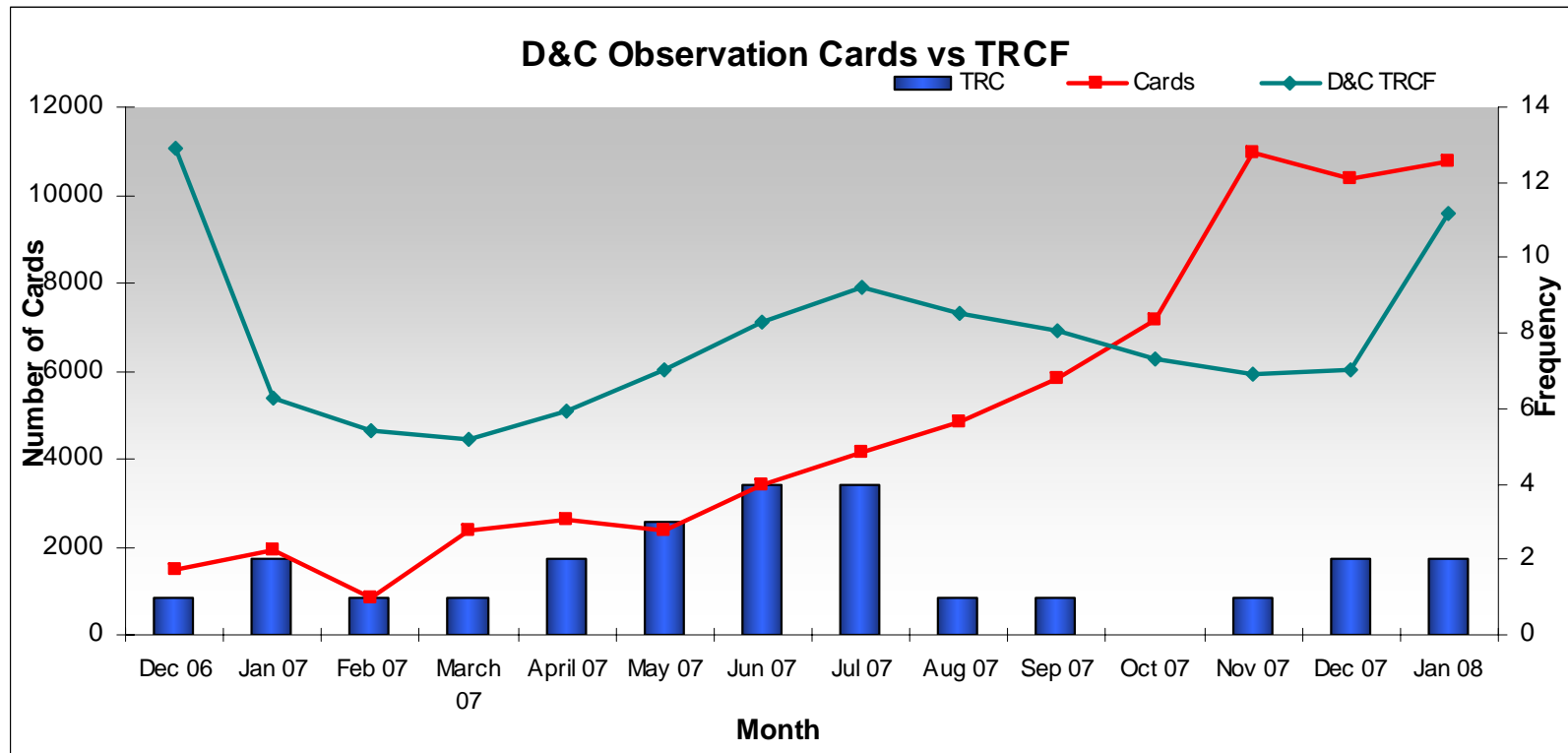
## Leadership



JOE GETS THE SAFETY PRIZE AGAIN. HE WENT ANOTHER 30 DAYS WITHOUT AN OSHA RECORDABLE.



# Observations and Incidents



- Behaviour Initiative increased ‘eyes on worksite’.
- Behavioural Cards increased from less than 4000 in July to over 10000 by year end. Incidents reduced significantly.