Beyond Compliance: Communication that Shifts Behaviour

Andrew Stephenson & Greg McLoughlin
HBD International
“People don’t resist change, they resist being changed.”

Peter Senge
Inside out or, Outside in?
Stages of Behaviour Change

Precontemplation

Contemplation

Preparation

Action

Maintenance

Relapse

Precontemplator / Contemplator
(not ready / maybe)

Preparation
(getting ready to take action)

Action / Maintenance
(design it / living it)

Progress

Engage, then change.
Why engagement is so low in most programs
Optimal Frequency of Contact
- To sustain behaviour change momentum

Questions:
• The effectiveness of ‘one off’ training, events and messaging?
• How much ‘science’ goes into planning program structures?
Boost Success Rate

Integrated: Consistently Engage Everyone
Clarity & Relevance: WHY and HOW
Group, layered with personal.

Measure → Engage; Educate; Change → Re-Measure

Proprietary & Confidential

Engage, then change.

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WHY... Tangible Benefits

“Logical reasons to change, 20% effectiveness; tangible reasons to change 60% effectiveness.”

Jenni Cross, UCO
Content is critical

The wrong content can be totally disengaging and sometimes counter productive!

Specificity
Versus
‘Plug & Play”
Task Technique and load pressures
- Providing individuals with good reasons to shift behaviours

213 kg
418 kg
Sustainability
– continual flow of relevant good reasons that ‘shift’ behaviours
MAINTAIN YOUR INNER MACHINE

What’s in your toolbox?

Do you have a strong frame?

The Nuts and Bolts of it.

Control Centre 101

ARE YOU RUNNING LIKE A WELL OILED MACHINE?
PUT YOUR BODY TO THE TEST.

www.healthbydesign.com.au

Engage, then change.

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Summary: What we know is effective now

- Specific and relevant content
- WHY and HOW (with clear purpose) ... not just “WHAT” (Rules)
- Tangible and emotive benefits
- Touch points integrated into regular work flow
- AND structured to be progressive
Where to: Purpose Driven Safety
Purpose Driven Safety

Engage, then change.

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Body Mechanics

Ergonomics and your body mechanics
Purpose driven safety

- Emotion.....purpose
- What really matters???
  - Kids?
  - Grandchildren?
  - Hobbies?
  - Mobility in Retirement?

- In some cases - what have they ‘given up on’???
Body Mechanics

BASIC PROGRAM FLOW

1. Task Analysis

2. Test......and "Why"

3. Personal Corrective Action Plans

3. Targeted Individual follow up
   ....continually building on the ‘why’ and
   ‘what matters most’

4. Group Education – monthly –
   physical capacity & task technique

‘DE CLUTTER’ !!!!!!!

5. Practitioner touch points & Train the
   Trainer
People need to know ‘WHY’

**CHECK YOURSELF before you wreck yourself**

**ANKLE MOBILITY**

Poor ankle mobility places extra strain on your knee and hip joints. Test your ankle mobility to find out if your knee and hip joints are under excess strain.

**How to test:**
- Take your shoes off and stand with toes at the dorsiflexion of the tape measure on the floor.
- Place your right heel on the ground, try to touch the heel with your right knee cap.
- If you can touch the wall, move your toes to the plantar flexion.
- Rebound to move further out along the tape until you can no longer touch the wall with your toes.
- Repeat for left side.

**How do you rate?**
If your score for either ankle is less than 13cm or if there is a difference of 2cm between both of your ankle scores, you have limited ankle mobility and are at increased risk of ankle, knee and hip injuries.

Performing the ankle flexibility exercises shown on the Machine Maintenance banner will help you to improve your ankle mobility.

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Engage & shift behaviours via a strong value proposition
Sustainability
– continual flow of relevant good reasons that ‘shift’ behaviours
Train The Trainer Materials

Align the Cogs: Perfect Your Posture

Your posture, the way you hold your body when you are sitting or standing, is the foundation for every move you make.

If you have poor posture, your muscles have to work harder to keep you upright and balanced, this causes some muscles to become tighter and allows others to become weaker. These adaptations to your muscles impair your body's ability to deal with the forces passed on it from daily activities.

The end result:
- Extra strain and wear on your joints and ligaments
- Increased likelihood of injury
- Some organs such as your lungs and intestines become restricted
- Tension headaches
- Loss of strength

Perfect Your Posture - Widen Your Ribcage:
These are the muscles in between your shoulders. To work them, draw your shoulder blades together and hold for 10 seconds and release. Do this 5-10 times every day and you'll soon see a difference.

Perfect Your Posture - Straighten Up:
The ligaments that keep your spine safe and supported start to become stretched and lax after 15 minutes of holding a stopped over posture. The greater INCREASES your risk of a back injury!

What does good posture look like?
When our posture is correct, the ears, shoulders, hips, knees, and ankles should align in one straight line.

To give you a mental image of what good posture looks like, imagine hanging a plumb line from your earhole. If your posture is correct, the line would hang straight to the middle of the anklebone.

Quick Question!
Holding stationary with good posture can actually be worse than regular movement with bad posture. True / False (please write)

Engage, then change. www.hbdinternational.com
Lockheed Martin NZ – Program Results 2017 /2018

40% reduction in body stressing injuries
70% reduction in the severity of those injuries

68% (169 Employees) on average, participating in monthly coaching
63% (182 Employees) implementing behavioural actions relating to their main
44% (126 Employees) making at least one measured improvement to their
30% (86 Employees) making at least one risk range change.

Engage Employees → Change Behaviours → Positively Progress Risk Areas

Engage, then change.

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WHERE TO NEXT?

Purpose driven HSE

... ‘what matters most’ .....and how establishing that can escalate engagement and behavior change.

The Human Body Clock......
2017 Nobel prize winning research.....

Brain Chemistry......
Individual propensity to take ‘risk’ is variable.....
Thank you

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