

# StartSAFE

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Using Behavioural Insights to Encourage SME Business Leaders  
to start their WSH Journey

A Joint Project by the  
Behavioural Design Unit, Ministry of Manpower  
Workplace Safety and Health Council  
Workplace Safety and Health Institute

# THE CHANGE

Current – What is our context?

SMEs contribute to a significant proportion of injuries

SMEs may not have the time or know-how for WSH



Future – what are we trying to change?

How to get SME employers to make WSH one of their priorities?

How to get them started on their WSH journey?

How to help them implement safety practices?

# OUR APPROACH

## UNDERSTAND

- Framing the challenge (what are we trying to change?)
- Understand stakeholders e.g. ethnographic interviews, persona creation
- Understand current user environment e.g. customer journey maps

## DESIGN

- Application of behavioural interventions centered around human psychology

## TEST

- User co-creation / small-scale user testing / iteration
- Randomised-controlled trials

# UNDERSTAND

What are the SME business leader's motivations and challenges?

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- A background image showing two men in business suits. The man on the left is looking at a tablet held by the man on the right. They are both smiling and appear to be in a professional setting.
- 1 Employees are like my family members**  
*Self-identity as a decent person and caring employer*
  - 2 Perception that company has no / little safety risks**  
*Accidents are unpredictable and due to bad luck or personal blunders, they cannot be prevented*
  - 3 Government does not understand, safety requirements too complex**  
*Perceive government as an authoritative enforcer without understanding their needs*

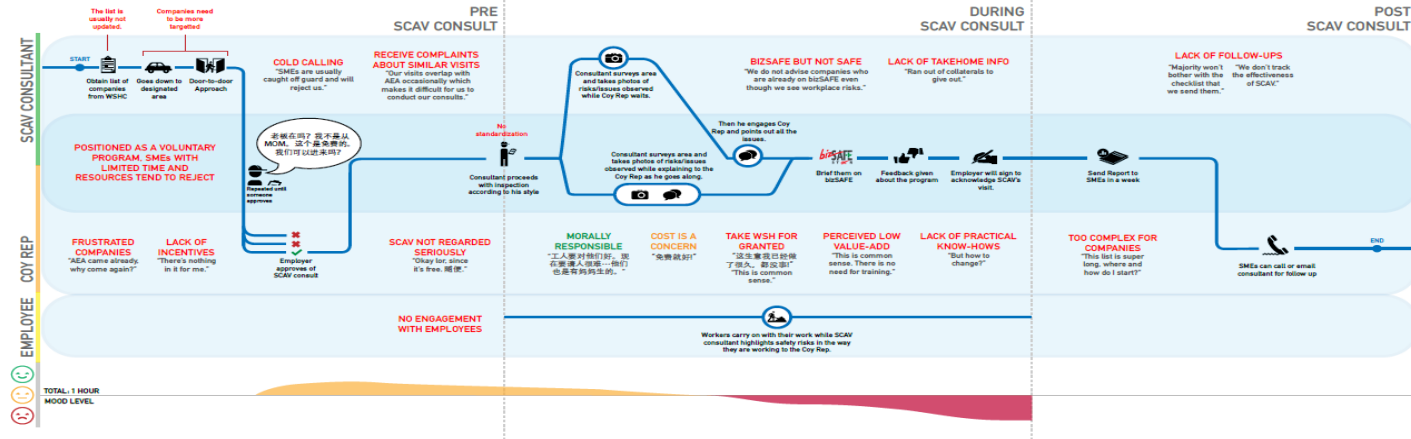
# UNDERSTAND

## Customer Journey Map – Person centered

1. Not regarded seriously  
 “There’s nothing in it for me”

2. Perceived as fault-finding and complex  
 “This list of hazards is super long, where and how do I start?”

3. Lack of follow-up  
 “Majority won’t bother with the report that we send them.”






# DESIGN : Making it relevant

Company has no risks and accidents are unpredictable

Tailor industry-specific hazards and share accident stories to heighten risk perception

Use stickers during site walkabouts to increase salience of WSH hazards

1 TOP 5 INJURIES Metalworking & Manufacturing Industry	
 <b>Caught in/between Objects</b>	<p>Possible causes:</p> <ul style="list-style-type: none"><li>• Worker's body (e.g., hand or foot) or loose items (e.g., clothing or gloves) in direct contact with a moving machine part.</li></ul>  <p>Worker's palm gets crushed.</p>
 <b>Slips, Trips &amp; Falls</b>	<p>Possible causes:</p> <ul style="list-style-type: none"><li>• Tripping over physical obstructions;</li><li>• Slipping due to bad ground conditions (e.g., wet and slippery floors);</li><li>• Insufficient lighting;</li><li>• Poor housekeeping;</li><li>• Lack of guardrails or handrails on platforms or staircases, or</li><li>• Fatigue and loss of concentration.</li></ul>  <p>Worker falls through an opening.</p>
 <b>Struck by Moving Objects</b>	<p>Possible causes:</p> <ul style="list-style-type: none"><li>• Struck by the rotating arm of a robot;</li><li>• Struck by moving vehicles (e.g., forklift trucks); or</li><li>• Exposed to a high pressure jet of air or water.</li></ul>  <p>Worker gets pinned under an overturned forklift.</p>
 <b>Cuts / Stabbed by Objects</b>	<p>Possible causes:</p> <ul style="list-style-type: none"><li>• Cutting tools (e.g., milling cutters, circular saws, hand saws, rotary knives, disc blades); or</li><li>• Sharp edges of a moving sheet of material sheet.</li></ul>  <p>Worker's thumb gets severed.</p>
 <b>Struck by Falling Objects</b>	<p>Possible causes:</p> <ul style="list-style-type: none"><li>• Improper storage of materials or goods at height; or</li><li>• Improper securing of materials or goods at height.</li></ul>  <p>Worker gets killed by trapping scaffold frames.</p>



# DESIGN : Making it a personal commitment

Self-identity as a decent person and caring employer

Involve employer to co-create practical solutions and understand their challenges (vs. one-way prescription)

Setting goals to implement WSH solutions in personalised booklet



*(Name of company)*

## WORKPLACE SAFETY AND HEALTH (WSH) CONSULTATION REPORT

Visit us at [www.wshc.sg](http://www.wshc.sg)

Recommendations:

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By when: \_\_\_\_\_



# DESIGN : Making it easy

Government as authoritative enforcer, safety is too complex

Identify top 5 WSH hazards to prevent information overload and help employer prioritise

On-site visits and programmes to build relationship with employer in a sustainable safety *journey*

## 2 MY COMPANY'S WSH HAZARDS

1. _____ _____ _____	Place sticker here	Recommendations: _____ _____ _____ By when: _____
2. _____ _____ _____	Place sticker here	Recommendations: _____ _____ _____ By when: _____
3. _____ _____ _____	Place sticker here	Recommendations: _____ _____ _____ By when: _____
4. _____ _____ _____	Place sticker here	Recommendations: _____ _____ _____ By when: _____
5. _____ _____ _____	Place sticker here	Recommendations: _____ _____ _____ By when: _____

## CONTACT US NOW

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# TEST

Overall, how satisfied are you with the programme?

Before

64%

Vs.

After

96%



# TEST

Aside from numbers, what real life improvements did we see?

**#1**

Increased WSH  
ownership amongst  
employers

**#2**

Increased salience  
of WSH hazards at  
workplaces

**#3**

Improved  
employers'  
satisfaction with  
WSH consultation

# APPLICATION OF BEHAVIOURAL INSIGHTS

How might we understand users' motivations and challenges to make it

## 1 RELEVANT

How might we increase the reality and visibility of WSH risks to our users?

## 2 A PERSONAL COMMITMENT

How might we encourage users to commit to a personal action plan in their workplace?

## 3 EASY

How might we breakdown complex 'change' messages into focused specific actions?

# What is one behavioural insight YOU might want to apply?

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<http://www.behaviouralinsights.co.uk/publications/east-four-simple-ways-to-apply-behavioural-insights/>

<https://www.gov.uk/government/publications/test-learn-adapt-developing-public-policy-with-randomised-controlled-trials>