



# The Influence of Risk Perception on Safety Behaviour of Young Workers

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Director





# The BRAKE story

- Each year in Australia, young drivers represent 12% of our population yet account for almost a quarter of road fatalities.
- BRAKE is an Australian charity that provides driver awareness training to senior high school students
- We need a community of parents, carers, educators, peers and other key influencers to prepare teenagers before they get behind the wheel
- Our evidence-based program makes students better drivers and they receive a one point credit to the QCE



# What do young people and road safety have in common with workplace health and safety?

- Lost time due to injuries
- Legislative, Ethical and Social responsibility
- Economic cost of death
- Assessing risk in hazardous environments
- A young worker's brain is still maturing; their risk perception is still developing
- Society may get a better result if we reinforce end-to-end messages from school to early engagement in the workforce



A young person's brain continues to develop up to about 25 years.

'When I was a boy of seventeen I could hardly stand to have the old man around. But when I got to be twenty-five, I was astonished at how much the old man had learned in eight years'

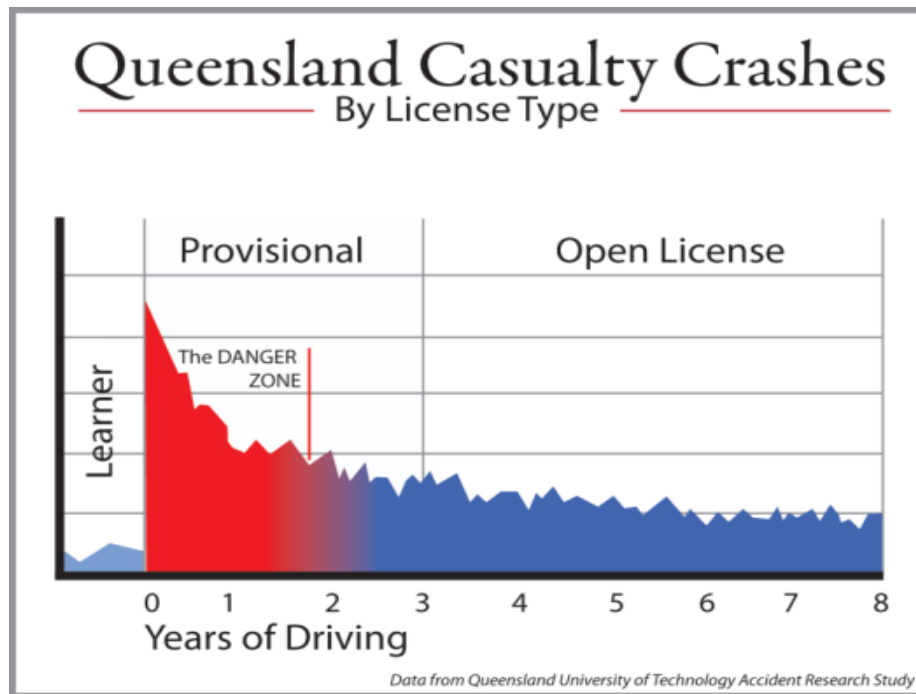
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# The One Constant – Health and Safety

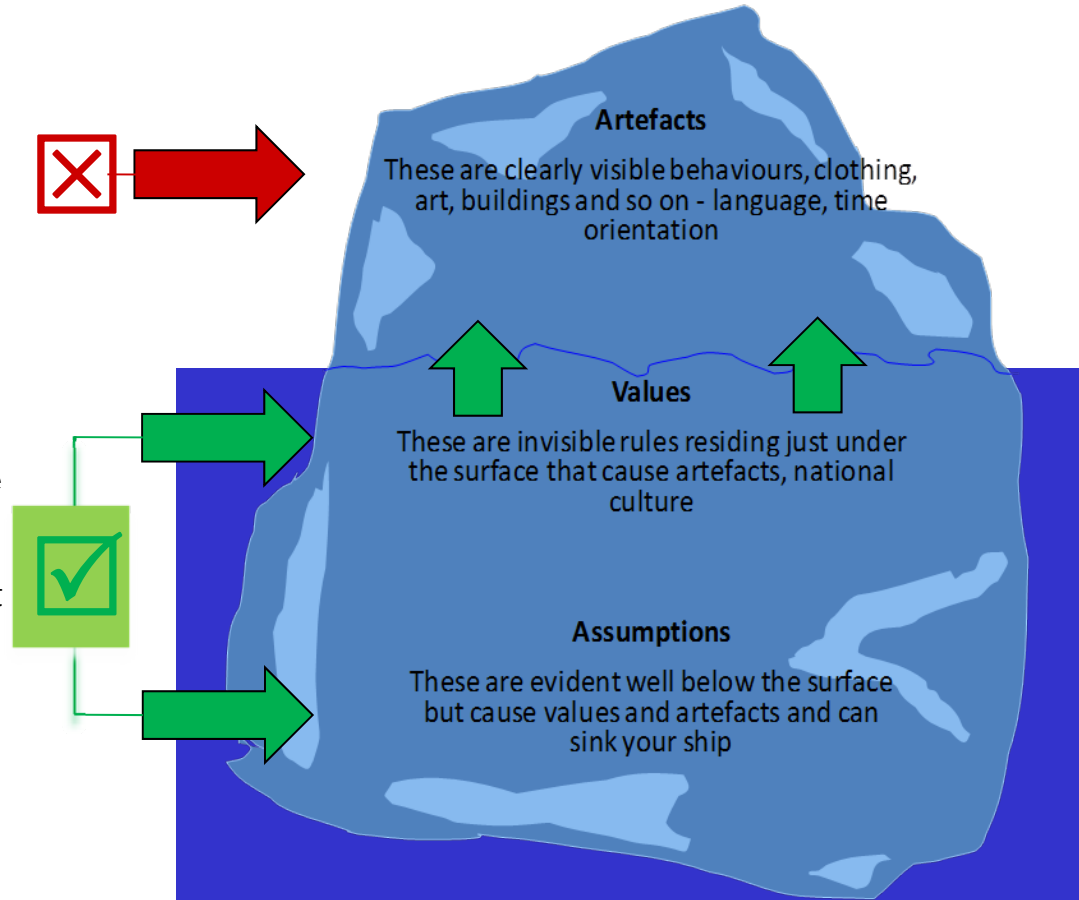
- Health and safety reaches across all age groups and in various dimensions
- Safe at work, safe at home, safe at play
- Our young workers are more at risk
- Employers can get a better result by investing in education in advance of young people joining the workforce

Young people need most help in learning how to remain safe on the roads.



# We have a better chance of changing the visible behaviours if we address the underlying values that drive them.

- A focus directly on influencing behaviour (Artefact) will only give temporary results
- Sustained change is a consequence of realigned Values and Assumptions
- Therefore, a change initiative must demonstrate respect for the existing culture and how it is a logical evolution, consistent with Values and Assumptions
- Finally, need to update Rewards & Recognition to reinforce desired performance





# BRAKE provides tools and techniques to help young people manage risk.

- Provide the tools to help develop young peoples' risk based skills
- Support teachers to deliver the education
- Help parents and carers to support their children or wards

'It's not hard to make decisions when you know what your values are' *Roy Disney*





# We designed our operating model to reach as many people as possible as economically as possible

- We provide an 8 module syllabus for teachers to deliver as part of the curriculum
- We invested in a central web engine to manage
  - ❖ Student enrolments
  - ❖ School enrolments and QCE points
  - ❖ Teacher support
  - ❖ Parent support
  - ❖ Community engagement
  - ❖ Sponsors



# What if....

- We leave the message at a point in time in school. Will young people carry it through to the workplace or associate it with school only?
- We leave the message at a point in time in the workplace. Will young people carry it through to home and their leisure time.
- We leave the message with the people we value. Will the community socialise and understand this message?



# What am I asking of you?

- ✓ Be agents of change leading by example: Safe at work, safe at home. The One Constant: Health and Safety
- ✓ Create an opportunity to build on a safe behaviour which will reinforce your safety messages
- ✓ Sponsor BRAKE to help start the safety culture before students enter your workforce.

You may never know who's life you might save...  
A loved one, a worker, someone you know or...  
your own.



# BRAKE®

*Driving Knowledge For Life*

A red and white graphic element resembling a stylized 'A' or a road sign, positioned between the 'R' and 'A' of the word 'BRAKE'.A small red circular icon containing a white silhouette of the state of Queensland.

[www.BRAKE.org.au](http://www.BRAKE.org.au)

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