Safeguarding your people

Rick Brunt – Head of Agriculture
Matt Carter – Head of Behavioural Insight

NFU supported by
NFU Mutual   NFU CYMRU   NFU

RB

- To set the scene of the injury and ill health in agriculture, and what we can do to improve it.

- Introduction to self – Chief Inspector of agriculture, ag background, and association with ag industry over many years

- Reaction to family member working in ag!

- Lead into what I currently see of agriculture week by week

- **Next slide**

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Deaths and injury in agriculture

HSE

30 people killed

32 Annual average over the last five years

Health and safety statistics for the agriculture, forestry and fishing sector in Great Britain

15,000 workers suffering from a work-related illness each year (LFS)

27 fatal injuries to workers in 2016/17 (RIDDOR)

13,000 non-fatal injuries to workers each year (LFS)

9 Killed when struck by farm vehicles
Incidents included tractors, trailers, telescopic handlers, ATVs

6 Killed when trapped by something collapsing
Incidents included machinery supported by lifting equipment, parts of a building

5 Killed when struck by objects
Incidents included bales, tree branches, equipment

3 Killed by contact with electricity
Incidents involved overhead power lines

2 Killed by falling from height
Incidents involved roofing work

2 Killed by animals
Incidents involved cattle

1 Killed by contact with machinery
Incident involved a PTO (power take-off) shaft

1 Killed by asphyxiation
Incident in a grain silo

1 Killed when struck against something fixed
Crushed between machine and a door frame

source: RIDDOR

This information is also available as a poster at www.hse.gov.uk/agriculture/resources.htm
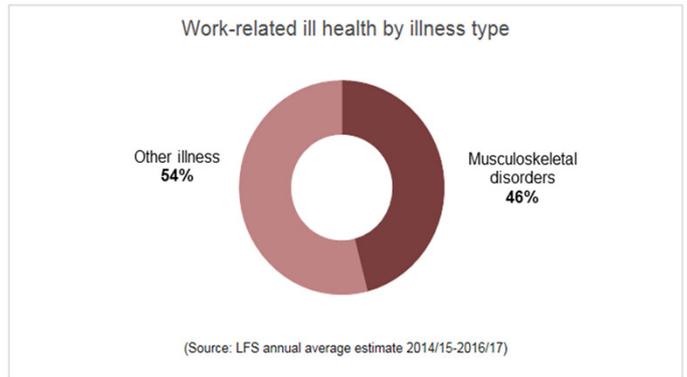
Work-related ill health by illness type

Other illness 54%

Musculoskeletal disorders 46%

(Source: LFS annual average estimate 2014/15-2016/17)

Key Point – We know enough about the problems and solutions.

Extract from Agriculture Report for 2016/17 showing numbers of deaths and causes

Nothing new about the causes, and all are avoidable if attitudes and behaviours change

Note, for example,

2016/17 – PTO fatality, first one since 2011 – well known risk and solution – legislation requiring guards introduced in 1957 (60 years ago)

Similarly – Child fatal in Scotland, first since 2013 – first legislation about children on farms 1958

PPE regulations 25 years ago, yet there is still a prevalence of not wearing helmets on ATVs (and the anomaly that RT Legislation does not require on road use of helmets if there is more than 2 wheels – but why wouldn't you!)

These are fatal injuries – also LFS indicates circa 15k cases of ill health per year, 13k non-fatal injuries. RIDDOR numbers in low thousands, but estimate only 1 in 5 reported. Additional reporting not likely to tell us anything we don't already know about risks and solutions. The injury and ill health numbers do not include RTA or mental health issues – so the overall picture is even further from this.

Is this picture changing? – **Next slide**

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Fatal Injury rates over time

HSE

What do these numbers look like?
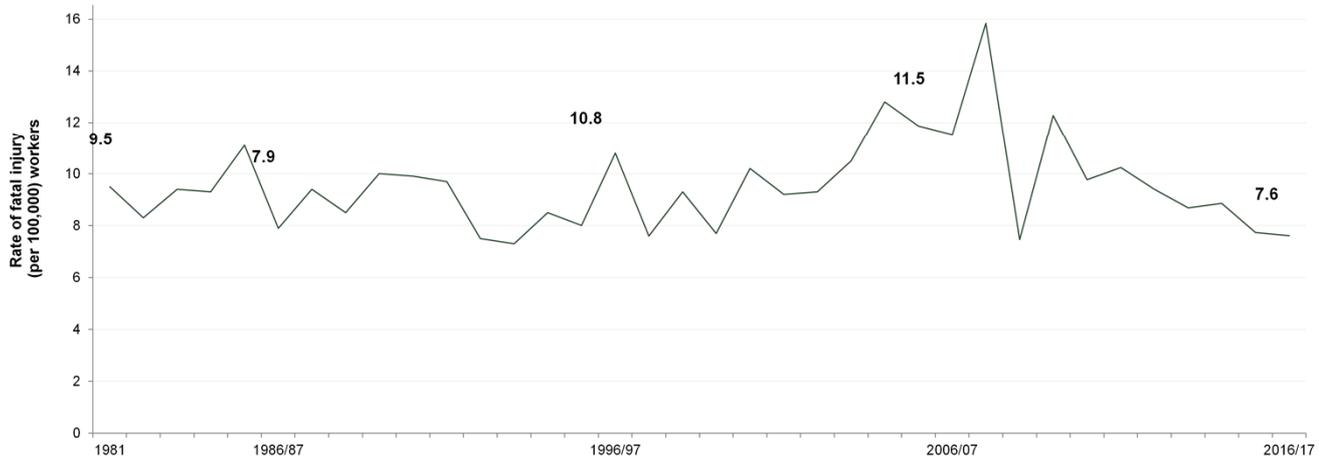
Note that the actual numbers involved can be misleading – in 1980s number of worker deaths was around 55 - 60 p.a. Currently we are at around 28 worker deaths p.a.

So instead we use fatal injury rates to track the number of deaths against the number of people working in the industry, i.e the rate per 100,000 workers. The graph shows the level of fluctuations over the last 35 years – essentially the rate has hovered at around 10/100k for decades – the last five years does however indicate that there may be some signs of improvement – but this is volatile as the peaks and troughs suggest, so we need to work hard to gain momentum on this improvement

Caution also that MOPs not included – on average farming also kills 4 MOPs per year (e.g. walkers, children in farm yards, non-employed visiting farms)

Key Point – there appears to be a good news story, the first time we've heard this.

What does it look like – bring in **Tom** and carry out Hi-Vis exercise:

When you came in you were given a (yellow) hi-vis jacket/vest, good to see you are all wearing them;

Please can you all stand up

Some of you will find, on your seat, a different coloured (red) vest, if you have one please can you change

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into the new colour.

Those of you still wearing the original yellow one please sit down.

The people standing represent the proportion of people out of a group this size that, statistically, in the next five years are likely to suffer a work related injury that stops them from working for a number of days, or an illness caused or made worse by your work

This number has been based on some statistical modelling of the figure **RB** has already discussed – but it is worth noting that in the research **MC** is going to talk about <u>39% of farmers interviewed indicated that they had been injured in the last 5 years</u>!

Key point 2 – keep your jackets on now and through the coffee break – let others see what we have been discussing.

Modelling assumptions <u>only if asked:</u>

Based on 300 conference delegates and a five year time period.

Chosen to measure illness incidence and made the simplifying assumption that the probability of being an incident case is independent between years. (ie that the probability of suffering a new case in Y2 is the same regardless of whether you suffered a new case in Y1). A similar assumption was made for injury.

To allow for the situation that an individual can suffer more than one injury or ill health episode over a given time period, or that they could suffer both an illness and an injury in any given year. As we are counting people and not cases, we would want these instances to count only once. To get around this, used a simulation approach to ensure that we are not over-counting (in this approach we count people not illness/injury cases).

I have modelled based on 3 definitions:

Number of delegates suffering either a new case of illness (all cases) or sustaining a workplace injury (regardless of time off work) over a five year period – *Estimated 71 (of 300) delegates*,

Number of delegates suffering either a new case of illness (all cases) or sustaining a workplace injury with over three days absence over a five year

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period – *Estimated 34 (of 300) delegates*,

Number of delegates suffering either a new case of illness (all cases) or sustaining a workplace injury with over seven days absence over a five year period – *Estimated 33 (of 300) delegates.*

In scenario1, this is just less than 1 in 4 delegates, while for both scenario 2 and 3 this is just over 1 in 10 delegates (Note there is very little difference between the numbers suffering over 3 day injury and over 7 day injury. This is because the vast majority of workers with over 3 days absence actually take over 7 days absence).

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Straightforward prevention…

Key point – you've seen the scale of the problem, now lets talk about what sits behind it – and from this point forward please have in mind the thoughts of what <u>you</u> can do to improve – improve performance on your farm, and what you will say to others when you see unsafe practice

We will ask you to commit and write down a promise

So… When we look, for example, at the people killed in farming we recognise that the solutions are well known, legal requirements that aren't being acted on: I touched on these when we looked at the statistics a few slides ago

Here are a few more:

ATVs – Helmet (legal requirement), training (legal requirement), maintain the machine (legal requirement)

Children on farms – legal restrictions on under 13 year olds , for example not allowed to ride in tractors/machinery; but also in a 21st century business why have children in the workplace?

OHPLs – legal restrictions on activity (eg stacks) around OHPLS, and no ever said "it wasn't there yesterday"

Cattle handling – legal requirements on safe systems of work – and it makes life easier!

I could go on

And information on getting it right is easy to find: Example HSE website, everything you need to know to avoid harm!

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The concern was around when there is such non-compliance and poor adoption of safe practice – so we started to look at attitudes, and commissioned insight which **MC** will introduce to you

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I'm Matt Carter

- Head of Behavioural Insight and Evaluation in HSE

- I've worked in Behavioural Science for many years across Whitehall, LG and governments overseas.

- But I am relatively new to farming. Hence I've drawn on Rick and other colleagues' (incl Mel Beard who led this research) deep knowledge on farming to produce new research that targets farmers attitudes to health and safety.

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Purpose

1. **Present top level findings on new research on farmers' attitudes to health and safety.**

2. **Highlight implications regarding how we frame our health and safety messaging.**

3. **Highlight some of the ways we are taking this forward.**

Comprehensive and extensive findings
You will be relieved to know I am only giving a top level summary

Objectives include:

- Perceptions of risk, behaviour and potential accidents

- Drivers of risk taking behaviours incl cultural, business and demographic factors

- Barriers to adopting less risky behaviours (in terms of awareness, engagement and taking action)

- Variation in attitudes and behaviours across diff types and sizes of farms

- Reactions to likely messaging and interventions

- Influences from intermediaries and families

- Need for info, advice and support. taking behaviour

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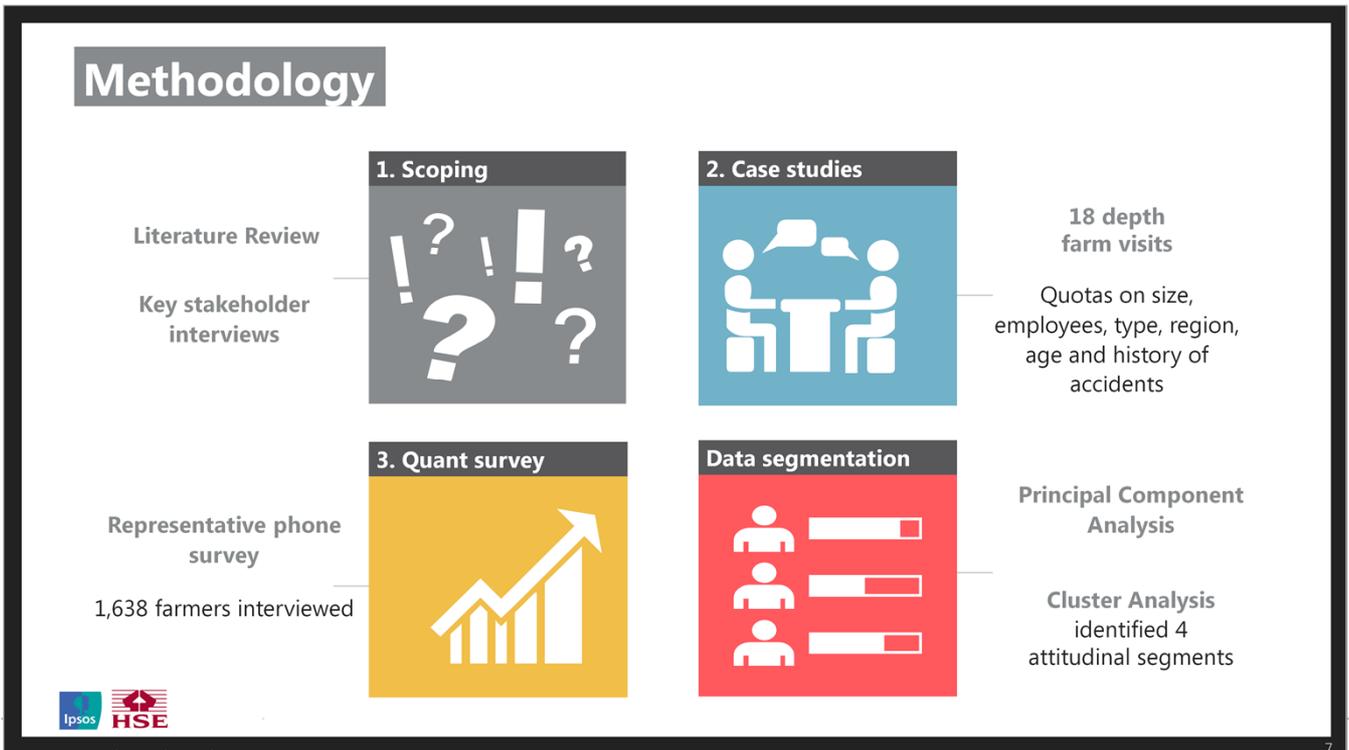
Briefly methodology. Mel over 100 slides. Summarise.

- Research Ipsos Mori.
- First lit review & interviews with stakeholders incl NFU
- Qual research with 18 farms. Talk with farmers understand contexts, what farmers see as real issues
- Ipsos interviewed 1,638 farmers. Randomly across GB. Ensure representative.
- Each phone interview over 80 questions. Up to 30 mins.
- Thousands & thousands data entries on farmers statements of their detailed H&S attitudes & behaviours
- 'Cluster analysis' (type of multi-variate data regression) to ID statistically representative trends in data.
- Generated 4 segments.

Key points:

- Robust methodology

- Segmentation came out of data that was provided by farmers – driven by what we found (i.e. not a hypothesis we were testing)

Brief methodology:
- Research commissioned to Ipsos Mori
- First lit review & interviews with stakeholders incl NFU
- Qualitative research with 18 farms. Talk with farmers understand contexts, what farmers see as real issues
- Ipsos interviewed 1,638 farmers. Randomly across GB. Ensure representative
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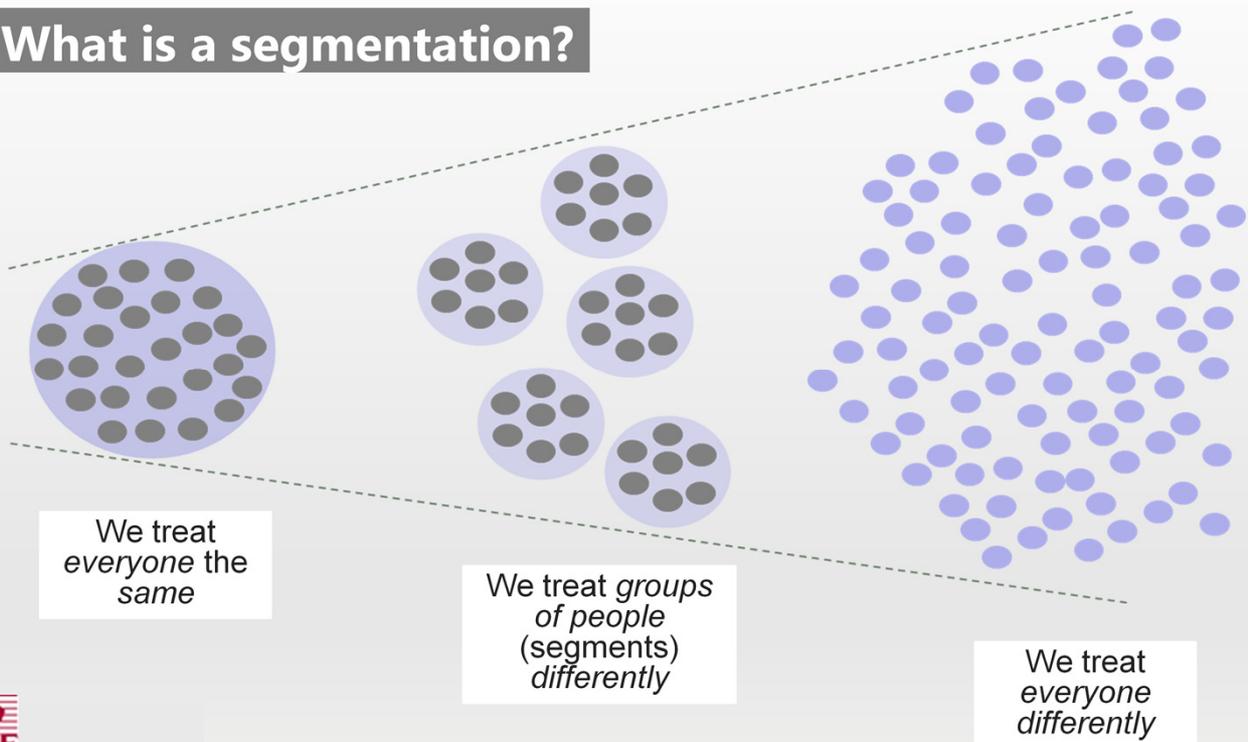
Firstly, touch on 'segmentation'
It's a key behaviour change technique. Used the world over.

1.   In short we don't want to treat everyone the same – as people respond to different things and have different needs.

2.   But we also can't treat everyone differently. Hugely complicated & a high resource requirement.

3.   Hence, organisations develop segments to treat groups of similar people in similar ways - middle ground.

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Our world is segmented

HMRC Compliance Segmentation

- Unaware
- Potential rule breakers
- Rule breakers
- Willing & able
- Needs help

HSE
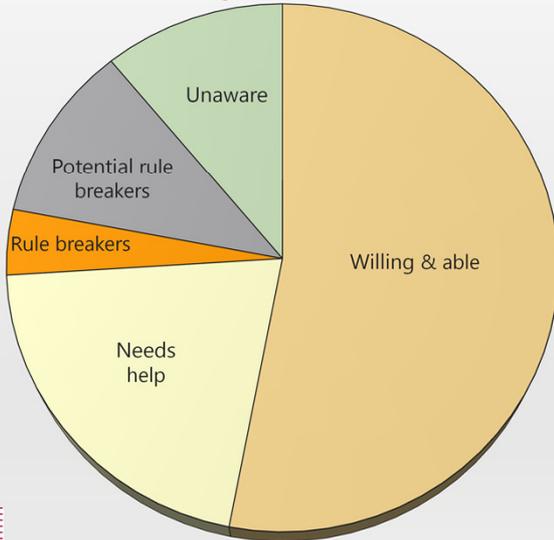
monthly plans to suit everyone
by price, or find a package that fits your lifestyle

canary
like to chat?
More weekend and evening minutes, for nature's born talkers.

racoon
resourceful and industrious?
Stay in the loop with more minutes to UK landlines.

dolphin
fun loving and sociable?
If you text a lot, Dolphin could be the plan for you.

panther
always on the go?
Get more 3G minutes, and all the extras as standard.

Segmentation is everywhere. Mostly under the radar. Most large retail & service providers use segmentation.
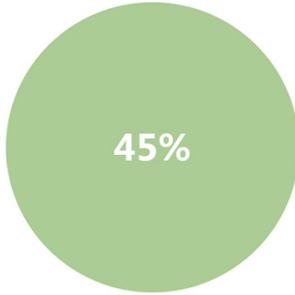
- Private sector to sell products
- Public sector to bring about social change

Orange (now EE) used to sell 'packages' mobile minutes, texts & web time – marketed with cute animal names. To sell but also how Orange communicated – use different emotive messages for people in each animal group.

Examples everywhere. **What about farmers?**

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Top line finding.

Numbers in large circles show percentage of total sample (1,638) that fitted each segments.

Huge risk of insulting you. No one likes being put in a box. Every individual is indeed different. Segmentation simply helps take individual preferences into a/c when deal large numbers.

Names not important. Not to say 'risk-takers' don't plan. Names just describe how groupings differ.

Segment 1 – Planners

Most risk averse, but feel safest and most able to manage risks

Attitudes

- Most cautious in daily life
- Least likely to consciously take risks on farm
- Feel safest
- Relatively unlikely to agree accidents inevitable
- Worried about safety on farm and consequences of accidents

Behaviours

- Does most risk-management
- Least likely to do jobs when lack skills or equipment
- Least likely to take risks to save time
- Relatively unlikely to often leave tractor engine running

Experiences

- Least likely to have suffered accidents
- Least likely to have had injuries involving animals
- Most likely not to have been off work following accidents

More likely solely reliant on farm income

Most likely to: read online, print info & seek safety advice

Best mental wellbeing

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Planners 45% of all farmers.

Slide shows examples of attitudes, behaviours and experiences.

Research shows:
- Careful in their daily lives
- Strongest belief accidents are avoidable
- Undertake most proactive risk management
- Feel most able to manage risk
- Have fewest accidents

NB Not to say planners don't have accidents
And doesn't evidence that their knowledge is thorough or correct
But stats shows farmers with these attitudes **do** have least accidents.

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Segment 2 – Pragmatists
Least worried about risk and consequences, but relatively safe behaviours

Attitudes

- Least worried about safety of themselves and others on farm
- Least worried about consequences of accidents
- Feel relatively safe on farm
- Feel they know farm risks
- Relatively unlikely to do things they know are risky

Behaviours

- Comparatively decent risk management
- Relatively unlikely to work when sick or injured
- Relatively unlikely to take risks to save time (only Planners less likely)

Experiences

- Relatively likely to have had accidents
- Suffered fewest accidents from machinery
- Most likely to have been off work for 4 months or more following an accident

More likely 45-54

Average communications & networks

Relatively good mental wellbeing (though deal with problems less well than Planners)

Pragmatists 14%

- Least actively worried about their safety or safety of others
- Feel they know risks on farm
- EG least likely to change a process after near miss – they think know it
- They undertake many management processes
- Feel safe
- Unlikely to do things they know risky
- However, still have accidents – more than Planners but less than other segments

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Segment 3 – Risk-takers

Most likely to enjoy risks – but worry about consequences

Attitudes
- More likely to enjoy taking risks generally (can feel excited)
- Most likely to do things they know are risky, or could get them seriously injured or killed
- Most likely to consider accidents inevitable
- Concerned about safety & worried about consequences

Behaviours
- Most likely to: leave tractor engine running, allow children on farm during work, work alone on riskier tasks
- Most likely to think they do things automatically
- Relatively likely to do jobs they lack skills or equipment for

Experiences
- Relatively likely to have had accidents – only Unclear more
- Most likely not to have been off work following accidents

More likely over 65

No differences in comms & networks

Mental wellbeing slightly below average

Risk takers 18%:

- Most likely to enjoy taking some risks
- But worry about consequences of death & injury
- But still undertake behaviours they know are risky
- Most likely to consider that accidents are inevitable – something HSE presses is not true
- In terms specifics most likely to leave tractor engines running or undertake tasks know they don't have right skills or equipment
- Relatively likely to have had accidents

Risk takers more likely older than other segments (dispelling a myth)

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Segment 4 – Unclear
Feel least safe and have most accidents, but also seem unclear what to do

Attitudes

- Relatively cautious in daily life
- Feel least safe in work on farm
- Least likely to say they know all risks on farm
- Most likely to agree it's easy to forget being safe when busy
- Relatively likely to think working on a farm is always risky
- Most concerned about regulatory compliance & HSE inspection

Behaviours

- Least risk management e.g. thinking things through, appropriate actions
- Most likely to work when sick, injured or tired
- Most likely to do jobs they lack skills or equipment, or take risks to save time

Experiences

- Experienced the most accidents
- Most likely to have experienced 2 or more near misses

More likely on smaller farms

Least likely to have sought safety advice

Lowest mental wellbeing

Farmers who are more often unclear on how to deal with H&S represent 23% farmers.

- Least likely to know risks on farm
- Comparatively likely to think farming always risky
- Feel least safe
- Undertake least risk management
- Least likely to have sought safety advice
- Most likely to work when sick or overtired
- Experienced most near misses & most accidents.

- More likely smaller farms
- Least positive wellbeing. Possibly suffering from most pressure in their daily lives

Correlations between knowledge, attitudes and behaviours

These farmers most at risk – but important not to only focus on this segment – all farmers experience accidents.

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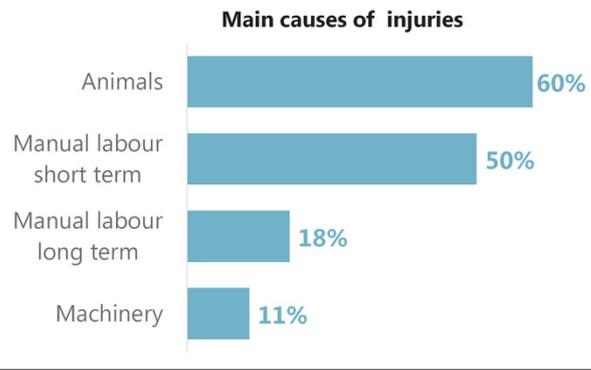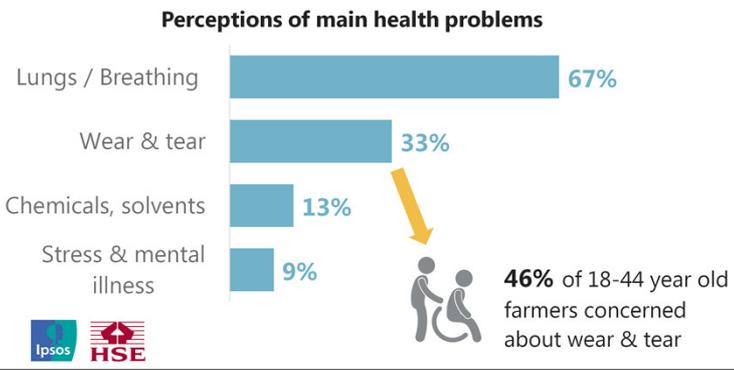
To bring this to life some findings on risky behaviours:

The middle line shows that 55% of farmers state that they NEVER do something risky to save time.

However: As high as 72% for Planners and as low as 28% for the Unclear.

The slides also shows the main (unprompted) health problems experienced by farmers.

- The Unclear has sig. higher stress and well being issues.

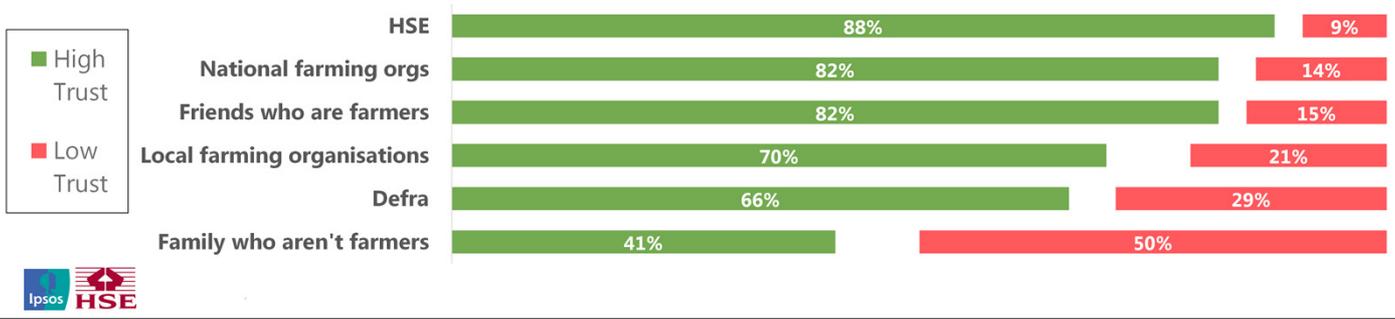And the main causes of injuries – animals & manual labour.

This slide just shows some cut down results

Great level of trust in HSE, NFU and others

But low levels of farmers seeking advice (though from a very wide range of sources)

Unclear farmers least likely to look for info and advice

What types of messages work / don't work?

Planners

General
Emotive
Specific
Supportive

- You're right to worry about risk
- You're right that managing risk makes a huge difference
- **Here are some tools to help you manage risk even better**

Pragmatists

General
Emotive
Specific
Supportive

- The consequences to taking risks could be devastating
- You should worry
- **Stop doing X because Y will happen**

Risk-takers

General
Specific
Emotive
Supportive

- People who take risks don't keep getting away with it
- Think about the consequences
- **Stop doing X and do Y instead**

Unclear

General
Specific
Emotive
Supportive

- Managing risk can be daunting, but it's important
- It's easier that you think
- **We're on your side, and can offer advice and support**

Ipsos HSE

Summarises how farmers in each segment respond to different types of H&S message & gives examples on types of messages that most engages each segment.

Eg for Risk takers use messages such as:
- People who take risks don't keep getting away with it
- Think about the consequences
- And stop doing this and do this instead.

Read more if time

Left this slide on tables as summary.

Key finding

Really important differences in effectiveness of different types of messaging per segment.

The research questioning described 4 types of messaging:

1. **Emotive** messaging such as those that show pictures of seriously injured farmers – graphically emotive
   - Really engaged the risk takers & pragmatists but turned off Unclear (who 'buried their heads in the sand')

2. **General** messaging highlighting the importance of H&S (i.e. "H&S is important")

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- Limited value other than reinforcing Planners views. Again Unclear turned off.

1. **Specific** messaging that focused on specific activities
   - Mostly positive but ignored by Pragmatists

2. **Supportive** messaging that is warmer and encouraging
   - dismissed by some groups but does engage the Unclear farmers.

Highlights importance of knowing audience and targeting messages to have most impact – heart of how segmentation used.

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Taking action

You will recognise people / yourself in these segments.

Advise others on health and safety in ways that relate to their segment:
- **To Planners:** 'You're right to risk assess baling. I'll email some tools'
- **To Unclear:** 'I found it easy to plan to avoid my electric pylons. Let me show you what I did?'
- **To Risk-takers:** 'Stop using that ladder alone. It will kill you'. Always get your son to hold the base.'

Avoid off-putting and generic messages.
- **To Unclear:** ~~'Cattle can just turn on you. They can kill you instantly'~~
- **To All:** General messages ~~'safety is important'~~ have limited value

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HSE are looking at how we can use the segmentation.

However, we can all apply the segmentation to how we communicate with other farmers.

We all know people who broadly fit these personality types. The planner, pragmatist, risk taker...

So, if you see something wrong on a farm (and farmers state they see more wrong things on other farms than they say they see on their farm!) then you could...

- Actively consider what segment a given farmer is

- Then actively frame your messages to have optimum impact

- And avoid message types that put people off.

So can we:

- Use reinforce language with Planners

- Use emotive language with Pragmatists & Risk Takers

- Be particularly supportive with Unclear farmers

You probably do much of this naturally anyway. But this is a useful framework to use to help.

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Applying attitudinal segments make sense. But distribution across different types of farmers makes targeting segments challenging

Instead, segments should be used to tailor messaging, and to help think about how messages will land

While there are some differences (e.g. by age), important not to focus on farmers as having different attitudes based on type, size, age etc.

Instead, need to recognise that different types of people are farmers – across different types of farms

In summary,

The segmentation didn't come up with a silver bullet that all dairy farmers need this approach and all farmers under 30 need a different approach.

Instead need to appreciate that farmers are diverse and have different needs and respond to different stimuli.

The segmentation is a useful tool that can help us cut through this diversity, to develop evidenced targeting strategies and actions that resonate with groups of farmers.

Pass back to Rick who will talk about 'What next'…

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What next?

What does all this mean and how can you use it to improve the health and safety performance of the farming industry?

Not surprisingly we see that everyone is different and the approach for one won't work for another - One size does not fit all – square pegs and round holes!

So think about what this means for you and what you may promise to do for yourself and others

 A couple of quick thoughts to help you….

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Are you getting it right?

Planners and pragmatists – attitude of wanting to get it right – but don't just rely on "being careful" – make sure you are doing the right thing – you need the right level of knowledge to be able to get it right.

Can you commit to double checking what you do – and are you prepared to look at what others are doing and give them your opinions, share your experience and knowledge

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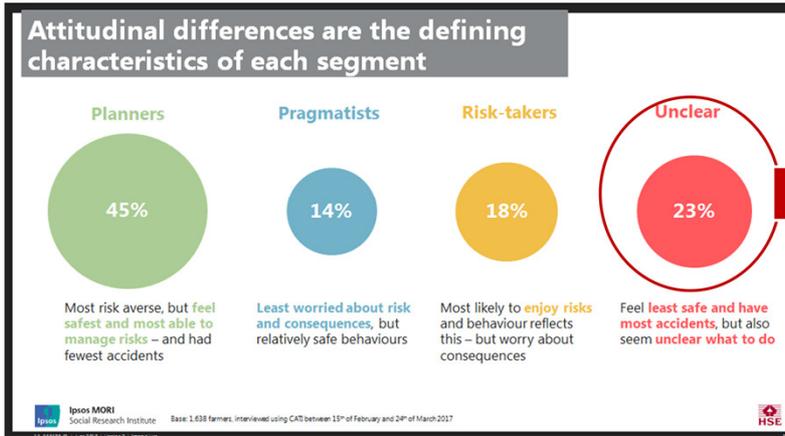
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Are you listening?
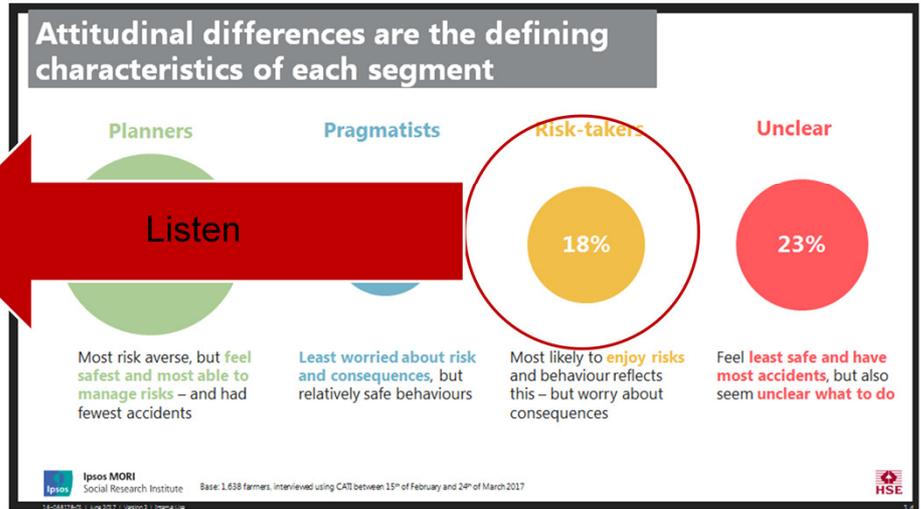
Risk takers – you know you are doing it, but be aware of the consequences, there are plenty out there that can and do share their experience

Jim Chapman – PTO

Tim Papworth – FFH

And if you know risk takers, are you ready to remind them of the consequences?

Who can help?

Unclear – there are sources of help, both organised like HSE events, or NFU farm walks that can help you understand **what does good look like**

Do you recognise someone in this category? Can you see that they need help? They will appreciate it, and the reassurance that someone will help

Help is all around you.

You are not in this alone – these logos are from the 5 Farm Safety Partnerships and the Farm Safety Foundation – all sitting around HSE's MTP logo. This approach to working together and share ideas, products and approaches can and will drive the industry forward to improve on farm health and safety to build momentum on these early signs of change.

This focus has been around the physical conditions on the farm, those things that can be seen or measured that may affect your safety or your physical health: Given the time available I haven't looked at the impact injury and ill health can have on your business performance – but all of these organisations will be able to tell you that good health and safety is an integral part of business risk management and doesn't have to cost a lot – but it will keep your business effective and efficient.

There is of course a further piece to this picture, that of mental health, an area that can equally have a toll on your business, an area that Arun will talk about in more detail

But before he does – 1) keep your jacket on, and 2) what can you promise to do?

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