

# IMPROVING BEHAVIOURAL SAFETY WITH DRIVERS USING MICROLEARNING

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## POSITIVELY INFLUENCING DRIVER BEHAVIOUR

### ► How do you influence drivers?

- Experience tells us, to influence behaviour, 4 points are key:
  - Short and to the point
  - Relevant
  - Engaging
  - Accessible
- Previous step change improvement
  - Introduction of forward facing cameras, telematics and our coaching programme



This vehicle is fitted with image recording technology



<b>Short and to the point</b>	<b>Relevant</b>
<ul style="list-style-type: none"> <li>• How was my day scorecard</li> <li>• Simple video review and feedback process</li> </ul>	<ul style="list-style-type: none"> <li>• Individual driver performance</li> <li>• Safety and efficiency scores</li> </ul>
<b>Engaging</b>	<b>Accessible</b>
<ul style="list-style-type: none"> <li>• Driver league table</li> <li>• Positive recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Intuitive mobile app</li> <li>• Easy to navigate</li> </ul>

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### ▶ Next step on our journey to zero accidents and incidents

- Feedback via our driver coaching programme identified **training** as an opportunity for improvement
- Both content and method of delivery
  - All types reviewed
    - New driver
    - CPC – certificate of professional competence
    - Practical training
    - Health and safety refresher training



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### ▶ Refresher training – Issues with previous approach

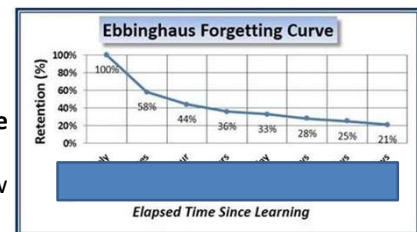
- Qualifications that need to be refreshed over a 1 to 5 year cycle
- Most classroom based with some online
- Opportunity to influence behaviour through training is intermittent
- Driver availability challenging due to operational demands
- Inefficiency of driver trainer resources
- Risk of dilution of message when training done by 3<sup>rd</sup> party trainers
- No set structure to when drivers receive training



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### ► Traditional approach

- Traditional academic classroom teaching methods mostly ineffective with drivers
  - Full day in classroom or at start or end of shift
- Training not always delivered in drivers mother tongue
- Death by PowerPoint impacts retention of training and message
  - Cognitive psychology research show the human brain will struggle to absorb information if delivered in large volume
    - The **Ebbinghaus** forgetting curve shows **that humans start losing the memory of learned knowledge over time**, unless the learned knowledge is consciously reviewed time and again even if it's for few minutes



### ► Air Products new approach

- Switch refresher training to microlearning
- What is microlearning?
  - It's the breaking down of information into topical, bite-sized chunks
    - By interacting with these **highly-targeted learning bursts**, lessons become much easier to digest and the likelihood of knowledge retention is increased

**MICROLEARNING:**  
BREAK IT DOWN, MIX IT UP



## ► New animated training videos

- Short and to the point
  - Videos maximum 5 minutes each
    - Some topics have more than 1 video module
  
- Relevant
  - New content tailored for drivers
  - Principles that can be applied in and out of work



## ► New animated training videos

- Engaging
  - Use of animation has many benefits:
    - Simulation, timeless, diversity
    - Randomised checkpoint questions and other interactivity
    - Gamification part of the learning experience
  
- Accessible
  - Driver can take the training at a time that is convenient for them in their working day
  - Works on 4G or Wi-Fi



## ► Microlearning = highly-targeted learning bursts

- Using video allows the message to be condensed
- Typical example:
  - Slips trips and falls = 33 PowerPoint slides 1 hour in classroom
  - New format = 3 x 3 minute videos total 9 minutes of animated video



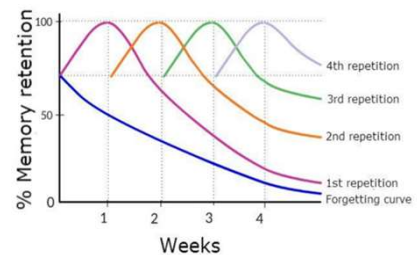
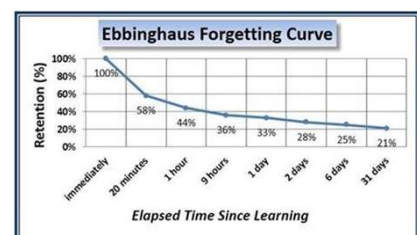
## ► Refocus driver trainers

- Target face to face time on practical topics
- Maximise one to one behavioural training in role
  - Observing daily activities - Safety observations
- Increase frequency of driver assessments
- Coaching for those drivers that need it



## ► Key benefits

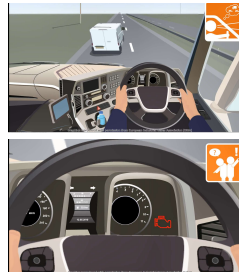
- Improve safety
  - Supports our goal of zero accidents and incidents
- Increase frequency of training
  - Shorten cycle to 3 years from 5
  - Release 1 topic per month over a 3 year cycle
- Increase knowledge retention
  - The **Ebbinghaus forgetting curve with the inclusion of repetition** shows dramatic improvement in knowledge retention



## ▶ Key benefits

- Microlearning allows for **repetition of key messages**
- Support operational discipline
  - Regular reminders for drivers of the key steps they should be following

Fatigue course



Slips trips and falls course



Key principles repeated throughout



## ▶ Key benefits

- Driver can take training in mother tongue
- Align content and method of delivery across Europe and potentially globally
- Consistency of message to all our drivers
  - Includes our haulier partners
- Structured cycle with a 3 year programme, 1 topic per month
- Automatic updates to training records
  - Compliance reporting
  - Analysis of answers
- Save cost of taking drivers off the road



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## ▶ Training video examples

- Introduction to Air Products
- Slips trips and falls
- Fatigue
- Ergonomics

Welcome to the next generation in learning.



## ▶ Driver feedback

- Very positive
  - 99% of drivers thought the new format would improve their safety
  - 94% of drivers said they would like to see more training in this format
  - 90% said they preferred the new format and they felt it was very effective



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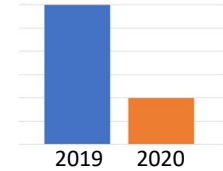
## ► Conclusion

- Use of camera technology, coaching and the ability to **share information directly with drivers** has already positively influenced their behaviour
  - Safety performance has improved
  
- Adopting the principles of **microlearning** has also positively influenced driver behaviour
  - Example of slips trips and falls
    - 3 month period immediately following the release of the video compared to the same period the year before



	FY14	FY20	FY20 vs FY14
Employee Lost Time Injury Rate	0.24	0.09	63% better
Employee Recordable Injury Rate	0.58	0.40	31% better

Slips Trips and Falls incidents



## ► Remember the 4 key points

<p><b>Short and to the point</b></p> <ul style="list-style-type: none"> <li>• Videos max 5 minutes</li> <li>• Condensed material</li> <li>• Highly-targeted learning bursts</li> <li>• Repetition = retention</li> </ul>	<p><b>Relevant</b></p> <ul style="list-style-type: none"> <li>• Targeted content at drivers</li> <li>• Principles that can be applied also at home</li> <li>• Repetition of key messages</li> </ul>
<p><b>Engaging</b></p> <ul style="list-style-type: none"> <li>• Great feedback from drivers</li> <li>• Videos cover all product lines</li> <li>• Diverse team and images</li> <li>• Interactive questions and activities</li> </ul>	<p><b>Accessible</b></p> <ul style="list-style-type: none"> <li>• Mobile app</li> <li>• Watch at a time that is convenient in the drivers working day</li> <li>• Works on 4G or Wi-Fi</li> <li>• All European languages</li> </ul>