

TABLE OF CONTENTS

PART I. WHY TAKE A BEHAVIORAL APPROACH TO SAFETY?	
1 Why Are People Still Getting Hurt on the Job?	3
2 Adding Behavior to the Safety Equation	15
PART II. WHAT WE KNOW ABOUT BEHAVIOR	
3 Risky Behavior: Why Do People Behave in At-Risk Ways? . .	25
4 Categorizing Consequences	40
5 The Consequences of Safety	48
6 The Lowdown on Punishment	62
7 Negative Reinforcement: The Have-To Syndrome	70
PART III. HOW TO APPLY WHAT WE KNOW	
8 Pinpointing: Selecting Behaviors That Count	85
9 Observing and Measuring Safety in Action	102
10 How Am I Doing? The Value of Functional Feedback . . .	110
11 Positive Reinforcement: The “Way-to-Go!” Consequence . .	119
PART IV. ROLES & RESPONSIBILITIES	
12 The Many Roles of Playing It Safe: Who Does What? . . .	139
13 Safety Leadership: A Proactive Approach	155
14 Self-Observation: Truth and Consequences.	165
PART V. THINGS TO CONSIDER	
15 Taking Safety Home.	181
16 Beyond Safety.	189
17 Frequently Asked Questions About BBS.	208