



Learning About People to Create Better Safety

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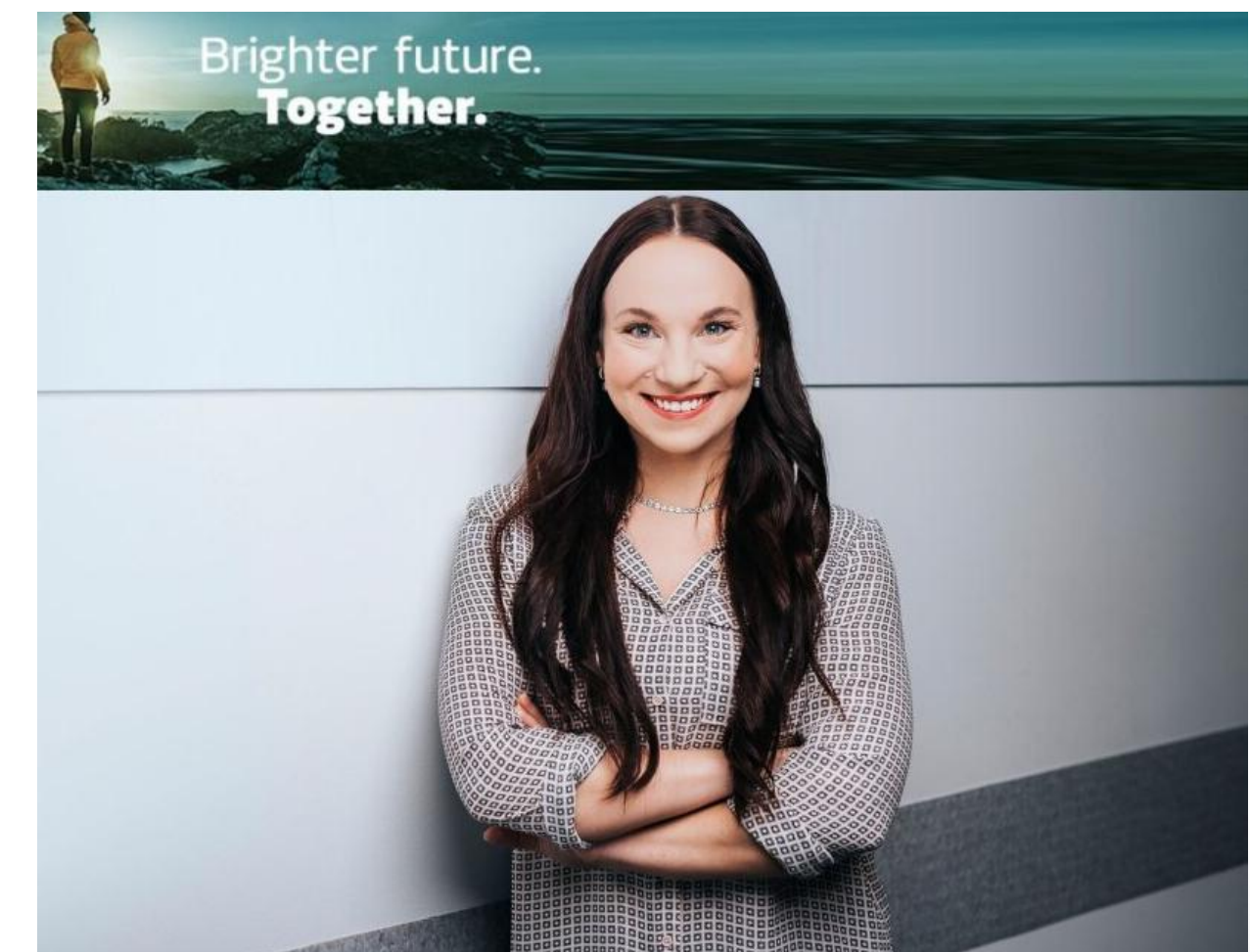
People responsible for fire and chemical safety in companies and institutions



School Administrator



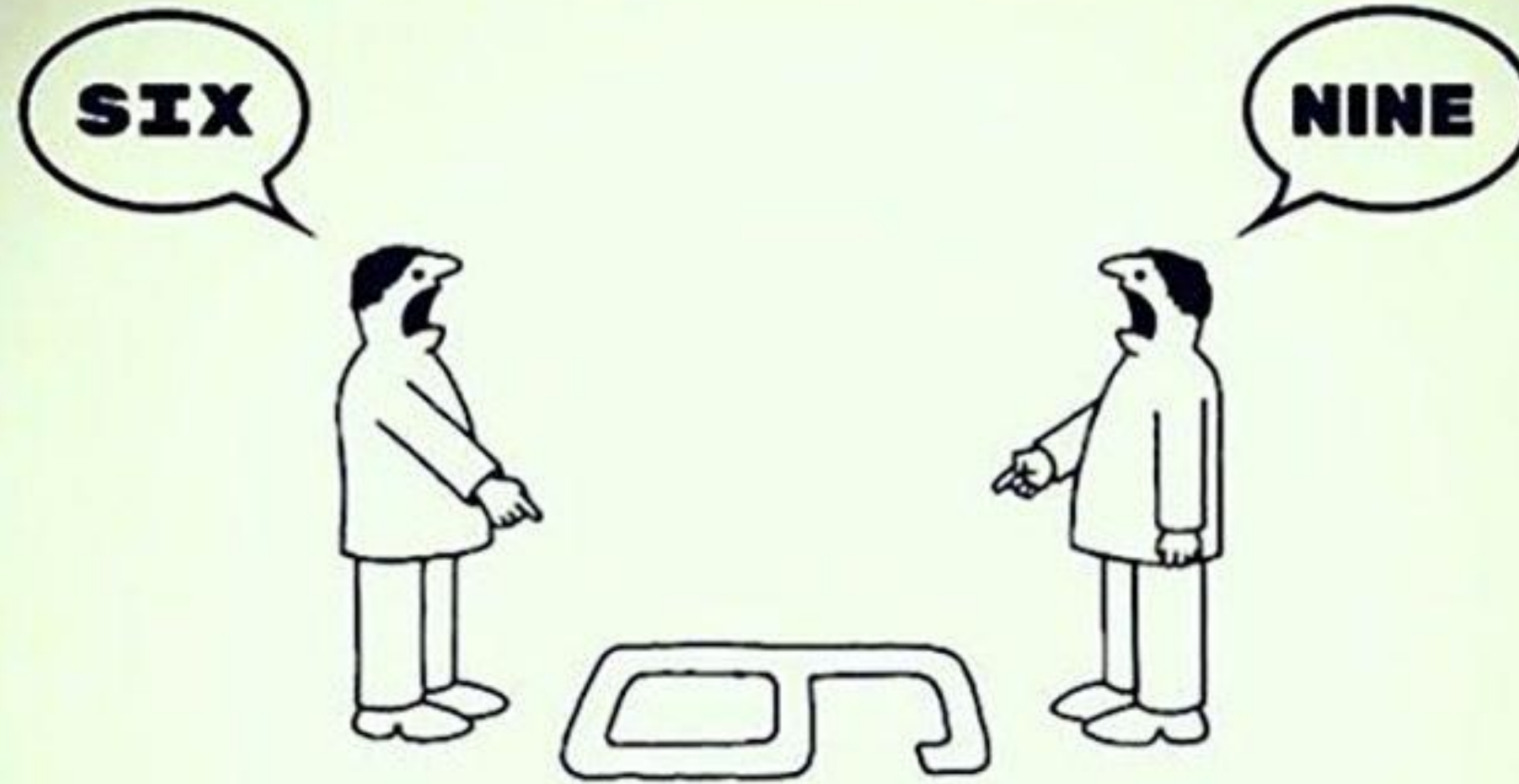
Kindergarten Director



HR Manager







Just because you are right,
does not mean, I am wrong.
You just haven't seen life
from my side.





Problem: we do not know who they are?

- What worries them?
- What do they like and need?
- What irritates them?
- Which information channels do they use?
- What changes or influences them?



Our journey



1. Quantitative Study

a total of 547 respondents
responsible for 794 buildings,

2. Inspectors' Experience

1/5 of all ifire safety
inspectors participated

3. Qualitative Study - Interviews

Long interviews with target group to
understand them (based on the
COM-B framework).

4. Workshop with Behavioral Scientists

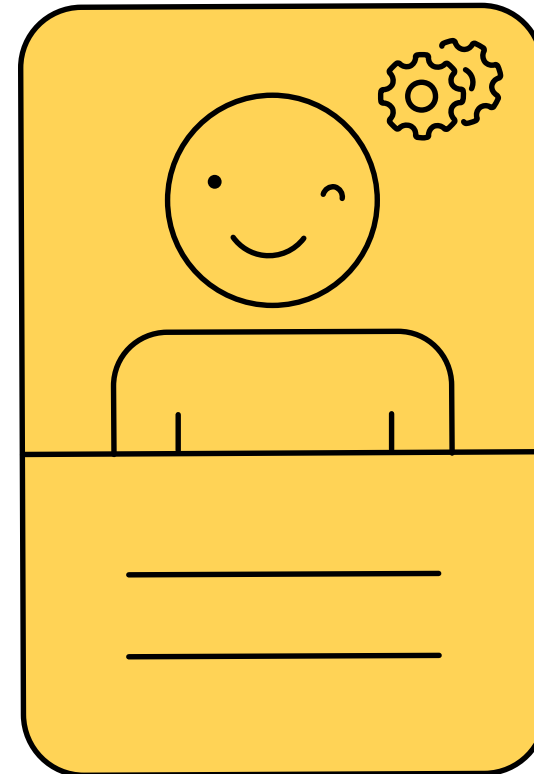
Factors that make it hard to follow
the rules (such as skills, motivation,
and environment) were identified.

5. Persona cards are ready

Personas of people responsible for fire and chemical safety in companies and institutions

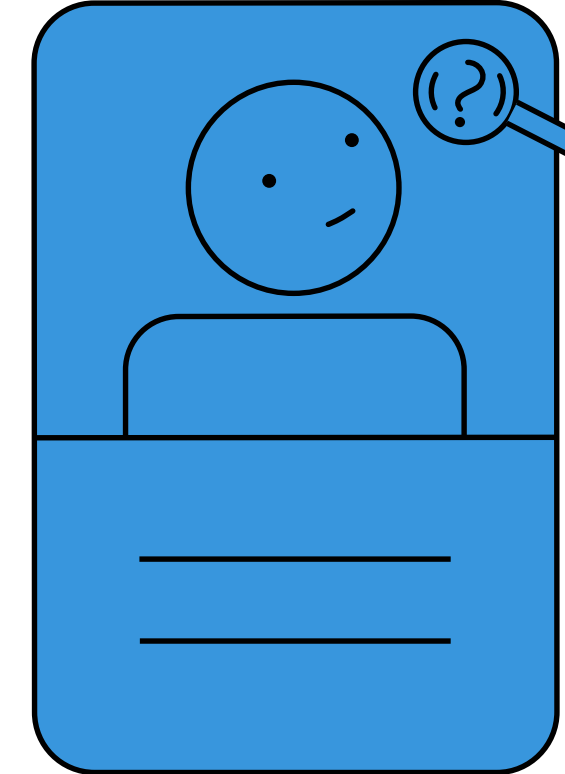


PERSONAS



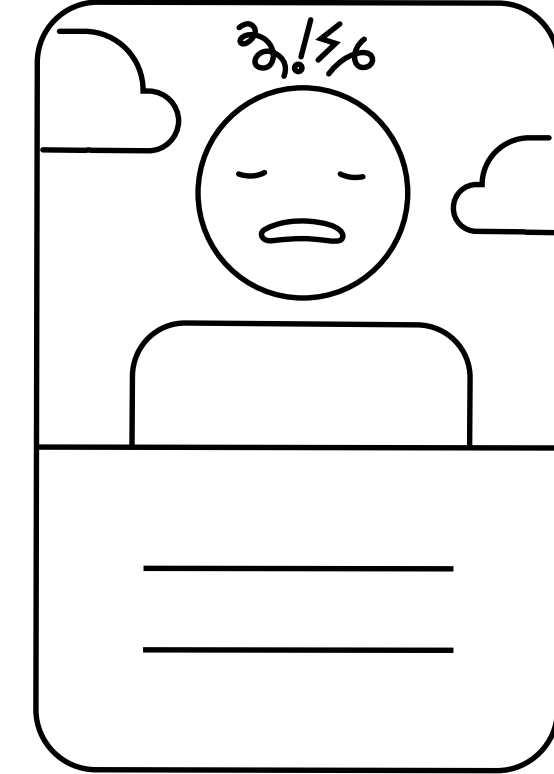
THE LEADER

Does more than
the law requires



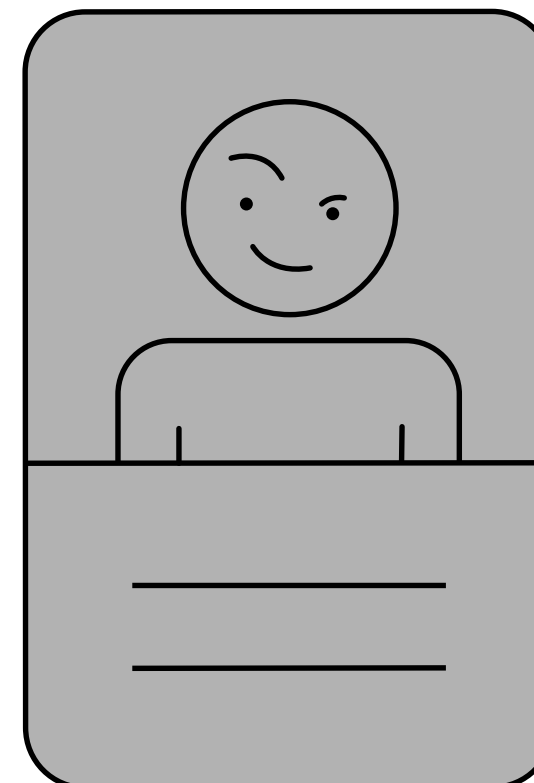
THE SOLUTION SEEKER

Motivated, but stuck
with some
requirements



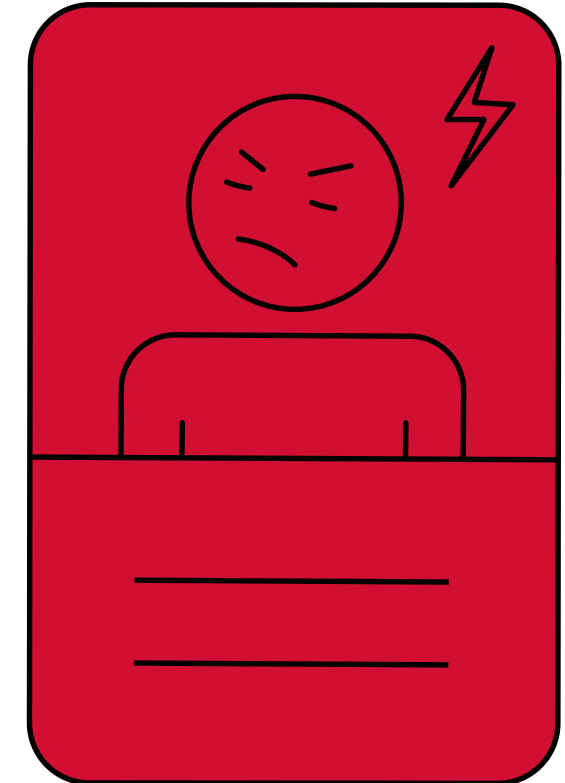
THE OVERBURDENED

Needs support on how to
implement the
requirements



THE SIMPLIFIER

Makes an effort to do as
little as possible



THE IGNORANT

Ignores requirements
and supervision

PERSONA CARDS

Description

Obstacles

How to support them?

Practical advice

THE LEADER

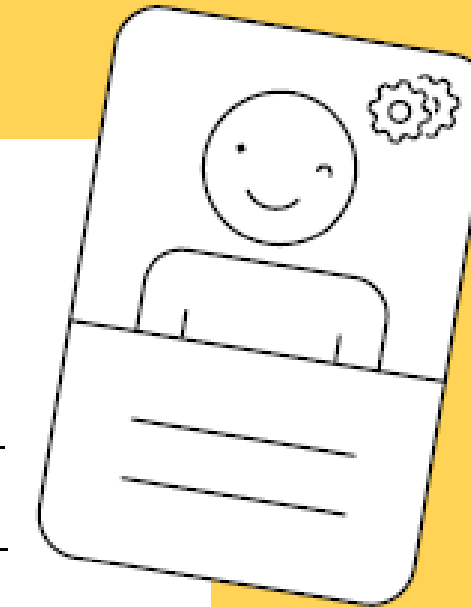
Does more than the law requires

They are familiar with the laws and requirements for ensuring safety, knowing them like the back of their hand. They have the support of the manager/owner, and the time and money to promote safety. They understand the longer-term consequences of a realised risk, and tend to do more and act of their own initiative.

The Point Person is consistent and well-organised.

They are the leader of their field: they delegate work but not responsibility.

Safety is an organic part of the functioning of the organisation at every level.



OBSTACLES

Limiting factors

Knowledge	A changing environment, including laws and regulations.	5 ★★★★★
Skills/solutions	New risks arising from changes in the physical and social environments.	5 ★★★★★
Physical environment	Change of the organisation's activity, change of intended use of the building.	
Social environment	Changes in the occupants of the building as well as changes in the law can lead to problems of adaptation and continuity.	
Motivation	A top-down communication style reduces motivation.	5 ★★★★★



HOW TO SUPPORT THEM?

- Support their efforts to promote safety and their adapting to changing circumstances in order to maintain the level achieved.
- Recognise the Leader personally, show them as a role model to others (in experience-sharing seminars), recognise the institution (labels, quality mark for safety).



PRACTICAL ADVICE

- Provide constant updates on new changes, new development ideas.
- Involve them in the development or decision-making process, as appropriate.
- The inspector is a partner in increasing safety.
- Offer the support of the Estonian Rescue Board – we are available in the case of any questions.