

# WHY WE WORK WITH BEHAVIOURAL CHANGES IN AGRICULTURE



The great majority of accidents in agriculture occur due to inappropriate and reckless behavior. However, experience has shown, that it doesn't work to repeat the message of, how important it is to wear protection goggles or gloves – the repetition doesn't change the behavior.

Often, employees know, what they should do to increase the safety at the farm. But if it is too difficult or too time consuming to change the behavior, they don't.

By using nudge theory, we created small adjustments, that made it easier for the employees to change their behavior and thus make the secure choices.

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I don't use protection goggles, because I pour in a certain way, so I don't get the fluids in my eyes.

I didn't get much instruction, but I learned from my own experience ...

Everybody knows, what the consequences might be, but we don't prioritize using the protection mask anyway.



## Interested in hearing more about behavioral changes in agriculture?

### Contact



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# HOW WE WORK WITH BEHAVIOURAL CHANGES IN AGRICULTURE



➤ **PROBLEM** The purpose of changing the behavior was to increase occupational safety by performing the tasks in a more safely manner.

**OBSERVATION** Among other things, we observed a lack of use of protective equipment, bad working positions, risks of spilling chemicals, slippery floors and insufficient instruction in the tasks.

**SOLUTIONS** We based our solutions on nudge theory, including the principles:

- **We do what's easy**  
– so make it easy to wear protection goggles
- **We do what's visual to us**  
– so mark everything with signs and colors
- **We do like others do**  
– so picture a colleague wearing protective goggles
- **We do more of what we already do**  
– so add protection equipment to the checklist
- **We use default settings**  
– so if there's a pump on the container, we use it.
- **We like being guided and getting praised**  
– so give feedback when things are done correctly.

We worked with visibility (signs, colors, checklists and instructions) and aids (shelves for storage, pumps for the chemical containers, protection equipment and storage boxes).

**TESTING SOLUTIONS** We received positive feedback from the people testing the solutions.

**IMPLEMENTATION** The solutions have led to new initiatives. This shows that when focusing on safety, the thoughts continue and evolve into new ideas.



Lack of use of protective equipment and risks of spilling chemicals are typical observations.



Marking everything with signs and colours and supplying useful aids will encourage changes of behaviour and secure choices.