

THE BEHAVIORAL ADVANCED PERFORMANCE PROCESS® (BAPP®) IN THE CONSTRUCTION INDUSTRY

What the Innovation Is:

BAPP technology is a leading-edge process approach to reducing exposure to injury by helping organizations to identify safety-related behaviors, gather data, provide ongoing, two-way feedback, and remove barriers to improvement

BAPP technology provides an effective method of measuring and managing exposure upstream (before injuries occur) and engages workers in safety improvement.

Why is it Innovative?

In the construction industry, barriers to safe behavior include a changing, temporary workforce. In construction, typically, workers can work 3 days or up to a few years on a project. Usually, there are many different contractors employed on a construction project, and they all must work together. These contractors have different rules they must follow and different values for safety. Some contractors are union, some non-union; and contractors are often represented by a number of different unions.

BAPP technology is a revolutionary methodology that improves the working interface between the worker and the systems and conditions. A BAPP performance implementation integrates expertise drawn from organization development, safety, industrial hygiene, human factors, total quality management, engineering, and behavioral science.

What it Changed or Replaced?

BAPP does not replace existing safety processes, but works in tandem with them to enhance safety by improving behavior, attitude, and culture.

Where and when it originated.

BAPP was first pioneered in the late 1970s by Behavioral Science Technology, Inc. Since that time, the technology has been implemented at over 1450 sites located in 39 countries. Employees at over half the sites enjoy union representation. New developments have improved the effectiveness, integration, and sustainability of this approach. BAPP was first introduced in the construction industry during the 1990's.

How has it been used?

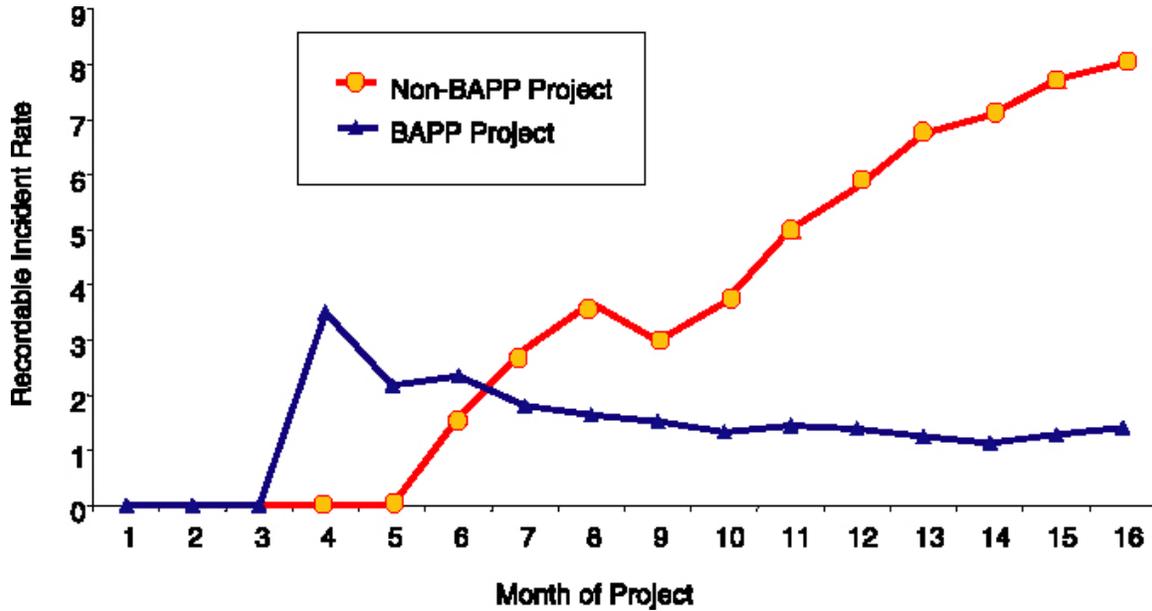
First applied in the manufacturing and petro/chemical fields, BAPP technology expanded into every industry. The question lately is not "does BAPP technology work, but rather "will BAPP safety work in a non-manufacturing setting?" In the construction industry, clients include MW Kellogg, and Cianbro, along with construction projects for companies including Weyerhaeuser.

How is it expected to be used in the future?

BAPP technology not only helps organizations reduce injuries, but also builds employee engagement, and changes the systems that influence at-risk behavior. The flexibility and adaptability of the BAPP approach has been proven again and again in different industries, different countries and cultures, and in applications in addition to safety. Some of these applications include quality efforts and supervisor effectiveness training.

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The chart above shows results from two simultaneous construction projects facing very high turnover. This study compared safety performance for two construction projects. Except for the safety initiative (one project used BAPP technology while the other did not), the projects were nearly identical; each project pulled approximately 300 workers from the same labor pool over various phases of the work, had attrition rates of over 300%, lasted approximately 18 months, and involved the same type of construction.