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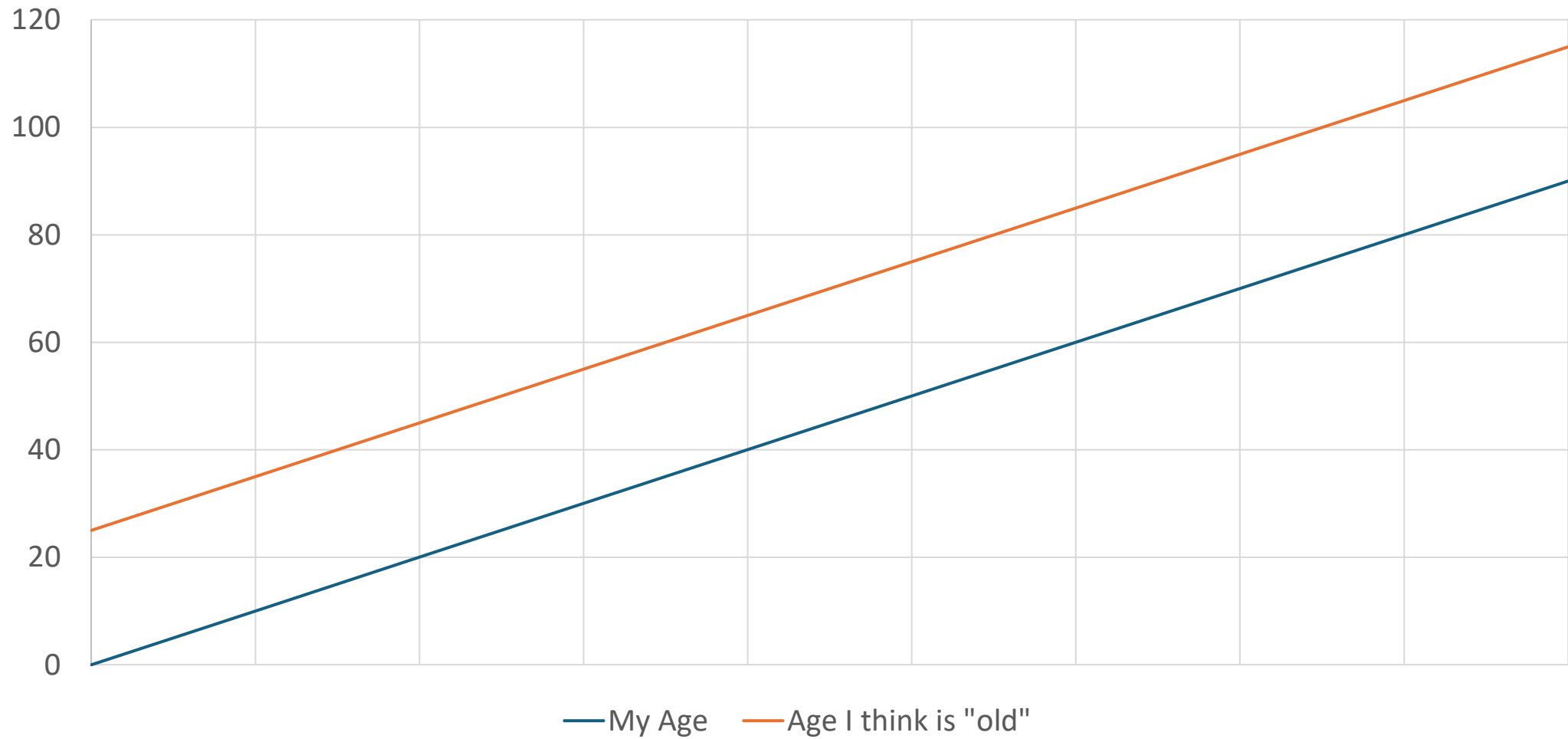
Is age really just a number when it comes to safety?

Dr Debbie Janson
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Perception of "Old"



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About the study

- Inclusivity...
- Generational focus groups across 5 companies
- Explore opinions of PPE, EHS culture and how age might affect these
- 5 themes



1. We are the Champions



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1. We are the Champions

- Everyone thinks they are compliant
 - Except when quizzed in more detail
 - GenZ question the need
 - Boomers were split
-
- Take gloves off for fiddly jobs
 - Don't fasten hi-vis
 - Temperature is problematic





2. Mind the Perception Gap



2. Mind the Perception Gap

- Younger and older people are socially devalued
 - “Old people” and “old age” have negative connotations
 - GenZ are “entitled”
 - Age group dissociation effect
 - Defensive denial
-
- GenZ seen as less compliant
 - Boomers are split – either great or awful
 - Gen X & Y – “dumb” compliance
 - Leadership must lead

3. Finding your tribe



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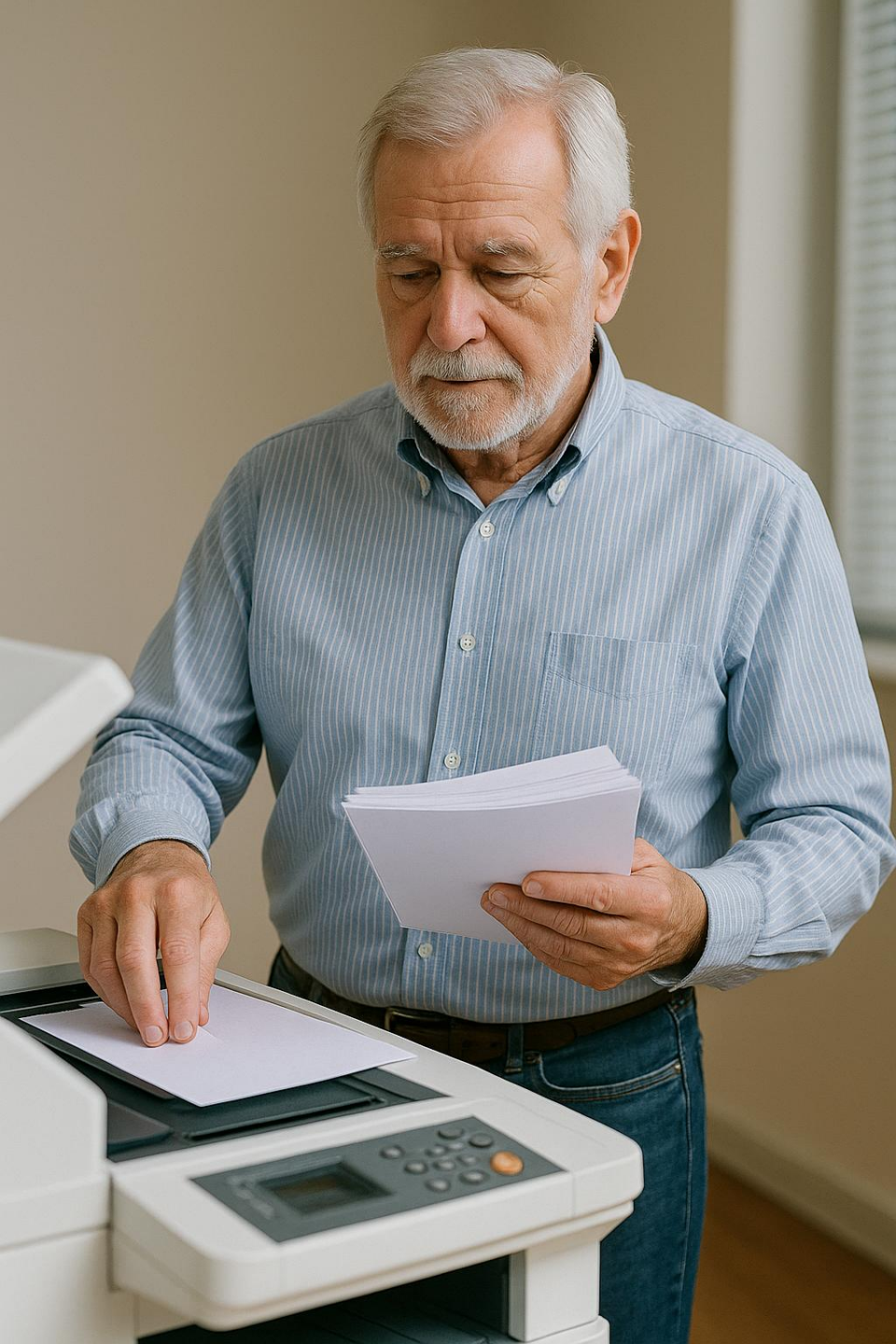


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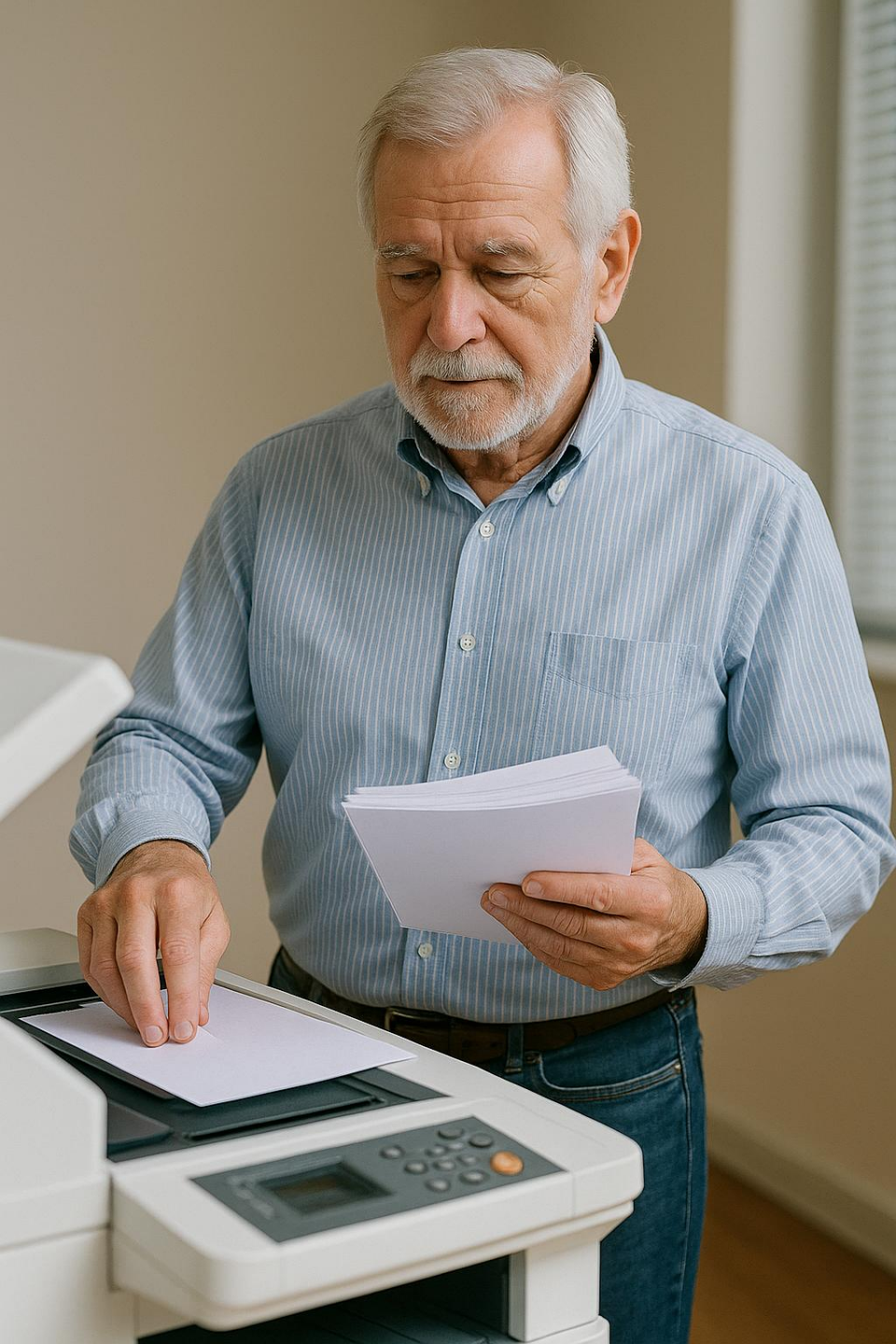
3. Finding your tribe

- People want to belong
- Right first time, from day 1
- Under-represented groups
- Company branding is important
- Contractors?





4. It's not what you say...
It's how they hear it



4. It's not what you say... It's how they hear it

- Should comms / training be different?
- Long-winded emails
- Direct (but planned) conversations
- #entitled
- #OkBoomer

5. The Usual Suspects

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5. The Usual Suspects

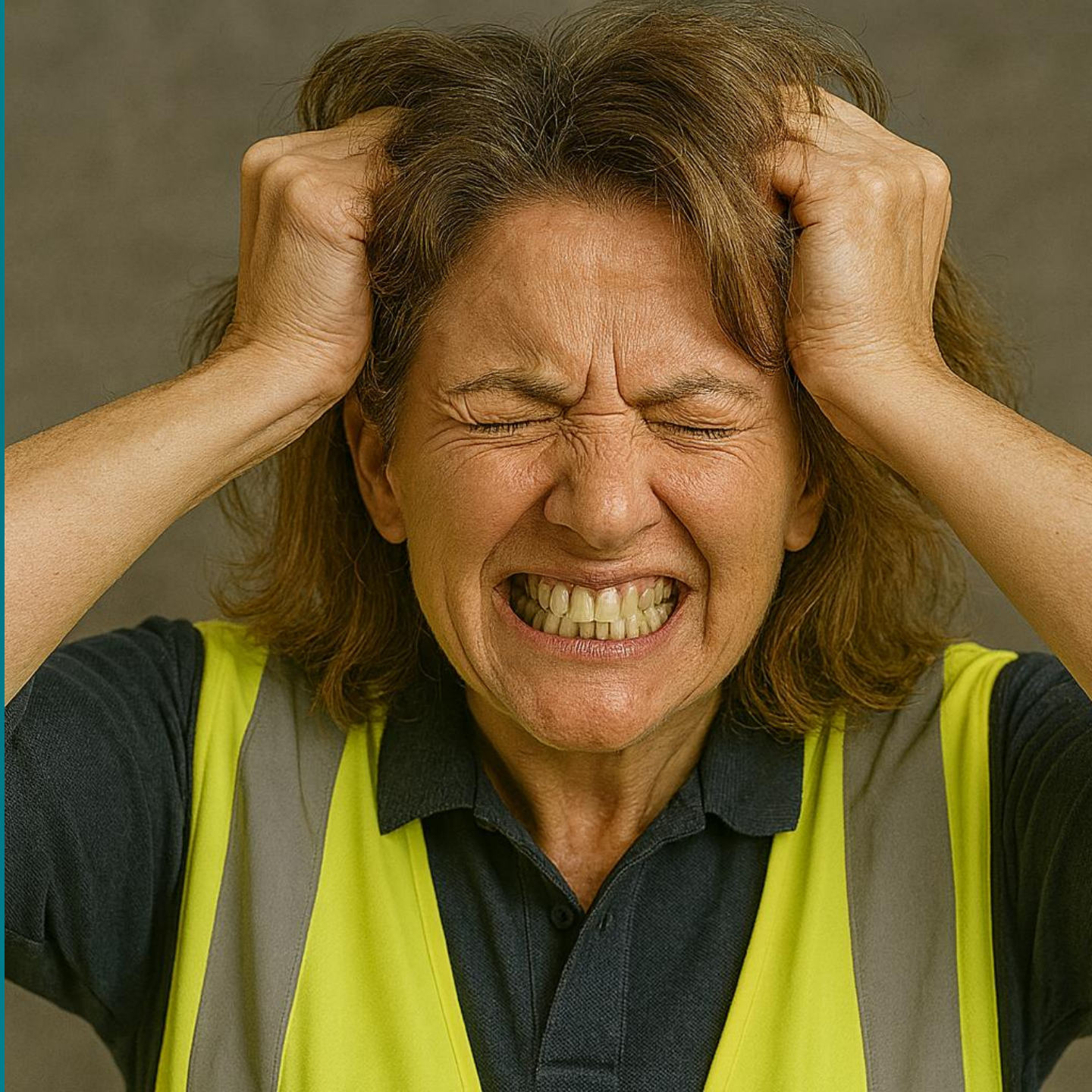
- Non-compliers / deviants
- 80-20 rule
- Spillover
- Risks





What can we learn?

- It's not just about age
- It's about experience, attitude, personality traits, values
- Situational and inclusive leadership
- Reverse mentoring
- Re-establish positive norms
- Don't forget the Alpha generation



Is age really just a number when it
comes to safety?

Thank you!

- If you want to join the study, drop me a message!
- Email me on djj32@bath.ac.uk
- Or connect on LinkedIn

