

Background

- Behaviour-related chairlift incidents are a safety risk for the passenger ropeways industry in BC.

Objective

- Use a behavioural insights approach to conduct exploratory research on chairlift safety behaviour in British Columbia.
- Inform future safety interventions and campaigns.

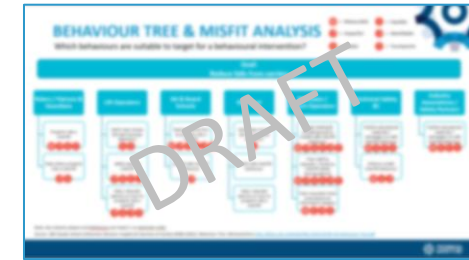
Methods

- Conduct exploratory research to understand the primary groups and individuals involved in chairlift safety, as well as their behaviours.
- Examples of sources used: internal incident and hazard data, a review of previous organizational initiatives, a literature scan of external papers and articles, and qualitative interviews with employees and industry partners.
- Behavioural tools and frameworks are also being used as part of the exploratory research, including force field analysis, behaviour mapping, and MISFIT analysis.

Takeaways thus far:

- The number of chairlift safety incidents involving behaviour increased in the most recent winter season.
- There is relatively little literature publicly available that directly addresses chairlift safety with a focus on behavioural factors and interventions.
- Targeting patron behaviour has been inconclusive and other audiences could be explored.
- The passenger ropeways industry is eager to be involved and are a key organizational partner.
- While we can learn from different jurisdictions, it may not always be possible to replicate other contextual factors.

Examples of behavioural analysis:



Conclusion

- Continue collecting key information for ongoing exploratory research.
- Findings will be used as inputs into subsequent intervention design and testing phases.