



Wednesday 8th September 2010, 2.00pm – 4.00pm

Main Lecture Theatre, Ground Floor, School of Electronic Engineering, Dean Street, Bangor LL57 1UT

'Psychology of Behaviour Change – Health and Safety'

Denise Hampson, MEng (Hons) DIS

Managing Director, Hampson Solutions Limited

THE SPEAKER

Denise is a past British Women's Track Cycling Champion. She was a member of the Great Britain Track Cycling Team representing her country at European, Commonwealth and World level, setting a number of national records in the process.

A Systems Engineer prior to her athletic career, Denise learnt the art of designing and managing complex systems at BAE Systems, Europe's leading defence engineering company, where she worked on the human engineering aspects of projects such as Eurofighter Typhoon and the Nimrod MRA4.

With a talent for inspiring and motivating other people into healthier and more active lifestyles Denise has worked in local government and also the NHS developing new initiatives to help improve the well being of communities.

Since establishing Hampson Solutions, Denise's talents have been highly sought after both in the public and private sector.

THE TALK

Many of our health and safety systems and procedures are designed with the concept of a rational human being at its core, a person who will always make judged decisions that maximise self-interest. The theory is that more information and training will encourage the rational human into safe working practices. However, the reality is that a lot of our human

perceptions and mental processing is brilliantly 'faulty'.

This Talk will help you to understand these so called faults and work with them, rather than against them, exploring:

- The four keys to motivation
- The impact of beliefs / expectations on engagement and decision making
- How we can harness our brains' brilliant faults to be more effective
- Why people are inclined to take risks on their long term health
- How state of mind influences our decisions and how we can help people continue to work safely
- The importance of health promotion in ensuring long-term safety at work

This Talk will be of interest to anyone working in the field of Health and Safety, Risk Management, Health Promotion and Occupational Health. It will be particularly relevant to those who deliver workplace health promotion campaigns, design health and safety procedures for their workplace and who provide cascade training to their workforce on safe work practices.

FURTHER INFORMATION

<http://hampsonsolutions.co.uk/home.html>

Refreshments will be provided from 2.00pm.
Talk starts at 2.15pm.



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VENUE

The Main Lecture Theatre is on the ground floor of Bangor University's School of Electronic Engineering Building (*this building may also be referred to as 'Informatics'*), which is located on Dean Street in Bangor LL57 1UT. The Lecture room is accessible via the main entrance and then follow the directional signs on display.

The University is signposted from the A5/55 Expressway. A location map for the School of Electronic Engineering building can be found at: <http://www.eng.bangor.ac.uk/LocationMap.pdf> position 74.

CAR PARKING

Please be aware that you can access the University Dean Street Car Park by entering the following PIN number: **3180** at the Barrier. This **PIN number** will only work for this Car Park and only on the afternoon of the Talk and should not be disclosed / displayed to other people.

Coming from Garth Road onto Dean Street, the entrance to the Car park is the second access road (unmarked – enters into University premises) on the left opposite the new NCP car park.

Please ensure you park within designated car parking spaces and display your Permit. The Car Parking Permit is printed at the bottom of this Flyer and must be displayed in the front windscreen. The University operates strict *Parking Regulations* and your vehicle may be towed-away immediately if blocking access or pedestrian routes or otherwise causing a health and safety hazard. Vehicles parked without a valid Permit may be immobilized and a cost is associated with its release.

FURTHER INFORMATION

For further Information on the Group please contact 'Health and Safety Services', Bangor University, Penbre, College Road, Bangor, LL572DG Tel 01248 383847, email: s.barnes@bangor.ac.uk or gareth.w.jones@bangor.ac.uk or visit the Website at <http://hsgroup.bangor.ac.uk>

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CAR PARKING PERMIT



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A warm welcome is extended to all Members and non-members with an interest in this subject.