



Chartered Institute
of Ergonomics
& Human Factors

Challenges of Professional Ergonomics in the UK

Bob Bridger Past President CIEHF UK

FPE Committee October 2020

Challenges of Professional Ergonomics in the UK

1. COVID-19
2. Non-Accredited HF Activity
3. Sector Alignment
4. Professional skills for members
5. Leading Edge Research
6. Black & Asian Member Engagement

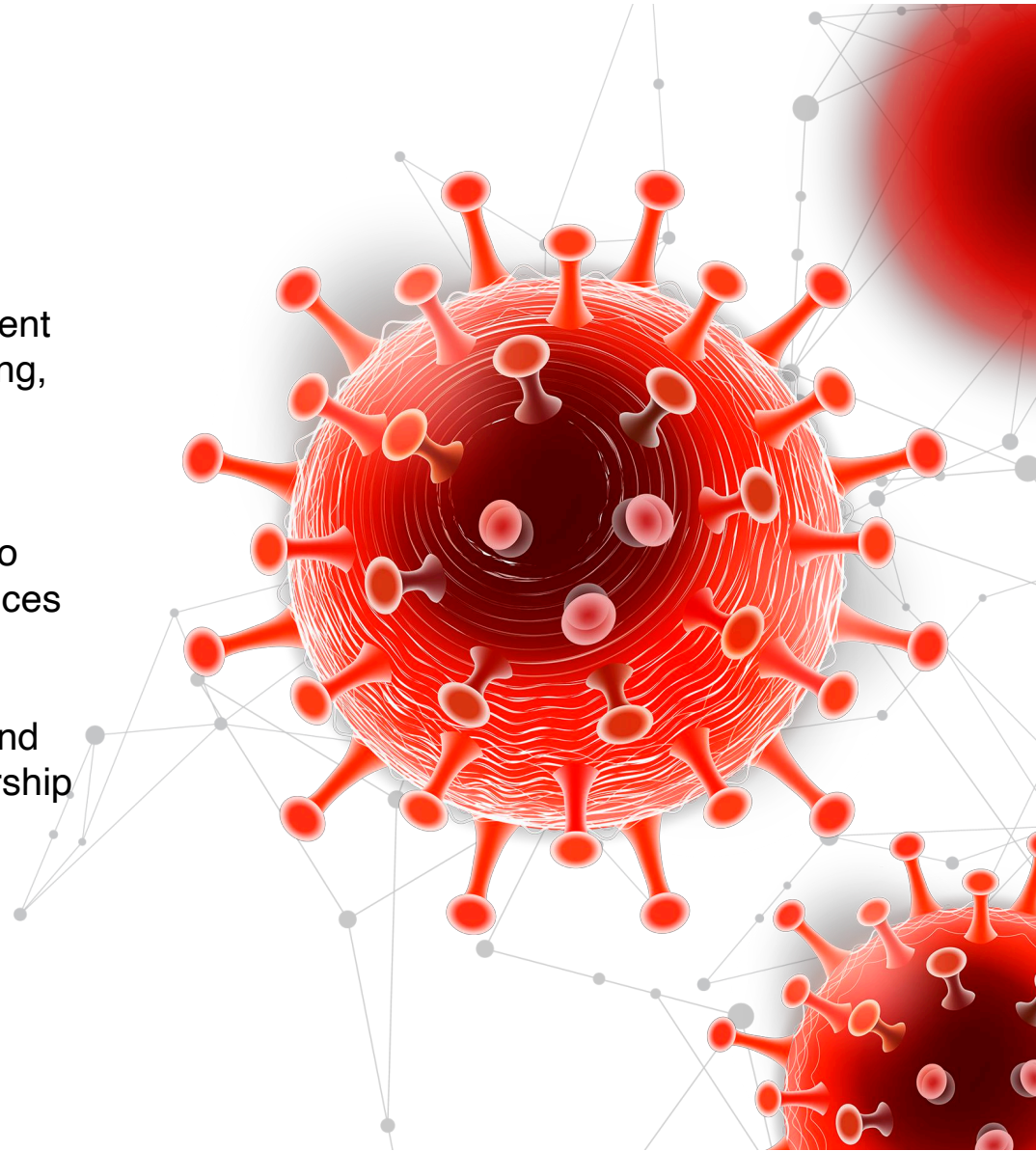


Challenge: COVID-19

Social distancing, lockdowns and restriction of movement continue to inhibit the delivery of face-to-face networking, learning events and conferences.

The CIEHF has taken a strategic decision to invest in research, marketing communications and technology to engage members at a time when they are making choices about whether to maintain membership.

As a result we have seen **attrition reduced by 50%** and have in less than 12 months doubled our new membership across all categories of membership.

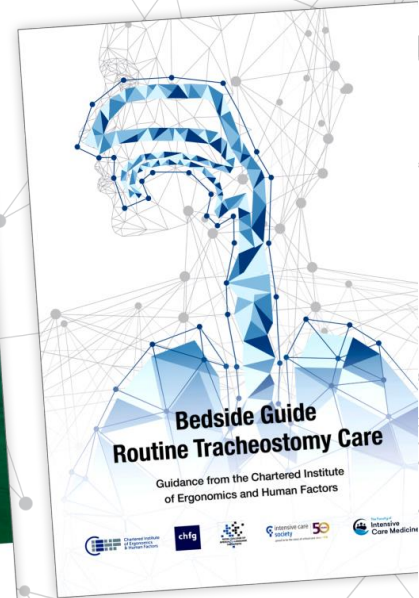
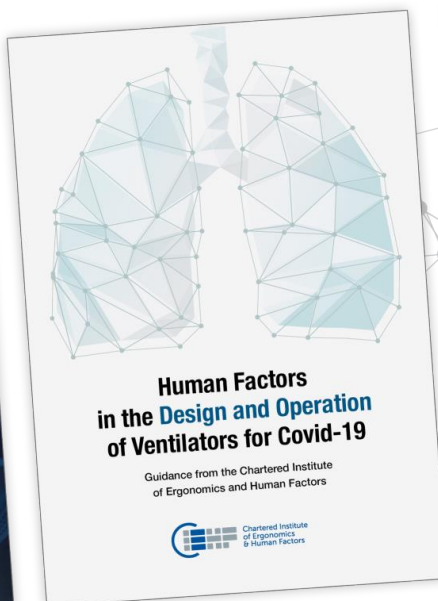
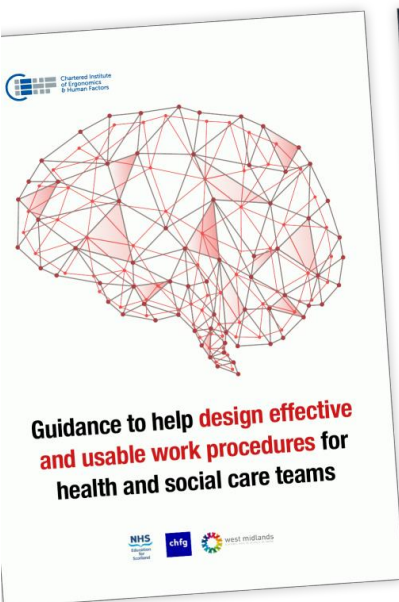
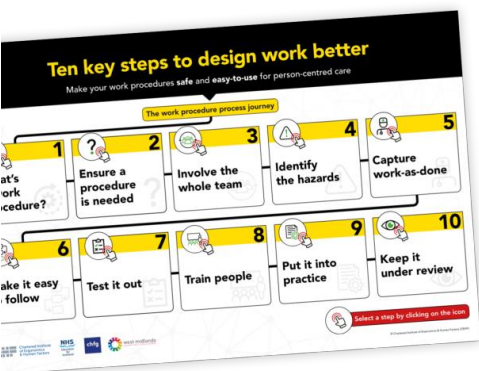


Challenge: COVID-19

We have **published** over 20 white papers, guides and discussion documents in the last 12 months.

Several have influenced Government policy.





covid19.ergonomics.org.uk

Challenge: COVID-19

- Our Annual Conference **EHF2020** and **ODAM 2020** were turned around in less than 5 weeks. Number of attendees doubled to c500
- We run at least one social media campaign each day of the working week to maintain member interest



Challenge: COVID-19

We have on average one online event a week and in some weeks up to 4.

Examples include:

- ✓ The Future of Aviation
- ✓ Learning from Adverse Events
- ✓ Diversity and Design
- ✓ Master class on STAMP
- ✓ AI and Digital Health



Challenge: Professional Skills for Members

We are also running personal development training for members on:

- ✓ How to use social media to promote their consultancy practice and the profession (Twitter, LinkedIn)
- ✓ Consultancy skills including selling, presentation and leadership development
- ✓ Increased use of webinars/ social media in response to COVID-19
- ✓ Member attrition reduced by 50% this year



Challenge: Non-Accredited HF Activity

The rise of non-accredited training by a plethora of non Human Factors (trained) individuals is increasing.

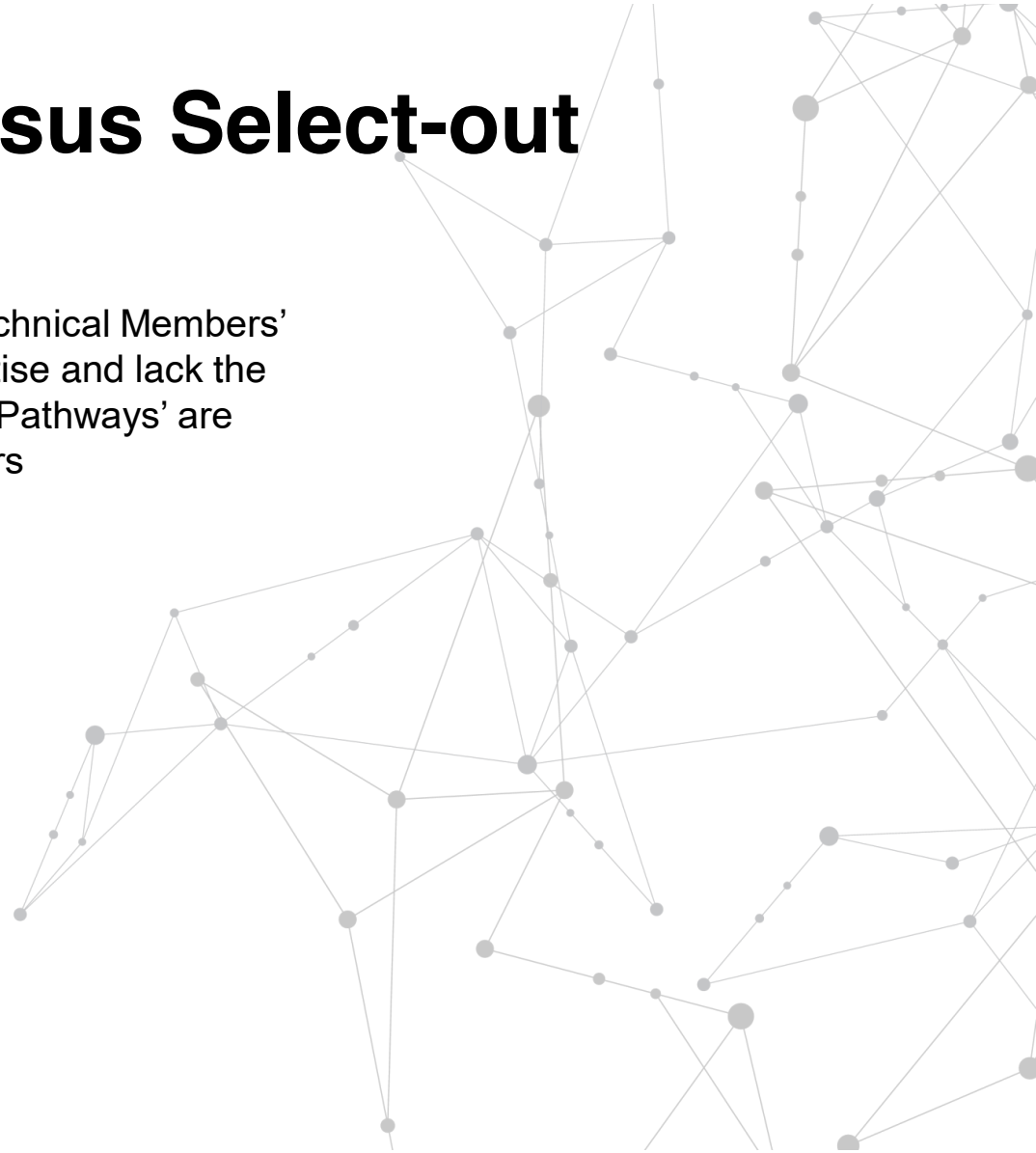
CIEHF has responded by developing new membership categories and a new approach – ‘Train-in rather than ‘Select-out’



Challenge: Train-in versus Select-out

A new membership category has been introduced. 'Technical Members' have deep but narrow (normally sector specific) expertise and lack the qualifications to join as Graduate Members. 'Learning Pathways' are being developed to 'train them in' as technical members

- Energy learning pathway (Oil and Gas) up and running
- Pathways being developed for health care, U/X and the maritime sector in 2021
- Must cover 60% of CIEHF's professional competency framework
- Next step is to accredit academic courses in allied fields – graduates of these courses can join CIEHF as technical members



Challenge: Sector Alignment

Getting across the connection between our discipline and profession to other industry sectors for example patient safety in healthcare. We are collaborating with an increasing number of other bodies.

- The Royal Academy of Engineering
- The British Occupational Health Society
- Institute of occupational medicine
- NHS Education Scotland and Health Education England
- Confederation of British Industry CBI
- Chartered Institute of British Psychologists
- The International Institute of Risk and Safety Management
- Medical Health and Regulatory Affairs
- Innovate UK
- Critical Care Institute Oxford
- MOD Human Factors integration Group
- ISQUA
- BSI
- HSIB
- Academic Health Science Centres and many more.



Challenge: Black & Asian Member Engagement

Sadly evidence reflects that we have not engaged this demographic into senior positions across the CIEHF.

Council has agreed a significant action plan to promote and engage Black and Asian members particularly those that are chartered (i.e. have attained nationally recognised formal professional status in HFE) and not currently engaged. This will lead to representation on our Council and main committees.

The CIEHF has taken the lead in tackling under representation of Black and Asian people in membership bodies. We have established a Special Interest Group with 40 other membership bodies. Our CEO Dr Noorzaman Rashid chairs the Group.



Challenge: Leading Edge Research

Working closely with our members and other we are identifying topics that are generating significant public as well as scientific interest by pushing on the boundaries of what we currently know.

- We launch a paper and online event on motion sickness very shortly that has already attracted attention of over half a dozen national newspapers in the UK
- Next month we will feature work on neuro ergonomics by Prof Hasan Ayaz

We need to share more items like this between our societies to help us become more attractive to HF practitioners who are not members.





Thank you –Please visit
our website for further
information

ergonomics.org.uk