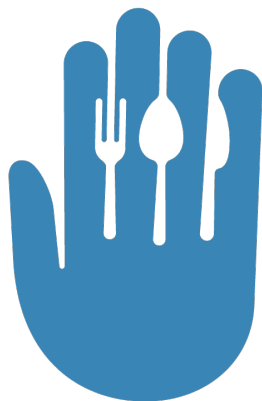




Food Safety Culture Learning: It's more than checking the boxes

January 25, 2023

Moderators: Vanessa Coffman, PhD & Conrad Choiniere, PhD



Alliance to
Stop
Foodborne Illness



Alliance to Stop Foodborne Illness



Agenda

Welcome – Donald Prater and Conrad Choiniere (FDA)

Setting the stage – Conrad Choiniere and Lone Jespersen (Cultivate)

How to Make Your Learning Stick – Megan Kenjora (The Hershey Company)

Strengthen Food Safety Culture through Listening – Steve Aloi (Wegmans)

The Language of Learning – Caitlin Hamstra (Birchwood Foods)

Q&A – Vanessa Coffman (Stop Foodborne Illness) and Conrad Choiniere

Closing and next webinar – Donald, Conrad, Lone, and Vanessa

Welcome

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“How to Make Your
Learning Stick”

“Strengthen by
Listening”

“The Language of
Learning”

Q&A

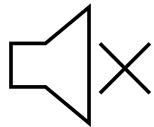
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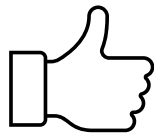
Alliance to Stop Foodborne Illness



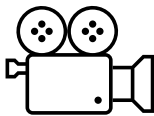
Housekeeping



Everyone will be muted. Please use the **Q&A function** to ask questions.



You can **“up vote”** a question. We may not be able to get to all of them.



This event is being **recorded** and will be posted on the STOP website and YouTube.



You can earn **1 continuing education credit** for this webinar, and 1 per webinar moving forward. A form will be attached to a follow-up email.

Welcome

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New Era for Smarter Food Safety Food Safety Culture



Promote food safety culture throughout the food system



Further promote food safety culture throughout the agency



Develop and promote smarter food safety consumer education campaign



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Food Safety Culture Learning: It's more than checking boxes

Lone Jespersen, Ph.D., Cultivate SA

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The Problem

Foreign Material Contamination

- **Increased amount of foreign material found in product**
- **37% found to be from equipment assembled incorrectly after sanitation**
- **42% found to be related to maintenance repairs and preventative activities**
- **One root cause was insufficient competencies of leaders, managers, and frontline staff to ensure correct assembly by both sanitation and maintenance staff**





The Solve

Reduce foreign material findings - Bloom's Taxonomy



Role	Behaviour	Knowledge	Comprehension	Application	Analysis	Synthesis

Reduce foreign material findings - Roles and Pinpointed Behaviours



Role	Behaviour	Knowledge	Comprehension	Application	Analysis	Synthesis
CEO	"I review maintenance competencies quarterly to ensure plants have what is needed to conduct safe repairs and PMs"	X	X			
Plant manager	"I schedule learning as part of our plant budget to ensure all new and existing maintenance professionals have what is needed to conduct safe repairs and PMs"	X	X	X		
Maintenance manger	"I work with HR to ensure all maintenance staff pass their proficiency and hands-on tests as per their learning plans"	X	X	X	X	X
Maintenance mechanic	"I help new team members with hands-on learning to ensure they always conduct safe repairs and PM"	X	X	X		

Reduce foreign material findings - Learning objectives



1. Relate maintenance competencies to foreign material findings.

Role	Behaviour					
		Knowledge	Comprehension	Application	Analysis	Synthesis
CEO	"I review maintenance competencies quarterly to ensure plants have what is needed to conduct safe repairs and PMs"	X	X			
Plant manager	"I schedule learning as part of our plant budget to ensure all new and existing maintenance professionals have what is needed to conduct safe repairs and PMs"	X	X	X		
Maintenance manger	"I work with HR to ensure all maintenance staff pass their proficiency and hands-on tests as per their learning plans"	X	X	X	X	X
Maintenance mechanic	"I help new team members with hands-on learning to ensure they always conduct safe repairs and PM"	X	X	X		

2. Describe the connection between company performance and maintenance competencies.

Tips for tomorrow to ensure food safety learning



Prioritize

What food safety problem is the most important to solve?



Define

Pinpoint behaviors per role



Develop

Adopt learning objectives based on Bloom's Taxonomy

STOP Toolkit



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Every Organization Working With Food Has A Food Safety Culture.

This Is The Food Safety Culture Toolkit

You Already Have A Food Safety Culture, Whether You've Intentionally Created One Or Not





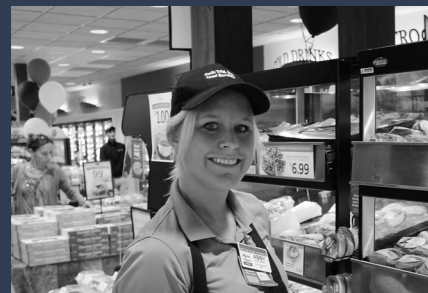
Thank you



Mary, Sausage Packer



Ben and Tara, Shippers



Jenny, Hot Counter



Wayne, EVP, Sales and Marketing

Lone Jespersen, PhD
lone@cultivatefoodsafety.com
+41 79 246 0807

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HERSHEY

How to Make Your Learning Stick

Megan Kenjora, Senior Manager
Food Safety Culture



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Game Plan



Intro to Hershey



Why think differently?



How to make learning
stick



For more than 125 years we've been serving **moments of goodness**

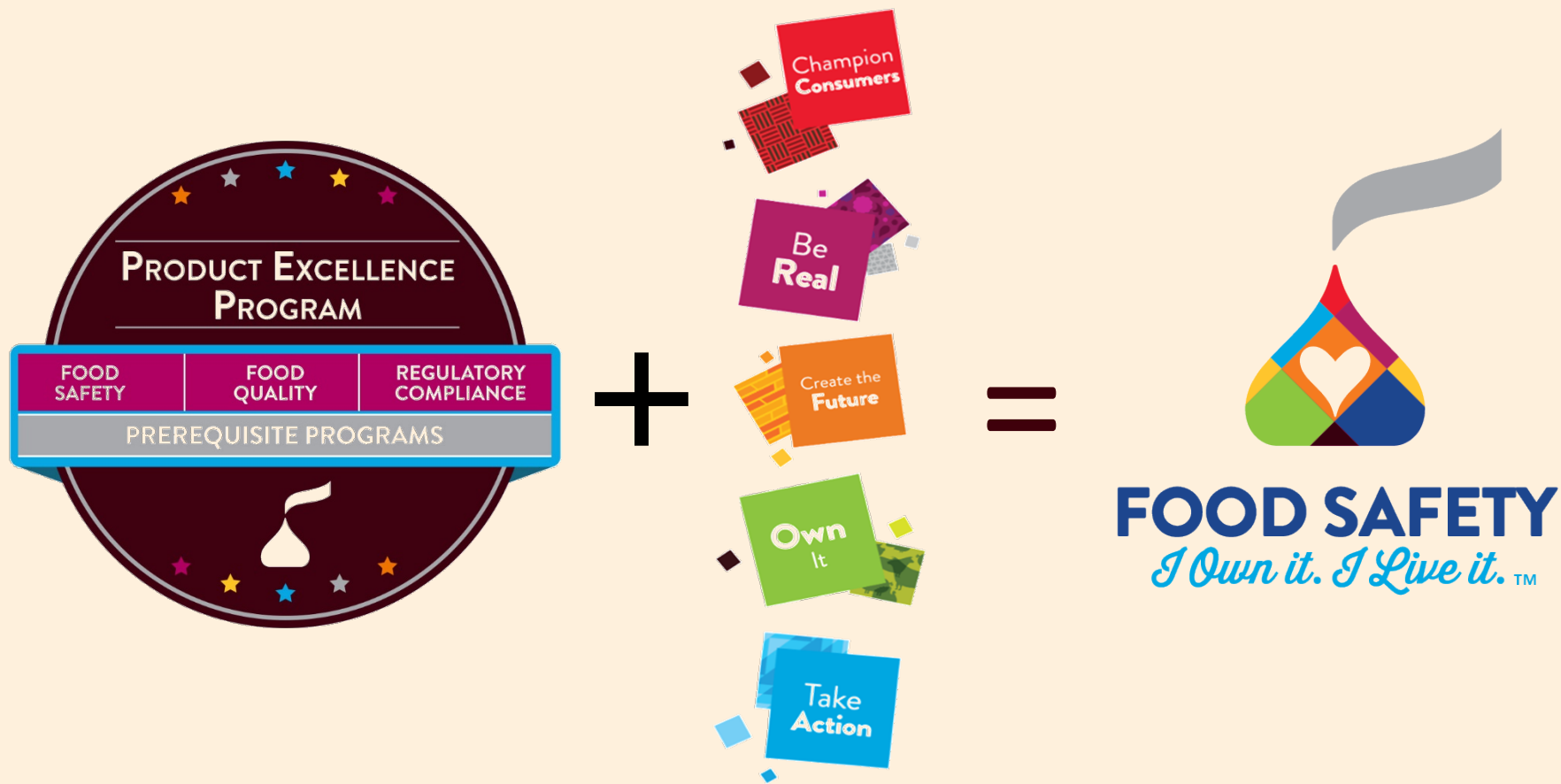


Today, we're a Sustainable, Equitable, and Dynamic Snacking Powerhouse

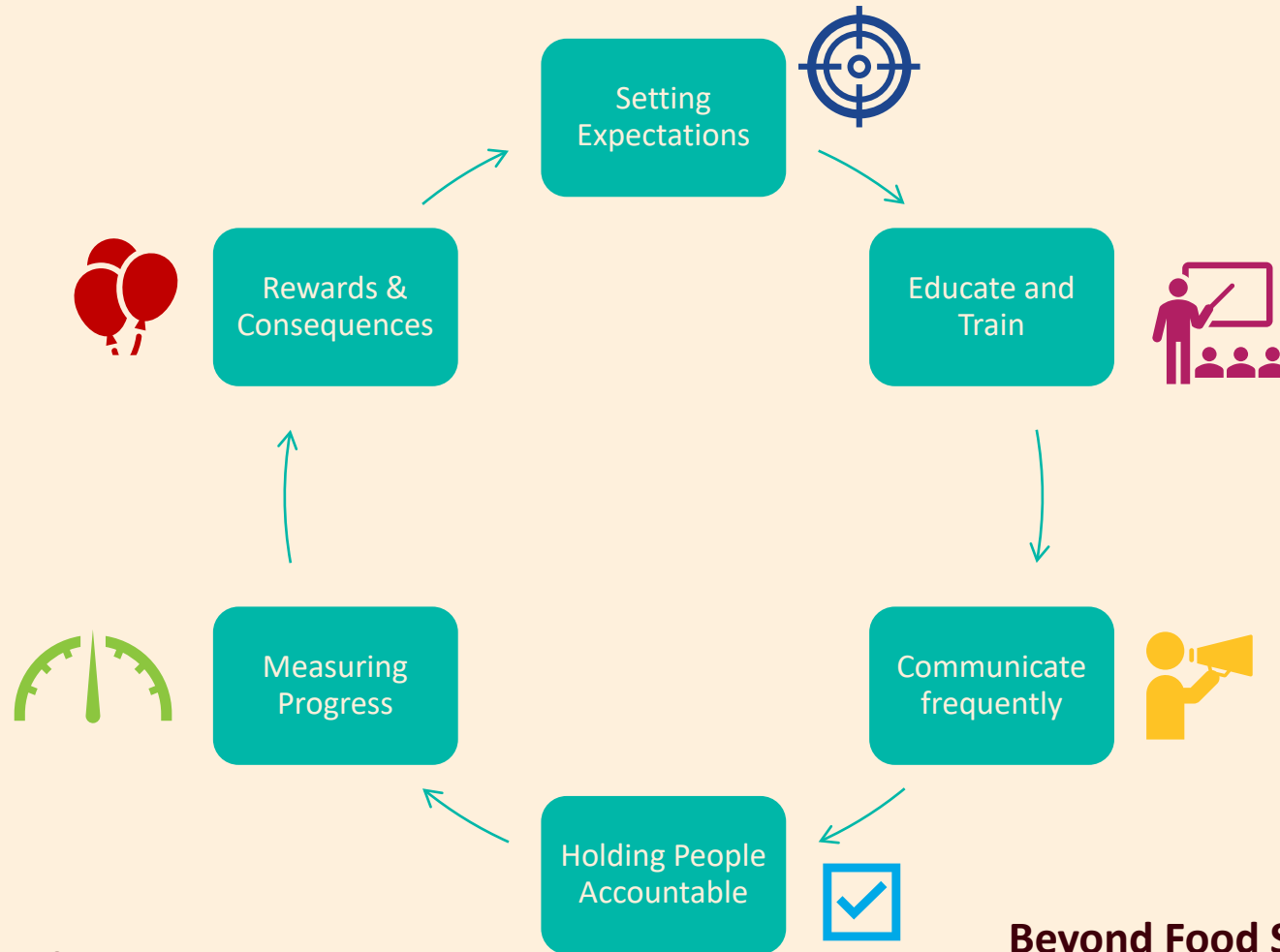


HERSHEY'S

Our Food Safety Culture is built on our programs and corporate behaviors



Learning is **part of the journey**, but not the only part...



**Food Safety Culture
Continuous Improvement
Model**

**Beyond Food Safety
Management – Food Safety
Culture**

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What happens
when you
“check the
training box?”

Not much

After one day,
people forget
***between 50-
70%*** of what
they learned

THINK
ABOUT
THINGS
DIFFERENTLY

Finish



Start

Start With Why – Make it Personal and Engage the Audience

**How many of you
know someone
with a food
allergy?**



Use Stories to **Make it Memorable**

Why I champion
our consumers

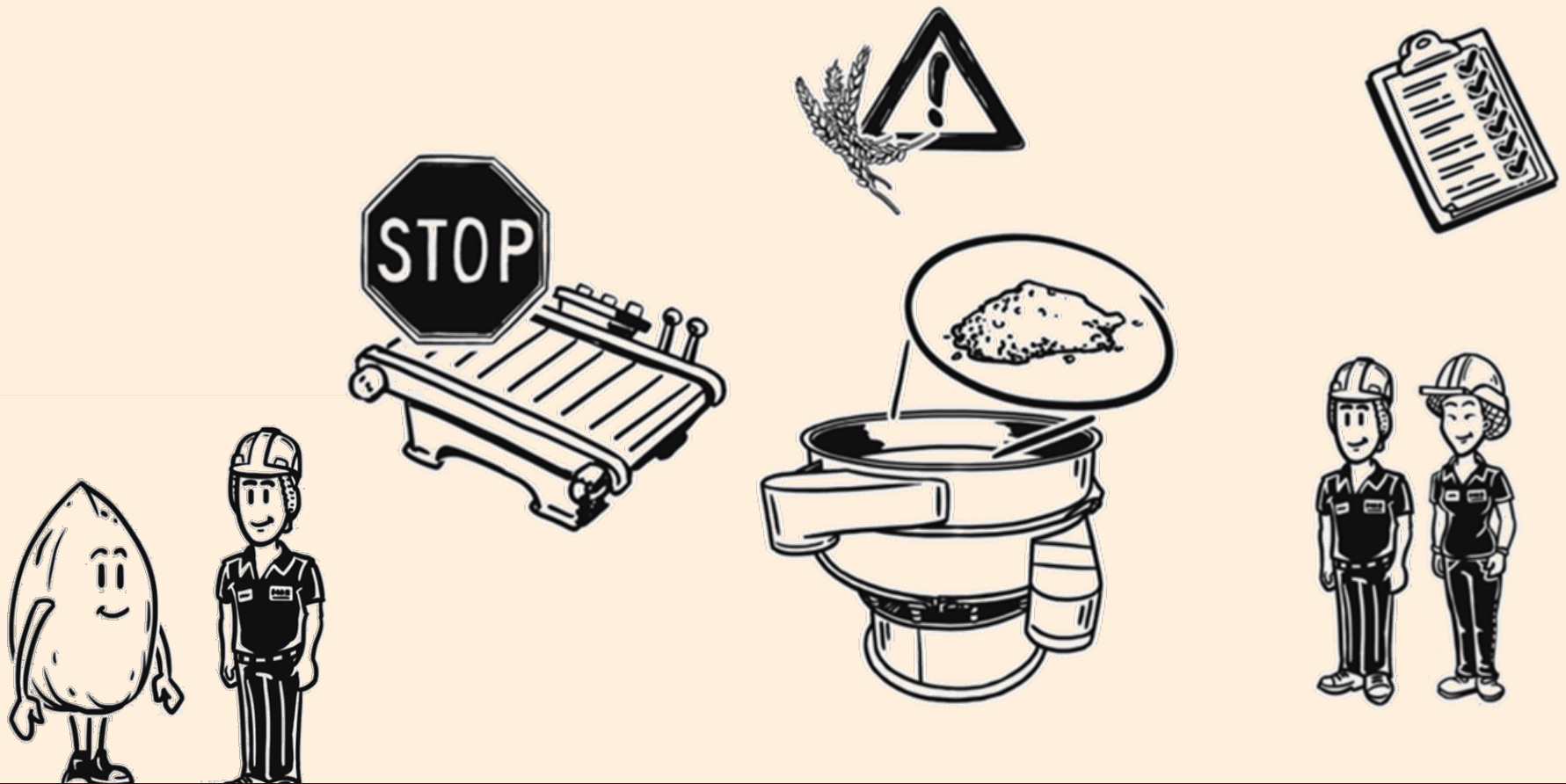


Jan

Peanut
Allergy



Keep Content Simple – Use Real-Life Scenarios to Identify Right and Wrong



Immediately apply new knowledge

Make It Iconic to Incorporate into Day-to-Day Work



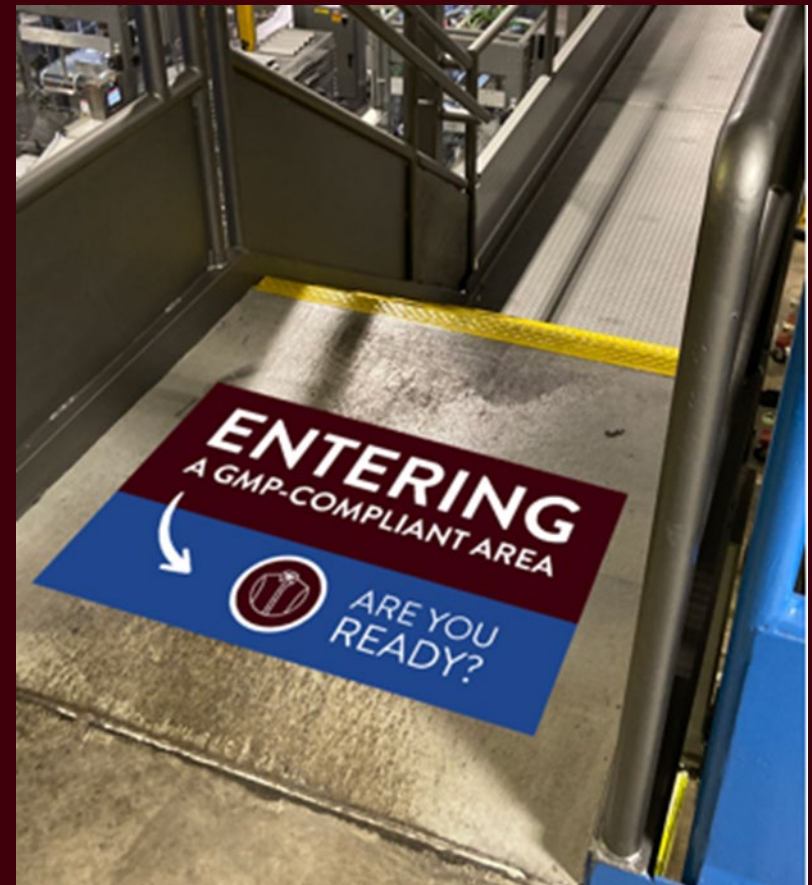
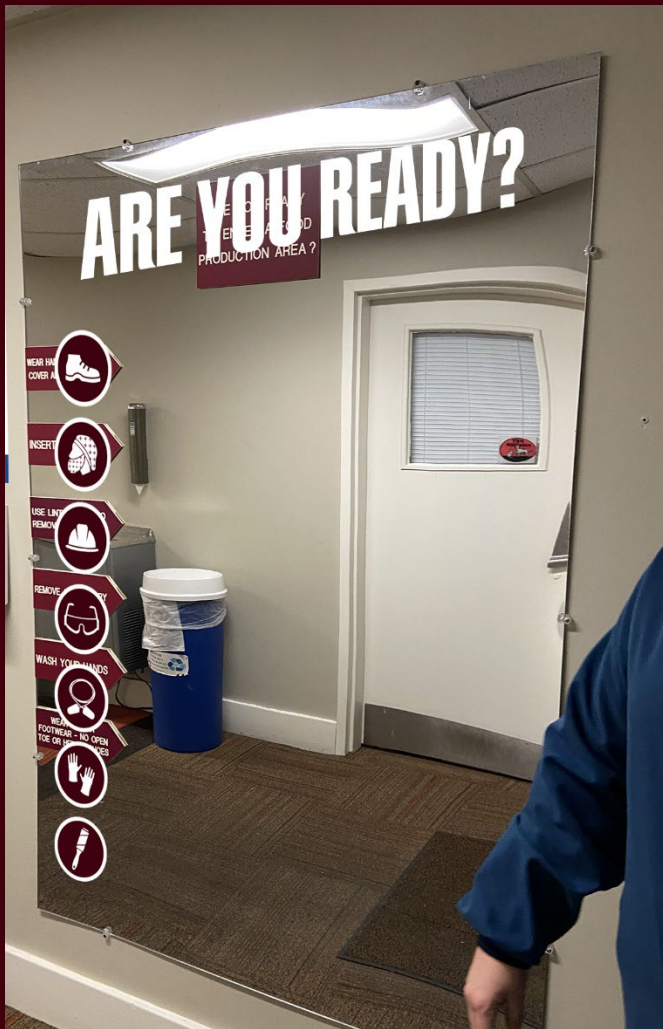
9 Hershey
Priority
Allergens



Tree Nuts

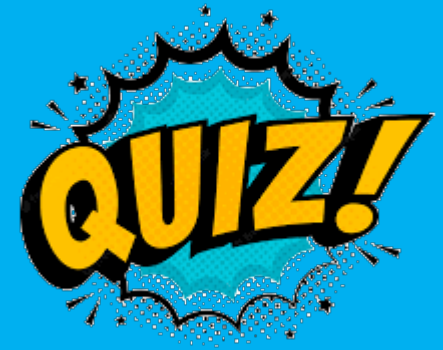


Learning in Context Nudges Proper Behavior Every Day



Reinforce After Learning Events – Be Intentional and Refresh Often

One Point Lesson			
Location:			
Objective:		Date:	
Type:		Author:	Approved By:
✘		✔	



Want to Jump Start Your Journey?

<https://stopfoodborneillness.org/toolkit>



In 2007, an outbreak of **Salmonella** affected 65 people.
More than 90% were under the age of 3.

Putting a Face on Foodborne Illness
A Discussion for Team Leaders

Essential Question
Who is responsible for making sure food is safe?

Objectives
After viewing an Alliance constituent story, team leaders will be able to:

1. Evaluate their personal role in keeping food safe through small group discussion
2. Assess ways in which they and other leaders can collaboratively support positive food safety culture going forward through email group discussion
3. Create up to three personal goals for engaging with food safety culture through personal reflection

Materials

- Alliance video: "Putting a Face on Foodborne Illness: For All Employee Audiences"
- Computer, screen/projector, or other method of presenting video
- Discussion questions
- Pans or markers
- Discussion Notes printout
- Tape or tacks

Motivated, Educated
To promote strong, positive food safety culture, your organization's leaders must be motivated and equipped to manage personal and organizational risk of foodborne illness.

Background

- This module assesses motivation, safety, working conditions, and talent.
- This is a post-day one activity.

Who is your audience?

Frontline Workers

1. Who is responsible for what happened to food?
 - a. What processes does your facility have in place to help prevent illnesses like this?
2. How did their family's trust in the food industry change because of their experience?
 - a. What processes does your facility have in place to help prevent illnesses like this?
3. What role do you play in keeping our products safer? What are the roles of others on your team? At your facility? Across the company?
4. How would you define "food safety culture"? How would you define your company's food safety culture?
 - a. How can you define the consequences if something goes wrong?
 - b. How would you define the consequences if something goes wrong?

Team Leaders / Supervisors

1. Who is responsible for what happened to food?
 - a. What processes does your facility have in place to help prevent illnesses like this?
2. How did their family's trust in the food industry change because of their experience?
 - a. What processes does your facility have in place to help prevent illnesses like this?
3. What role do you play in keeping our products safer? What are the roles of others on your team? At your facility? Across the company?
 - a. What processes does your facility have in place to help prevent illnesses like this?
4. How would you define "food safety culture"? How would you define your company's food safety culture?
 - a. How can you define the consequences if something goes wrong?
 - b. How would you define the consequences if something goes wrong?

Senior Leaders

1. Who is responsible for what happened to food?
 - a. What processes does your facility have in place to help prevent illnesses like this?
2. How did their family's trust in the food industry change because of their experience?
 - a. What processes does your facility have in place to help prevent illnesses like this?
3. What role do you play in keeping our products safer? What are the roles of others on your team? At your facility? Across the company?
 - a. What processes does your facility have in place to help prevent illnesses like this?
4. How would you define "food safety culture"? How would you define your company's food safety culture?
 - a. How can you define the consequences if something goes wrong?
 - b. How would you define the consequences if something goes wrong?

Why does our food safety culture matter?

"All the safety precautions are for a reason...
And my kid is one of those reasons."



Alliance Stop Foodborne Illness



**YOUR ACTIONS
YOUR CHOICES
MAKE A DIFFERENCE**

Together we can prevent

Alliance Stop Foodborne Illness

Strengthen Food Safety Culture through Listening

Steve Aloï

Wegmans Food Markets

Director of Food Safety

Welcome

Setting the stage

“How to Make Your
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Agenda

Who we are



Our journey



What we learned

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Wegmans Food Markets

Who We Are

- Founded 1916
- 109 Stores
- 8 States & DC
- 52,000+ Employees
- 2021 Sales \$11.2 Billion
- #3 On Fortune Best Companies to work for!



Values

Mission: We are a values-based, family company, and we are on a mission to be the best in the world to help people live healthier, better lives through exceptional food.

who we are

1. We **care** about the well-being and success of every person.
2. **High standards** are a way of life. We pursue excellence in everything we do.
3. We **make a difference** in every community we serve.
4. We **respect** and listen to our people.
5. We **empower** our people to make decisions that improve their work and benefit our customers and our company.

Listening to Build a Stronger Food Safety Culture & Training Program

- Hub and Spoke
 - What is it?
 - How did we do it?
 - What did we do?



Enhanced Digital Learnings: Food Safety Playbook



Introduction is TBD

- ☰ Good Retailing Practices and Pre-requisites ○
- ☰ Interior Bird Removal Vendor (Meridian) ○
- ☰ Procter & Gamble (P&G) ○

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Hub and Spoke

- What we learned
- Our path forward

Questions?

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Birchwood Foods

- Established in 1936
- Meat processing
- Four facilities
 - Kenosha, Wisconsin
 - Columbus, Ohio
 - Norcross, Georgia (2)



PASSIONATE ABOUT **PARTNERSHIP.**

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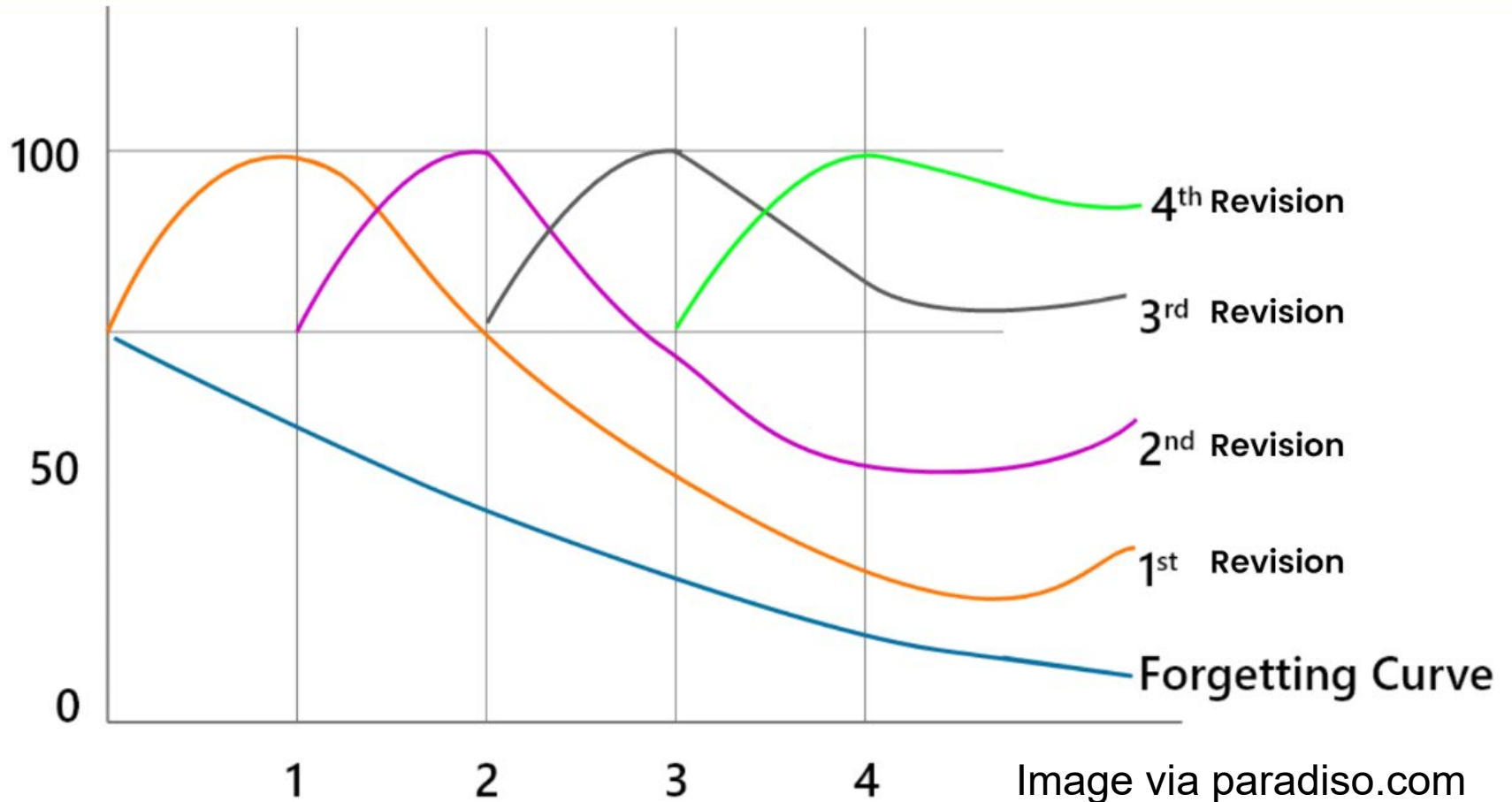
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The Language of Learning

- Birchwood Foods' journey
 - New learning and development program
 - Food safety learning
 - Mobile learning management system
- Linguistic and cultural responsiveness
- Learning experiences
 - More than just translations, must consider literacy and culture
 - Regularly scheduled



The Forgetting Curve



The Language of Learning

- Communicating learning needs across the organization
- “At Birchwood Foods, food safety is our number one priority. We strive to produce food products not only for your family, but ours, too.”
 - Connecting food safety values to everything
 - From the CEO to the frontline



The Language of Learning

- Understanding employee demographics for food safety, human safety, and productivity
- Cultural responsiveness for impact
- Not just checking boxes



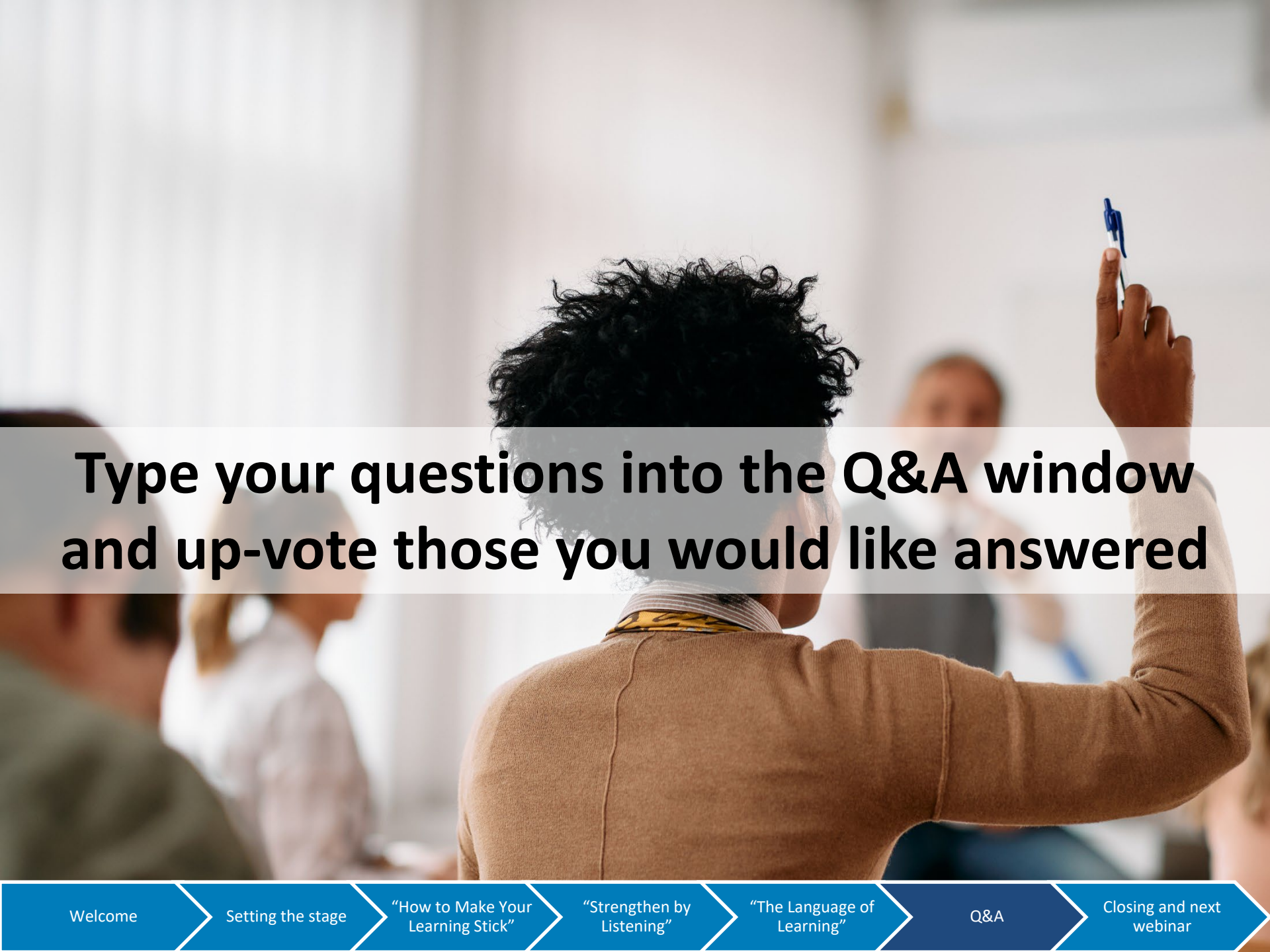
The Language of Learning

Caitlin Hamstra, Ph.D.

Corporate Learning and Development Manager

chamstra@bwfoods.com





**Type your questions into the Q&A window
and up-vote those you would like answered**

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Alliance to Stop Foodborne Illness



Webinar #7: Live from the Food Safety Summit!

Measure what you Treasure – Assessing Food Safety Culture and Its Impact

Thursday May 11, 2023 | 2:45–4:00pm Central

https://zoom.us/webinar/register/WN_uMaG_U92TLGqb-2bTozXSw



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