



Food Safety Culture: Storytelling to Shape, Reinforce, and Inspire

December 6, 2023

Moderators: Drs. Vanessa Coffman and Conrad Choiniere



Alliance to
Stop
Foodborne Illness



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Agenda

Welcome – Vanessa Coffman (Stop Foodborne Illness)

A Conversation with Jeff Almer (Stop Foodborne Illness Constituent)

Storytelling Insights from Jorge Hernandez (The Wendy's Company)

Q&A – Vanessa and Conrad Choiniere (FDA)

Closing and Next Webinar – Vanessa, Conrad, and Lone Jespersen (Cultivate SA)

Welcome

Jeff Almer

Jorge Hernandez

Q&A

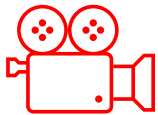
Closing and next
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Housekeeping



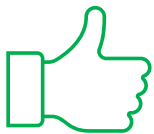
This event is being recorded and will be posted on the STOP website and YouTube.



You can **earn 1 continuing education credit** for this webinar, and 1 each in the series. A form will be attached to a follow-up email and can be found on the STOP website.



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



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

Welcome

Jeff Almer

Jorge Hernandez

Q&A

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Food Poisoning Stories

LOCATION ▾

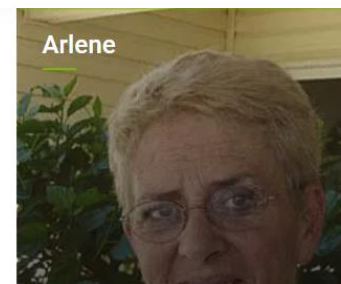
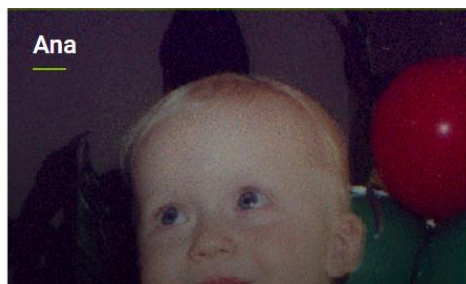
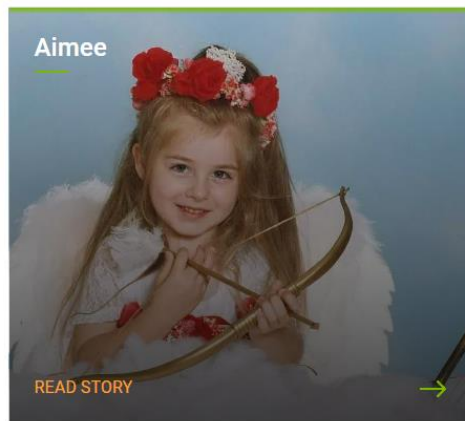
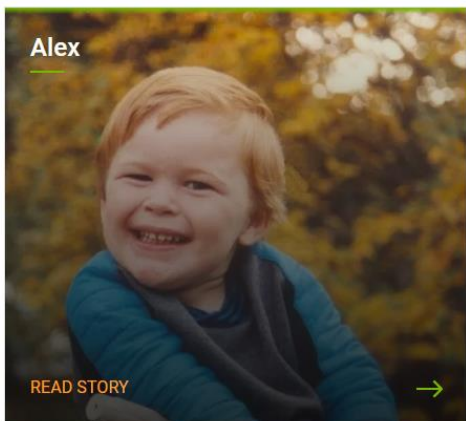
DISEASE/DISORDER ▾

SOURCE ▾

shirley



RESET YOUR SEARCH



Welcome

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Q&A

Closing and next webinar



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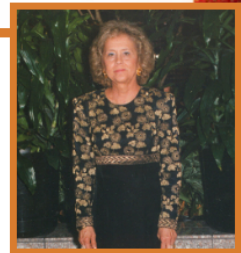
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Shirley

Shirley loved this country but was let down by a broken and ineffective food safety system.

My mother, Shirley Almer, had a lot of SISU; which is what Finnish people call a person with spunk, fortitude, and determination. In 1990, after the unexpected death of her husband, Shirley took over the family's bowling alley and assisted with financing a second bowling center in the area. After retiring she continued being as dynamic as ever in the bowling league and though gardening, birdwatching, and spending time with her five children and four grandchildren. She was committed to her Minnesota community, leading an active life with friends and family. That is why her death came as such a shock to our family.



Location:

Minnesota

Sources:

Prepared Foods

Disease/Disorder:

Salmonella



In May of 2007, Mom had a couple dime-sized spots of cancer diagnosed on her right lung. She decided to have it removed at the University of Minnesota and was subsequently diagnosed cancer free. She took a family trip to Florida a year later to celebrate with her children and grandchildren and it was such a joy to see her enjoying life and laughing after that terrible scare.

Then, in late July 2008, she suffered a seizure and was diagnosed with a brain tumor. The prognosis was hopeful, and she was determined to do whatever it took to beat cancer for a second time. She underwent brain radiation. My brother, Mike, and I watched in horror as she suffered another seizure which caused some issues on her right side as well as swallowing and speech hardships. She was required to stay at the University hospital but fought back through rehab and regained the use of her limbs despite some doctor's prognosis. It was through sheer determination and a can-do attitude she overcame all that, never ever complaining. One of her wonderful rehab



<https://www.c-span.org/video/?283983-1/peanut-butter-salmonella-outbreak>



<https://www.wctrib.com/news/sons-of-salmonella-victims-fight-for-safer-food>

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Jorge Hernandez

Q&A

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Food Safety Culture: Storytelling to shape, reinforce, and inspire

Jorge Hernandez
VP of QA
The Wendy's Company



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THE POWER OF STORYTELLING

Power to:

- Inform
- Educate
- Influence

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Story Telling Key Steps:

- Audience
- Clear and simple
- Action-oriented message
- Set a feedback loop





THANK YOU!

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Q&A

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Questions, answers, and discussion

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



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THE ALLIANCE VIDEO SERIES



This series features the stories of survivors and victims' families who have been impacted by foodborne illness.

Videos and accompanying resources are designed for specific audiences, such as frontline workers, team leaders, and other levels and functions. With targeted narration and discussion questions, every member of your organization can build a personal connection with the "why" of food safety.

Looking for resources and videos with subtitles in languages other than English? Find them [here](#).

PUTTING A FACE ON FOODBORNE ILLNESS

Chrissy and Beck

THE LASTING IMPACT OF FOODBORNE ILLNESS

JR, Melissa, and Piper

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The following resources are designed to help guide your discussion of videos in the series "Putting a Face on Foodborne Illness."

The following resources are designed to help guide your discussion of videos in the series "The Lasting Impact of Foodborne Illness."

Targeted Discussion Questions

Use this guide if you would like suggestions of what discussion questions to ask for members of a given level or function in your organization.

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Putting a Face on Foodborne Illness
Targeted Discussion Questions

Who is your audience?

To promote strong, positive food safety culture throughout your organization, all employees—from frontline to senior leaders—must be motivated, educated, and engaged. We designed these questions to address the **motivated** portion by building personal connections with the consequences of foodborne illness.

The Lasting Impact of Foodborne Illness
Targeted Discussion Questions

Who is your audience?

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Alliance to Stop Foodborne Illness



Webinar #10 – Food Safety Culture: Are food safety management systems enough?

Wednesday February 14, 2024 | 11am-noon Central

https://zoom.us/webinar/register/WN_OesBiJwfSr-BoKrij7gQ2Mw

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