

The Lasting Impact of Foodborne Illness

A Discussion Guide for Frontline Employees



Essential Question

Who is responsible for making sure food is safe?

Objectives

After viewing an Alliance constituent story, frontline employees will:

1. Express their comfort level with food safety and food safety culture through an anonymous exercise
2. Evaluate their personal role in keeping food safe through small group discussion

Materials

- Alliance video: "The Lasting Impact of Foodborne Illness: For Frontline Employees"
- Laptop, tablet, or other handheld method of presenting video
- Food Safety Knowledge & Beliefs (*printed on large paper if possible*)
- Marker
- Discussion questions printout

Motivated, Educated, and Engaged

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

Background Information

- **This module is designed to guide frontline employees** in assessing their personal motivations for protecting positive food safety culture within the organization. To modify for frontline leaders, senior leaders, or other audiences, please find additional resources in the Alliance Toolkit, including tailored discussion questions.
- This module is written for 13 in-person micro-sessions. The micro-sessions each take ~5-10 minutes and can be included in daily team huddles or similar meetings to minimize disruption to existing schedules and to extend learning over several days.
- We strongly recommend the use of a facilitator—such as a manager or team leader—who works regularly with the frontline employees to guide the micro-sessions and moderate discussion. Have the facilitator review the video and the questions before starting the sessions.
- Provide your facilitator with a basic understanding of your organization's policies and standards related to food safety. Consider creating FAQs with information specific to your organization's food safety and quality personnel and systems. They should also know who to contact if questions arise they are unable to answer or if they have concerns about any part of the module.
- The constituent video features JR Binam, his wife Melissa, and their daughter, Piper. As a food industry professional, JR knows how important food safety is. He and his family were food safety aware and cautious, but after Piper contracted *E. coli* around her second birthday, JR and Melissa wanted to share their story in the hope they can help prevent others from going through what their family experienced.

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Discussion Questions

The following questions are designed to encourage discussion for frontline employees:

1. Who is responsible for making sure food is safe?
2. How did JR and his family's trust in the food industry change because of their experience?
3. What processes and procedures do we have in place to help prevent illnesses like Piper experienced?
4. What role do you play in keeping our products safe?
5. What are the roles of other employees at our facility in keeping our products safe?
6. What are the roles of other employees across the company in keeping our products safe?

Module

Schedule ~5-10 minutes during an existing daily group meeting for each of the following micro-sessions.

Micro-Session One: Pre-Discussion Knowledge and Beliefs

Tell frontline employees you will be doing micro-sessions about food safety culture as a group over the next several days. The first session will be a quick exploration of everyone's comfort level with food safety and food safety culture.

Show the group the Food Safety Knowledge and Beliefs circle and read each statement in the circle. Place the circle in a location all the employees can access (such as a breakroom). Attach a marker to the circle and have employees place a mark on the sections they agree with over the next several days as the video discussion takes place.

Micro-Session Two: Video Viewing

Provide a brief introduction to the video. Watch the video from start to finish. Allow a few moments of silence for viewers to reflect. Let the group know they will be discussing the video further in the coming days, but ask if anyone wants to share any initial thoughts.

Micro-Sessions Three – Twelve: Discussion Questions

Before Micro-Session Three, cut out the ten questions on the Discussion Questions sheet and place them in a box, hat, or other container.

For each of sessions 3 – 12, have an employee draw one question out of the box. Read the question aloud and discuss. The questions do not need to be discussed in a specific order.

Optional: To help engage the whole group, consider having each employee share one thought or one question they have at the end of each discussion micro-session.

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Discussion Questions

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7. What actions do you take each day to help keep our products safe?
8. How would you define “food safety culture”?
9. How would you define our company’s food safety culture?
10. How do your daily actions contribute to a strong, positive food safety culture on our team?

Micro-Session Thirteen: Moving Forward with Food Safety Culture

Before Micro-Session Thirteen, look over the marks on the Knowledge and Beliefs circle from Micro-Session One. Which sections in the circle have the most marks? Which sections in the circle have the least? Share the responses with your leadership team. They may be able to provide guidance on how to discuss with your team.

In the session, remind employees of the circle activity from Micro-Session One. Look over the marks made over the past several days as a group. Share with them that the circle, video, and discussion have all been ways of exploring why food safety matters and how everyone can help make sure food is safe.

Encourage employees to continue thinking about these important things today and every day. Ask them: What do they need from you, as a leader, to help everyone keep products safe? Take notes and follow up on their responses, even if you don't have the answers at the time.

Optional: Put up a poster (examples available on the Alliance Toolkit) and the group's circle in a common space as a reminder of the video and discussion.

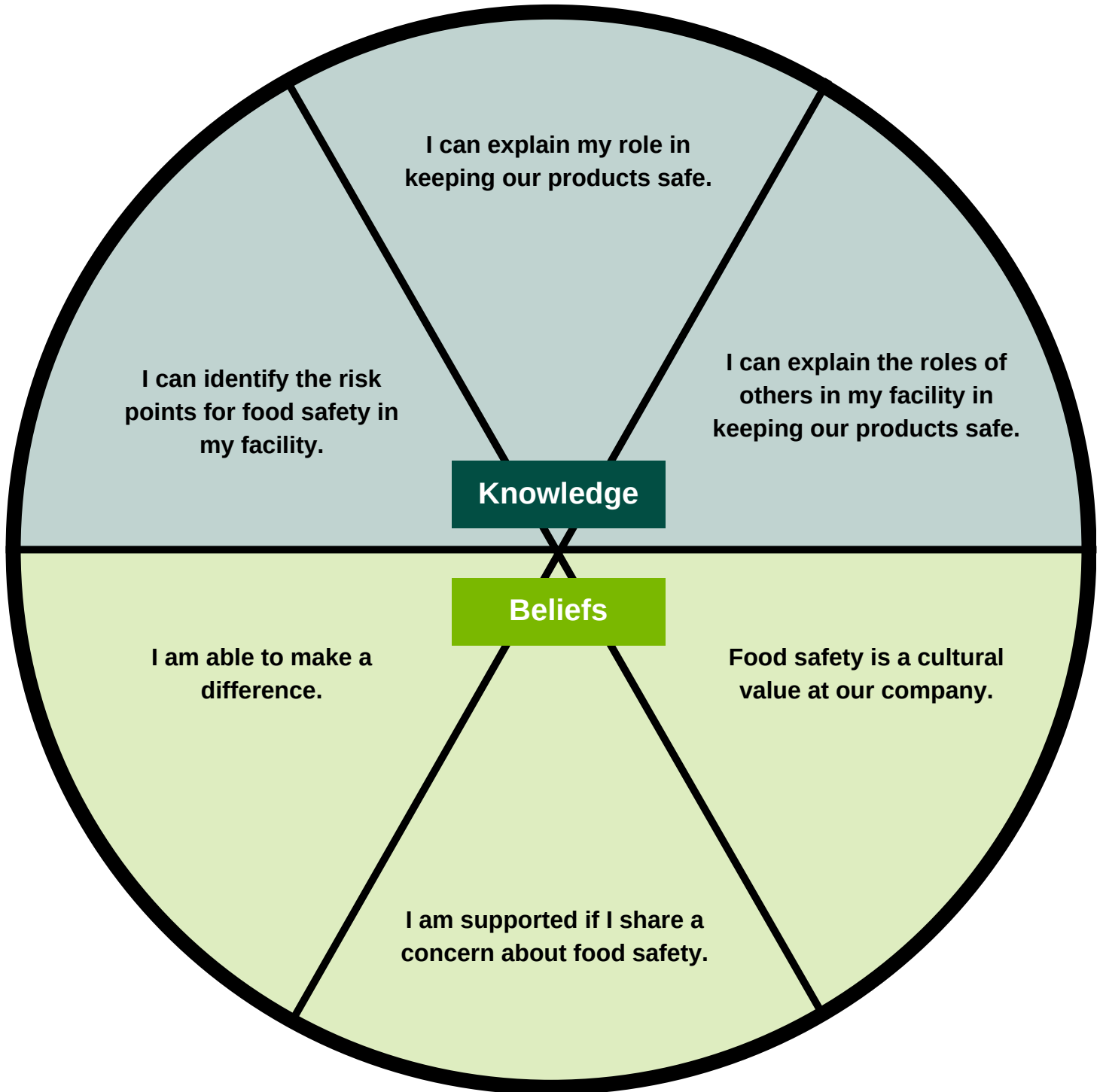


This module is a result of collaboration between Alliance members and partners across the food industry. For more resources, visit the Alliance's Food Safety Culture Toolkit at: <https://stopfoodborneillness.org/toolkit/>

**Food Safety
Knowledge &
Beliefs**

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Discussion Questions

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What processes and procedures do we have in place to help prevent illnesses like Piper experienced?

What role do you play in keeping our products safe?

What are the roles of other employees at our facility in keeping our products safe?

What are the roles of other employees across the company in keeping our products safe?

*Discussion
Questions*

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What actions do you take each day to help keep our products safe?

How would you define “food safety culture”?

How would you define our company’s food safety culture?

How do your daily actions contribute to a strong, positive food safety culture on our team?
