

Putting a Face on Foodborne Illness

A Discussion for Non-Food Safety Teams
(e.g., Marketing, Facilities, Administrative, R&D)



Essential Question

Who is responsible for making sure food is safe?

Objectives

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

1. Evaluate how everyone across the organization plays a role in keeping food safe through small group discussion
2. Assess ways in which they can support positive food safety culture through small group discussion
3. Create one personal goal for engaging with food safety culture through personal reflection

Materials

- Alliance video: "Putting a Face on Foodborne Illness: For All Audiences"
- Computer, screen/projector, or other method of presenting video
- People, Places, & Processes form
- Pens or pencils

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 employees from non-food safety functions (e.g., Marketing, Facilities, Administrative, R&D)** in assessing their personal motivations for protecting positive food safety culture within the organization. To modify for frontline employees, senior leaders, or other audiences, please find additional resources in the Alliance Toolkit, including tailored discussion questions.
- This module is written for 3 in-person or live virtual sessions. Each session takes ~15-20 minutes and can be included as part of regular team meetings.
- We strongly recommend the use of a facilitator for the discussion. If your organization has a food safety coalition (see "[Building a Coalition of Food Safety Champions](#)"), consider including 1-2 members of that group to lead facilitation. Have the facilitator(s) view the video and familiarize themselves with the questions in advance of the group discussion.
- The constituent video features Chrissy and her son, Beck. While still a baby, Beck contracted *Salmonella* from snacks dusted with contaminated leafy greens powder. Thankfully, Beck survived the traumatic infection and hospitalization but not without complications and long-term effects on him and his family. Chrissy shared her story with the Alliance to Stop Foodborne Illness in the hope her voice will help prevent others from going through what her family experienced.

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Discussion Questions

The following questions are designed to encourage discussion and synthesis for team members:

1. Who is responsible for making sure food is safe?
2. How did Beck's family's trust in the food industry change because of their experience?
3. What role do you play in keeping our products safe? 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 our company's food safety culture?
5. How can you incorporate food safety culture into your daily routines and tasks?

Module

Schedule ~15-20 minutes during an existing regular meeting for each of the following sessions.

For a smaller group, have team members discuss and share as a whole group. For a larger group, have team members form small groups of 2-4 for discussion and sharing.

Session One: *We All Work with Food*

- **Introduction:**
 - Let team members know you will be doing three discussion sessions about food safety culture over the next few meetings.
 - The first session looks at who and what in the organization supports food safety and food safety culture.
- **Activity: People, Places, & Processes**
 - If in person, give team members the People, Places, & Processes form and something to write with. If virtual, send the form in advance.
 - Ask team members to take two minutes to list as many examples as they can of people, places, and processes at the organization that support food safety and food safety culture.
 - An example of a Process could be "Cooking"
- **Discussion:**
 - Have the group discuss their lists together.
 - Was anyone surprised by an example from someone else's list?
 - Did anyone include themselves, their workspace, or their regular tasks as part of their list? Why or why not?
 - Let team members know they will be considering this last question in the upcoming discussion sessions.
 - If in person, collect the People, Places, & Processes forms to hand back out for Sessions Two and Three.

Session Two: *Video Viewing and Discussion Questions 1 and 2*

- **Introduction:**
 - Provide a brief introduction to the video "Putting a Face on Foodborne Illness."

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- **Activity: Video Viewing**
 - Watch the video together from start to finish.
 - Allow a few moments of silent reflection.
 - Ask team members if they have any initial thoughts they would like to share.
- **Discussion:**
 - Hand out the People, Places, & Processes forms from Session One.
 - Share Discussion Question #1
 - Allow time for discussion.
 - Ask team members to discuss how their answer to this question relates to their People, Places, & Processes lists.
 - Share Discussion Question #2
 - Allow time for discussion.
 - Ask team members to share any final thoughts from this session.

Session Three: Discussion Questions 3-5

- **Introduction:**
 - Ask team members if they have had any further thoughts about Chrissy's and Beck's story since last session.
 - Allow time for team members to share their reflections to help everyone resume the ongoing discussion.
- **Discussion:**
 - Share Discussion Questions #3, #4, and #5.
 - Allow time for discussion.
- **Activity: We All Contribute**
 - Hand out the People, Places, & Processes forms from Session One.
 - Ask team members to consider their lists.
 - Would they add themselves, their workspace, or their regular tasks to the lists now? Why or why not?
 - What could they change or add to their daily routine to further support food safety and food safety culture?
 - Have each team member create one personal goal for engaging with the organization's food safety culture.
 - This will ideally be a small goal they can consistently follow.
 - Example: Keeping a food safety culture mantra on their desk or computer as a reminder of the importance of strong, positive food safety culture

***People,
Places, &
Processes***

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Who and what supports food safety and food safety culture at our organization?

People	Places	Processes

My Personal Goal	
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