

Who is your audience?

The Lasting Impact of Foodborne Illness

Targeted Discussion Questions

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.

These questions correspond to a video available in the Alliance's Food Safety Culture Toolkit: <https://stopfoodborneillness.org/toolkit/>

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.



The following suggested discussion questions are designed for different audiences depending on the needs of your organization. The four primary questions repeat for all audience groups, but follow-ups are tailored to the specific roles of different levels and functions.

All Levels / Functions

1. Who is responsible for making sure food is safe?
2. How did Piper'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?

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Frontline Employees

1. Who is responsible for making sure food is safe?
2. How did Piper's family's trust in the food industry change because of their experience?
 - a. What processes and procedures do we have in place to help prevent illnesses like Piper experienced?
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?
 - a. What actions can/do you take each day to help keep our products safe?
4. How would you define "food safety culture"? How would you define our company's food safety culture?
 - a. How can/do your daily actions contribute to a strong, positive food safety culture within your team?

Frontline Leaders

1. Who is responsible for making sure food is safe?
2. How did Piper's family's trust in the food industry change because of their experience?
 - a. What processes and procedures do we have in place to help prevent illnesses like Piper experienced?
 - b. What could be some of the consequences if something went wrong in those processes and procedures? How do those consequences change if the problem is seen and corrected before versus after the product leaves the facility?
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?
 - a. What could prevent someone from acting if they notice a food safety issue? What can we all do to help remove those obstacles?
4. How would you define "food safety culture"? How would you define our company's food safety culture?
 - a. How do you set the tone for a strong, positive food safety culture within your team?

Senior Leaders

1. Who is responsible for making sure food is safe?
2. How did Piper's family's trust in the food industry change because of their experience?
 - a. What could be some of the consequences if we distributed unsafe products? How could our consumers be affected? How could our company and our employees be affected?
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?
 - a. How does our company culture impact our food safety culture? What role do you play in defining both our company culture and our food safety culture?
 - b. What actions can/do you take to make sure strong, positive food safety culture is a priority across the company every day?

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Procurement

1. Who is responsible for making sure food is safe?
2. How did Piper's family's trust in the food industry change because of their experience?
 - a. How do we build trust with our suppliers/partners?
 - b. What policies or procedures do we have to ensure the safety of tools, equipment, and/or ingredients from our suppliers/partners?
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?
 - a. What are the roles of our suppliers/partners?
4. How would you define "food safety culture"? How would you define our company's food safety culture?
 - a. How do you define the food safety culture of our suppliers/partners?
 - b. How can you support strong, positive food safety culture for our suppliers/partners?

Human Resources

1. Who is responsible for making sure food is safe?
2. How did Piper's family's trust in the food industry change because of their experience?
 - a. How does trust within our organization (between employees, between different levels/departments) contribute to consumer safety and consumer trust?
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?
 - a. What actions can/do you take to ensure every employee—from recruitment onward—recognizes the importance of food safety?
4. How would you define "food safety culture"? How would you define our company's food safety culture?
 - a. How can you incorporate food safety culture into the support tools (policies, leadership training, education, etc.) you provide for employees?

Other Functions (e.g. Marketing, Facilities, Administrative)

1. Who is responsible for making sure food is safe?
2. How did Piper'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?
 - a. How can you support employees in other functions who interact directly with food and food safety?
4. How would you define "food safety culture"? How would you define our company's food safety culture?
 - a. How can you incorporate food safety culture into your daily routines and tasks?