

VIDEO DISCUSSION GUIDE

OVERVIEW

Our Video Series is designed to guide employees from all functions, including the C-Suite, to reflect on their personal motivations for protecting and nurturing positive food safety culture. Each video features a story from a real family impacted by foodborne illness and can be paired with the following discussion guide for a more robust dialogue.

HOW TO USE

1. IDENTIFY YOUR AUDIENCE

The Alliance has customized videos for 10 distinct audiences. Take a moment to decide which of the following best describes your intended audience:

1. All employees
2. Senior leaders
3. Procurement
4. Frontline employees
5. Frontline leaders
6. Human Resources
7. Research and development
8. Regulators
9. Commercial and non-commercial foodservice operators
10. Other functions

All videos run approximately 6 minutes in length and can be accessed, free of charge, [on the Alliance website](#).

2. SELECT YOUR STORY

Choose the constituent story that will best resonate with your audience.



Chrissy tells the story of her young son **Beck**, who was hospitalized after eating **Salmonella** contaminated snack food.



JR and Melissa open up about their daughter **Piper** and her lifelong health struggles after contracting **E. coli** around her second birthday.



Barb speaks candidly about mother **Gerry's** sudden passing from complications caused by **Listeria** while immunocompromised during cancer treatment.



The Simpson brothers share the heart-wrenching experience of losing their mother **Linda** to **E. Coli** after a years-long battle with medical complications that sent her in and out of the hospital.

3. TAKE YOUR TIME

- We suggest allocating at least 30 minutes for video viewing, reflection and discussion.
- The discussion guide can be used with any audience and can be adapted as you see fit.
- We suggest having a designated moderator who can introduce the video and lead the group discussion after watching one or more videos.

LET'S GET STARTED!



Alliance to Stop Foodborne Illness Video Discussion Guide

Part One: Food For Thought

- A. How would you define “food safety culture”?

- B. Why is food safety culture important?

Part Two: Video Viewing

Take a few minutes to sit down and watch one of the Alliance Consumer Advocate videos, as found in the Food Safety Culture Toolkit.

Videos are designed for ten targeted audiences, including Research and Development, Frontline Workers and Senior Leaders. If you are unsure which video would be best, we suggest choosing one labeled “All Audiences”.

Each video runs approximately 6 minutes.

Part Three: Discussion

1. How did this family’s trust in the food industry change because of their experience?
 - a. What are some potential consequences of distributing unsafe products?

 - b. How could our consumers be affected?

 - c. How could our company and employees be affected?

2. Everyone has a role to play in producing safe food.
 - a. What role do you play in keeping our products safe?

 - b. How do you collaborate with others on your team to ensure food safety?

 - c. How do you work with others at your facility and across the company?

3. How strong do you think the food safety culture is at your company?
 - a. How could it be made stronger?

 - b. What is your role in nurturing a stronger, positive culture every day?

Part Four: Action Items

Action Item 1: Commit to one specific way you can integrate food safety culture considerations into your personal decision-making process.

Action Item 2: Share with your team how you have integrated food safety culture into your decision-making process and challenge your team on how they can support this change.

To take more actions towards understanding and improving your company's food safety culture, check out the Alliance Toolkit by scanning the QR code below.

