

Beyond Knowledge: Strategies to Encourage Actual Behavior Change

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**ADVANCING
FOOD SAFETY**

THROUGH BEHAVIOR CHANGE

Our Mission

- To conduct food safety research that meets the needs of Food and Nutrition Service's nutrition assistance programs and disseminate results to a variety of targeted audiences including school food service directors, child nutrition program operators, scientists, policy makers, educators, and practitioners.

Partnerships



Center of Excellence Leadership Team



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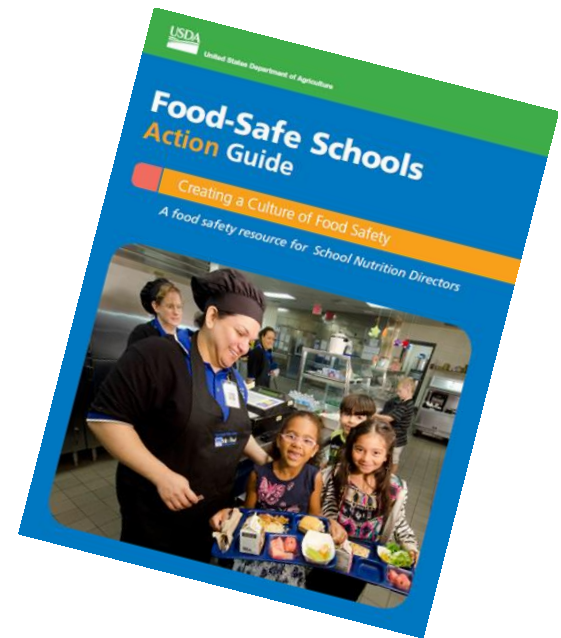
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Food-Safe Schools Action Guide

- Connections between behavior-based food safety programs and a food safety culture:
 - Strong leadership
 - Founded on people
 - Relies on strong partnerships
 - Focuses on the why
 - Effective communication



Handwashing - Traditional vs. Behavioral

Traditional

- Hierarchical
 - I'm watching
- Prescribed
 - 20 seconds
- Job specific
 - Only when...
 - Don't have time

Behavioral

- Inclusive
 - We agree, together
- Customer focused
 - The right thing
- Communicated
 - Consistent
- Marketed
 - Others know why

Key Findings - Handwashing

- 31 school managers trained on personal hygiene and proper cleaning and sanitizing.
- 29 schools documented a Standard Operating Procedure for handwashing.
- Nearly all (36) hand washing facilities were conveniently located and accessible for employees
- However...

Key Findings - Handwashing

Employee Handwashing Practices

Observed Activity	Total Observations	Number (%)		
		Employee observed washing hands <i>properly</i> and when <i>required</i>	Employee observed washing hands <i>improperly</i>	Employee observed <i>failing</i> to wash hands when required
Immediately before engaging in food prep	137	51 (37.2)	30 (21.9)	56 (40.9)
Before donning new gloves or changing gloves	144	39 (27.1)	31 (21.5)	74 (51.4)
After soiling hands during food preparation or service activities	104	18 (17.3)	20 (19.2)	66 (63.5)
After handling soiled equipment, dishes or utensils	97	7 (7.2)	17 (17.5)	73 (75.3)
After touching body parts, coughing/sneezing; blowing nose; eating or drinking	79	3 (3.8)	12 (15.2)	64 (81.0)
Switching between handling raw animal foods and ready-to-eat foods	6	4 (66.7)	1 (16.7)	1 (16.7)
Other	8	0 (0)	0 (0)	8 (100.0)
Total Observations	575	122 (21.2)	111 (19.3)	342 (59.4)

Key Findings – Consumers

- About half washed hands before food preparation
- Over half either did not wash or rinse hands after handling meat packaging and throwing away trash
- Most hand washing did not follow guidelines—warm water, soap, 20 seconds
- Cloth towels used often, paper towels sometimes used more than once
- 90 of 123 participants used a food thermometer, and 26 of them did so incorrectly

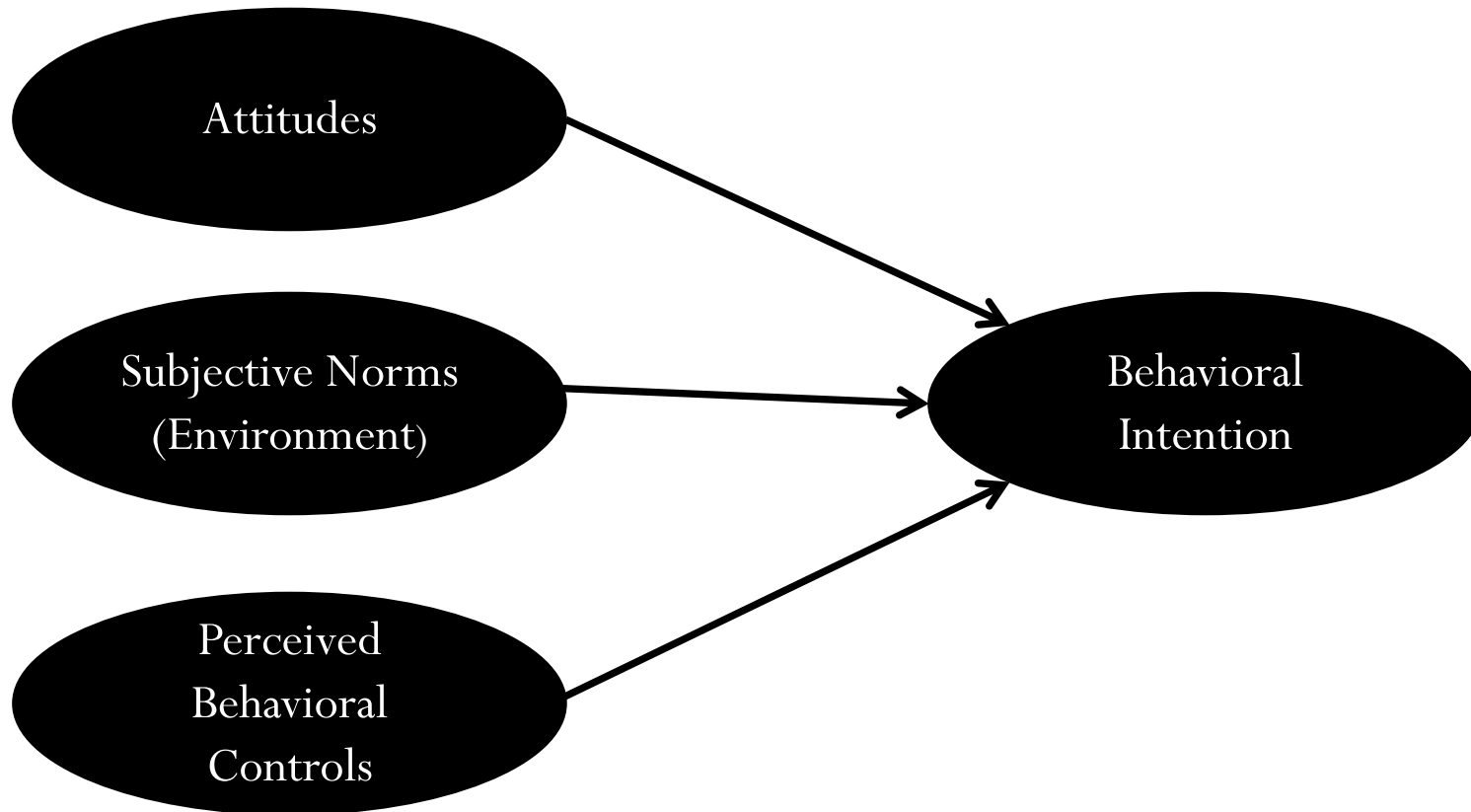
Key Findings – Consumers

- Food safety messages were not conveyed in a clear manner, humor may have lessened importance.
- Participants want a specific message
- Ads Council messages would not impact behavior

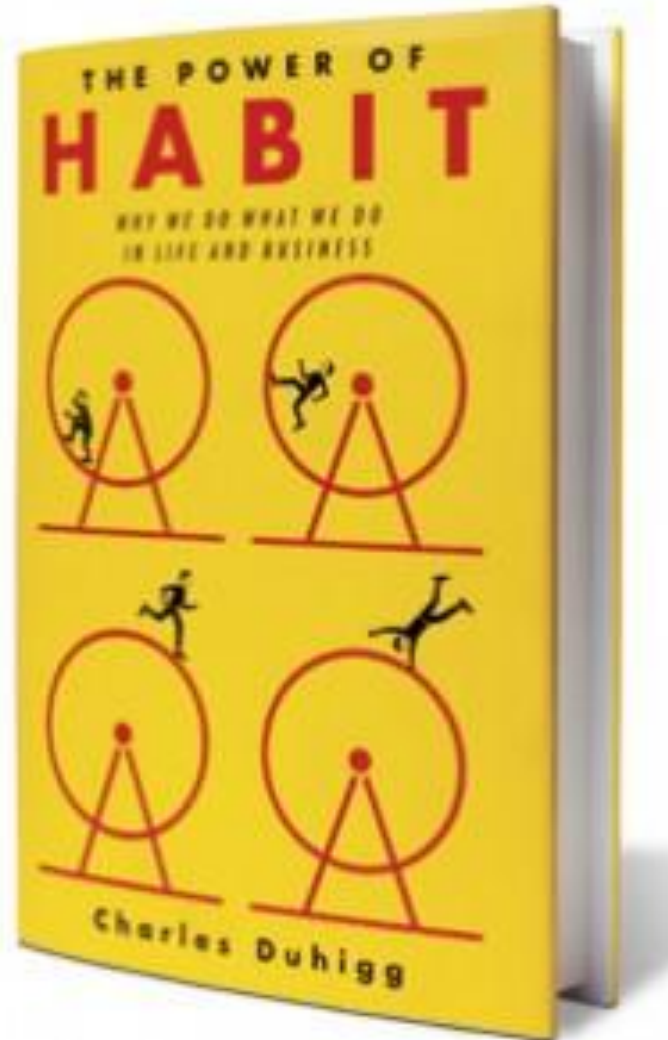
Strategies for Changing Behaviors

- Food safety training improves knowledge, but training alone does not improve most behaviors
- Workplace infrastructure
 - Clear communication of expectations and consequences when not followed
- Simple interventions such as persuasive signs and contests can help to improve behavior

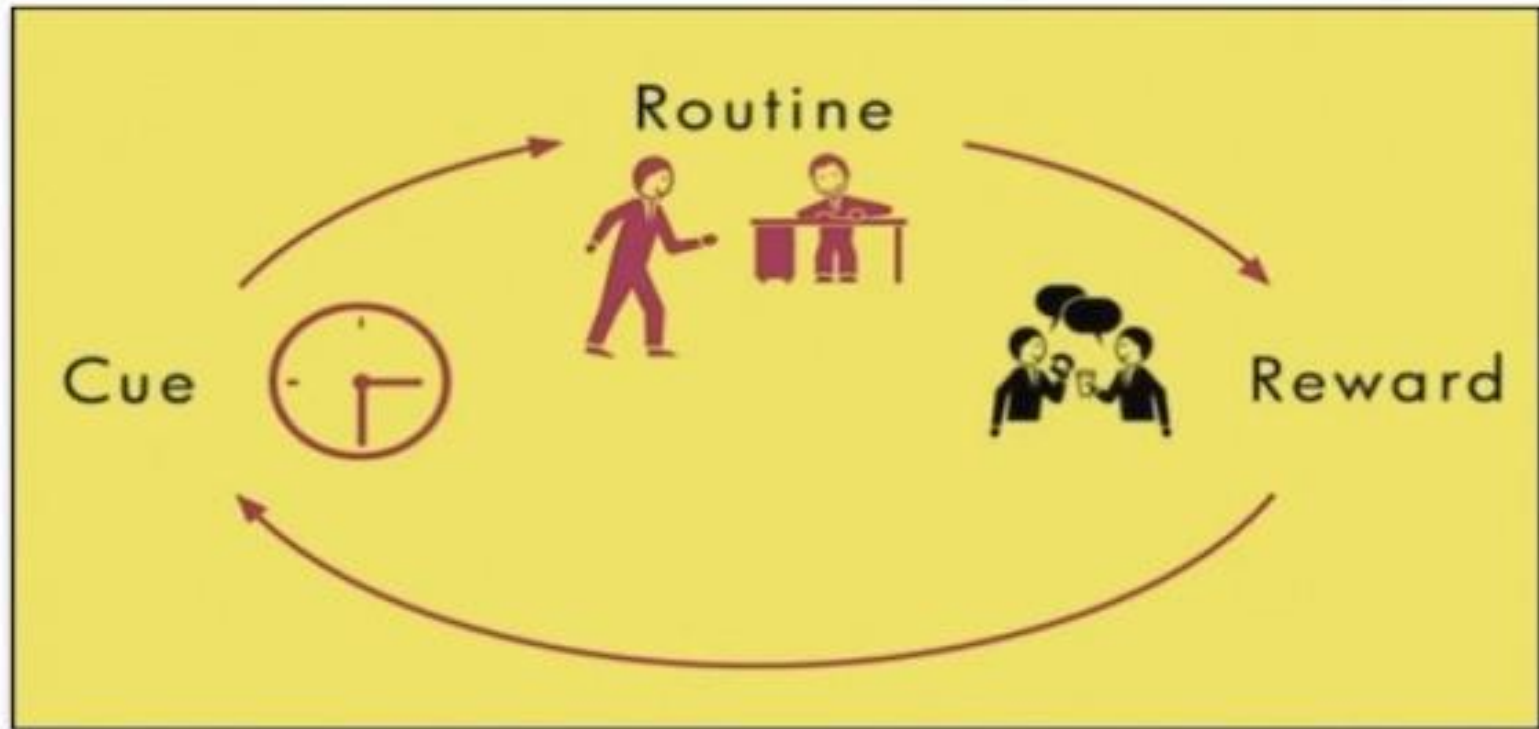
Strategies for Changing Behaviors



Creating a Positive Habit



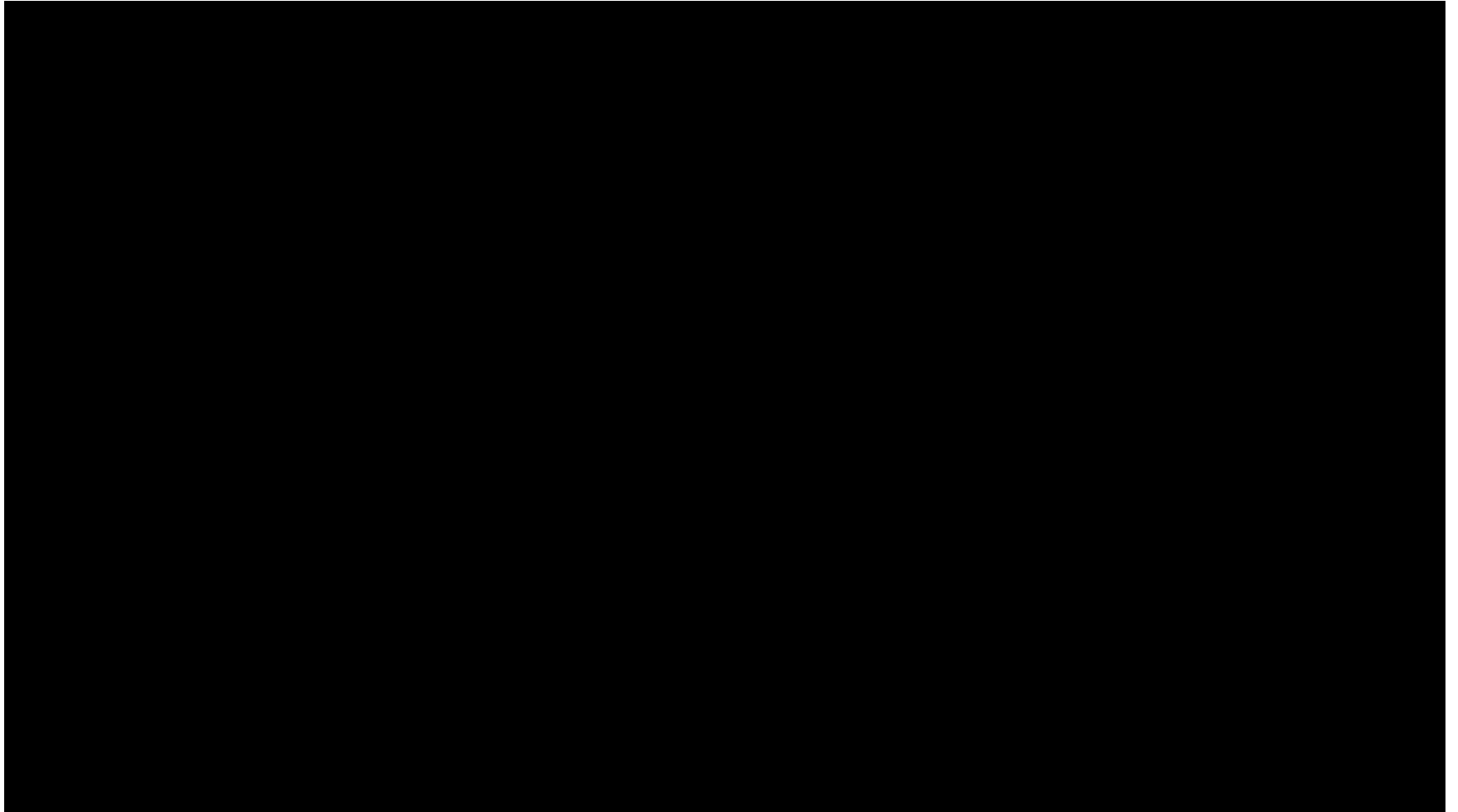
Creating a Positive Habit

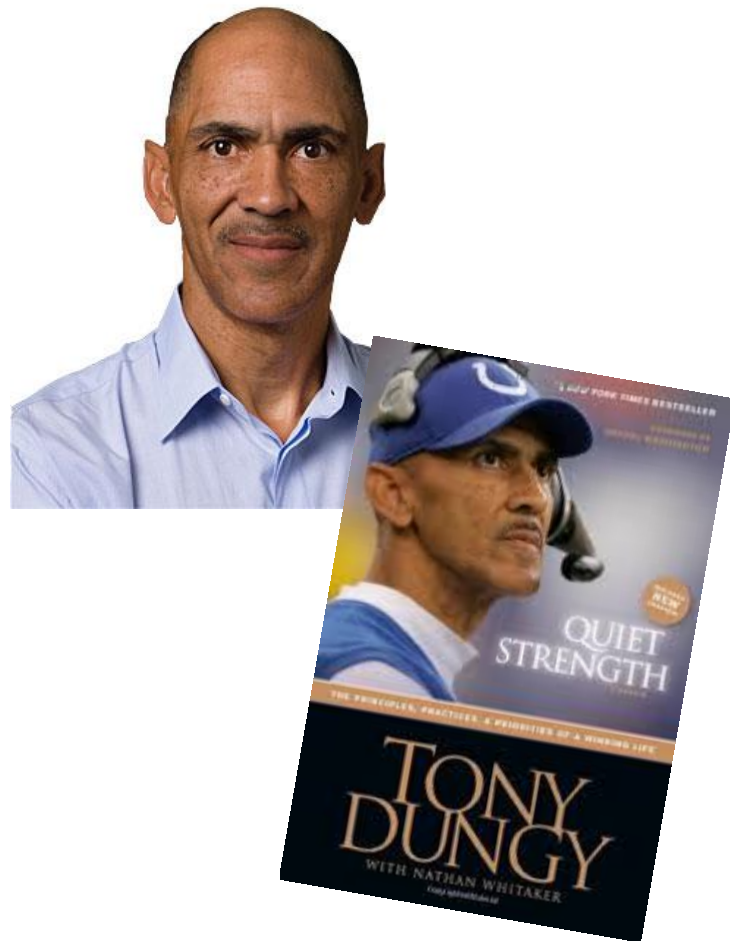


Behavior Change: Storytelling

- Behavior change through stories
 - Persuasive
 - Emotion and conflict
 - Stimulate cognitive curiosity
 - Motivate employees to probe further
 - Develop mental solutions

Behavior Change: Storytelling





“Champions don’t do extraordinary things. They do ordinary things, but they do them without thinking, too fast for the other team to react. They just follow the habits they’ve learned.”

-Tony Dungy

Strategies for Changing Behaviors

- Customize your food safety programs and training.
 - Generational
 - Gender
 - Literacy
- Focus on what employees can do – not what only you as managers control.

Questions and Comments?

