What are the Key Elements of Effective Behavioral Change Strategies?

Things You Need to Know

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Need to know what they do
Theory of planned behavior, Ajzen, 1991
Know the history, connect it to the present
Need to know what they value
Effective July 1, 2015 it will offer hourly workers paid sick leave, paid vacation and tuition reimbursement -- benefits that were previously only on offer to salaried workers.
Fast Facts About Cutting Boards and Food Safety in Your Kitchen
Need to know what you want to change
Majority of home canners have reported not following science-based home preservation methods.

Receive much of their home preservation information through friends and family.

Only 45% of respondents thought that home canned foods could be spoiled without obvious signs of spoilage.
Clostridium botulinum
Lancaster, Ohio
One death and 24 illnesses
Linked to a church potluck
Canned potatoes in potato salad
Absolutely Positively Listeria Free!
Is a consumer advisory for handling cantaloupes prudent?

Fig. 3. Effect of storage time (x-axis) and temperature (y-axis) on the predicted log CFU/g increase of *L. monocytogenes* populations (contour lines) on cut melons.
Kosa, 2007: 11% of all respondents had a thermometer
University scientists recommend that melons should be washed under running tap water before cutting. If desired, a scrub brush can be used on the melon rind. Melons, like all fresh produce, must be strictly separated from all potential contact with food items such as raw chicken, meat, seafood and eggs. Food preparers should thoroughly wash their hands, utensils, countertops and cutting boards. Do not store cut cantaloupe at room temperature for any length of time. Sliced melon should be stored in the refrigerator until it is ready to be eaten.
You need to know whether it worked

The literature has lots of non-conformances and problems
It has little on what you do with qualitative results
  - How to interpret them, implement changes
People actually get sick
Illnesses are preventable
Food handlers have control
Show them how
Explain the why
The end