Key Elements of Effective Behavioral Change Strategies

Michael Roberson, Director of Corporate Quality Assurance
Publix Super Markets, Inc.
Key Elements of Effective Behavioral Change Strategies

- The Importance of an Effective Strategy
- Key Elements of the Change Strategy
- Share how the Strategy Applies to Food Safety
About Publix
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About Publix
Reduce Food Safety Risks Before the Store
Train our Associates on Food Safety
Execute and Measure Food Safety
Remove Recalled Product from Retail
Improve Food Safety for Customers
NASA’s Moon Challenge
Key Elements of Effective Behavioral Change Strategies
NASA’s Moon Challenge

“I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to Earth.” – President Kennedy May 26, 1961
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Images courtesy of NASA
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CONTROLLING ZIKA VIRUS

Key Elements of Effective Behavioral Change Strategies
Controlling Zika Virus
Controlling Zika Virus
Controlling Zika Virus

Step 1: Keep mosquitoes outside
Controlling Zika Virus

Step 1: Keep mosquitoes outside
Step 2: Create a barrier between you and mosquitoes
Controlling Zika Virus

Step 1: Keep mosquitoes outside
Step 2: Create a barrier between you and mosquitoes
Step 3: Wear insect repellent
Controlling Zika Virus

Step 1: Keep mosquitoes outside
Step 2: Create a barrier between you and mosquitoes
Step 3: Wear insect repellent
Step 4: Protect your family
Controlling Zika Virus

Step 1: Keep mosquitoes outside
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Step 3: Wear insect repellent
Step 4: Protect your family
Step 5: Protect your partner
Controlling Zika Virus

Step 1: Keep mosquitoes outside
Step 2: Create a barrier between you and mosquitoes
Step 3: Wear insect repellent
Step 4: Protect your family
Step 5: Protect your partner
Step 6: Do your homework before traveling

Graphics courtesy of US Centers for Disease Control and Prevention
Controlling Zika Virus
Controlling Zika Virus

Future Priorities

• Continuing to protect pregnant women and fetuses and infants
• Developing improved diagnostics
• Collaborate to accelerate vaccine development
• Develop and implement improved vector surveillance
• Improving understanding of the long-term outcomes for infants
ANALYSIS OF THE STRATEGY

Key Elements of Effective Behavioral Change Strategies
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Step 1: Courageous Leader with Vision
Key Elements of Effective Behavioral Change Strategies

Step 1: Courageous Leader with Vision
Step 2: Assemble a Team of Experts
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Step 3: Develop the Plan
Step 4: Learn from Failure
Step 5: Execute the Plan
Step 6: See the Plan Through to Completion
APPLICATION TO FOOD SAFETY

Key Elements of Effective Behavioral Change Strategies
Continuous Improvement with Food Safety Behaviors

Learnings from Other Experts

- Barfblog and Food Safety Info Sheets
Continuous Improvement with Food Safety Behaviors

**Hepatitis A in staff member of Littleton, CO grocery store**

*infection of food handler in the produce department may have passed on the virus.*

**McDonald's**

*Estimated 10,000 potentially exposed to Hepatitis A virus at McDonald's*

*If infected, you may spread the virus to others for 30 days before you get sick.*

**Wegmans store**

*Estimated 10,000 potentially exposed to Hepatitis A virus at Wegmans*

*Transfusion of Hepatitis A happens through the food and water.*

For more information contact Ken Chapman, ken.campbell@tufts.edu or Doug Powell, dpowell@tufts.edu.
Continuous Improvement with Food Safety Behaviors

**Learnings from Other Experts**

- Barfblog and Food Safety Info Sheets
- FDA Oral Culture Food Safety Program
Continuous Improvement with Food Safety Behaviors

Modifying the Behavior of Food Employees Using Educational Materials Designed for Oral Culture Learners

Alan Tart
Regional Retail Food Specialist
JoAnn Pittman
Regional Public Affairs Specialist

FDA
Continuous Improvement with Food Safety Behaviors

Don’t Let What Happened to Me, Happen to You

My name is David. One day, while at work, I started feeling sick and ran for the bathroom.

I felt better, so I returned to finish my shift. I needed the money. An order came in for a salad. I forgot to wash my hands or wear gloves.

I did not know I had germs on my hands. I passed my germs to the tomatoes.

... and to the cucumbers...

... and to the entire salad...

and to a little girl named Ashlyn who ate the salad that I prepared.

The next day, Ashlyn got so sick with stomach cramps and vomiting. In fact, dozens of people got sick because I continued to prepare food that day.

I could have prevented this from happening.

Protect People Everywhere: Wash Your Hands, Use Gloves or Utensils, and Never Work When You Are Sick.
Continuous Improvement with Food Safety Behaviors

Tailor the Program to Our Company

• Food Safety Culture with Manufacturing Associates
• Foodborne Illness Risk Factors with Retail Associates
Continuous Improvement with Food Safety Behaviors

Sharing is not always caring

- Safe food starts with healthy associates. Prevention of illness spread by contaminated food is critical to protecting the public health.
- Associates experiencing reportable symptoms (vomiting, diarrhea, fever with sore throat, jaundice, or sores containing pus) on an exposed body part need to communicate their condition to the person in charge immediately.
- Associates exposed to or diagnosed with a big 5 illness must report it to the person in charge before the start of his or her shift. Gassy associates refer to the pasteurized milk ordinance (PMO) for additional illness reporting requirements.
Continuous Improvement with Food Safety Behaviors

JANUARY
Sharing is not always caring

- Safe food starts with healthy associates. Prevention of illness spread by contaminated food is critical to protecting the public health.

- Associates experiencing reportable symptoms (fever, diarrhea, vomiting, or skin rash) must be excluded from customer contact. This includes those who have been exposed to an illness. The associate should be excluded from customer contact until she or he is symptom free for 24 hours and a negative culture is obtained.

- Associates exposed to or diagnosed with a high-risk illness must report it to the person in charge before the start of his or her shift. Dairy associates refer to the Pasteurized Milk Ordinance (PMO) for additional illness reporting requirements.

FEBRUARY
IT DOESN'T TAKE A SUPERHERO TO KEEP FOREIGN MATERIAL OUT OF YOUR PRODUCT.

A good HACCP program addresses all potential cross-contamination threats. Thorough cleaning equipment in critical control points can help to prevent cross-contamination by muslim parts.

Preventive maintenance is a key to keeping equipment well maintained.

All employees and contractors must change before taking food or non-food items out of the production area. Any employee returning from a break must wash hands before re-entering the production area. To prevent cross contamination, associates must change attire, wash hands, and sanitize work area before returning to work.
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When it comes to labeling, the best surprise is no surprise.
Mislabeled product can harm our customers and our company.

Many products look alike. Take a look at the labels. Often the health issues that are important are on the inside.

Information on a label(s) indicates ingredients that may be allergic to some people.

Operators following prepared/serviced/processed questions include:

March
Surprise!
People want what they pay for.
Continuous Improvement with Food Safety Behaviors

March

Surprise!
People want what they pay for.

• When it comes to labeling, the best surprise is no surprise.
• Mislabeling products can harm our customers and our company.

April

Sometimes you feel like a nut, sometimes you don’t

• A food allergy is an abnormal response to a food triggered by the body’s immune system.
• As many as 8 million Americans, or 2.5% of the U.S. population, have food allergies.
• Symptoms include itching in the mouth, difficulty swallowing, and breathing, nausea, vomiting, diarrhea, and abdominal pain and in worse cases can even lead to death.

Tips for managing food allergies:

1. Always read product labels and ingredient lists.
2. Keep emergency medications close by.
3. Keep your medications nearby and carry them around with you.
4. Follow the advice of your doctor and pharmacist.

Problems containing allergens:

• Avoid foods that contain allergens.
• Wash your hands after handling allergens.

When working with products containing allergens, wash your hands and use gloves to prevent cross-contamination.
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Dirty hands are a leading cause of disease and food-borne illness as well as a potential cause of product contamination.

Dirty hands lead to dirty products which lead to unsatisfied customers which lead to a damaged reputation which leads to lost sales & even a loss of value in your Publix stock.
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Need to Taylor this to Our Company

- Food Safety Culture with Manufacturing Associates
- Foodborne Illness Risk Factors with Retail Associates
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Whose hands do you want preparing your food?

Publix Cares
Continuous Improvement with Food Safety Behaviors
Continuous Improvement with Food Safety Behaviors
Continuous Improvement with Food Safety Behaviors
Continuous Improvement with Food Safety Behaviors

1. Whose hands do you want preparing your food?

2. What can you do to prevent CROSS contamination?

3. Which clean cutting board would you like to see your food on?

4. Where do you stand on proper personal hygiene?
Continuous Improvement with Food Safety Behaviors

Whose hands do you want preparing your food?

What can you do to prevent CROSS contamination?

Which clean cutting board would you like to see your food on?

Where do you stand on proper personal hygiene?

Do you see how important time temperature is to our customers?
Continuous Improvement with Food Safety Behaviors

Whose hands do you want preparing your food?

What can you do to prevent CROSS contamination?

Which clean cutting board would you like to see your food on?

Where do you stand on proper personal hygiene?

Do you see how important time temperature is to our customers?

Don’t work with food if you are sick.
Continuous Improvement with Food Safety Behaviors

Reaching our Customers with Food Safety
- The Publix Chill Checker
- Reaching At Risk Populations
- Connecting with Millennials
Continuous Improvement with Food Safety Behaviors

Mantenga su comida y su familia a salvo.

Asegúrese de que su comida esté refrigerada adecuadamente. Busque el valioso controlador de temperatura dentro de la nota de Publix que aparecerá en la primera página del periódico el Miércoles, 24 de septiembre.
Continuous Improvement with Food Safety Behaviors

Entre a la zona segura alimentaria.
Adentro: Monitor GRATIS de temperatura para el refrigerador.

Publix.
DONDE COMPRAR ES UN PLACER

PowerAd9 600-UR Booklet
Abra aquí.
¿Son seguros los alimentos que tiene en su refrigerador?
La zona segura es 40°F o menos. El color azul se lo indicará.
Mantener los alimentos refrigerados adecuadamente es una de las mejores maneras de reducir el riesgo de la contaminación de alimentos. Por esto es importante mantener su refrigerador en la temperatura correcta: 40°F o menos. La tinta termocromática del monitor incluido cambia de color cuando alcanza una temperatura de 40°F (±1.8°F). Cuando vea el color azul, sabrá que su refrigerador está enfriando correctamente.

Cómo usar su monitor de temperatura para el refrigerador.
1. Saque el monitor de temperatura de este folleto.
2. Seleccione un área de la pared interior de su refrigerador, como a la mitad. Limpie el área con un papel toalla húmedo.
3. Levante la lámina protectora de la parte de atrás del monitor y colóquelo en el área seleccionada. Para obtener una lectura acertada, espere de un día para otro.

Visite publix.com/foodsafety para obtener más información sobre la seguridad alimentaria en su hogar.
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Verifique su monitor diariamente y ajuste el termostato del refrigerador, según sea necesario, para mantener la temperatura en 40°F o menos. Al limpiar su refrigerador, no llimpie el monitor por encima, limpie cuidadosamente el área alrededor de éste. Deseche este monitor después de 12 meses.

El monitor debe mantenerse seco. No use productos de limpieza sobre el monitor.

be food safe.

chill

refrigerate promptly

Publix.

Deseche después del 31/8/15.
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Continuous Improvement with Food Safety Behaviors

Reaching our Customers with Food Safety
• The Publix Chill Checker
• Reaching At Risk Populations
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Continuous Improvement with Food Safety Behaviors

Reaching our Customers with Food Safety

• The Publix Chill Checker --- Version 2.0
• Reaching At Risk Populations
• Connecting with Millennials
Continuous Improvement with Food Safety Behaviors

FREE CHILL CHECKER

Chilling food properly is one of the most effective ways to reduce the risk of foodborne illness. Bacteria spreads fastest at temperatures between 40°F and 140°F. Keep your refrigerator at 40°F or below — this FREE Chill Checker is just what you need to help you keep your refrigerator at the right temperature.

Publix.
WHERE SHOPPING IS A PLEASURE
Continuous Improvement with Food Safety Behaviors

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CHILL CHECKER

INSTRUCTIONS:
1. Peel away FREE Chill Checker (bottom sticky side).
2. Wipe a small section of the wall about midway inside your refrigerator with a dry paper towel.
3. Place Chill Checker on the clean, dry surface of your refrigerator wall.
4. Close the door and wait for your Chill Checker to turn blue, indicating a safe chill zone (40°F or below).

DISCLAIMER: Margin of error is plus or minus 1.8°F. Discontinue use of the Chill Checker after 12 months. When cleaning your refrigerator, do not wipe directly over the Checker as this could damage it. Instead, clean carefully around it.

Publix
WHERE SHOPPING IS A PLEASURE
Continuous Improvement with Food Safety Behaviors

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**CHILL**

Dispose after 10/1/16
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Reaching our Customers with Food Safety

• The Publix Chill Checker --- Version 2.0
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Continuous Improvement with Food Safety Behaviors

At Publix, we’re food safety experts. And we’re happy to share what we know. We’ll keep your food safe at the store, and you can ensure it stays that way after you bring it home. Be food smart with four simple rules outlined inside. publix.com/foodsafety
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We’re in this together.

At Publix, we’re food safety experts. And we’re happy to share what we know. We’ll keep your food safe at the store, and you can ensure it stays that way after you bring it home. Be food smart with four simple rules outlined inside. publix.com/foodsafety

CLEAN

- Wash hands with hot, soapy water for 20 seconds before handling food, and after using the bathroom, changing diapers or handling pets.
- Wash hands, utensils, and surfaces after preparing each food item.
- Use plastic or other nonporous cutting boards. Clean them in the dishwasher after each use.
- Try paper towels to clean surfaces. Use cloth towels often in the hot cycle of your washing machine.
- Always wash fruits and vegetables before eating or cooking them.
- Microwave moist sponges for 40 seconds to destroy bacteria.

Wash hands and surfaces often.

SEPARATE

- Don’t allow raw meat or its juices to touch other foods.
- If possible, use a different cutting board for raw meat.
- Always wash hands and tools in hot, soapy water after they touch any raw meat.
- Never place cooked food on a plate which held raw beef, poultry, or seafood.

Don’t cross-contaminate.
Continuous Improvement with Food Safety Behaviors
Continuous Improvement with Food Safety Behaviors

Cook food to proper temperatures to kill bacteria.
- Use a clean food thermometer to make sure foods have reached a safe internal temperature. Use the Heat It Up Chart on this page as a guide.
- Don’t use recipes in which eggs remain raw or only partially cooked.
- When microwaving, cook food, stir and rotate for even cooking. Make sure there are no cold spots in food.
- Heat leftovers thoroughly to at least 165°F.

Refrigerate food promptly. Keep refrigerator and freezer at the proper temperatures.
- Keep refrigerator at 40°F or below; freezer at 0°F or below.
- Use the Chill Checker on the front cover to ensure that your refrigerator is in the safe chill zone.
- Refrigerate or freeze perishables within 2 hours. Use the Cold Storage Chart below as your guide.
- Never defrost food at room temperature. Thaw in the refrigerator, under cold running water, or in the microwave.
- Marinate food in the refrigerator. Never refreeze thawed food.
- Don’t pack the fridge. Cool air must circulate to keep food safe.

The Partnership for Food Safety Education
The mission of the Partnership for Food Safety Education is to end illness and death from foodborne infections in the United States. The Partnership delivers trusted, science-based behavioral health messaging and a network of resources that support consumers and health educators. Partnership materials are distributed to millions of consumers each year through their partners, web site, social media, and directly through more than 14,000 health and safety food educators (“BAC Fighters”) in communities across the country. Together, we can achieve a food safe America. www.fightbac.org and www.befoodsafe.org

For more information about safe food handling and preparation:
USDA Meat and Poultry Hotline 1-888-674-6852 (Toll free) Monday – Friday, 10 a.m. – 4 p.m. EST www.fsis.usda.gov
Federal Food Safety Information FoodSafety.gov
Federal Center for Food Safety and Applied Nutrition 1-888-723-3366 www.fda.gov
Centers for Disease Control and Prevention Cdc.gov/foodsafety
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WIN COOL PRIZES!
Peel off the CHILL CHECKER & see page 20 on how to enter the CHILL-2-B-SAFE SELFIE SWEEPSTAKES

The Partnership for Food Safety Education
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FOOD SAFETY

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5 Beware Bacteria
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13 Source to Store
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19 Teacher Feedback
20 Engagement Activities

http://niefoodsafety.com
Continuous Improvement with Food Safety Behaviors

**CHILL-2-B-SAFE SELFIE SWEEPSTAKES**

Are you Chill enough to be a Winner?

You could be one of ten winners to win a $100.00 Apple Gift Card – while also helping to make sure your food is safely stored.

**here's how:**

1. Peel the Chill Checker off of the front cover.
2. Wipe a small section of the wall about midway inside your refrigerator with a dry paper towel.
3. Stick the Chill Checker onto the clean, dry surface of your refrigerator wall. Close your refrigerator door. The next time you step by for a snack, check to see whether your Chill Checker has turned blue. If it has, that means your fridge is a safe 40°F or lower. If it hasn't, talk with your family about turning down the temperature to keep food safe from pathogens.
4. Take a selfie of yourself, your refrigerator, and the Chill Checker. The selfie must clearly show a BLUE Chill Checker inside the refrigerator, indicating you have tested your refrigerator and the photo proves it’s set at a safe temperature.
5. Be sure your Instagram profile is set to “public” and post the selfie to Instagram tagged with #food safety

**WIN a $100.00 Apple Gift Card**

(10 Prizes will be awarded in this sweepstakes)

NO PURCHASE NECESSARY. Online entry ends 12/14/18 and on 12/29/18. Winners selected in random drawing on 12/14/18. Open only to current 50 state residents, who are legal US residents 18 years of age or older. Void where prohibited. By entering this promotion, entrants agree to the rules and conditions of the sweepstakes. For sweepstakes rules, visit FoodSafety.org. Winners will be notified by 12/30/18. Prizes are not transferable. Sponsor: Ch. Foods Holding Inc., 2525 Park Boulevard, Kansas City, KS 66111. FoodSafety.org
SUMMARY

Key Elements of Effective Behavioral Change Strategies
Key Elements of Effective Behavioral Change Strategies

Step 1: Courageous Leader with Vision
Step 2: Assemble a Team of Experts
Step 3: Develop the Plan
Step 4: Learn from Failure
Step 5: Execute the Plan
Step 6: See the Plan Through to Completion
Food Safety Strategy

1. Reduce Food Safety Risks Before the Store
2. Train our Associates on Food Safety
3. Execute and Measure Food Safety
4. Remove Recalled Product from Retail
5. Improve Food Safety for Customers
It’s Been My Pleasure!