Motivating Food Safety Behavior Change

Thinking INSIDE the Box

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Somerset County Department of Health (New Jersey, USA)
Teaching Challenge:

Diversity of the Audience
More Training Challenges:

- Difficult concepts
- Retaining Interest
- Limited Time to Train
Each Employee's Hands Must Be Washed Thoroughly, Using Soap, Warm Water and Sanitary Towel Or Approved Hand-Drying Device, Before Beginning Work and After Each Visit to the Toilet.

By Order Of The

N. C. Department of Environment and Natural Resources
Division of Environmental Health
Raleigh, N. C.
Why cartoons?

- Tell a complex story in a few images
- Provide easily identifiable characters
- Become a springboard for questions
- Prolongs attention span
There's a van outside. The driver wants to sell us hamburger meat at a discount.
There's a van outside - the driver wants to sell us hamburger meat at a discount.

Who is he? I don't know; I never saw him before.

There's no company name on the van.

That sounds odd, how do we know this meat isn't bad?

I heard about a recall on the news this morning. Do you think this meat is part of that recall?

We can't be sure, that's why we only buy from companies we know and trust - so we can trace back if there's a problem.

We want our customers to be safe and our business to stay open. Tell the delivery man we're not buying, I'm going to let the health department know.

If you see something, say something!
Suggest Use of Cartoons

- Just in Time Training
- Reinforcing a concept
- Casual (passive training)
- In-service training / pre-shift meetings
Bhadar vahan dhisi che, tene ddayevar apunne disk unithe hemjurta mane muns vayava manje che.

TEN LANGUAGES

English
Gujarati
Japanese
Korean
Polish
Spanish
Standard Chinese
Tagalog
Thai
Urdu

Keep food and people safe

MEnt
MEAT INSIDE

English
Gujarati
Japanese
Korean
Polish
Spanish
Standard Chinese
Tagalog
Thai
Urdu

Aap dekh akhut bange che, aapno dahi rote aapne ke aap muns paralb nahi?

Aapde aapne aako ni swamati ane aapno dahi. Vikse tene khikhne che che. Diskwari mane ne khe aapne te p throhun nahi. Ee aapno patalane te jambatni aap karoso.

M-e aaj swamam muns pasu pethava visho sambhryutu shu tu mane che aap te pahun priya vishe munsino bhaa ko hote shote?

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Resources:

Somerset County Department of Health:
*Food Defense Cartoons in 10 Languages*
www.co.somerset.nj.us/health/foodpr.htm

FDA Oral Culture Learner Project:
*Educational Materials for Retail Food Employees*
http://tinyurl.com/zdms88m

CDC Simply Put:
*A Guide for Creating Easy-to-Understand Materials*
http://tinyurl.com/hll4lob