

2018 Behavior Change Webinar Series

for Food Safety Educators



**Partnership for
Food Safety
Education**



SMANA

SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA



Welcome!

The Partnership for Food Safety Education develops and promotes effective education programs to reduce foodborne illness risk for consumers.

We are a non-profit organization that relies on grants and donations.



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To ask a question, please use the question box on the right of the screen.



After the webinar, you will receive a brief survey. Please fill it out.
Help us improve!

Continuing Education Units

One hour CEU available from CDR and NEHA

- Download certificate from sidebar
- Follow-up email
- Download at fightbac.org under “Events” tab and “Webinar Recordings”

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Social Marketing – Feb. 15

Behavioral Economics – April 18

Design Thinking – June 20

Recap of All Concepts – Oct. 4



WWW.FIGHTBAC.ORG



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Speakers



Richard Mathera
Senior Behavioral Scientist
Common Cents Lab



Tracey Haldeman
Board Member
Social Marketing Association
of North America



Moderator: Shelley Feist
Executive Director
Partnership for Food Safety Education



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SMANA

SOCIAL MARKETING
ASSOCIATION OF
NORTH AMERICA

Advancing Behavior Change for Social Good



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SMANA

SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

SMANA Goals

- Build a stronger legacy and community of practice
- Provide assurance that our efforts are scientifically rigorous and informed by practice.
- Facilitate opportunities for networking and learning
- Advocate for the advancement and use of social marketing



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Join today and get involved!

- Attend a networking event
- Use the social marketing listserv
- Participate in webinars
- Join an “Ask the Expert” seminar
- Receive discounts on journals and conferences

Learn more at www.SMANA.org



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Behavioral Economics



Richard Mathera



How safe is this food?

SANITARY INSPECTION GRADE



Card Number _____
Establishment Name _____
Date Issued _____

NYC
Health

For additional information
or a copy of an inspection
report, call 311 or visit
nyc.gov/health

How effective **is** this sign?



WHAT INFLUENCES BEHAVIOR?



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THE ULTIMATE RATIONAL ACTOR

- Decisions made **cognitively** and **deliberatively**
- Weighs costs & benefits
- Maximizes utility
- Stable preferences
- Unlimited attention
- Deep reservoir of willpower



THE BEHAVIORAL VIEW

- Most decisions are made **emotionally** and **automatically**
- The **environment** has an overwhelming impact on how we behave
- We have **limited attention** and **self control**



Decisions are made automatically



“Excellent airmen commit no errors”



The environment has a massive impact



We have limited attention and forget things



We have limited self-control



We have limited self-control



**In a study of over 800 people in the US,
36% had \$500 or less in savings.**



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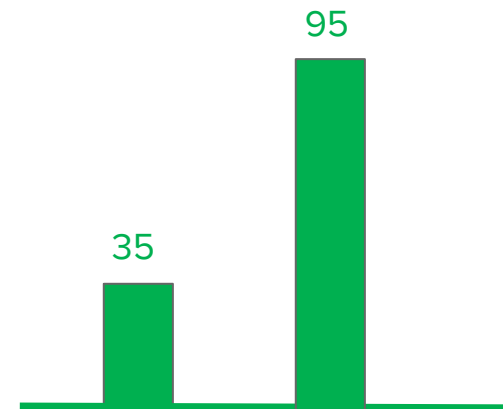
On a scale of 1-100, how much do you agree with the following statement?

I am financially secure.



On a scale of 1-100, how much do you agree with the following statement?

I want to be financially secure.



Think about **specific actions** you can take
to become more financially secure...
that you can easily start in the **next month.**



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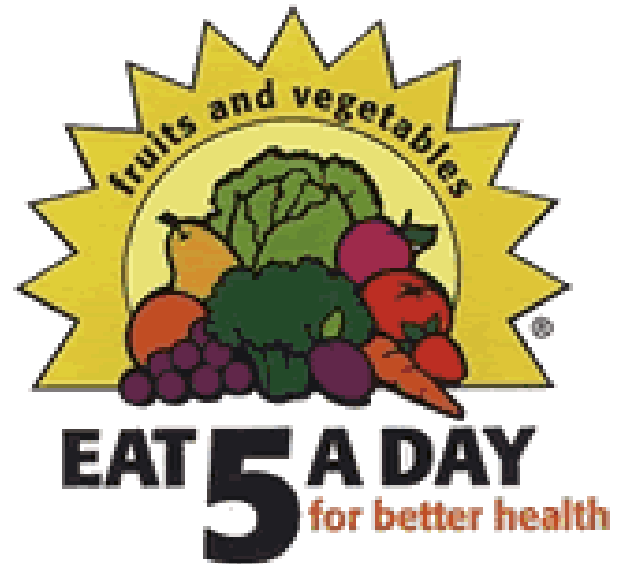
92% listed three or more actions



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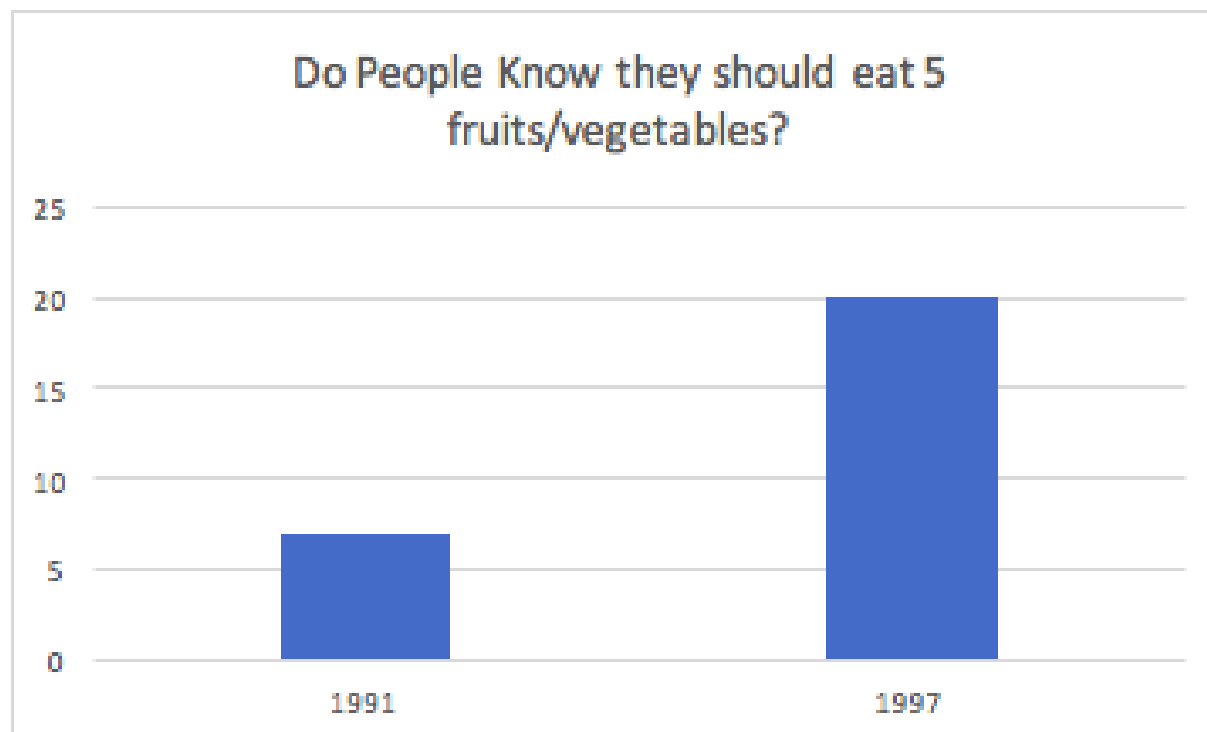
Campaign
started in 1991



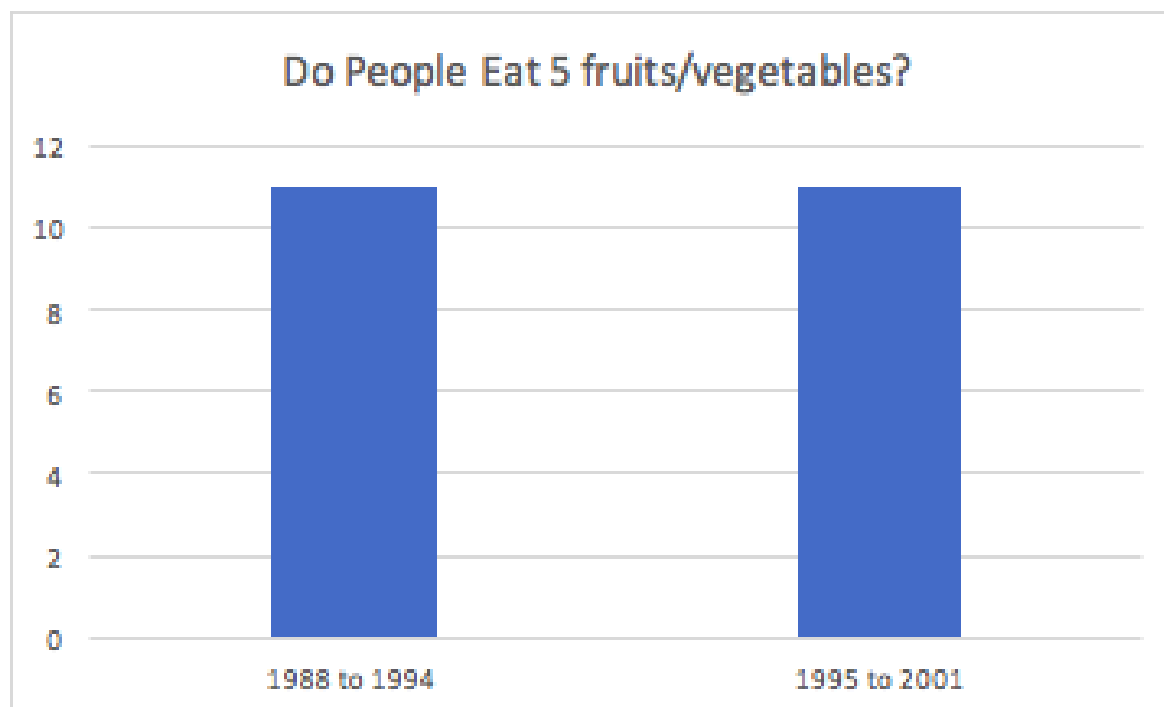
Poll #1

Do you eat five fruits or vegetables each day?

1. Yes
2. No
3. Sometimes



Remarkably successful in changing awareness. Went from 7% to 20%



No change in consumption



Information → Action

Content-based, financial education interventions explain only 0.1% of the variance in financial behaviors*

* Based on a meta-analysis of 188 research studies, *The Effect of Financial Literacy and Financial Education on Downstream Financial Behaviors*, 2014

Breakfast Sandwiches		Calories	Platters
	meal**	meal**	
Hot Cakes	300	450	Hot Cakes
Hot Cakes with Egg	450	600	Hot Cakes
Hot Cakes with Cheese Biscuit	430	580	Big Breakfast
Hot Cakes with Egg	510	660	Deluxe Breakfast
Hot Cakes with Cheese Biscuit	410	560	Breakfast
Hot Cakes with Egg	420	570	

On a broad basis, calorie labels don't work

2003, Carnegie Mellon University, NYU's Langore Medical Center

What's happening here?



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What's happening here?

Unit Confusion



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How good is this movie?

★ ★ ★ ★ ★ Rating: 64% - 39 votes

How good is this movie?

★★★★☆ Rating: 76% - 184 reviews



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How good is this movie?

85% liked this movie
Google users



Which movies did these scores correspond to?



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Which movies did these scores correspond to?



The image shows a movie page for "Wedding Crashers". At the top, there are several movie posters and a collage of scenes from the film. The main title "Wedding Crashers" is prominently displayed. Below the title, it indicates the movie is from 2005, in the Romance/Comedy genre, and has a runtime of 2h 8m. There is a link to "Play trailer on YouTube". Below this, three rating boxes are shown: IMDb (7/10), Rotten Tomatoes (76%), and Metacritic (64%). At the bottom, it states "85% liked this movie" based on "Google users", with thumbs up and down icons.

WEDDING CRASHERS

UNCORKED
COMEDY WEDDING FUNDRAISER

More images

Wedding Crashers

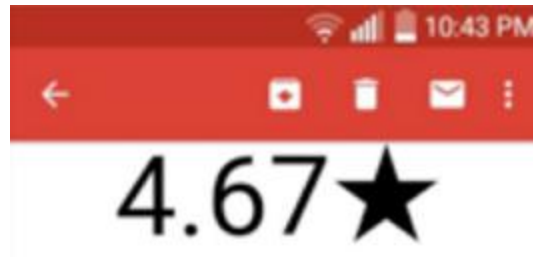
[R] 2005 · Romance/Comedy · 2h 8m

[Play trailer on YouTube](#)

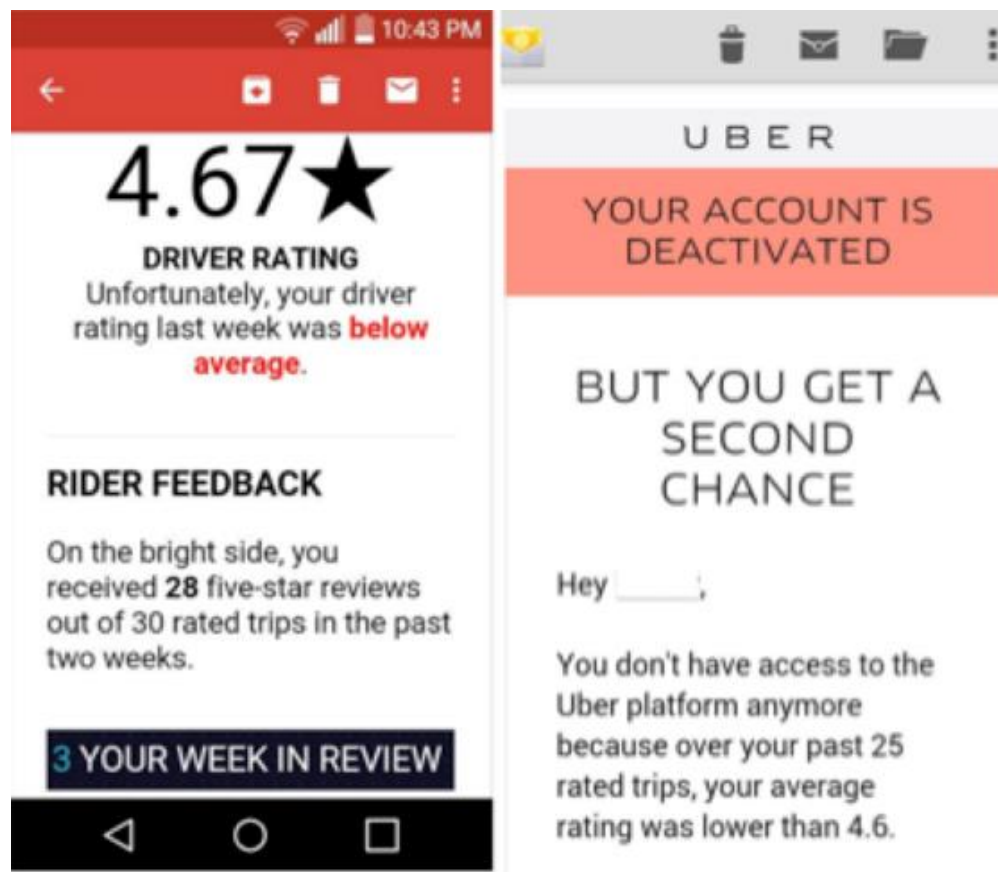
7/10 IMDb	76% Rotten Tomatoes	64% Metacritic
--------------	------------------------	-------------------

85% liked this movie
Google users

How good is this driver?



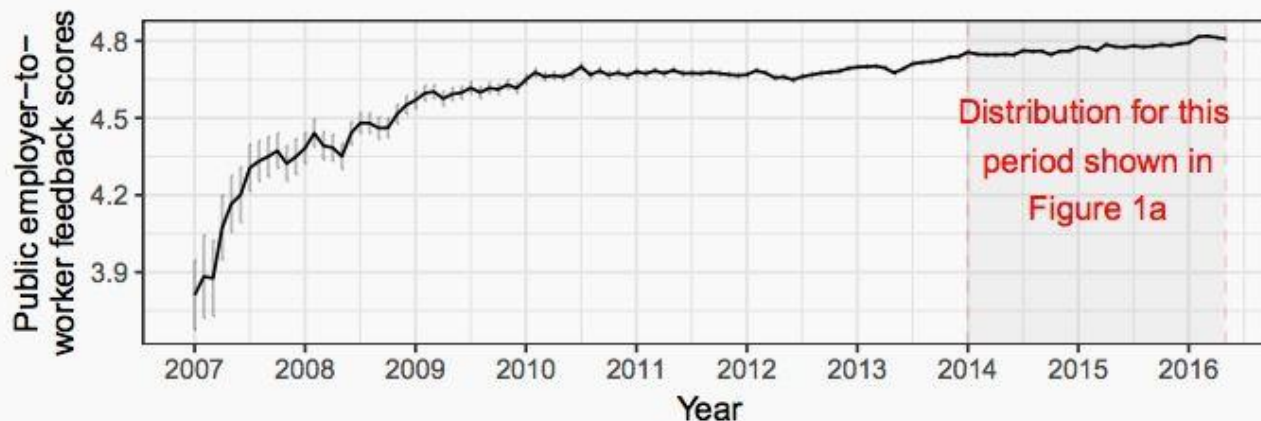
How good is this driver?



★★★★★

Good luck leaving your Uber driver less than five stars

(b) Monthly average public feedback scores assigned on completed projects.



<https://qz.com/1244155/good-luck-leaving-your-uber-driver-less-than-five-stars/>

How safe is this food?

Food Safety Scorecard
This facility was inspected by the San Francisco Department of Public Health
in accordance with the California Health and Safety Code.

90

A copy of the most recent inspection report is required to be posted on the premises. For more information on food safety scores and previous inspection reports, visit:
<http://www.sfdph.org/dph/eh/>

Previous Inspection Score:

Previous inspection conducted on: Date

FUJIYAMA-YA
Facility Name

1234 NORIEGA ST.
Facility Address

Inspected on: **3/18/13** by **A. DUD**
Date Inspector

How to Interpret Food Safety

Score	Operating Condition
> 90	Good
86-90	Adequate
71-85	Needs Improvement
≤ 70	Poor

SFDPH Environmental HEALTH
Building communities. Creating health.

City and County of San Francisco
Department of Public Health
Environmental Health Services
(415) 252-XXXX

How safe is this food?



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How safe **is** this food?

This establishment does
not comply with minimum
sanitary standards
GRADE

B

County of Riverside
Department of Environmental Health

Penalty for Removal
Property of the County of Riverside



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How safe is this food?

SANITARY INSPECTION GRADE



Card Number _____
Establishment Name _____
Date Issued _____
NYC
Health
For additional information
or a copy of an inspection
report, call 311 or visit
nyc.gov/health

SANITARY INSPECTION GRADE



Card Number _____
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How safe is this food?



KEY BEHAVIOR: We want restaurant employees to wash their hands with soap and water every time they use the restroom.



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Poll #2

Have you ever encouraged handwashing behavior/compliance?

1. Yes, I have successfully.
2. Yes, I have unsuccessfully.
3. No, I have not.

Why might they not wash their hands with soap and water?

- **They don't know they should.**
- **They forget.**
- **They think it doesn't matter.**
 - They think water will do the trick.
 - They think they didn't get them dirty.
 - They think no one will know the difference/
no one is watching.
 - There are no paper towels.
- **They're in a hurry/no time.**

What might we do to let them know that they should and remind them?



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How effective is this sign?



How effective is this sign?



How effective is this sign?



How effective is this sign?



How could we better design this environment?

- Specify soap and water
- Social norms
- Graphic/languages
- Door knob



Which of these have we successfully solved for?

They don't know they should.

They forget.

They think it doesn't matter.

- **They think water will do the trick.**
- **They think they didn't get them dirty.**
- **They think no one will know the difference/no one is watching.**
- **There are no paper towels.**

They're in a hurry/no time.

CHALLENGE: How would you solve for the others?

They don't know they should.

They forget.

They think it doesn't matter.

- ~~They think water will do the trick.~~
- **They think they didn't get them dirty.**
- **They think no one will know the difference/no one is watching.**
- **There are no paper towels.**

They're in a hurry/no time.

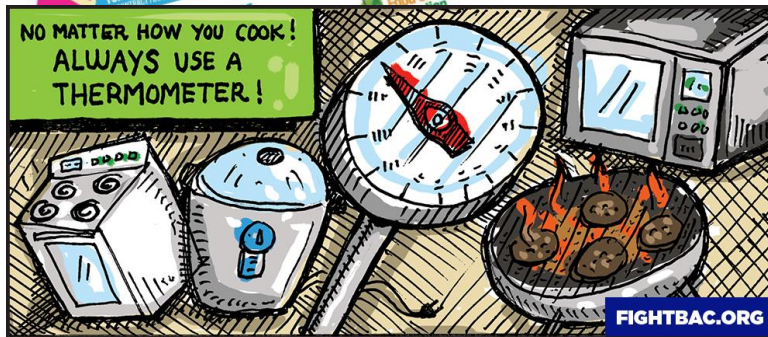
Questions?



www.fightbac.org



FIGHT BAC[®] LIKE A
producepro



**PLACE POULTRY IN
A PLASTIC BAG
PROVIDED AT
MEAT COUNTER**

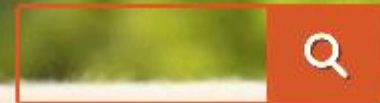
Help avoid cross-contamination

www.fightbac.org



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The Consumer Food Safety Educator EVALUATION TOOLBOX & GUIDE



Login —

<http://evaluationguide.fightbac.org>



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Partners



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Partners

Academy of Nutrition and Dietetics

American Beverage Association

American Frozen Food Institute

Association of Food and Drug Officials

Consumer Federation of America

International Association for Food Protection

International Dairy-Deli-Bakery Association

International Food Information Council Foundation

McDonalds Inc.

Meijer, Inc.

National Chicken Council

National Grocers Association

National Pork Board

National Restaurant Association

National Turkey Federation

North American NSF International

Publix Super Markets Charities

United Fresh Produce Association

Federal Government Liaisons

Centers for Disease Control and Prevention

U.S. Food & Drug Administration, CFSAN

U.S. Department of Agriculture, FSIS FSES

U.S. Department of Agriculture, NIFA



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BAC Fighter Community Connectors



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Reminder about CEUs

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COMING SOON!

Keeping Children Safe from Foodborne Illness

- Social media graphics
- Downloadable flyer
- Redesigned web page
- Webinar
 - “Keeping Children Safe from Foodborne Illness”
 - Wednesday, June 6
 - CEUs available



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SIGN UP
Fightbac.org/events

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Survey

A **survey** will pop up immediately following this webinar.



Please respond to it.

Then we'll know how to serve you better!

Thank you!

Thank you!



Richard Mathera

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