

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 ANFP, CDR, NEHA & CPH-CE

- 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



2018 Behavior Change Webinar Series for Food Safety Educators



Pulling All the Behavior Change Ideas Together



Speakers



Host: Shelley Feist

Executive Director

Partnership for Food Safety Education



Moderator: Dr. Christine Prue

Associate Director for Behavioral Science

Centers for Disease Control and Prevention



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Speakers



Kelley Dennings

“Using Community-Based Social Marketing to Change Behavior”

Past-President, Social Marketing Association of North America

Director of Social Marketing, Action Research



Richard Mathera

“Using Behavioral Economics to Change Behavior”

Senior Behavioral Scientist

Common Cents Lab



Alexandra Bornkessel

“Using Design Thinking to Change Behavior”

Program Director, Social Innovation and Digital Strategy

RTI International



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Poll Question #1

What is your profession?

1. Cooperative Extension
2. Health communicator or social marketer
3. Nutrition & Dietetics
4. Teacher
5. Other



SMANA

SOCIAL MARKETING
ASSOCIATION OF
NORTH AMERICA

Advancing Behavior Change for Social Good



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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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Poll Question #2

Do you agree or disagree with the following statement: **Knowledge and awareness alone does not change behavior.**

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Social Marketing Recap



Kelley Dennings

Past-President
Social Marketing Association of North America

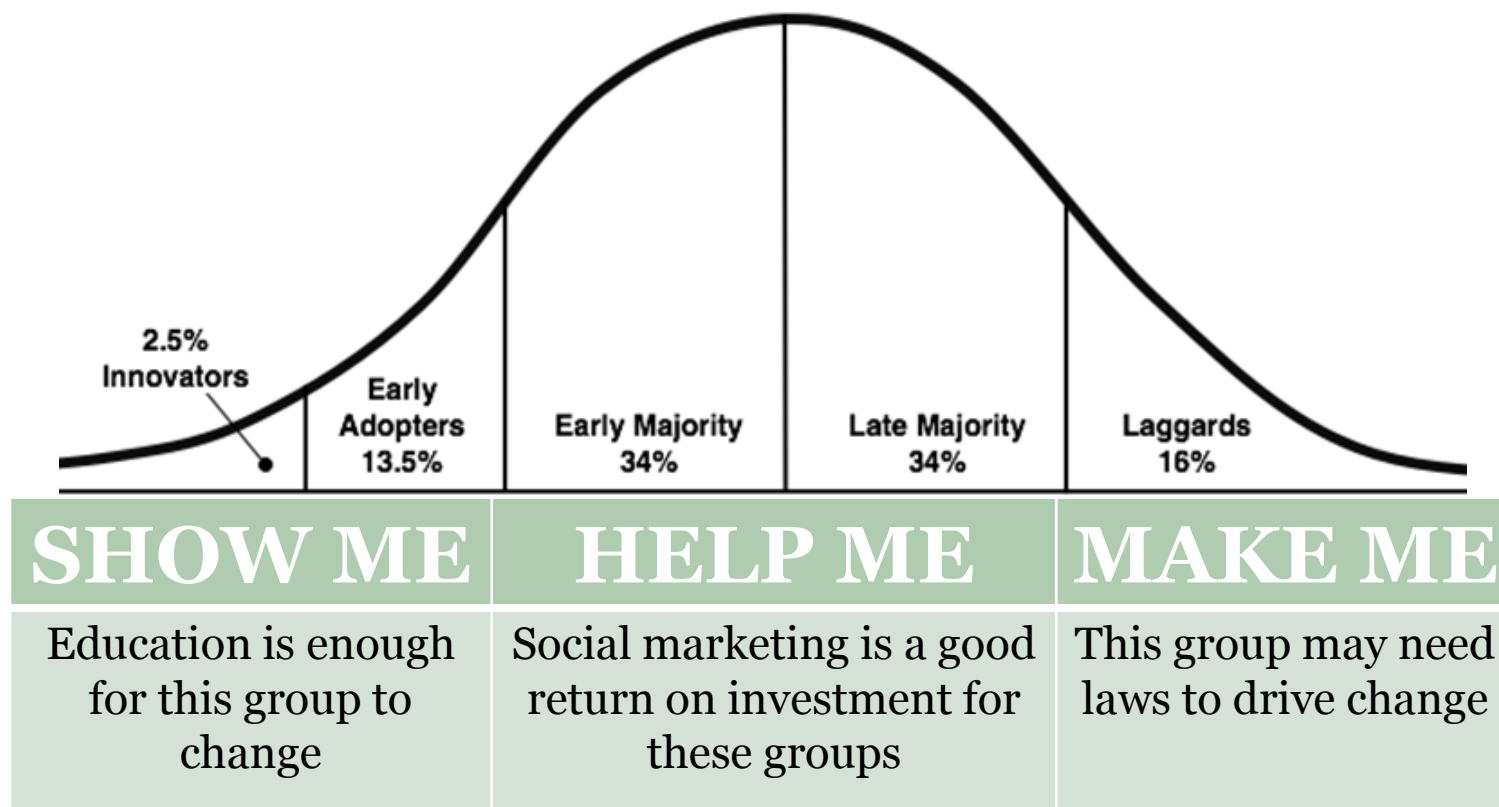
Director of Social Marketing
Action Research



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20-60-20 rule & Diffusion of Innovation



From Nancy Lee and Dave Ward

Social Ecological Model



Community-Based Social Marketing

- origins in 100 years of social science
 - psychology, sociology, anthropology, etc.
- community-based
 - delivered at local-level
- removes barriers to action
 - motivational and structural
- behavior-based
 - outcomes (behavior change) not outputs (# of impressions)



Community-Based Social Marketing

Select Behavior

Barriers & Benefits

Develop Strategy

Pilot Test

Implement Broadly & Evaluate

McKenzie-Mohr, D. (1999, 2011). Fostering sustainable behavior. Canada: New Society Publishers.
See also www.cbsm.com

Tools

Commitment

Communication

Convenience

Defaults

Diffusion

Feedback

Framing

Heuristics

Incentives

Norms

Prompts

Storytelling

Behavioral Economics Recap



Richard Mathera

Senior Behavioral Scientist
Common Cents Lab



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**



Behavioral Economics Framework

Identify the Key Behavior

Behavioral Mapping

Behavioral Design

Prototyping/Iteration

Testing

Design Thinking Recap



Alexandra Bornkessel

Senior Strategist
RTI International



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With People, For People: Using Design Thinking to Influence Food Safety Behaviors



Alexandra Bornkessel
@socialbttrfly

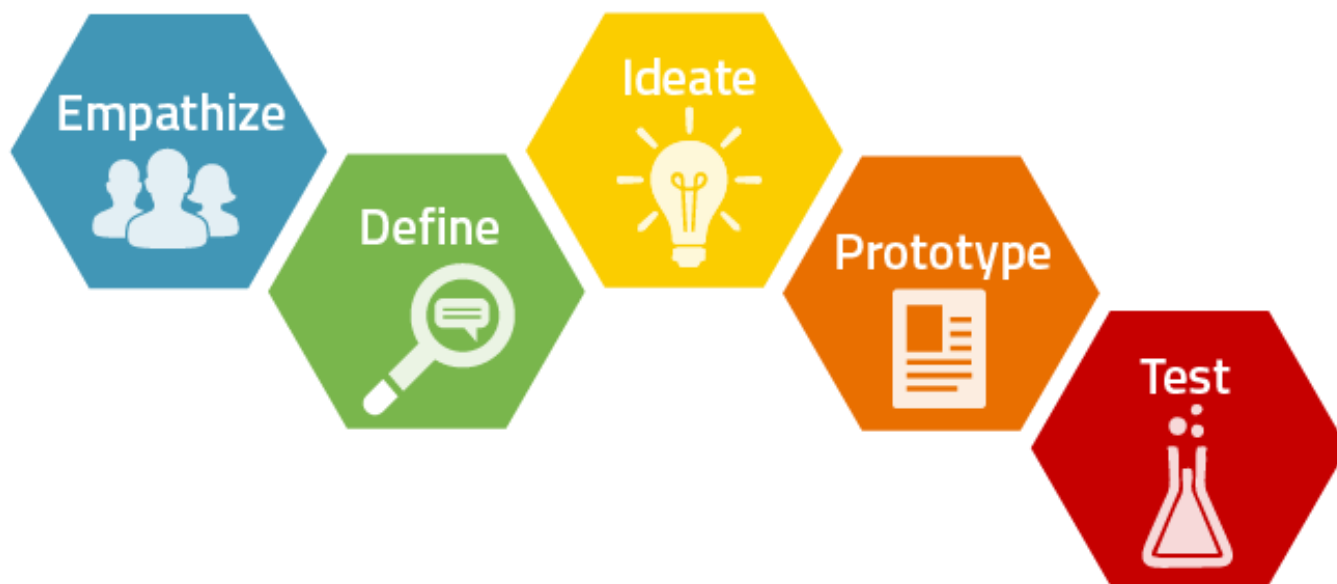


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What is Design Thinking?

a creative process for problem solving with people, for people



source: Stanford d.school

7 Benefits of Participatory Research

1. Ensures culturally and logistically appropriate research
2. Enhances recruitment capacity.
3. Generates professional capacity and competence in stakeholder groups.
4. Results in productive conflicts followed by useful negotiation.
5. Increases the quality of outputs and outcomes over time.
6. Increases the sustainability of project goals beyond funded time frames and during gaps in external funding.
7. Creates systems changes and unanticipated projects and activities.

(Jagosh, MacAulay, Pluye, 2012)

Design Thinking is a Process for People-Centered Innovation

Tools Discussed

1. Six Thinking Hats
2. Challenge Statements
3. Journey Mapping
4. Personas
5. Empathy Maps
6. Prototyping
7. Sketching
8. Storyboards

Available Resources

1. Designkit.org
2. IDEO University
3. DesignforHealth.org
4. Strategyzer Value Proposition Design Templates
5. Branding.cards
6. MURAL, a Web-based tool
7. CMMNTY, an online community research platform

Poll Question #3

How often do you involve your target audience in the development process of products and/or services (e.g., audience research, pilot testing or prototype development)?

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never

Discussion



What we all agree on:

- Knowledge and awareness alone does not change behavior
- Research is key to understanding the audience and getting to impact
- It is important to test/pilot/prototype the message, campaign and/or intervention
- The process is iterative and includes monitoring
- Measurement and evaluation assures impact

Social Marketing Resources

- Resources (free) on SMANA.org – Listserv, Academics and trainers list, Local event invitations
- Tools of Change - <http://www.toolsofchange.com/en/home/>
- Books:
 - ✓ *Fostering Sustainable Behavior* by Doug McKenzie-Mohr (free online)
 - ✓ *Social Marketing: Changing Behaviors For Good* by Lee and Kotler
 - ✓ *Social Marketing and Social Change: Strategies and Tools for Improving Health, Well-Being, and the Environment* by Craig Lefebvre
- Journals:
 - ✓ Social Marketing Quarterly
 - ✓ The Journal of Social Marketing



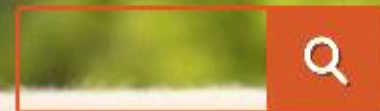
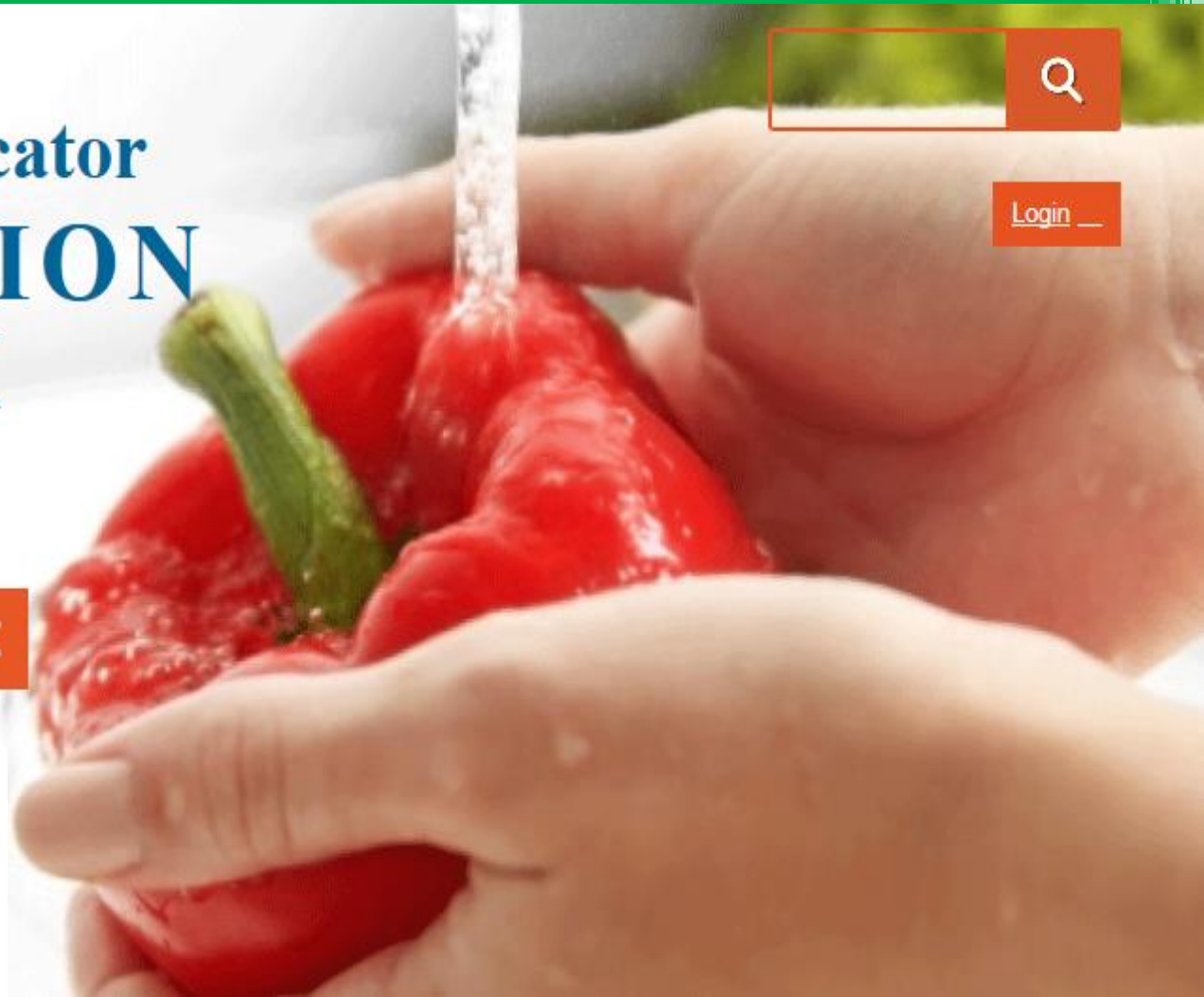
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The Consumer Food Safety Educator EVALUATION TOOLBOX & GUIDE



Login

<http://evaluationguide.fightbac.org>



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International Association for Food Protection
International Dairy-Deli-Bakery Association
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Foundation
McDonald's Corporation
Meijer, Inc.
National Association of Convenience Stores
National Chicken Council

National Grocers Association
National Pork Board
National Restaurant Association
National Turkey Federation
North American Millers' Association
NSF International
Produce Marketing Association
Publix Super Markets Charities
Tyson Foods
United Fresh Produce Association
Wegmans

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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****FINAL REMINDER****

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Register for Our Next Event

Brown Bag Webinar

Turkey Time: Your Thanksgiving
Food Safety Overview

Tuesday, Oct. 30 at 1 p.m. EDT



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Hold the Date!



From Consumers to Chefs

**FOOD SAFETY
EDUCATION MATTERS**

MARCH 6-8, 2019



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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!



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Thank you!



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