

# Food Safety Culture and Communication: Learn from Industry Leaders How to Leverage Your Strengths



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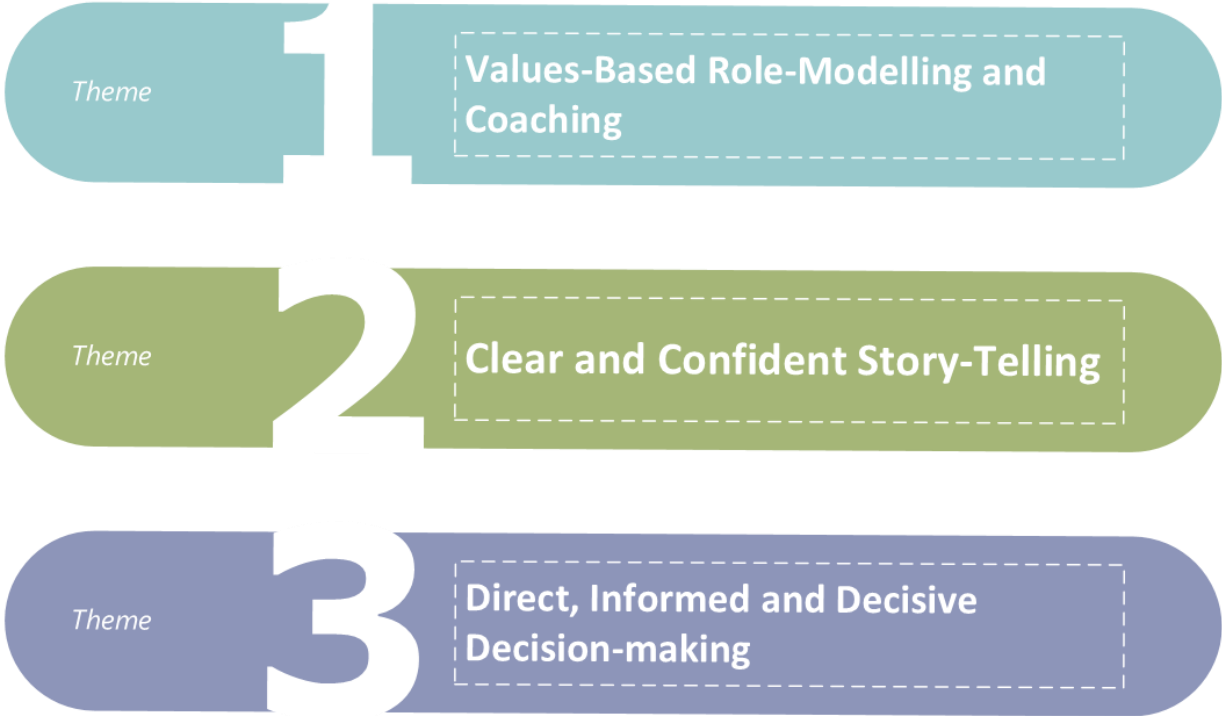


**Janet Riley**

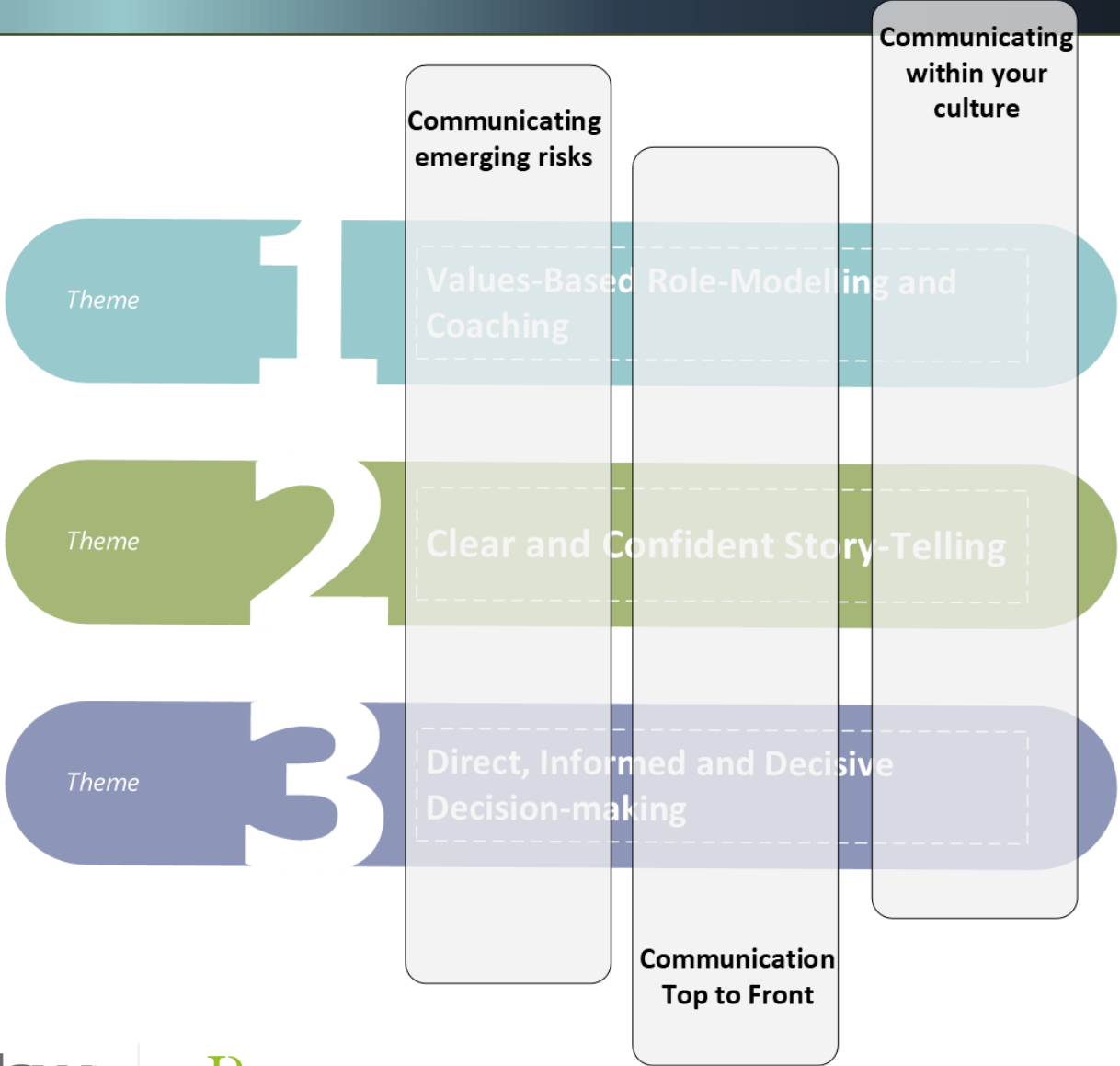
President, Janet Riley Strategies, USA



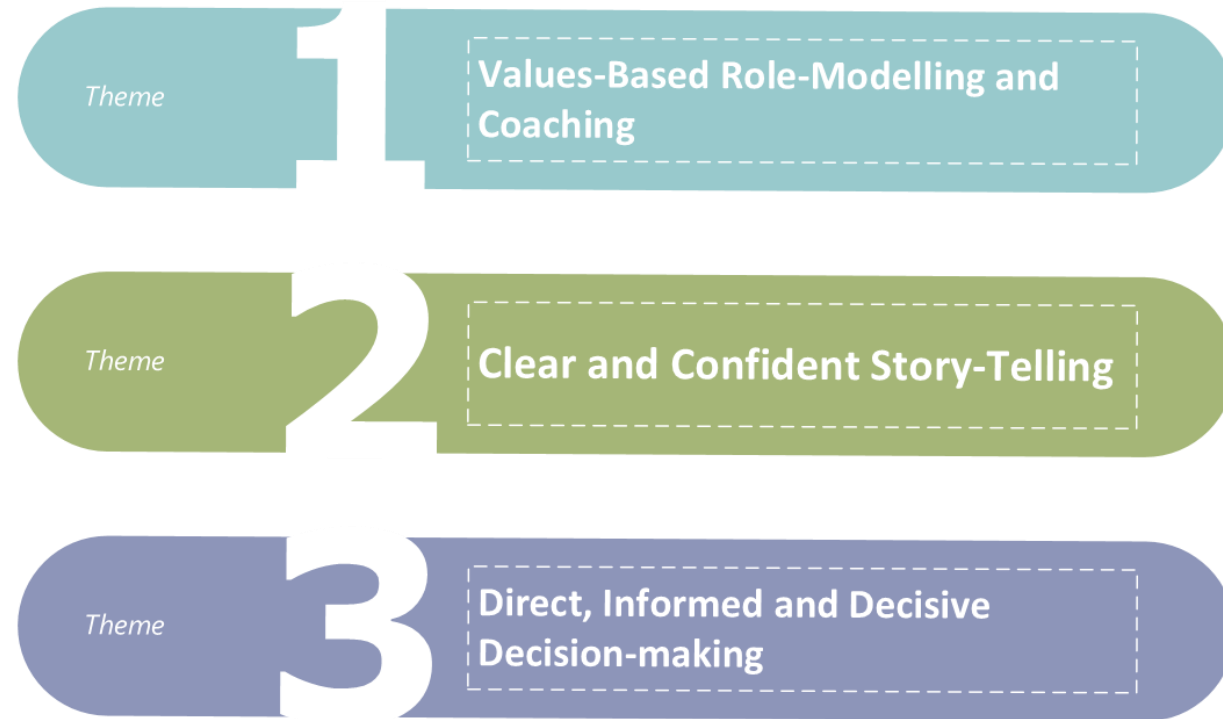
# How to Leverage Your Strengths? The Riley Method



# Food safety communication



# How to Leverage Your Strengths? The Riley Method



Food Safety Culture  
= Safe Food



# Food Safety Communications and Culture

- Culture = a habit that is repeated by a group
- Strong, effective communications spark and support habits
- “You manage what you measure” in food safety
- You should do the same in communications!



# Seven Actions to Build Your Food Safety Communications Skills



# Take These Seven Actions...

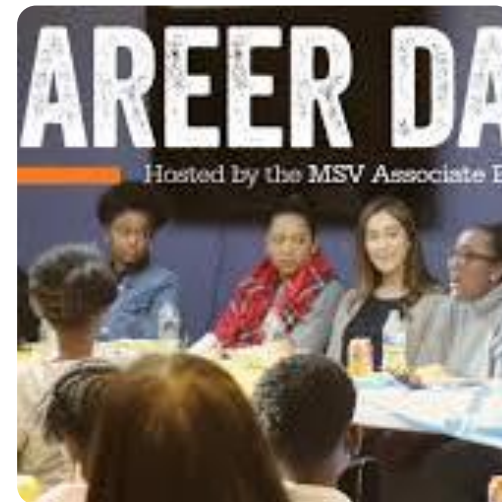
1. Develop/review and internalize your Messages
2. Create a deck that tells your story visually
3. Learn to talk in stories





# Take These Seven Actions...cont'd

4. Get media and/or communications training
5. Seek low risk communications opportunities to build skills
6. Embrace a safe media opportunity
7. Train and practice whenever possible to become crisis ready!



# The Science of Storytelling



**Cognitive Engagement:** Our brains are wired to process information in narrative form. Stories engage multiple areas of the brain, making content more memorable and relatable.



**Data Retention:** Information presented within a story is more likely to be remembered and recalled than data presented in a straightforward, non-narrative format.



**Mirror Neurons:** Compelling stories activate brain's mirror neurons, prompting empathy with the characters and situations in the story, fostering a sense of connection.



**Impact on Decision-Making:** Stories appealing to both logic and emotion, can guide individuals towards a desired outcome.



**Oxytocin Release:** Hearing emotional stories can trigger the release of the “love hormone” oxytocin, which enhances trust and bonding with the storyteller.



**Powerful tool:** More than words -- can unlock hearts and minds.

# The Riley Method

How effective is your food safety communication?



**Scan the QR Code**



**Note down your  
answers**



**Benchmark your  
results**

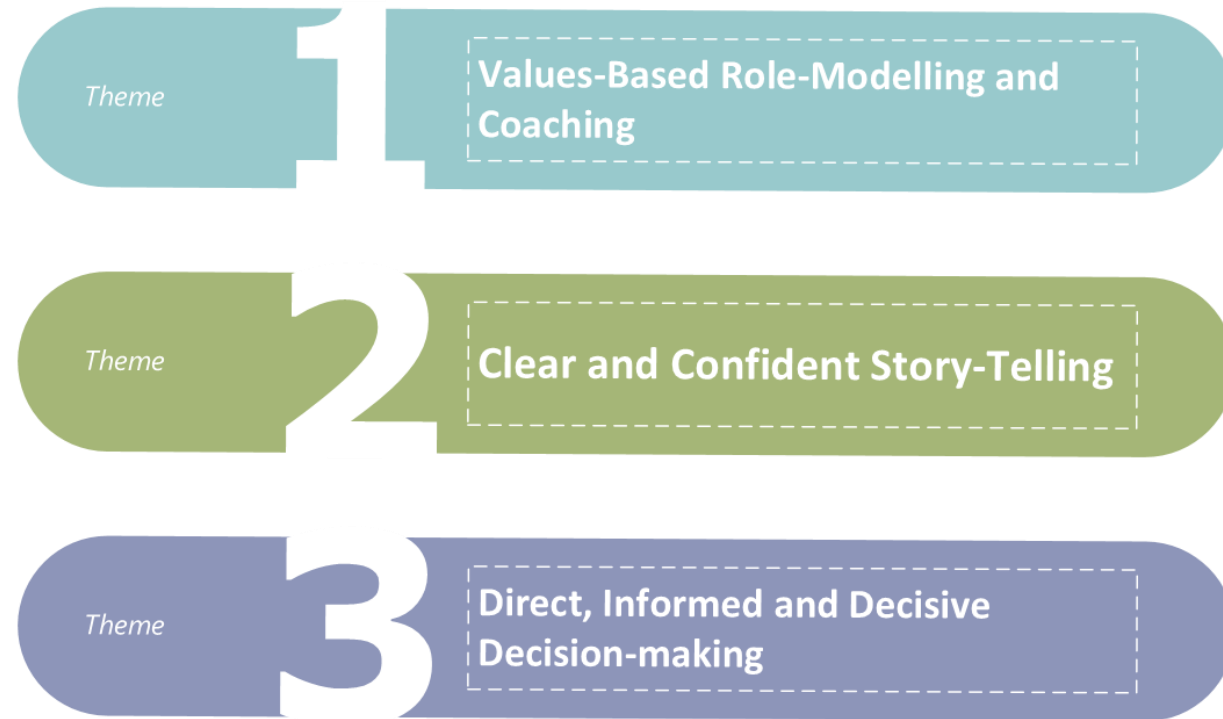




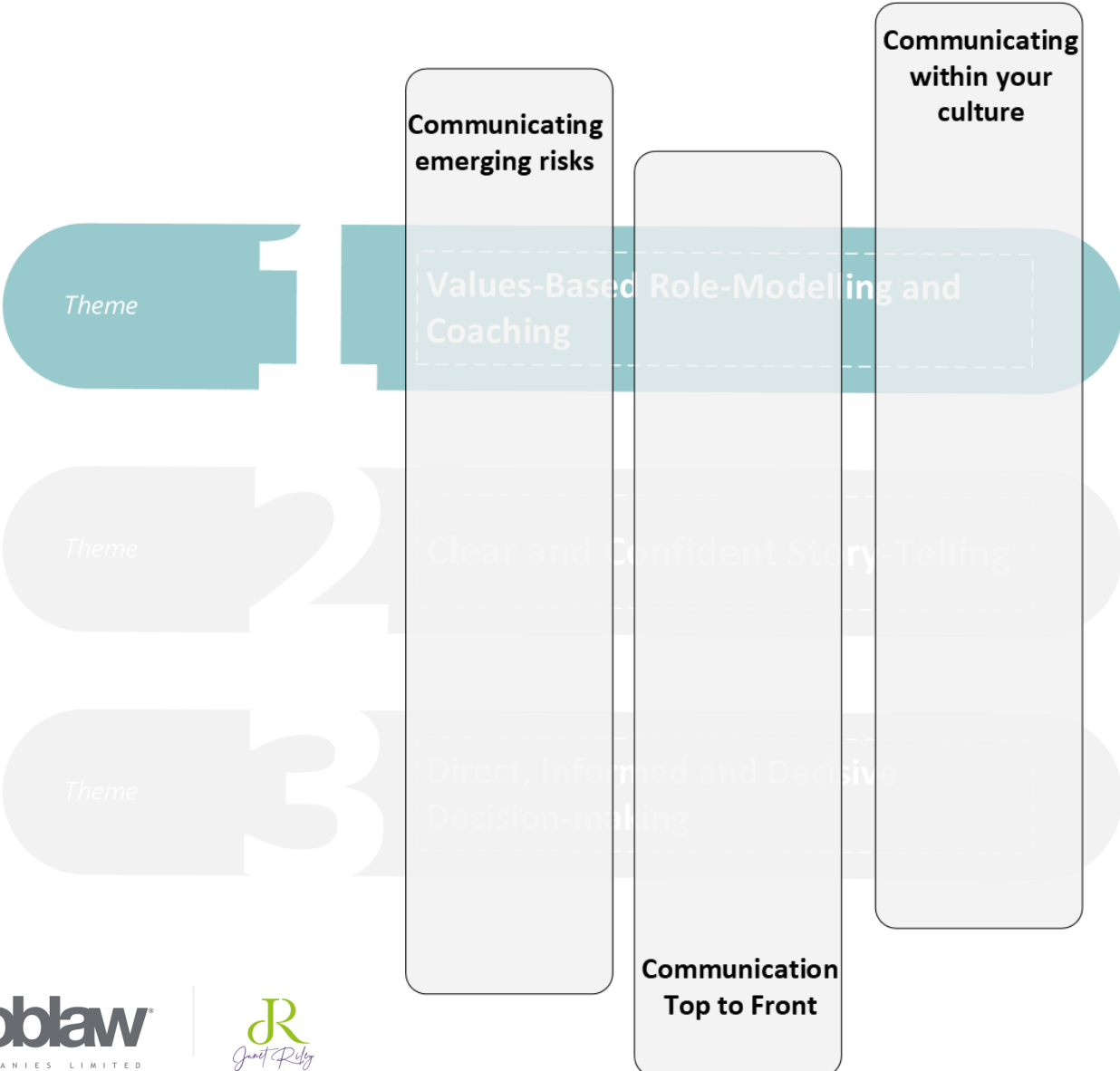
# Interpreting Your Scores

- If you scored **55 or higher**, consider yourself an excellent, well-developed food safety communicator and a model for others. Keep practicing and teaching others to keep those skills strong.
- If you scored **50-54**, you are a strong communicator on a great trajectory! Be mindful of your abilities and gaps and embrace opportunities for further growth.
- If you scored **45-49**, you've many of the right instincts. Consider seeking a mentor or communications coach within your company to help you grow and develop your abilities.
- If you scored **40-44**, you may be early in your career and haven't had opportunities to build skills and confidence. Those opportunities are available, and your colleagues and supervisors can help support you in developing your skills and achieving success.
- If you scored **below 40**, don't be discouraged! Think of someone within your company whose communications skills you admire and who you trust. Share your results with that person and ask for help and ongoing feedback. The fact that you completed this assessment shows your commitment to effective food safety communications – congratulations!

# How to Leverage Your Strengths? The Riley Method



# Theme 1



- Remind that Risk anticipation is to be expected from a responsible FBO by its consumers and FS authorities.
- Emphasis in communication that the essence of risk anticipation is to be prepared and avoid FS crisis.
- Include above the commitments to food safety, the costs of reputational impacts, “non quality”, and impact on business as part of the reasoning in informed decisions.

## Key Messaging

**‘ applying robustness in horizon scanning’**

**‘activate all needed resources to assess and address risks, proactively’**

**‘monitor and adjust to sustain consumer & customer protections and assure continuity of operations’**

**‘engage external experts, monitor regulatory evolutions, and track industry activities and approach’**

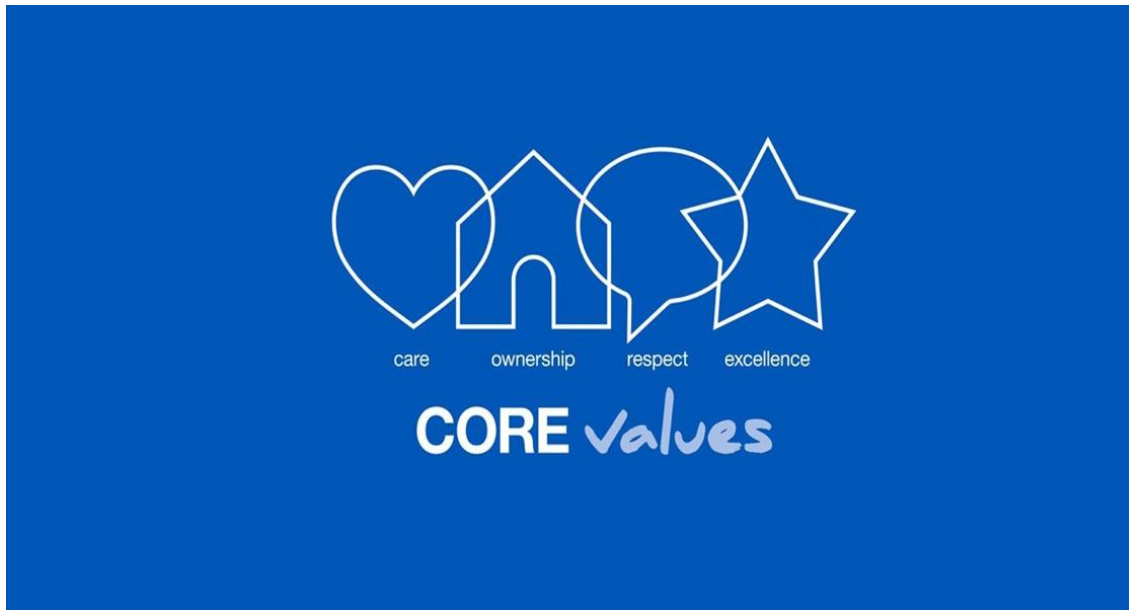


# Communicating Top to Front

Theme

1

Values-Based Role-Modelling and Coaching



# Communicating Within Your Culture

Leader	Jan.	Feb.	March
Per	Line A	Line B	Line C
Lars	Line B	Line C	Line A
Kirsten	Line C	Line A	Line B
Henrik	Line A	Line B	Line C
Morten	Line B	Line C	Line A
Bo	Line C	Line A	Line B
Thora	Line A	Line B	Line C

Visualizing role modelling

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Visualizing role modelling

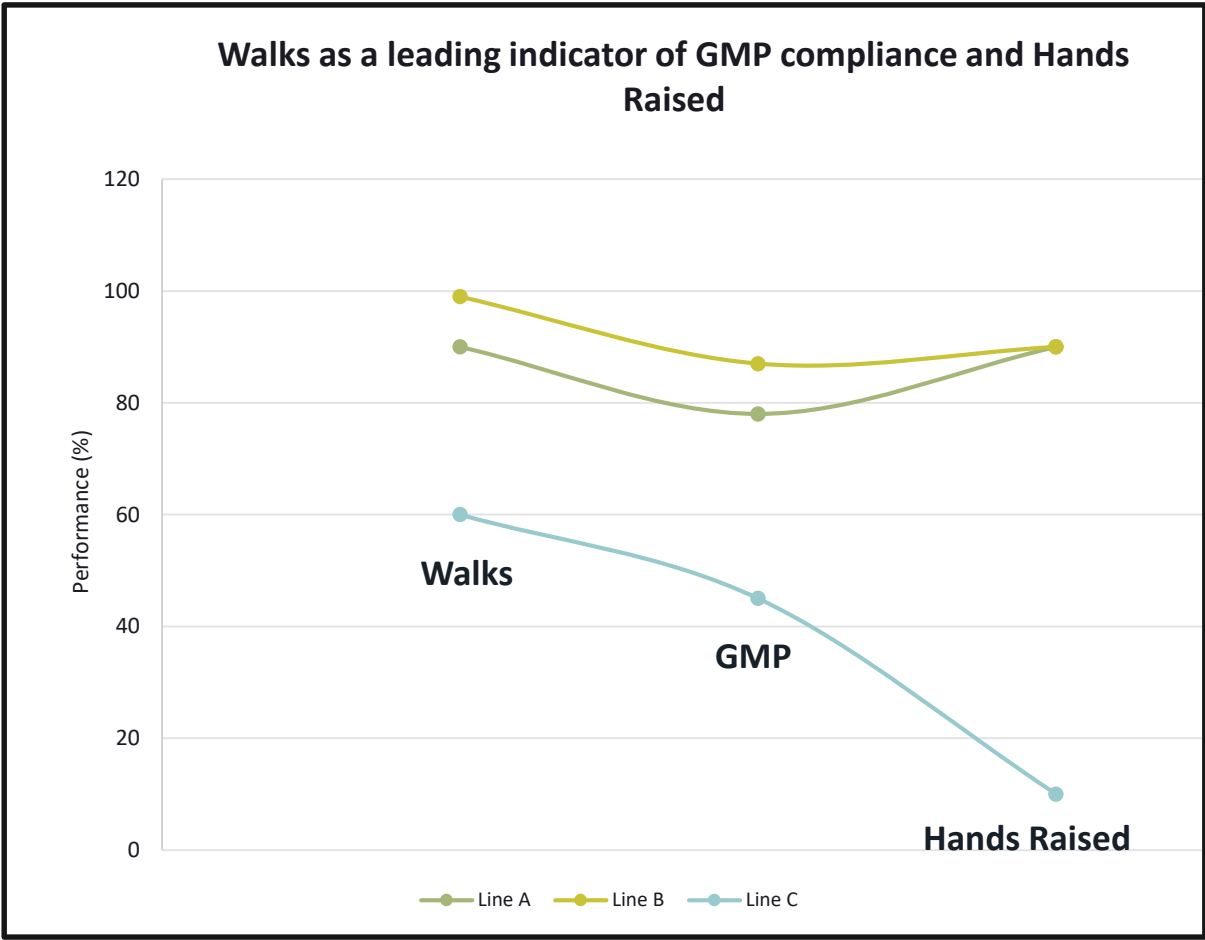
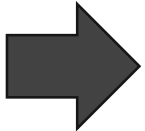
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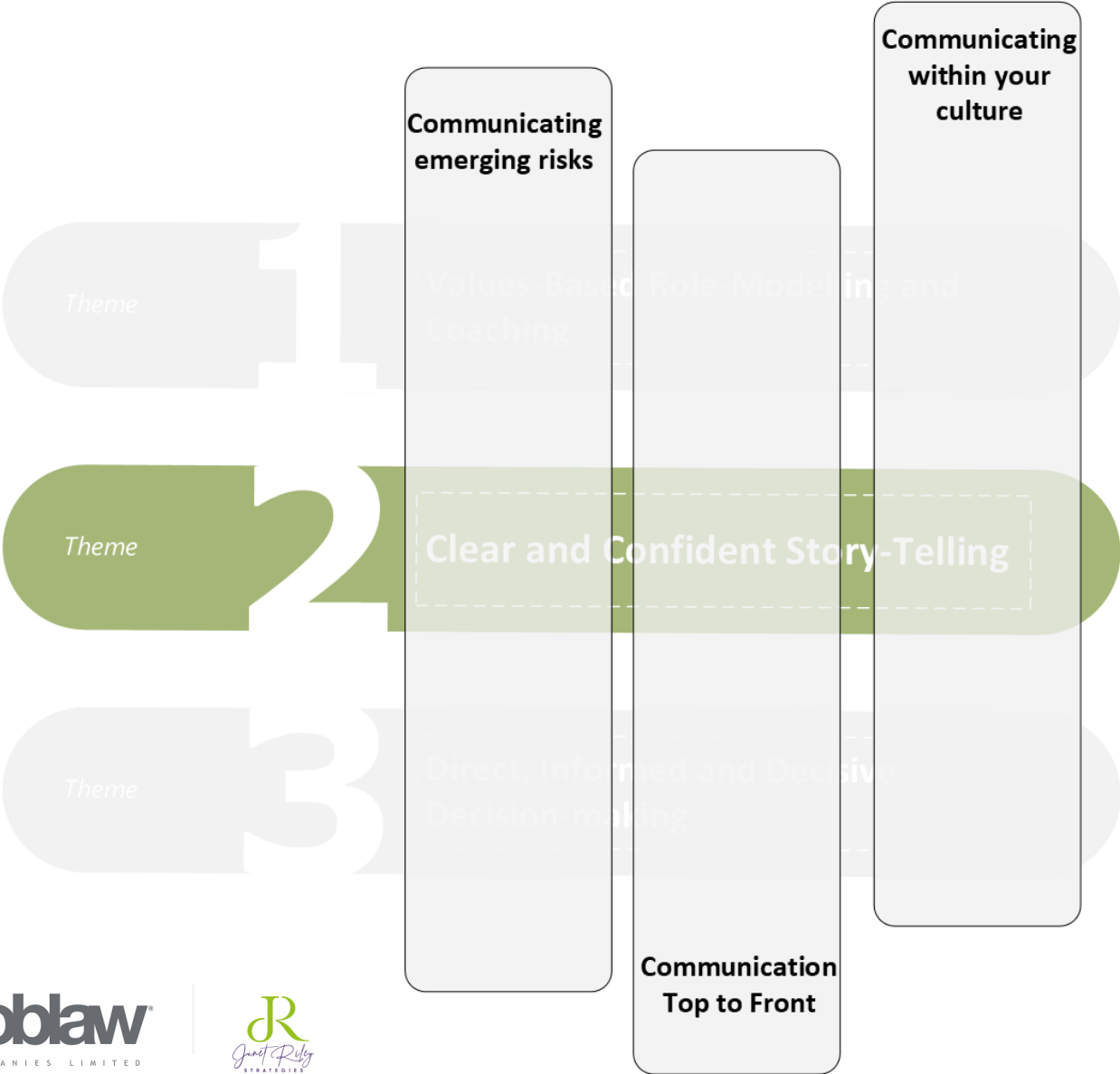
Impact of Leading and Lagging Indicators

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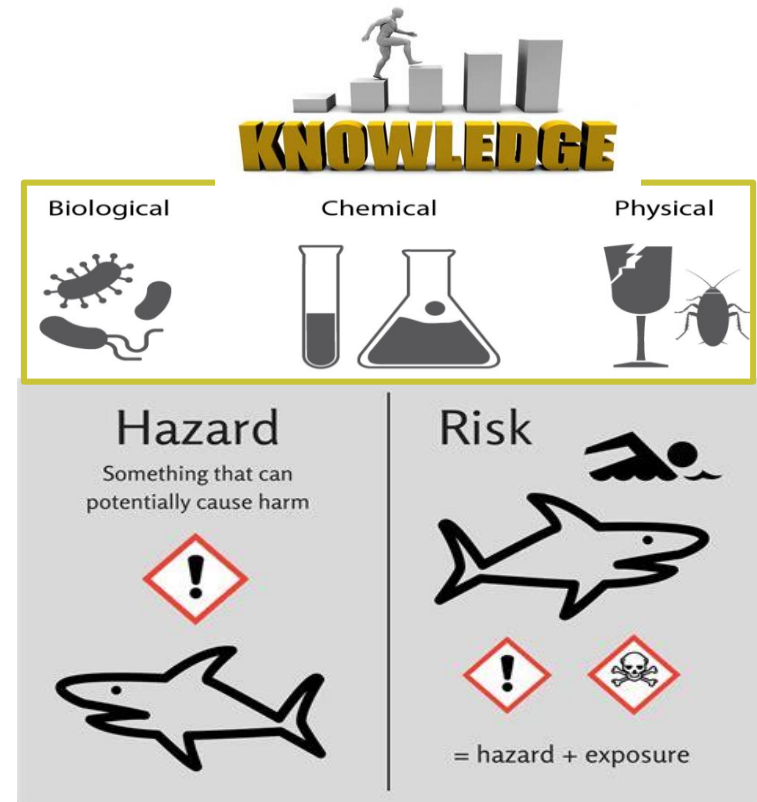
# Theme 2



# Communicating Risks

- Make sure your audience is aware of the difference between hazard and risk
- Explain that emerging risks evolve as more scientific information becomes available. This is called progressive insights and will support relevant risk mitigation measures
- **Keep it simple** but raise **awareness** and **knowledge** by including the following elements in your story telling:

- 1. What is it about and what do we know or don't know?**
  - a. Type of hazard (biological, chemical, physical) and severity
  - b. Potential human exposure
  - c. Sources of occurrence
  - d. Analytical methods
  - e. Transparency on Uncertainties & data gaps
- 2. What is at stake & why is it important?**
  - a. Potential Business impact
  - b. (Upcoming) Regulation
  - c. Consumer perception & Media coverage
- 3. What should be done?**
  - a. Follow & contribute to scientific & regulatory evolutions
  - b. (Precautionary) Control measures that evolve when more information becomes available
  - c. Take a stand on the topic/position to address consumer concerns



# Communicating Top to Front

Theme

2

Clear and Confident Story-Telling

- Know your story – be prepared
- Adapt your messaging
- Know what you want to say, practice
- Actively listen
- Read the room

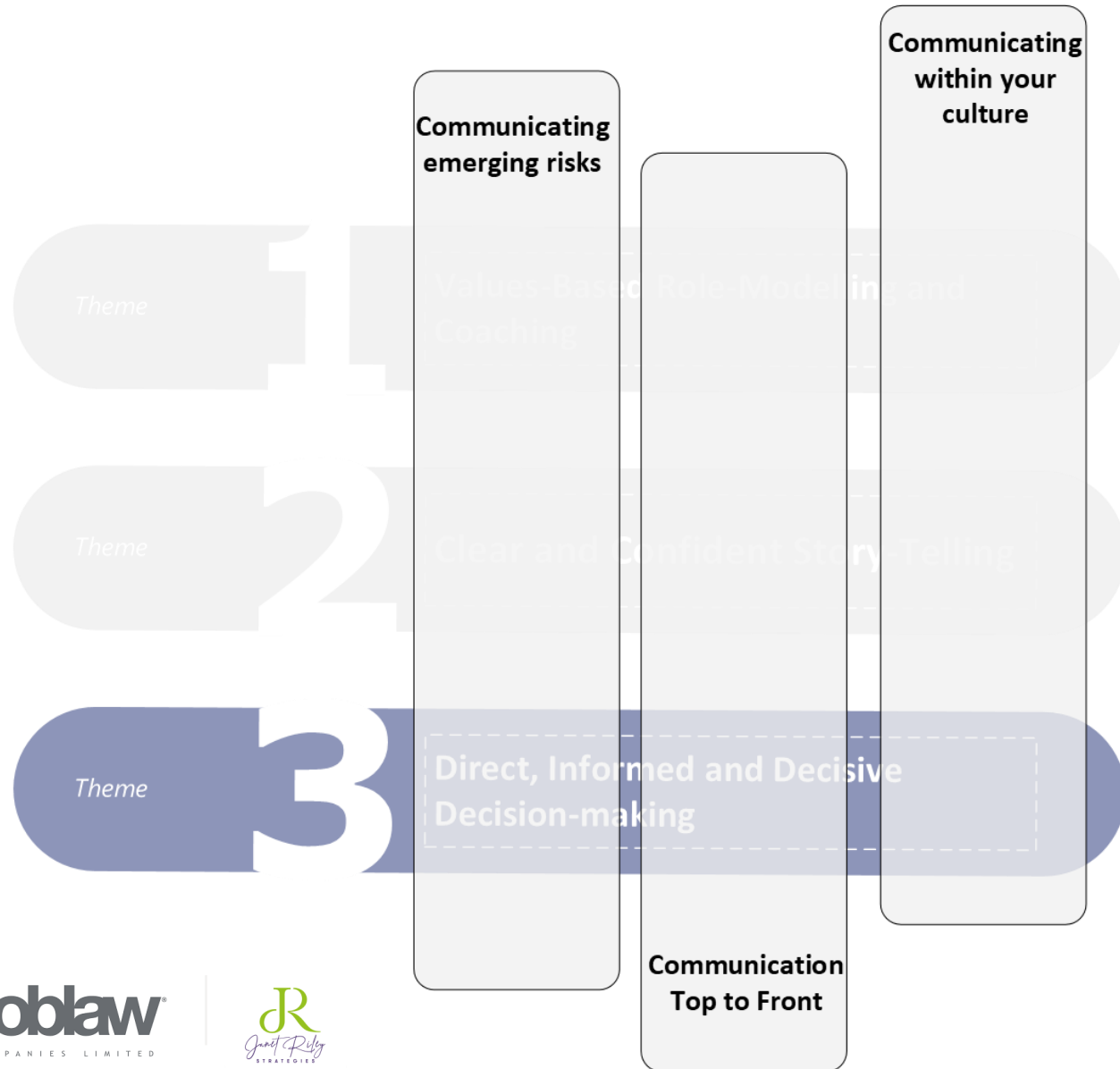
**What's the story you need to tell?**



# Communicating Within Your Culture



# Theme 3



## Direct, Informed and Decisive Decision-making

- Explain that emerging risks evolve as more scientific information becomes available. This is called progressive insights and will support relevant risk mitigation measures
- If sufficient information, communicate clearly on risk mitigation measures that need to be taken, to protect the consumer, even if this would entail significant business impacts.

### Key Messaging

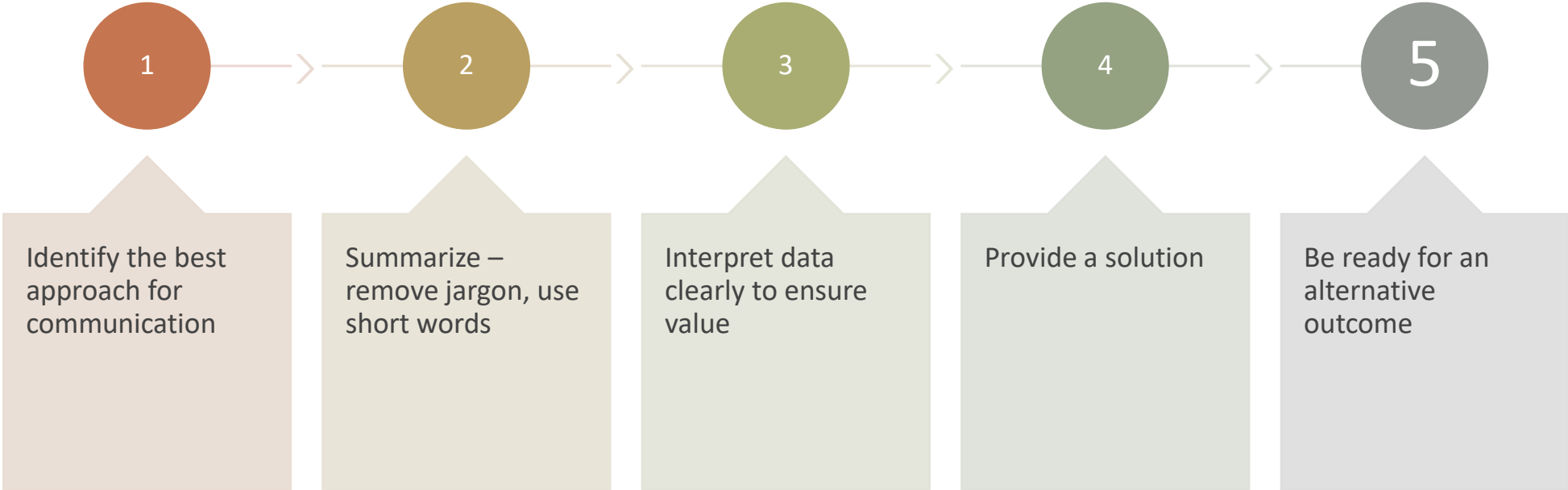
**“The science, risk assessments, and regulatory frameworks will guide the direction”**

**“risk/benefit analysis and determining business impact”**

**“need for action vs. no action (monitor and then determine best course) is a choice”**

**“explicit steps being taken are....with timing of....”**

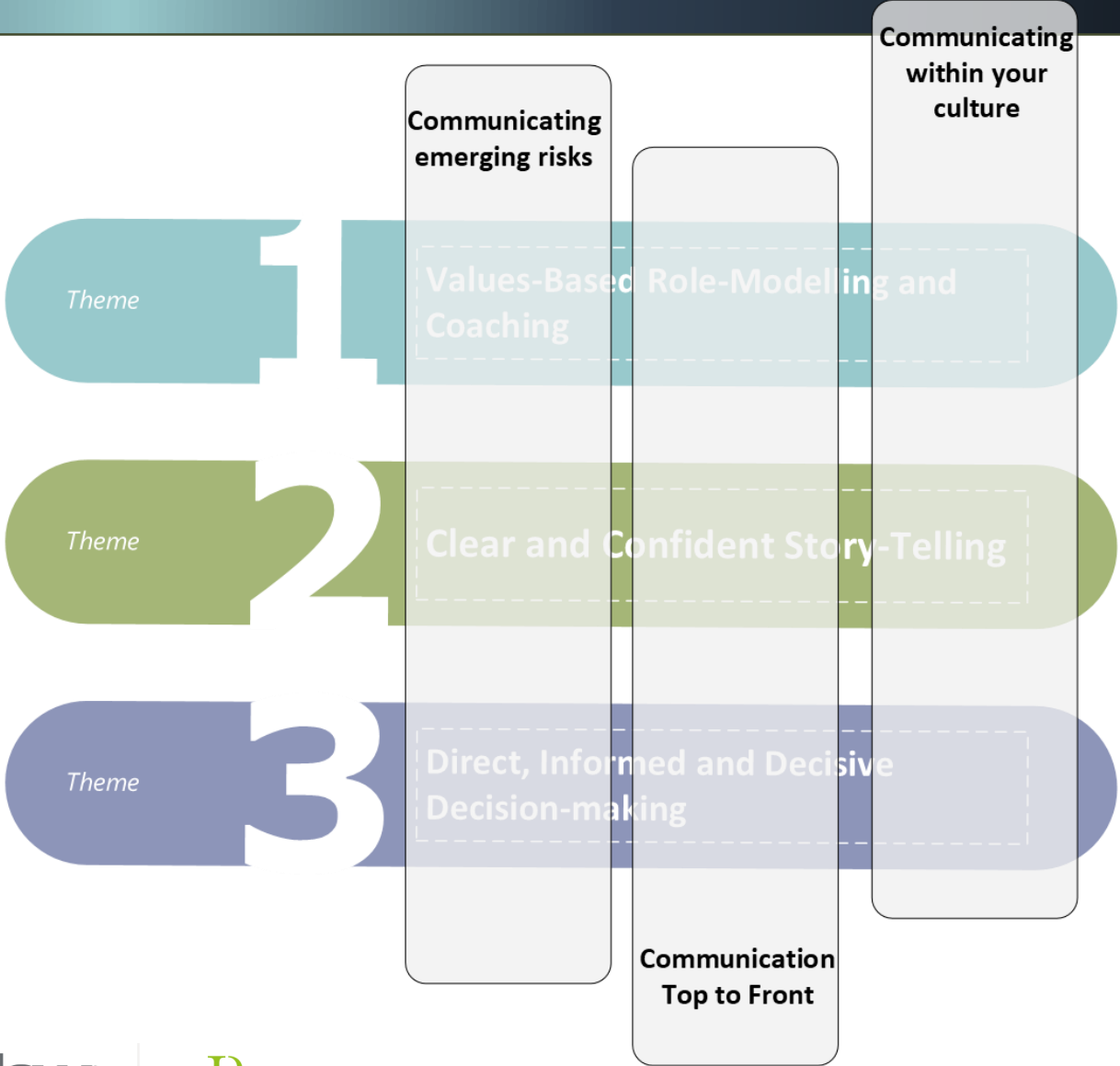
# Communicating Top to Front



# Communicating Within Your Culture



# Food safety communication



# Take Home Messages



The audience and context will significantly impact what is an optimum messaging style.

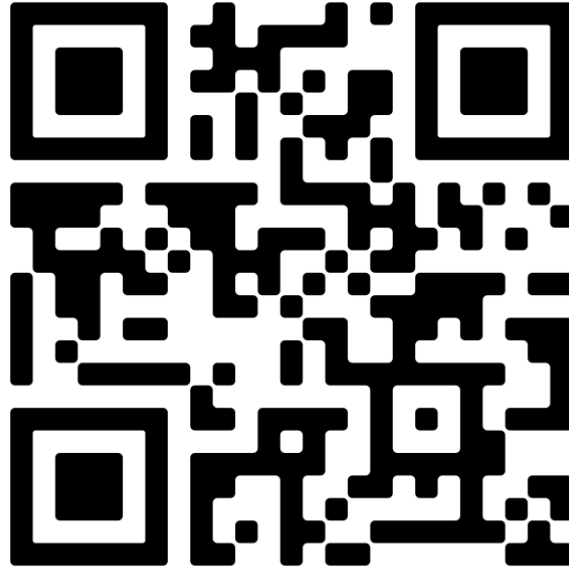


Credibility, confidence, and trust, build through practice strengthened with experience, will be constants in any food safety communication.



Dealing with uncertainty under high stress conditions will require having strong intuitive skills in 'real time' to read the room and remaining fluid

# Thank You



For your copy of the “Food Safety Culture and Communication: Learn from Industry Leaders How to Leverage Your Strengths” whitepaper.

