

**Grab a seat and play the
game at your table!**

**Every table has a different
game to try!**



Game instructions can be found by
scanning this QR code



How to Utilize the Alliance's Food Safety Culture Toolkit to Create a Positive, Robust Culture

May 8, 2024 | Food Safety Summit

Agenda

I: Introduction

- History of the Toolkit

II: Exploration of the Toolkit

- Highlighted pages
- Beck's foodborne illness story

III: Case study

- Work in small groups
- Report back to the larger group

IV: Wrap up

- Final round of Q&A
- A brief feedback form

Answer question #1



FOOD SAFETY CULTURE TOOLKIT: DISCUSSION GUIDE

1. How can you adapt a game you played today to your workplace?

**Continue to take
notes as we walk
through the Toolkit
resources.**

History of the Toolkit

Walmart 

Wawa 



COSTCO
WHOLESALE



Cargill 

empirical
foods | technology | innovations



JBS



Wegmans

Kellanova

AFFI AMERICAN
FROZEN FOOD
INSTITUTE

HERSHEY 



TreeHouse



WK Kellogg Co

MARS

A COLLABORATION TO **DEVELOP & INNOVATE** FOOD SAFETY CULTURE

The Alliance to Stop Foodborne Illness designed this toolkit to strengthen food safety culture at small- and medium-sized organizations. Members from across the food industry contributed time, insights, and resources to create tools which are:

Informed by the most current science

Based on years of **personal experience**

Tailored to be most useful for small- and medium-sized companies (*though anyone can use them*)

Advancing your intentional food safety is not a linear journey. It is an iterative process of continual learning.



EVERY COMPANY IS DIFFERENT

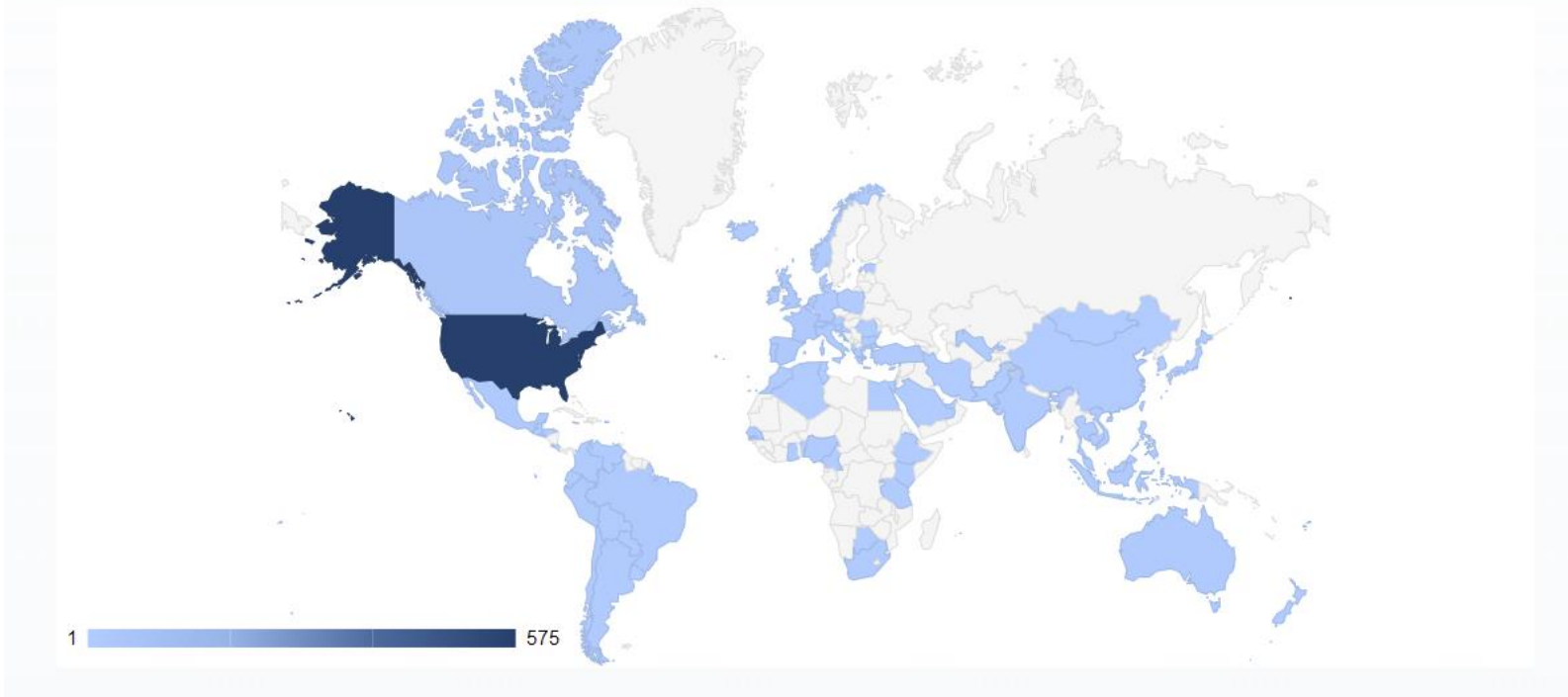


Some tools may not work well in your area or for your workforce.

It is important to evaluate your internal needs and select the tools most appropriate for your company.

It is imperative to note: *this toolkit is not a checklist.*

Since launching in June 2022, over 900 users have registered for the Toolkit. They represent more than 665 unique companies from across the world.



The Alliance Food Safety Culture Toolkit

Winner of the 2024 IAFP Innovation Award



Let's explore the Toolkit!

Follow along by scanning
this QR code



<https://stopfoodborneillness.org/toolkit-registration-separate/>



DONATE →

About Us ▾ News/Alerts ▾ Awareness ▾ Resources ▾ Programs ▾

TOOLKIT REGISTRATION

Register here to have instant access to the Food Safety Culture Toolkit.

Industry *

Academic ▾

Company

Company Role *

Choose the best option ▾

Number of Employees *

▾

Country *

United States ▾

US States, Territories + Canadian Provinces

--- ▾

The Toolkit is updated regularly. Please provide your email to receive quarterly update information and more.

Register

ALREADY REGISTERED? CLICK HERE TO LOGIN

This is the Food Safety Culture Toolkit

You already have a food safety culture, whether you've intentionally created one or not.

Where are you in your FOOD SAFETY CULTURE JOURNEY?

Explore resources for each step of your journey.

We developed the Toolkit:

to enable you to identify your current food safety culture; and

to inform your journey as you create an intentional strategy for improving your food safety culture.



Bring Your Essentials

- Communication
- Assessment



Prepare Your Team

- Alliance Video Series
- Rewards & Recognition
- Gamification



Plan Your Journey

- Fundamentals of Food Safety Culture
- Values & Vision



Bumps in the Road

COMING SOON

This is the Food Safety Culture Toolkit

You already have a food safety culture, whether you've intentionally created one or not.

Where are you in your FOOD SAFETY CULTURE JOURNEY?

Explore resources for each step of your journey.

We developed the Toolkit:

to enable you to identify your current food safety culture; and

to inform your journey as you create an intentional strategy for improving your food safety culture.



Bring Your Essentials

- Communication
- Assessment



Prepare Your Team

- Alliance Video Series
- Rewards & Recognition
- Gamification



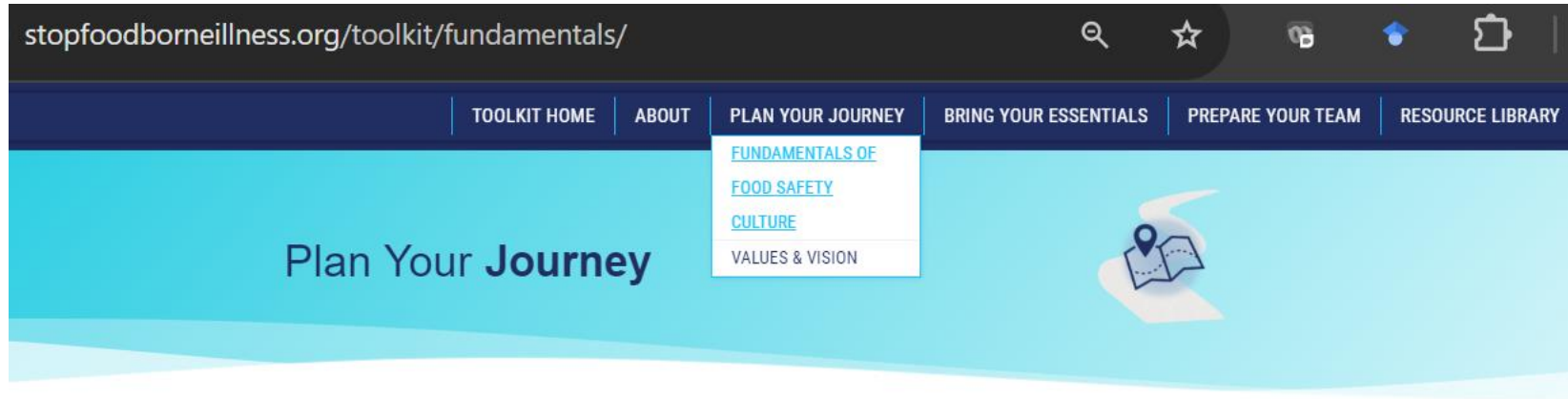
Plan Your Journey

- Fundamentals of Food Safety Culture
- Values & Vision



Bumps in the Road

COMING SOON



FUNDAMENTALS OF FOOD SAFETY CULTURE

You already have a food safety culture, whether you've intentionally created one or not.

WHAT IS FOOD SAFETY CULTURE?

Food safety culture is the **learned** and **shared** values, beliefs, and norms that affect **attitudes** and **behaviors** towards food safety throughout an organization. It is how everyone from all levels and functions in an organization thinks and acts in their daily job to make sure the food they make or serve is safe to eat. A **strong, positive** food safety culture can help **protect** consumers from foodborne illness and, in turn, your organization's reputation.



Plan Your Journey



VALUES AND VISION



A well-defined vision and set of values provide a framework for aligning all members of an organization towards a common goal and creating a strong, positive food safety culture.

WHAT DOES YOUR ORGANIZATION VALUE?

Is food safety among those values? How do you formalize food safety as a value? What behaviors represent food safety as a value? How does food safety as a value shape organizational policies and processes?

If food safety is not a value for your organization, consider ways to [engage with senior leadership](#), quality and food safety leaders, and frontline leaders to define food safety and food safety culture goals and commitments. Everyone at a food company works with food, whether directly or indirectly. The success of the organization, from brand protection to consumer relationships, is deeply tied to safety and quality of food—and therefore to your food safety culture.

Answer question #2-3

2. How do you define food safety culture?

3. What does your organization value? How do those values align with your definition of food safety culture?

**Continue to take
notes as we walk
through the Toolkit
resources.**

This is the Food Safety Culture Toolkit

You already have a food safety culture, whether you've intentionally created one or not.

Where are you in your FOOD SAFETY CULTURE JOURNEY?

Explore resources for each step of your journey.

We developed the Toolkit:

to enable you to identify your current food safety culture; and

to inform your journey as you create an intentional strategy for improving your food safety culture.



Bring Your Essentials

- Communication
- Assessment



Prepare Your Team

- Alliance Video Series
- Rewards & Recognition
- Gamification



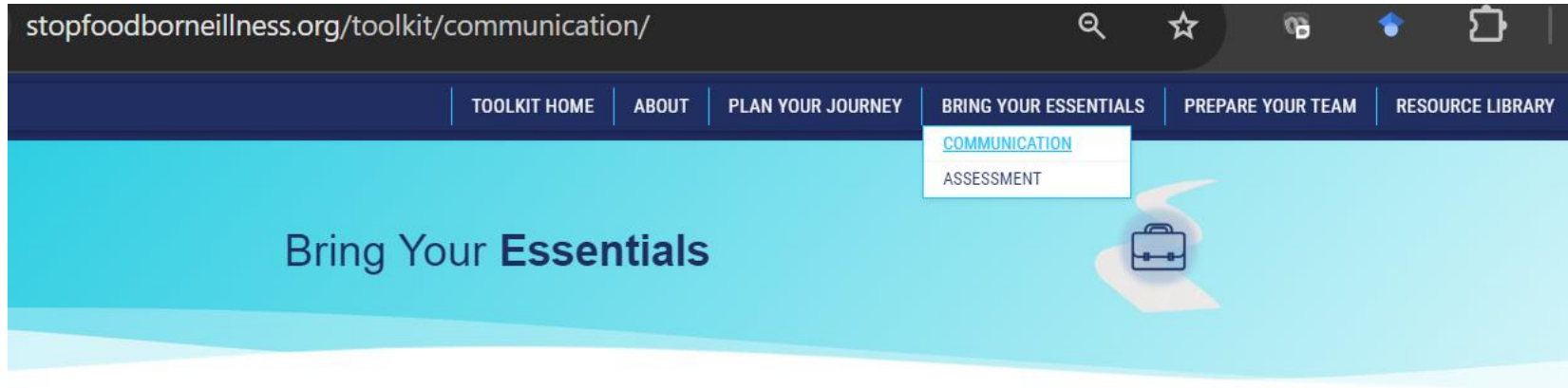
Bumps in the Road

COMING SOON



Plan Your Journey

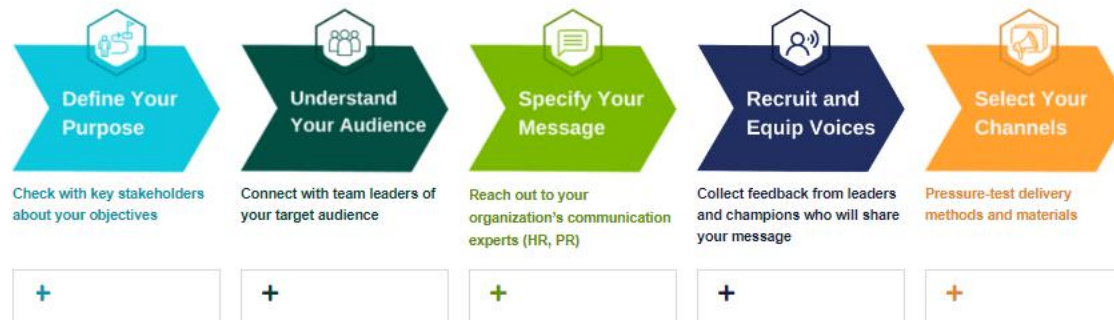
- Fundamentals of Food Safety Culture
- Values & Vision



COMMUNICATION

Effective communication is key to managing change and supporting existing desired behaviors. Creating intentional, positive food safety culture messaging requires thoughtful planning and regular evaluation.

PLANNING AND EVALUATING YOUR COMMUNICATION



ASSESSMENT

Imagine a restaurant chef shopping for a new food thermometer. As they browse the different models—digital, dial, oven safe, disposable—what are the pros and cons of each? Which model will best meet their needs? The one they select must be precise to make sure the food is safe. In a busy restaurant, the speed of the reading could also be important. Cost is a factor. All these considerations will help them decide the best tool for measuring food temperature in the restaurant's kitchen.

A responsible chef would be sure to find the right thermometer—accurate and a good fit for their needs. In the same way, organizations must be thoughtful about measuring food safety culture and consider what tools will work best for their needs.



HOW DO WE ASSESS FOOD SAFETY CULTURE?

Assessment of culture can take many forms. Depending on an organization's size, budget, and demographics, some tools may be a better fit than others.

Below are a few examples of tools and methods of assessing food safety culture. Each has benefits and drawbacks, and no one tool will satisfy all assessment needs. Consider combining methods to get a fuller picture of all the layers of food safety culture at your organization.

Answer question #4-5

4. In what ways does your company engage in intentional food safety culture messaging?

5. On a scale of 1-5 (with 5 being the best), how would you rate your organization's food safety culture? Why?

**Continue to take
notes as we walk
through the Toolkit
resources.**



This is the Food Safety Culture Toolkit

You already have a food safety culture, whether you've intentionally created one or not.

Where are you in your FOOD SAFETY CULTURE JOURNEY?

Explore resources for each step of your journey.

We developed the Toolkit:

to enable you to identify your current food safety culture; and

to inform your journey as you create an intentional strategy for improving your food safety culture.



Bring Your Essentials

- Communication
- Assessment



Prepare Your Team

- Alliance Video Series
- Rewards & Recognition
- Gamification



Bumps in the Road

COMING SOON



Plan Your Journey

- Fundamentals of Food Safety Culture
- Values & Vision

Prepare Your Team

Motivated, Educated, and Engaged



RIGHT BEHAVIORS

REWARDS AND RECOGNITION PROGRAMS

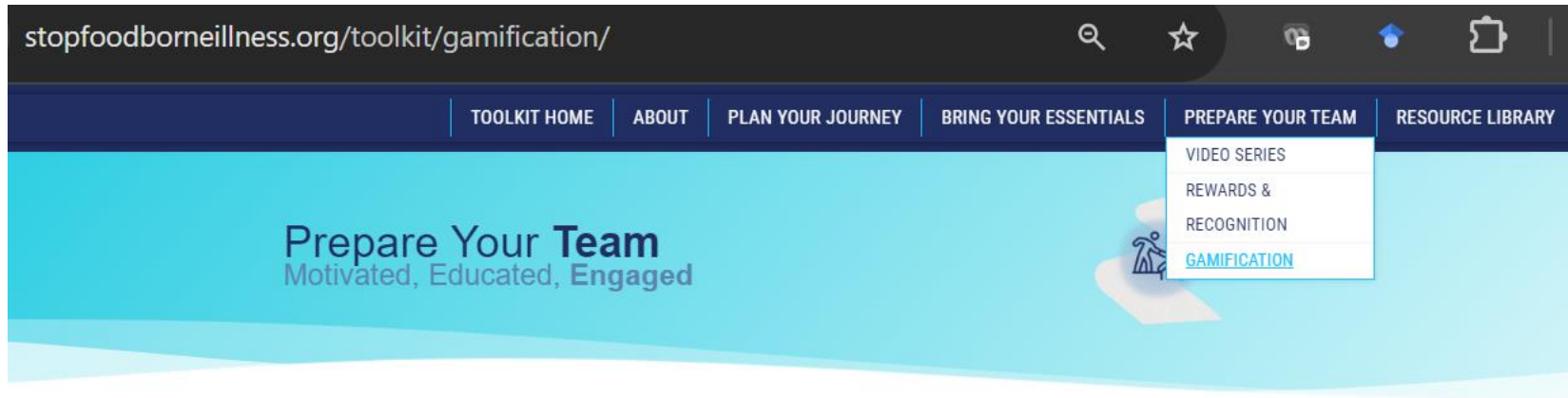
A SENSE OF RESPONSIBILITY

The use of rewards and recognition can help individuals and teams develop a sense of personal responsibility and understand their role in maintaining your company's food safety standards.

A strong sense of personal responsibility can encourage employees to demonstrate positive food safety actions. These rewards can also assist leadership with developing and enforcing desired food safety behaviors across the entire company.



It's not just about prizes, it's about recognizing the right behaviors.



GAMIFICATION









To promote a strong, positive food safety culture throughout your organization, all employees—from frontline to senior leaders—must be motivated, educated, and engaged. One way to keep your team **engaged** is to creatively and continually reinforce food safety concepts outside of formal learning programs.



Consider “gamification” when planning your engagement strategy. Gamification is the application of gameplay mechanics to other activities such as education or marketing. While gamification may conjure images of video games, you can also incorporate basic gameplay principles to complement and enhance your learning programs. Games can help refresh content, incentivize learning, socialize desired behaviors, and intermix learning opportunities into non-training environments like Town Hall meetings or breakrooms.

In this section of the Toolkit, you will find several examples of low- or no-cost games employed by members of the Alliance to Stop Foodborne Illness. These games are **not** meant to replace your current training and education programs but can serve as inspiration or be adapted to supplement to your existing formal learning curriculum.

FOOD SAFETY GAMES

 <p>PPE Dress Up: What Were They Thinking?!</p> <p><i>How does the wearing of proper work attire and PPE impact both employee and food safety?</i></p>	 <p>Little Locker Lineup</p> <p><i>How does the organization of your locker impact overall food safety at a facility?</i></p>	 <p>Food Safety Land</p> <p><i>What is the purpose of following good food safety practices at a food facility?</i></p>	 <p>Ready to Role</p> <p><i>How can we view food safety from new perspectives and work together to support our culture?</i></p>
 <p>Food Safety Carnival</p> <p><i>Highlighting food safety concepts with high-energy carnival and minute-to-win-it games</i></p>	 <p>Passive Puzzles</p> <p><i>Engaging employees with simple, accessible activities like word searches and jumbles</i></p>	 <p>Food Safety Escape Room</p> <p><i>Capturing employees with food safety settings, scenarios, and puzzle solving</i></p>	 <p>Food Safety Question Bank</p> <p><i>Questions you may use with In-person games, virtual games, or learning management systems</i></p>

Answer question #6-8

6. What are the areas your company needs to improve right now?

7. What happens if those improvements are not made?

8. How are you actively rewarding and recognizing positive food safety culture behaviors at your organization? How could you improve these practices?

**Continue to take
notes as we walk
through the Toolkit
resources.**

This is the Food Safety Culture Toolkit

You already have a food safety culture, whether you've intentionally created one or not.

Where are you in your **FOOD SAFETY CULTURE JOURNEY?**

Explore resources for each step of your journey.

We developed the Toolkit:

to enable you to identify your current food safety culture; and

to inform your journey as you create an intentional strategy for improving your food safety culture.



Bring Your Essentials

- Communication
- Assessment



Prepare Your Team

- Alliance Video Series
- Rewards & Recognition
- Gamification



Plan Your Journey

- Fundamentals of Food Safety Culture
- Values & Vision



Bumps in the Road

COMING SOON



Recommended Resources

- STOP x FDA Webinar Series
- Podcasts
- Videos
- Books
- Articles
- Peer-Reviewed Papers
- White Papers
- Interviews

DISCLAIMER: This set of resources is not an endorsement; they are items we have found useful in thinking about food safety culture.



Want access to Toolkit resources offline?
Check out the recently-updated
Downloadable Toolkit Version 3.0!

To Make Our Recommended Resources Unique We Aim To Include Heart-Focused, Science-Grounded
And Psychology-Based Materials



This is the Food Safety Culture Toolkit

You already have a food safety culture, whether you've intentionally created one or not.

Where are you in your **FOOD SAFETY CULTURE JOURNEY?**

Explore resources for each step of your journey.

We developed the Toolkit:

to enable you to identify your current food safety culture; and

to inform your journey as you create an intentional strategy for improving your food safety culture.



Bring Your Essentials

- Communication
- Assessment



Prepare Your Team

- Alliance Video Series
- Rewards & Recognition
- Gamification



Bumps in the Road

COMING SOON



Plan Your Journey

- Fundamentals of Food Safety Culture
- Values & Vision

Prepare Your Team

Motivated, Educated, and Engaged



THE ALLIANCE VIDEO SERIES



This series features the stories of survivors and victims' families who have been impacted by foodborne illness.

Videos and accompanying resources are designed for specific audiences, such as frontline workers, team leaders, and other levels and functions. With targeted narration and discussion questions, every member of your organization can build a personal connection with the "why" of food safety.

Looking for resources and videos with subtitles in languages other than English? Find them [here](#).

PUTTING A FACE ON FOODBORNE ILLNESS

Chrissy and Beck

THE LASTING IMPACT OF FOODBORNE ILLNESS

JR, Melissa, and Piper

PUTTING A FACE ON FOODBORNE ILLNESS

Chrissy and Beck



THE LASTING IMPACT OF FOODBORNE ILLNESS

JR, Melissa, and Piper



Discussion Guides

Use these example discussion modules if you would like a complete guide for facilitating comprehensive discussions around food safety culture.

Senior Leaders

Putting a Face on Foodborne Illness
A Discussion for Senior Leaders

Essential Question
What is responsible for making sure food is safe?

Objectives

Background Information

Objectives

Materials

Non-Food Safety Teams

Putting a Face on Foodborne Illness
A Discussion for Non-Food Safety Teams

Essential Question
What is responsible for making sure food is safe?

Objectives

Background Information

Objectives

Materials

Discussion Guides

Use these example discussion modules if you would like a complete guide for facilitating comprehensive discussions around food safety culture.

Frontline Employees

The Lasting Impact of Foodborne Illness
A Discussion Guide for Frontline Employees

Essential Question
What is responsible for making sure food is safe?

Objectives

Background Information

Objectives

Materials

Frontline Leaders

The Lasting Impact of Foodborne Illness
A Discussion Guide for Frontline Leaders

Essential Question
What is responsible for making sure food is safe?

Objectives

Background Information

Objectives

Materials

POSTERS AND BANNERS

Why does our food safety culture matter?

"All the safety precautions are for a reason...
And my kid is one of those reasons."



—Christy Beck's Mom, Food Safety Advocate



Why does our food safety culture matter?

"Take that extra measure for food safety...
We're taking care of people."

"Whether it's a child or an adult...
That life is worth it."



—Jill and Melissa Piper's Dad and Mom, Food Safety Advocates



PUTTING A FACE ON FOODBORNE ILLNESS

Chrissy and Beck



THE LASTING IMPACT OF FOODBORNE ILLNESS

JR, Melissa, and Piper



Answer question #9

9. How could you incorporate Beck's (or another) story into your organization?

Case study: Fanny's Famous Farmhouse



***Provided as a printout in your packet*

How can we help Fanny's?

Open the sealed envelope to see which part of the Toolkit you'll be using to help the Fanny's family improve their food safety culture.

1. Values and vision
2. Communication
3. Assessment
4. Video series
5. Rewards and recognition
6. Gamification

Share your thoughts!

Share your thoughts!



We'd also like feedback on the Toolkit. Please take 5 minutes and fill out this brief survey!

Thank you!

Vanessa Coffman | vcoffman@stopfoodborneillness.org