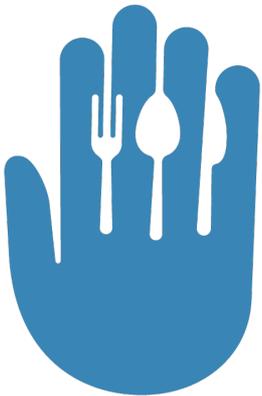




Key Concepts in Addressing Food Safety Culture as a Science - Not a Slogan

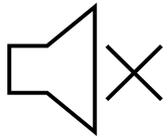
November 4, 2021 | Co-hosts: Frank Yiannas and Mike Taylor



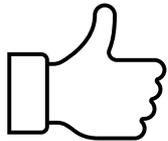
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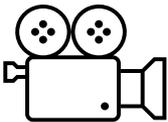
Housekeeping



Everyone will be muted. Please use the **Q&A function** to ask questions of the speakers.



You can **“up vote”** a question. We may not be able to get to all of them.



This event is being **recorded** and will be posted on the STOP website and YouTube for viewing.

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- 10:30–10:35** **Welcome** – Frank Yiannas (U.S. FDA) and Mike Taylor (Alliance to Stop Foodborne Illness)
- 10:35–10:55** **Food safety culture in the New Era** – Frank Yiannas with Donald Prater (U.S. FDA)
- 10:55–11:10** **The Alliance to Stop Foodborne Illness** – Vanessa Coffman (Alliance to Stop Foodborne Illness) with Gillian Kelleher (Kelleher Consultants)
- 11:10–11:30** **Other perspectives on food safety culture** – Roberta Wagner (Consumer Brands Association) with Megan Kenjora (The Hershey Co.) and Craig Wilson (Costco Wholesale)
- 11:30–11:35** **Challenges and opportunities in food safety culture** – Conrad Choiniere (U.S. FDA) and Vanessa Coffman
- 11:35–11:55** **Q&A** – Conrad Choiniere and Vanessa Coffman
- 11:55–12:00** **Wrap-up and subscribe to series** – Frank Yiannas and Mike Taylor

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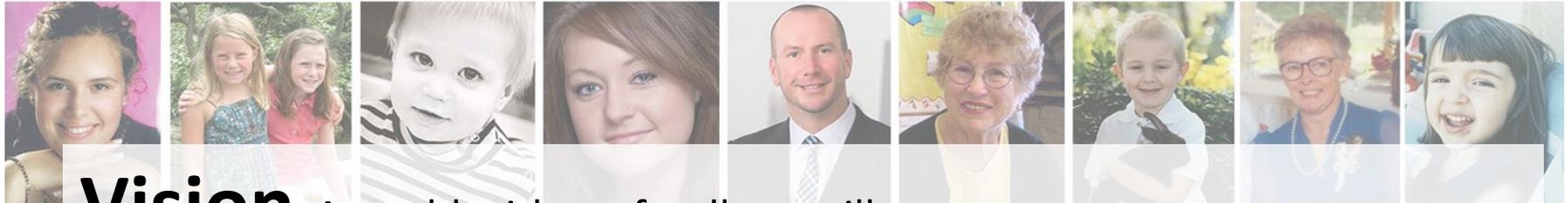
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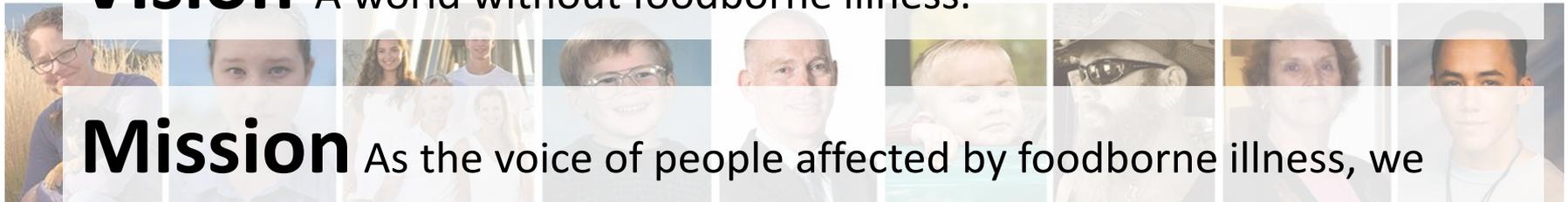
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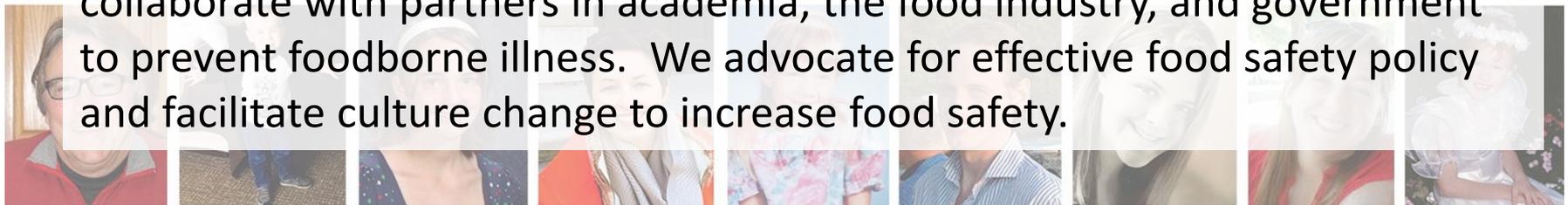
Alliance to Stop Foodborne Illness



Vision A world without foodborne illness.



Mission As the voice of people affected by foodborne illness, we collaborate with partners in academia, the food industry, and government to prevent foodborne illness. We advocate for effective food safety policy and facilitate culture change to increase food safety.



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Stop Foodborne Illness Board of Directors



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Bending the Curve of Foodborne Illness

Advancing Food Safety Culture

New Era of Smarter Food Safety



@FrankYiannasFDA



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Food Safety Culture



Culture is shared patterns of thought and behavior that characterize a social group, which are learned through socialization processes and persist through time.

- Social & Behavioral Foundations of Public Health

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Why the focus on culture?

- U.S. oil spill inquiry chief slams BP's 'culture of complacency'
- GM recall probe to blame culture failings
- Columbia report faults NASA culture, Government oversight



Food Safety Culture



Food Safety = Behavior

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Next Steps

- Better understand principles of organizational culture and human behavior, and consider using in the context of regulatory oversight
- Identify ways to encourage industry's adoption of strong food safety cultures to strengthen high rates of regulatory compliance
- Consider the role of food safety culture in risk prioritization and support the development of tools that companies can use to strengthen and assess their own food safety culture



**Working TOGETHER, we CAN
create a more digital, traceable,
& safer food system.**



**U.S. FOOD & DRUG
ADMINISTRATION**

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2018

Companies = 10



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2021

Companies = 15



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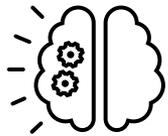


Vision Conveying compelling personal stories about the impact of foodborne illness becomes a norm across the food industry to motivate people at all levels to do the right thing every day to make food safe.

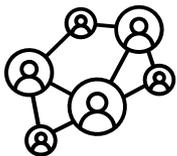
Our three-pronged mission is to:



- **Forge partnerships** to build and support strong food safety cultures;



- **Design and implement innovative, well-tailored training programs** that make compelling personal stories an integral motivational element of food safety culture; and



- **Expand the reach and impact of personal stories** through outreach to the small- and medium-sized companies who are key contributors to modern supply chains.



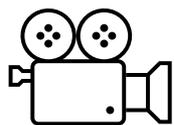
- Food Safety culture toolkit



- Recall modernization



- Adopt-a-family program



- Customized videos



- Maple Leaf Food Safety Symposium

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The C-suite video can be accessed here:

<https://stopfoodborneillness.org/alliance-to-stop-foodborne-illness/>

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