Best Practices for Building a Food Safety Culture

September 21, 2012
Presented by P&G Professional™
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- Food safety hazards and threats
- Environmental Cleanliness and your sanitation plan
- Building a food safety culture
- Extending a food safety culture to the consumer
- Resources – P&G Professional’s cleaning, sanitation and food safety program
Objectives

• Understand recent research and insights surrounding food safety hazards and threats

• Learn practical ways to facilitate a strong food safety culture among staff

• Understand how to educate consumers on food safety post-purchase, and also how to best meet their expectations

• Realize how best practices in food safety can impact your bottom line
Our Experts

• Jeff Anderson, Ph.D.
  – Public Health & Sanitation Consultant, P&G Professional

• Roy Getz
  – CEO, Fry Cook and Cashier, RCO Limited – Raising Cane's Ohio and P&G Professional Expert Advisory Council Member

• Shelley Feist
  – Executive Director, Partnership for Food Safety Education and P&G Professional Expert Advisory Council Member

• James Kennedy
  – Senior Executive Director, P&G Professional Customer Business Development
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Jeff Anderson, PhD
Public Health and Sanitation Consultant
P&G Professional
Food Safety Risk Factors

- Poor Personal Hygiene
- Use of Contaminated Equipment
- Inadequate Cooking
- Improper Holding Temperatures
- Food From Unsafe Sources

Source: CDC Outbreak Study, 1993 to 1997
Microbiological Food Hazards

• 31 known microbiological hazards that cause illnesses, hospitalizations, and deaths¹

• Food hazards on the radar for environmental prevalence and persistence, Rank and Percent vs. all foodborne infections

<table>
<thead>
<tr>
<th>Agent</th>
<th>Illness</th>
<th>Hospitalization</th>
<th>Death</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noroviruses</td>
<td>1 (58%)</td>
<td>2 (26%)</td>
<td>4 (11%)</td>
</tr>
<tr>
<td>Salmonella spp.</td>
<td>2 (11%)</td>
<td>1 (35%)</td>
<td>1 (28%)</td>
</tr>
<tr>
<td>Listeria mono</td>
<td>NA (0.02%)</td>
<td>NA (2.6%)</td>
<td>3 (19%)</td>
</tr>
</tbody>
</table>

Environmental Cleanliness Important

Patron Eats Contaminated Food and Gets Sick

Hazards Come into Establishment

Establishment represented by blue box
Sanitation Need for Environmental Control

**Listeria monocytogenes**
- Research Dr. Haley Oliver (Purdue) and Dr. Martin Wiedmann
- H. Oliver. 2012 presentation at IAFP
- Evidence of prevalence and persistence in retail delis

**Salmonella** spp.
- CDC epidemiology, June 2011 and July 2011

**Human noroviruses**
- NoroCore Food Virology Collaborative, Prof. LeeAnn Jaykus ($25 million grant from USDS)
- Investigating environmental prevalence in retail food establishments
Listeria mono in Retail Delis

• Monthly sampling ~28 sampling points in 30 stores over 6 mos
• Sampling point surfaces and avg base-line contamination rates:
  – Food Contact, 4.5%
  – Non-Food Contact, 14%
  – Transfer/High Touch, 3.3%
• Selected base high contamination rate surfaces
  – 7.8% - Interior of 3-Compartment Sink
  – 18% - Interior of Food Prep Sink
  – 28% - Floor/Wall under Food Prep Sink
  – 34% - Cold Room Drain
  – 27% - Floor Squeegee
  – 25% - Drains in Food Prep Areas
  – 12% - Floors in Food Prep Areas
• Found LM over time on same surfaces.
Why Environmental Persistence?

• Food service environments are ideal for growth and proliferation of bacteria
  – Moisture, food sources, temperature, etc..
  – Many safe harbors for bacteria

• Studies have shown correlation between persistence and ability to form biofilms¹

• Pathogens in biofilms can be resistant to some conventional cleaning practices and compounds
  – Applying common sanitizers alone without a cleaning, and rinse step before

Sources:
Sanitation Performance Factors

- Soil
- Surface
- Chemical action
- Mechanical action
- Temperature
- Facility design

- Equipment design
- Time
- Water quality
- Sanitary Practices/Process
- Person
Sanitation Chemicals

Cleaners, sanitizers, and disinfectants

• Work with your sanitation supplier to identify most effective chemicals
• Consider more effective sanitation chemicals for “hot spot” cleaning
  - High moisture, food sources, temperature, etc
• Consider more effective cleaning processes, even non-food contact surfaces like floors and drains
• Not all cleaners are the same
• Can compensate for poor cleaning practices
• Multipurpose and work across a broad class of soils and task areas
Chemical Performance

Time: 00:00:00

Time: 00:00:09

Time: 00:00:15

Time: 00:00:26

Time: 00:00:37

Time: 00:00:49
Facility Design

• Are food processing areas easy to clean?
  – Decluttered (less is more)
    • Underneath sinks
    • If something isn’t being used, get rid of it
  – Can you clean underneath equipment and storage areas?
    • Easy access for sinks, ice machines, etc.
  – Do you have easy access to clean drains…

• Effective maintenance programs
• Work closely with facility design and construction contractors
Equipment Design

• Purchase Cleanable Equipment/Materials
  – Easy to clean
  – Corrosion resistant
  – Durable to cleaning processes
  – Smooth surfaces
  – Movable
  – Don’t always rely on equipment certification stamps

• Cleanability criteria in purchasing considerations

• Maintenance programs for critical equipment
  – Cutting boards, slicers, floor cleaning tools, etc.

• Ease of Cleaning (difficulty and time)
  – Ice Machines, cold holding cases

• Broaden scope of focus to non-food contact equipment
Consider Increased Focus

- Surfaces that are often wet and get soiled with nutrients, hard to clean
  - Floor drains
  - Interior of sinks
  - Cutting boards

- Bodily fluid cleanup (vomit and diarrheal events)

- High touch surfaces, especially in the bathroom

- Conduct risk assessment/needs analyses

- Work with cleaning/sanitation supplier
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Roy Getz
CEO, RCO Limited – Raising Cane’s Ohio
What is Raising Cane’s

• One of the fastest growing quick service concepts in the country.

• Highly focused menu based on ONLY fresh, never ever frozen premium chicken tenderloins.

• 130 locations nationally; 8 locations in Columbus Ohio
Building Food Safety Culture

Awareness and training is critical but it is not enough…
Building Food Safety Culture

Your organization is still at risk without added ingredients.

- SENIOR MANAGEMENT COMMITMENT
- REWARDS
- CONSEQUENCES
**Commitment**

- Senior management must be fully committed to the premise of a food safety culture.
- Leaders set the expectation and reinforce the culture.
- Examples of a real commitment include:
  - Construction and facility maintenance investments must be required.
  - Every manager must be ServSafe® certified without exception.
  - Sanitation expectations are incorporated into restaurant evaluations.
    - Sanitation evaluation scores should impact compensation and future professional growth of front line management.
    - KiP Drills, training and testing of crew and managers.
Rewards

• Find enjoyable ways to engage your team in food safety culture

• Contest and prizes for participation in safety planning teams and for demonstrating proper food safety behaviors

Try This
Establish a monthly budget for contests and set activity expectation.
Consequences

- Setting clear expectations is easy.
- Walking the talk is hard.
  - If a manager cheats on their inventory management…
  - If a manager or crew member steals food…
  - If a manager or crew member steals cash…
  - If a manager or crew member miss treats a guest

YOU TAKE ACTION!

- Identify food safety expectations and non negotiables: Improper handling of highest priority item(s) needs to be at the same job threatening level as theft.
Summary

• A food safety culture can **ONLY** be created in your organization if Senior Management is truly committed.
  • In words and investment dollars.
Summary

• Create your food safety culture around the rewards, contests, games and consequences.
Summary

• Set clear expectations **AND** walk the talk.
  • Your team will only align when they see their leaders make the tough decisions.
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Shelley Feist
Executive Director
Partnership for Food Safety Education
Partnership for Food Safety Education

- A non-profit, public-private collaborative focused exclusively on the prevention of foodborne illness at the point of consumer handling and preparation in the home.

- We deliver trusted, science-based behavioral health messaging and a network of resources that support consumers in their efforts to reduce risk of foodborne illness.

“The Partnership’s mission is to end illness and death from foodborne infections in the United States.”
The Problem

- Foodborne illness is a widespread issue in the US – 1 in 6 Americans get sick each year, and +/- 3,000 die.

- At least 1.5 million, and as many as 10 million of foodborne illnesses lead to secondary, long-term conditions (e.g. neurological, rheumatological, renal, hepatic, gastrointestinal).
Our common goals

• The Partnership’s strategic objectives are constructed around two Healthy People 2020 outcomes/goals:

  ➢ *FS-1*: Reduce infections caused by key pathogens transmitted commonly through food
  ➢ *FS-5*: Increase the proportion of consumers who follow key food safety practices
    - *This is where your business can help*

• The Partnership’s actionable messaging strongly aligns with national priorities in promoting healthy behaviors and disease prevention.

• Federal agencies refer to fightbac.org as a resource for consumers; and USDA & HHS are active liaisons to Partnership.
Preventing Foodborne Illness - Farm to Table

Today I’ll focus on the consumer, and on the connection between other parts of the “chain” and the consumer.
Role of consumer practices in the chain of prevention

Safe in-home food preparation practices and safe food consumption choices reduce the risk of illness.

“Consistency of home practice is important!”
The Food Safety Fundamentals for Consumers!

Safe in-home food preparation practices and safe food consumption choices reduce the risk of illness.

- Clean
- Separate
- Cook
- Chill

*The Fight BAC!® safe food handling messages*
The Challenge…

Recent research confirms consumers do not consistently follow recommended practices, even when observed

[UC Davis, Christine Bruhn PhD. Study included observation of burger and salad preparation in people’s homes]

- 32% did not wash hands directly after handling raw meat
- 23% of those observed “washed” hands for duration of just 2 seconds
- Potential cross contamination occurred in 74% of households observed – avg. of 35 observed incidences per household
- At 30% of households the refrigerator measured at above 41°F
Sources for learning about consumer behavior...

Mostly from surveys of consumers’ food handling and consumption practices that have been conducted for 20+ years.

These surveys ask respondents to report their own practices.

Some observational studies of consumers have challenged the validity of self-reported practices, while others have found correspondence between observed and self-reported behaviors.
FDA analysis of trends* in the safety of food handling and consumption practices.

- Objective was to document trends in the U.S. between 1998 and 2010 in both self-reported food handling and risky consumption practices and food safety risk perceptions.

- FDA also assessed the association between these trends and media activity during this period.

*Sara Fein, Amy Lando, Mario Teisl, and Alan Levy; Food and Drug Administration; Center for Food Safety & Applied Nutrition. Published in Journal of Food Protection Vol. 74, No. 9, 2011.
FDA analysis of trends*, cont.

• From 1993 to 1998\(^\wedge\): Very large increase in safety of practices and consumption & increased risk perception

• 1998 to 2001: No significant change

• 2001 to 2006: Decrease in safety of fish handling and food consumption; decreased risk perception

• 2006 to 2010: Some increase in safe food handling practices; however safety of consumption practices decreased, and general risk perception did not change.

\(^\wedge\) a watershed event was the Jack in the Box outbreak of e-coli O157H7 in 1993. It received extensive media coverage over 5+ months.

*Sara Fein, Amy Lando, Mario Teisl, and Alan Levy; Food and Drug Administration; Center for Food Safety & Applied Nutrition. Published in Journal of Food Protection Vol. 74, No. 9, 2011.
FDA analysis of trends*, cont.

• Increases in velocity of news coverage raise top-of-mind awareness of food safety hazards but may or may not change consumer beliefs.

• When news is sufficiently novel or dramatic it can trigger belief change (as occurred between 1993 & 1998).

• When reminded or primed about potential hazards, people perform more safely.

• Lapses in safe food preparation appear to be more problem of attention and vigilance than of knowledge or beliefs.

*Sara Fein, Amy Lando, Mario Teisl, and Alan Levy; Food and Drug Administration; Center for Food Safety & Applied Nutrition. Published in Journal of Food Protection Vol. 74, No. 9, 2011.
You play a critical role in food safety education:

As educator / information multiplier

As a leader in corporate social responsibility

As family member who prepares food for others

As a business and provider of food in the hospitality sector

• When reminded or primed about potential hazards, people perform more safely.

• Lapses in safe food preparation appear to be more of a problem of attention and vigilance than of knowledge or beliefs. Food preparers, like drivers, are certain they are safe and may reduce their vigilance in familiar circumstances where they are comfortable and secure with their usual practices.

Remember
Your role as a message multiplier on home food safety

• Find creative ways to remind your clients and customers, and your community, about the importance of consistently practicing safe food handling at home

• Prime them about potential hazards – they appreciate reminders!

• Take advantage of research-based, tested campaigns that can be basis of your food safety education outreach efforts
Advantages of getting involved in consumer food safety education.

• Demonstrate that food safety is engrained in your company culture – make this visible to your customers & community – it shows you care and your expertise is of value to the community.

• Meet consumer expectations -- consumers rank “safe food” as their top priority [Center for Food Integrity 2011 study] and they acknowledge that they play a role in prevention in how they handle food at home.

• Center for Food Integrity study finds that confidence or shared values was 3-5 times more important than competence for consumers in determining whom they trust in the food system. It isn’t enough that you are doing everything possible, behind the scenes, to protect food – you need to find ways to communicate that commitment and build that trust with the public.

• Brand management
Resources for Corporate Use

Free content resources from PFSE.

- Vetted content for internal and external customer communications
- Quality links (Fight BAC!®; Holiday Food Safety; Food Safe Families; Be Food Safe)
- High quality graphics & images
Current Consumer Campaigns

The Partnership for Food Safety Education has a number of current campaigns which may be of interest to your consumers.

September 2012 – National Food Safety Education Month

Food Safe Families

Check Your Steps. By following four simple steps, you can help keep your family safe from food poisoning at home. By USDA, FDA, the CDC and the Ad Council.
You’ll find many more free resources @www.fightbac.org
Get Involved!

Here are a few ways you can get involved with the work of the Partnership!

• Participate in moving our work forward as a PFSE Contributing Partner

• Participate in the next national food safety education conference (2014)

• Initiate/sponsor a convening in your region around actions on a specific consumer food safety education outcome/intervention – *(ie: kids education; increased use of thermometers, etc.)*

• Start NOW to use Fight BAC!® free content to extend your company’s food safety commitment to your customers and your community.

• Send us news of your consumer education efforts. We will post it to our blog at teamfoodsafety.org!
Thank you!

For consumer education material
www.fightbac.org

The Partnership for Food Safety Education
Together: A Food Safe America.

A non-profit organization. Tax ID 75-2977151
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James Kennedy
Senior Executive Director, Restaurant COE
Customer Business Development
P&G Professional™

Proudly supports September as National Food Safety Month

FOOD SAFETY SOLUTIONS
Safe, Simple, Effective
P&G Cleaning, Sanitation & Food Safety Program

Designed to support a strong **Food Safety** culture…we combine the right elements to deliver a Safe, Simple, & Cost Effective *program*.

**Key Program components:**

- Trusted, safe & versatile products
- Right Equipment, Tools & Implements
- Installation, Service & ongoing support
- Customized Training Materials
P&G Professional Products

Help Deliver Maximum Performance to:

• Get the job done right the first time
• Simplify employee training and use
• Lower the total number of products/sku’s required
• Decrease your overall cost to clean

Product usage is defined by these task areas …
# P&G’s Trusted Brands

Trusted, employee preferred brands provide added benefit and do +80% of cleaning

<table>
<thead>
<tr>
<th>Brand</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DAWN DISH DETERGENT</strong></td>
<td>Manual Dishwashing in 3 Compartment Sink</td>
</tr>
<tr>
<td><strong>SPIC &amp; SPAN FLOOR CLEANER</strong></td>
<td>Floor Cleaner specifically formulated for greasy floors</td>
</tr>
<tr>
<td><strong>SPIC &amp; SPAN 3-in-1</strong></td>
<td>Spray and Wipe Cleaning on Glass and Other Hard Surfaces</td>
</tr>
<tr>
<td><strong>BROAD RANGE CQ QUAT SANITIZER</strong></td>
<td>Range Sanitizer for 3 Compartment Sink &amp; Food Contact Surfaces</td>
</tr>
<tr>
<td><strong>COMET CLEANER w/ BLEACH</strong></td>
<td>• Tough grease cleaning in back-of-house&lt;br&gt;• Restrooms</td>
</tr>
<tr>
<td><strong>SAFEGUARD</strong></td>
<td>Antibacterial Liquid with Moisturizers- or “Foaming” available</td>
</tr>
</tbody>
</table>
Variety of Dispensing Equipment Options

- Simple, safe and accurate dosing for consistent results
- Professionally installed & managed by P&G
- Reliable & Responsive technical support
- Also offer “best in class” usage tools & implements

Chemical Proportioning- at 3 comp and mop sink
Customized Employee Training

Three types of training …

- Chemical
  Use and Handling

- Biological
  Disinfection & germ control

- Behavioral
  Employee safety compliance

Four different ways …

- On site
- Operational Aids
- Online
- Phone
P&G Program Advantages

Designed to help build, support and sustain a strong Food Safety Culture for Food Service Operators
For more information visit www.pgpro.com/foodservice
or call (800) 332-7787