

2018 Behavior Change Webinar Series for Food Safety Educators



**Partnership for
Food Safety
Education**



SMANA

SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA





Welcome!

We are very glad you
are with us!

PFSE 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 CDR and NEHA

- Download certificate from sidebar
- Follow-up email after webinar
- Download at fightbac.org under “Events” tab and “Webinar Recordings”



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2018 Behavior Change Webinar Series for Food Safety Educators



Social Marketing – Feb. 15

Behavioral Economics – April 18

Design Thinking – June 20

Recap of All Concepts – Oct. 4



WWW.FIGHTBAC.ORG



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Speakers



Kelley Dennings
Director of Social Marketing
Action Research



Andrew Lentini
Treasurer
Social Marketing Association
of North America



Moderator: Shelley Feist
Executive Director
Partnership for Food Safety
Education



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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 #1

What is your profession?

- A. Cooperative Extension
- B. Teacher
- C. Dietitian
- D. Health communicator
- E. Other



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Community-Based Social Marketing



Kelley Dennings



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Sparking behavior changes for good



by applying marketing and social science research to outreach programs that promote clean, healthy, + sustainable communities

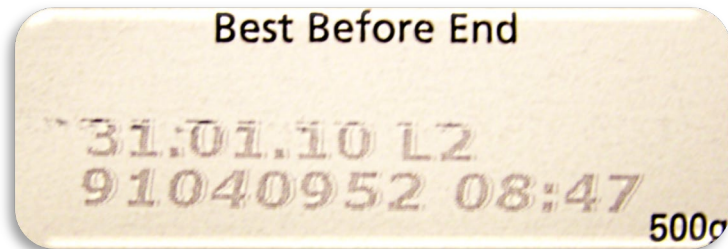
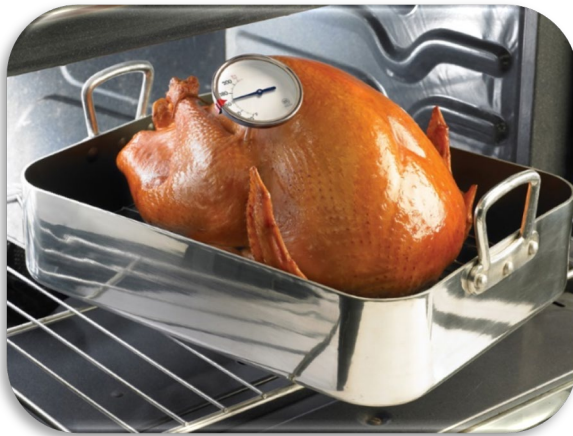
Behavior Matters

- Technology Solutions
- Policy Solutions
- Behavioral Solutions



THE Behavior Matters

- Diverse set of behaviors
 - One-time (e.g., meat thermometer)
 - Repetitive (e.g., expiration dates)
- Diverse set of barriers



Information Intensive Campaigns

Knowledge

An empty rounded rectangular box with a thin green border, intended for notes or details related to the Knowledge category.

A second empty rounded rectangular box with a thin green border, intended for notes or details related to the Knowledge category.

Awareness

An empty rounded rectangular box with a thin green border, intended for notes or details related to the Awareness category.

A second empty rounded rectangular box with a thin green border, intended for notes or details related to the Awareness category.

Economic

An empty rounded rectangular box with a thin green border, intended for notes or details related to the Economic category.

A second empty rounded rectangular box with a thin green border, intended for notes or details related to the Economic category.

Information Intensive Campaigns

Knowledge

*If people know
what to do,
they will do it.*

*Knowledge ≠
Behavior
Change*

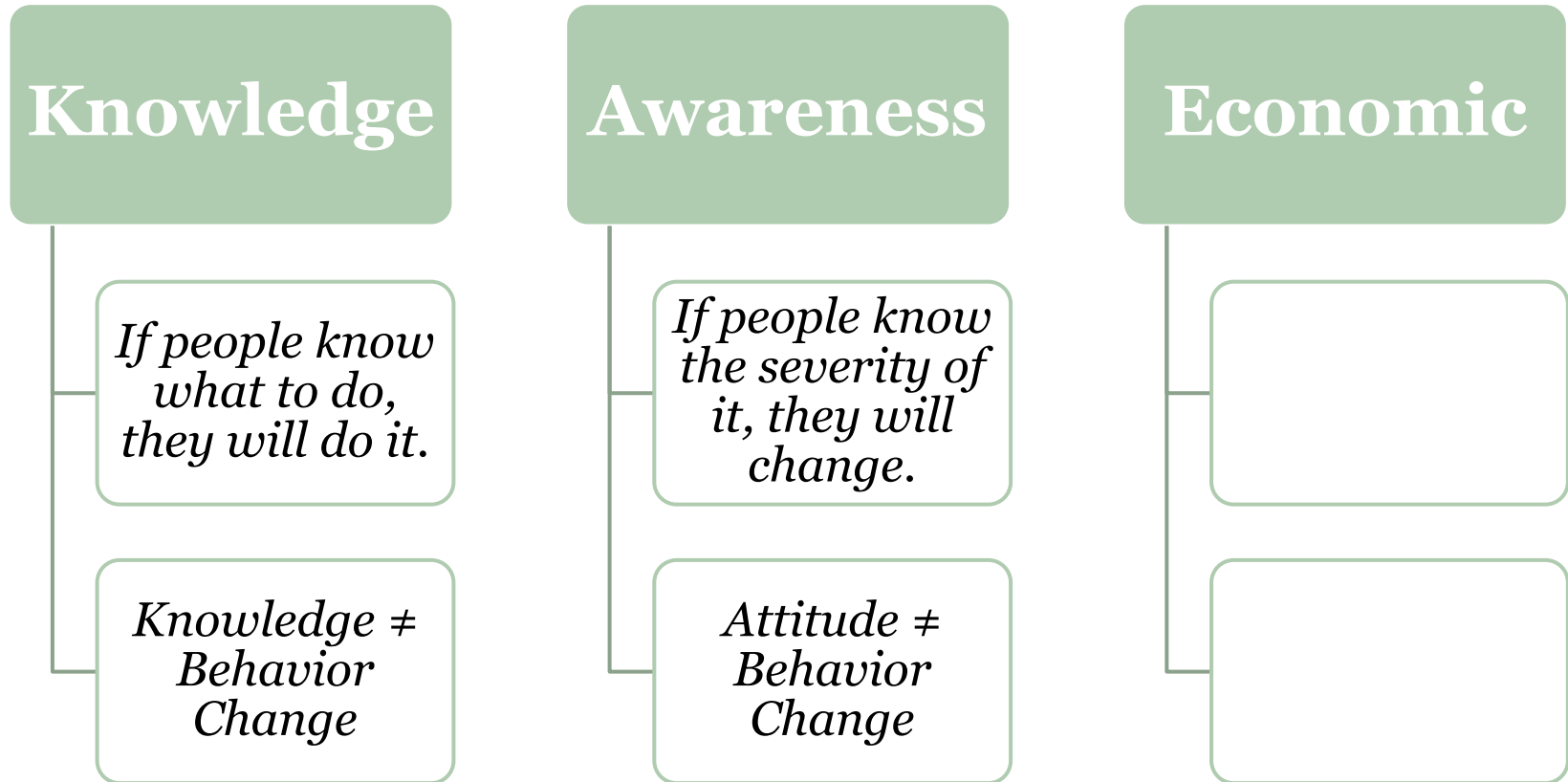
Awareness



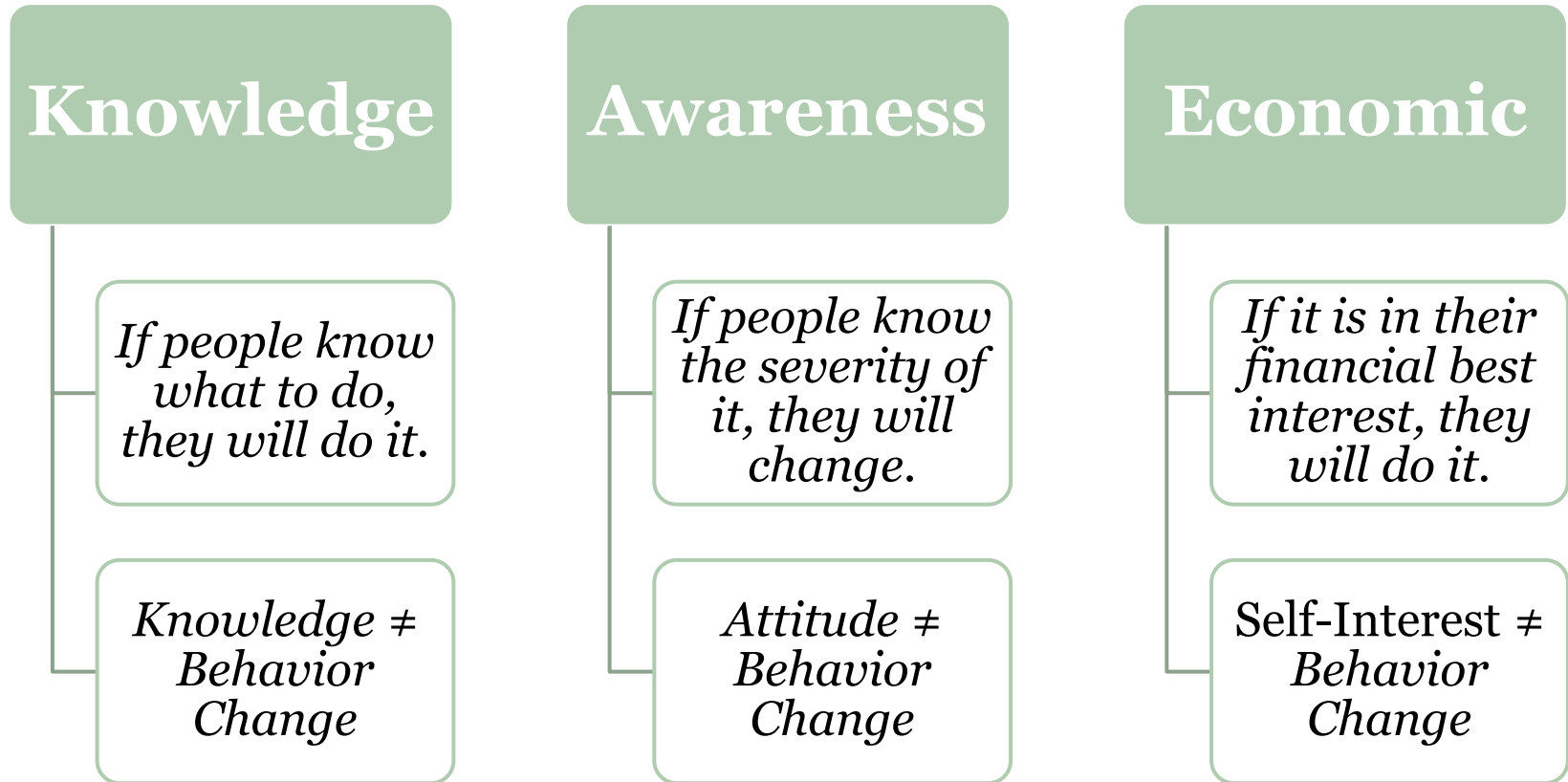
Economic



Information Intensive Campaigns



Information Intensive Campaigns



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



```
graph TD; A[Select Behavior] --> B[ ]; B --> C[ ]; C --> D[ ]; D --> E[ ]
```

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



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Community-Based Social Marketing

Select Behavior

Barriers & Benefits

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



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Community-Based Social Marketing

Select Behavior

Barriers & Benefits

Develop Strategy

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



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Community-Based Social Marketing

Select Behavior

Barriers & Benefits

Develop Strategy

Pilot Test

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



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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



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Step 1: Selecting Behaviors

- Strategic selection
 - Desired outcome?
 - Sectors? Audiences?
- Informed choices
 - Confirmation bias
 - Technical and survey data



Create a List of Behaviors

End State

- **Action Causes the Outcome**
 - *Prevent food borne illness is outcome*
 - *Wash hands is behaviour*

Non-divisible

- **Cannot be Broken Down into Smaller Actions**
 - *Wash hands, 30 seconds , hot water, soap*
 - *Many actions embedded*

Avoid Strategies

- **Not Directly Linked to Outcome**
 - *Read a pamphlet*
 - *Sign a pledge*

Prioritize Behaviors

Impact

- **How much is change linked to goal?**

Probability

- **How difficult is change?**

Penetration

- **How many already engaged?**

Applicability

- **For whom is it relevant?**

Step 2: Identify Barriers & Benefits

- Audience orientation
- Why aren't people engaging in the desired behavior?
 - Internal: motivation, knowledge, convenience, attitudes, time
 - Structural: program changes, convenience, difficulty, access
- Multiple barriers can exist simultaneously
 - Prioritize
- Barriers can vary by:
 - Behavior
 - Audience



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Global Competitive Enterprise

Step 2: Identify Barriers & Benefits

- Use research to confirm hunch!
 - Find target population
- Starting point
 - Literature Reviews
 - Observations
 - Focus Groups
 - Interviews
- Surveys
 - In-person
 - Telephone
 - Mail
 - Web-based

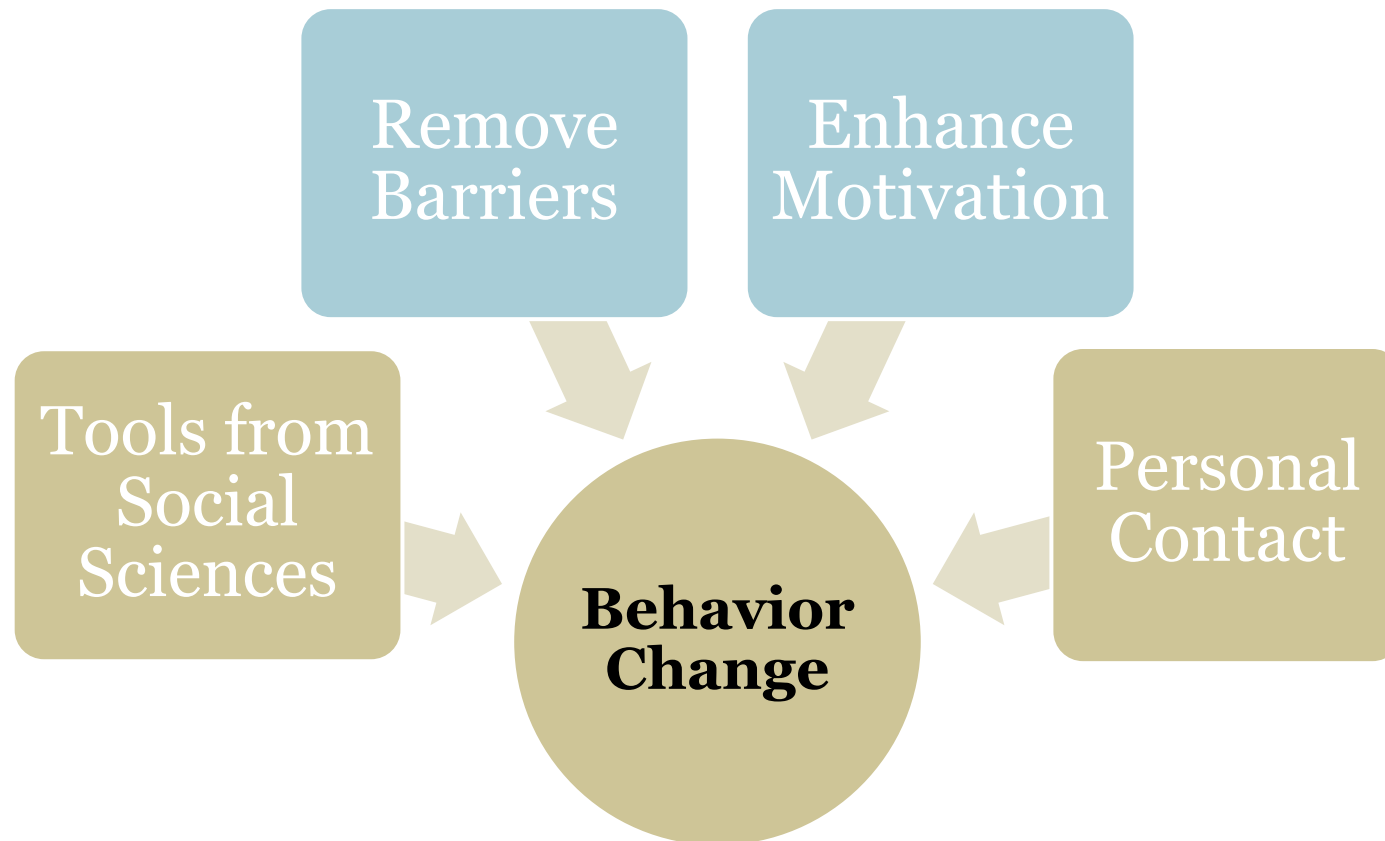


Poll #2

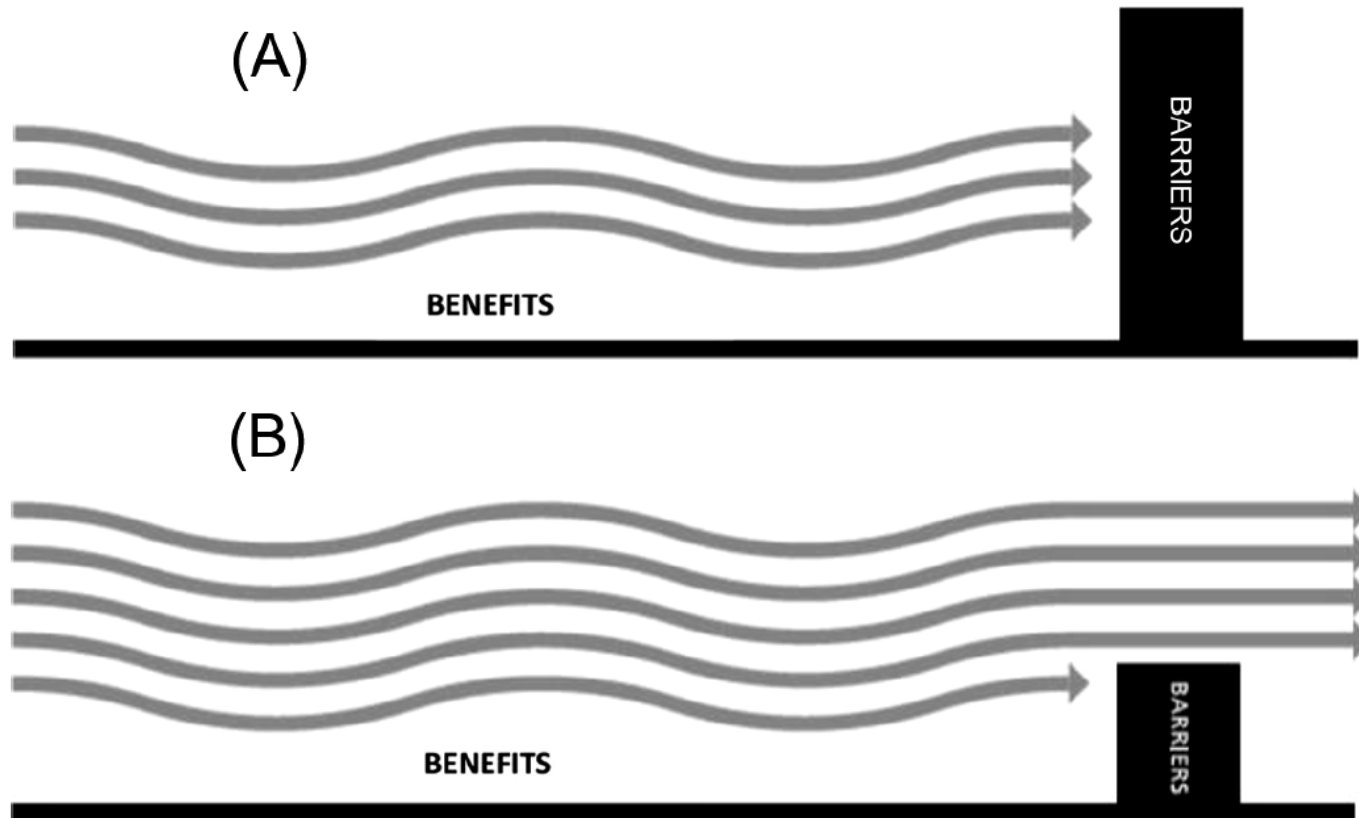
What type of research have you done before?

- A. Interviews
- B. Focus groups
- C. Surveys
- D. Observational studies
- E. Literature review

Step 3: Develop Strategy

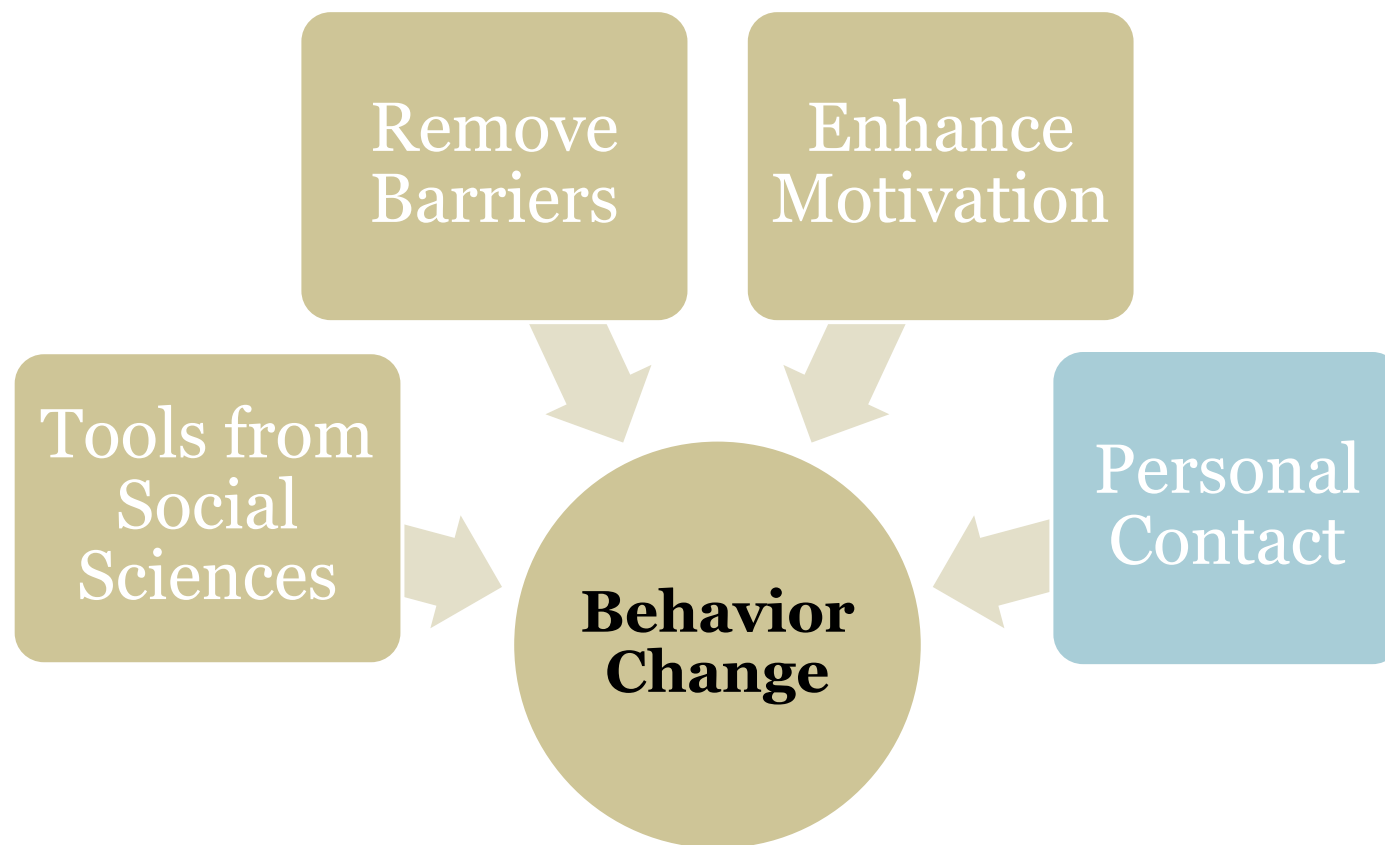


Remove Barriers & Enhance Benefits

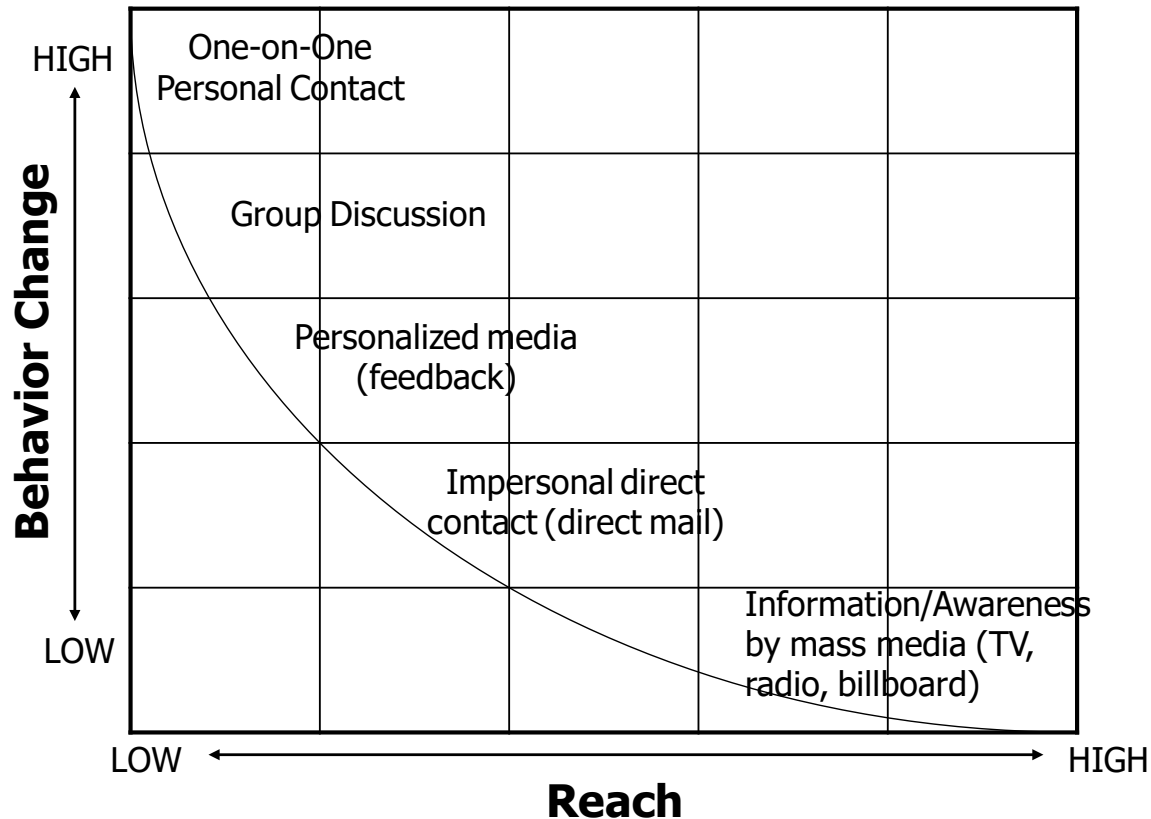


Graphic From: Schultz, P. W. (2013). Strategies for promoting proenvironmental behavior: Lots of tools but few instructions. *European Psychologist*.

Step 3: Develop Strategy

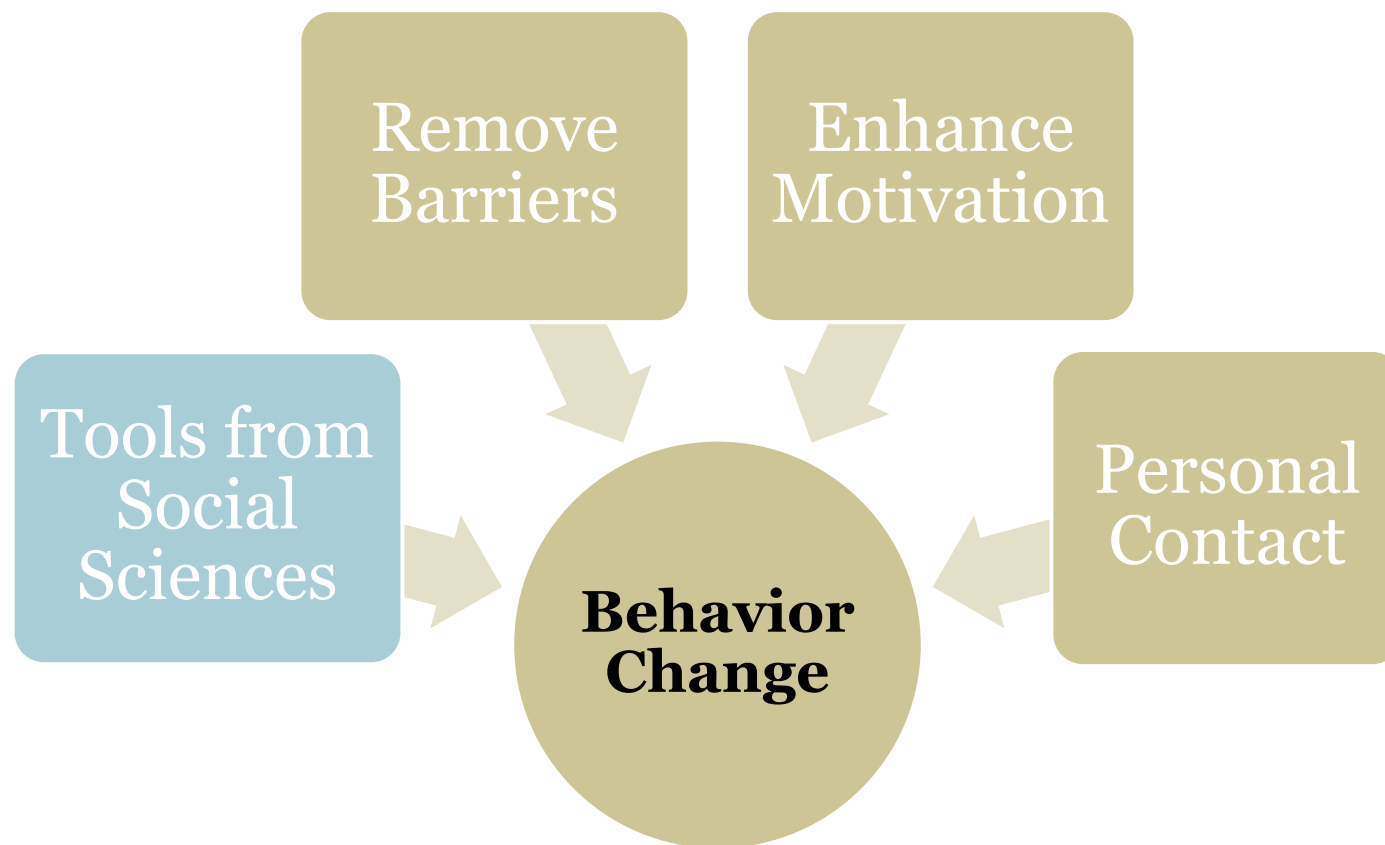


Personal Contact: Reach vs. Impact



Graphic from: Schultz, P.W., & Tabanico, J. (2007). Community-based social marketing and behavior change. In A. Cabaniss (Ed.), *Handbook on Household Hazardous Waste*. Lanham, MD: Rowan and Littlefield.

Step 3: Develop Strategy



Tools

Communication

Commitment

Prompts

Feedback

Incentive

Norms

Convenience

Diffusion

Urgency

Defaults

Segmentation

Heuristics

Tools: Prompts

- Easily noticeable
- Self explanatory
- In close proximity to the activity
- Promoting positive behaviors



Tools: Norms

- When you look outside yourself to other people to guide decisions and actions
- Injunctive = what people approve of
- Descriptive = what people are doing



Tools: Commitment

- Act consistently
- Small leads to larger
- Written better than verbal
- Public commitment is BEST!



MI Healthier
TOMORROW

Today is the day I choose
a healthier future.

26561

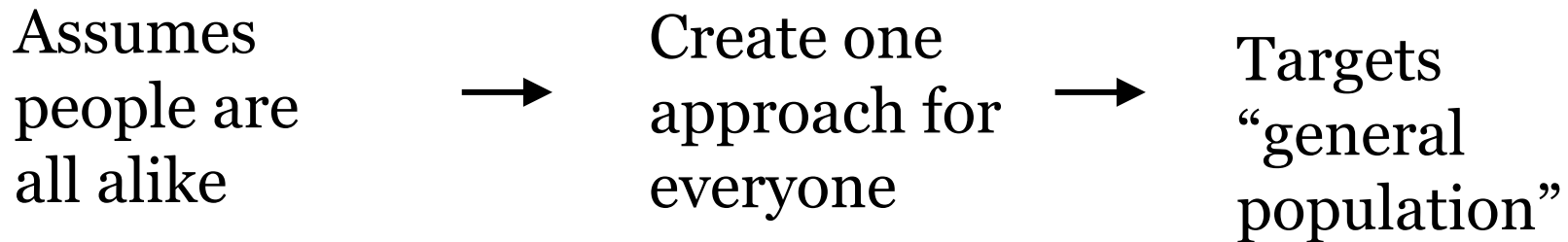
NUMBER OF PLEDGES

Pledge to lose 10% and we'll mail you the
free MI Healthier Tomorrow starter kit

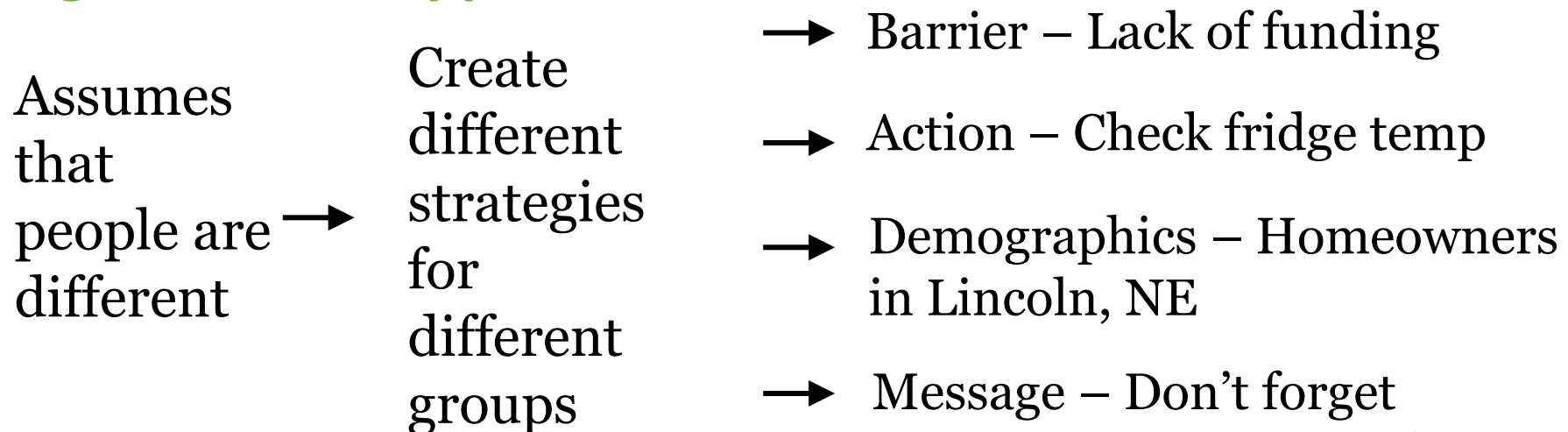
The image shows a digital pledge card for 'MI Healthier Tomorrow'. It features a red header with a white silhouette of a person jumping against a yellow sunburst background. Below the header is an orange bar with a Facebook 'f' icon. The main text reads 'Today is the day I choose a healthier future.' Below this is a digital display showing the number '26561' in blue digits on a white background, with a red bar underneath containing the text 'NUMBER OF PLEDGES'. At the bottom, there is a red text box that says 'Pledge to lose 10% and we'll mail you the free MI Healthier Tomorrow starter kit'.

Tools: Communication

Traditional Communication Approach:

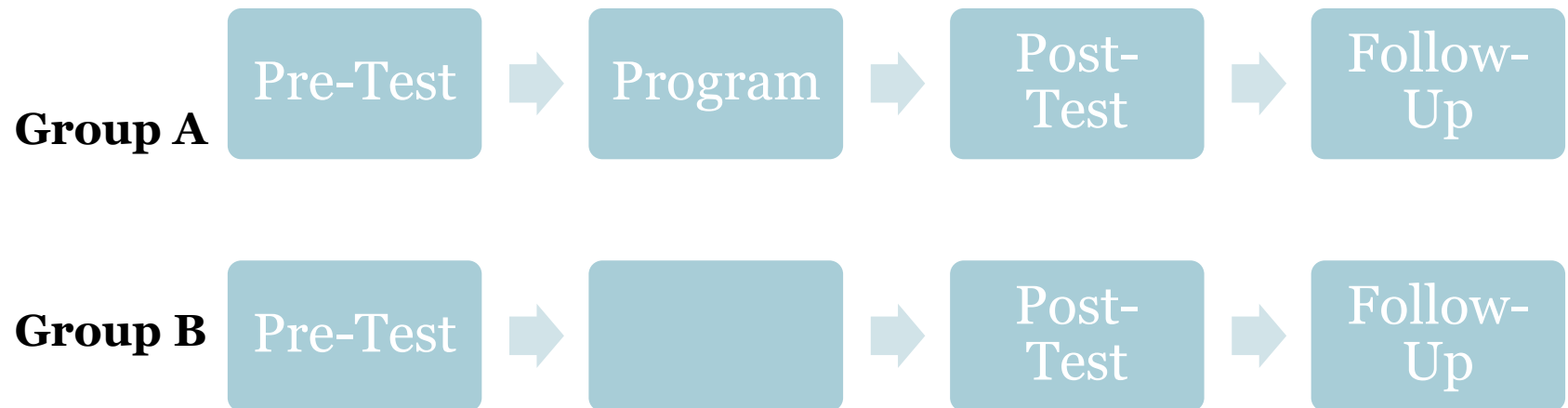


Segmentation Approach:

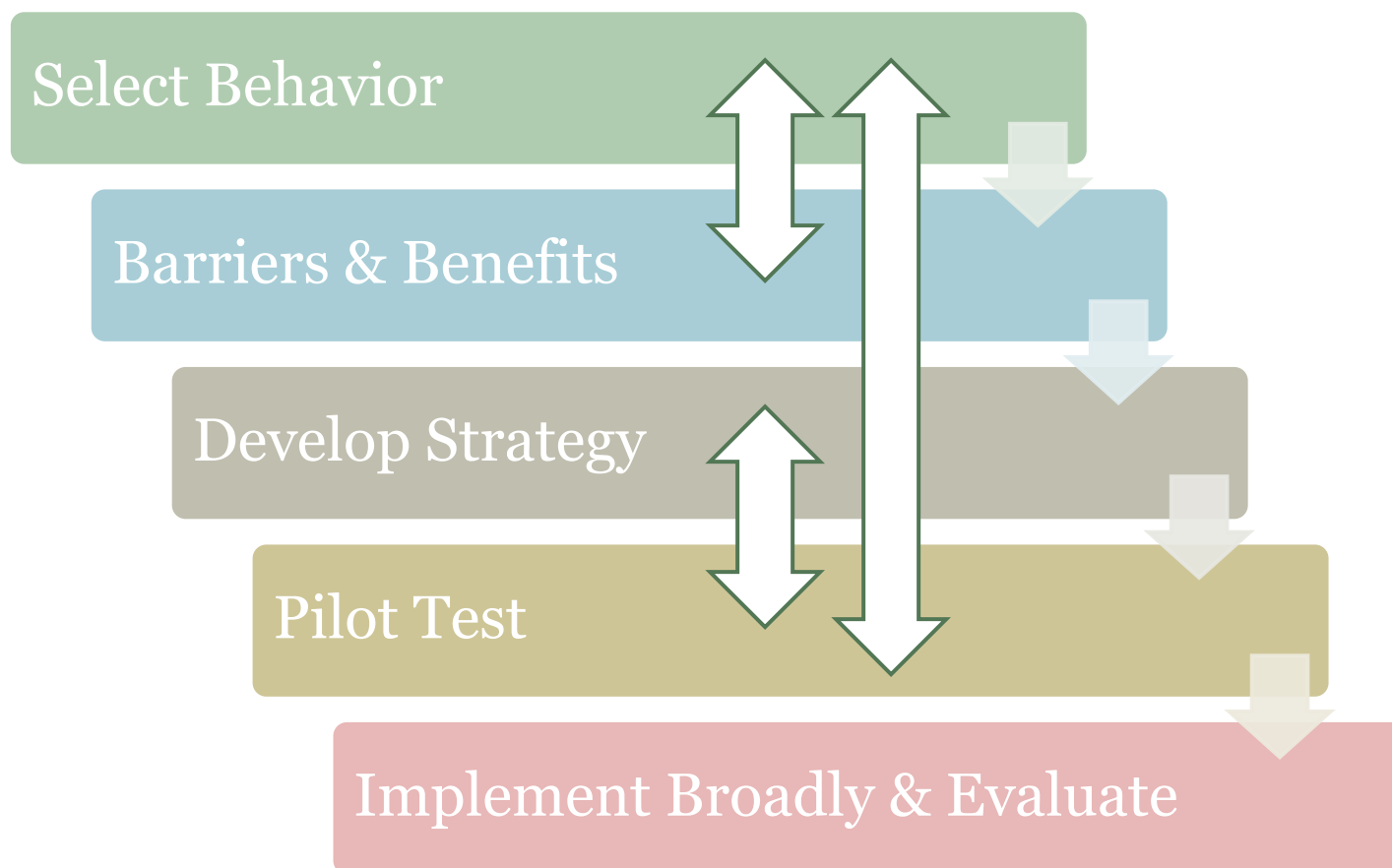


Step 4: Pilot Testing

- Preliminary data about the efficacy of the intervention
 - Program variations
 - Cost-savings mechanism
 - Evaluate ROI

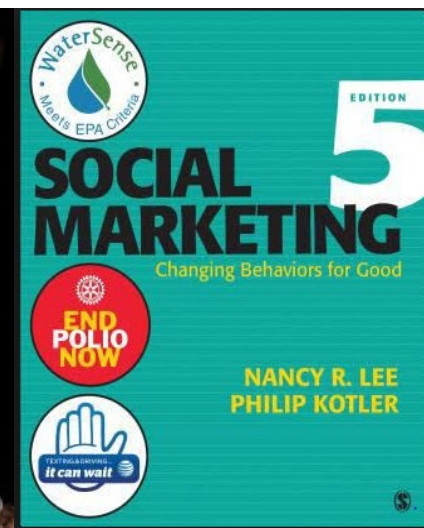
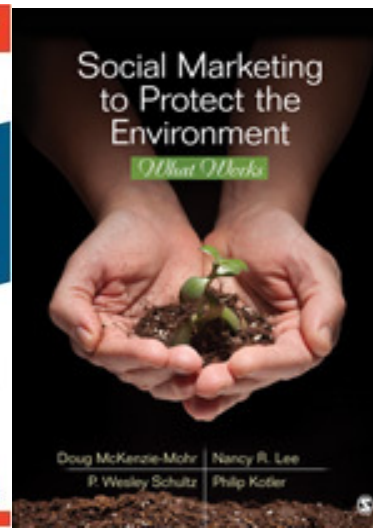
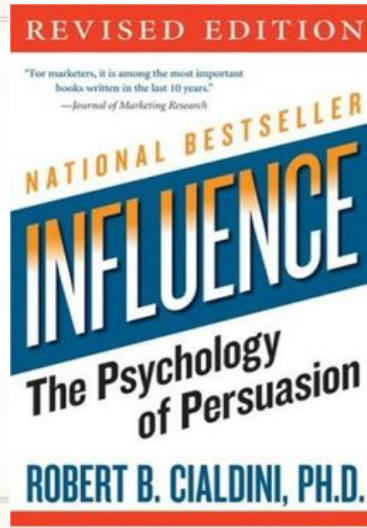
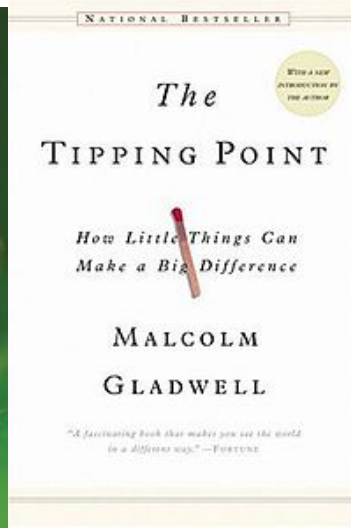
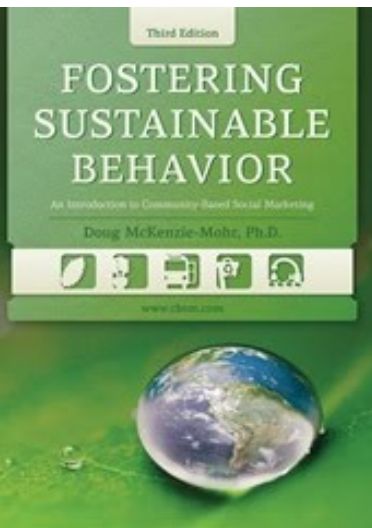


Step 5: Implement and Evaluate



Additional Resources

- Websites
 - www.cbsm.com
 - www.toolsofchange.com
- Discussion Forums/List Serves
 - Fostering Sustainable Behavior (www.cbsm.com)
 - SMANA Social Marketing listserv (<https://groups.google.com/group/soc-mktg>)
- Books



References

- McKenzie-Mohr, D. (2011). *Fostering sustainable behavior*. Canada: New Society Publishers. See also www.cbsm.com
- McKenzie-Mohr, D., Lee, N., Schultz, P. W., & Kotler, P. (2011). *Social marketing to protect the environment: What works*. Thousand Oaks, CA: Sage.
- Schultz, P. W., & Tabanico, J. (2008). Community-based social marketing and behavior change. In A. Cabaniss (Ed.), *Handbook on household hazardous waste* (pp. 133-157). Lanham, MD: Government Institutes Press.
- Schultz, P. W. (2013). Strategies for promoting proenvironmental behavior: Lots of tools but few instructions. *European Psychologist*.



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Action Research

California: 3630 Ocean Ranch Blvd. | Oceanside, CA 92056

New York: 13 East 37th St., Suite 7F | New York, NY 10016

phone: 919-355-8102 | **email:** dennings@actionresearch-inc.com

www.action3630.com



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4 Day Throw Away

- Behavior – Throw leftovers away after 4 days
- Audience – Families with young children
- Research conducted

- Focus Groups

- Meysenburg, R., Albrecht, J.A., Litchfield, R. and Ritter-Gooder, P.K. 2014. Food Safety Knowledge, Practices and Beliefs of Primary Food Preparers in Families with Young Children: A Mixed Methods Study. *Appetite*. 73:121-131.
<http://dx.doi.org/10.1016/j.appet.2013.10.015>

- National Survey

- Lum, A.K., Albrecht, J.A., Yaseen, M., Litchfield, and R., Ritter-Gooder, P. 2013. Food Handling Practices and Knowledge among Families with Young Children. *Food Protection Trends*. 33(6):358-375.

- Strategy – Health Belief Model



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4 Day Throw Away



Credit: University of
Nebraska-Lincoln



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Evaluation

- 50% of participants in test locations reported throwing away leftovers after 4 days as compared to 38% in the control group.

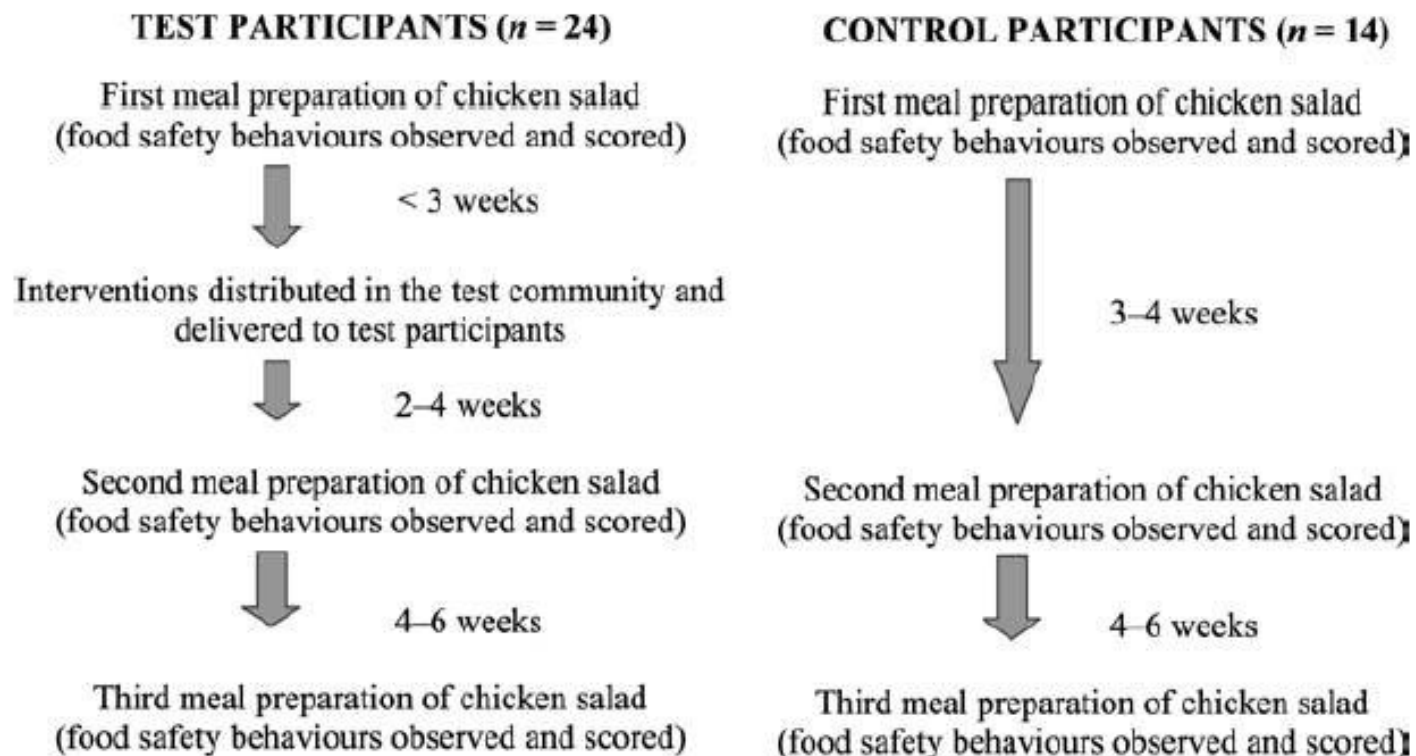
James, K. 2012. Evaluation of a Traditional Social Marketing Campaign: 4 Day Throw Away. Journal of Nutrition Education and Behavior. 44(4S), Poster Abstracts S51.



Other Case Studies

- Consumer food safety initiative using observation

Redmond, E and Griffith, C. 2005. A pilot study to evaluate the effectiveness of a social marketing-based consumer food safety initiative using observation. *British Food Journal*. 108(9):753-770.

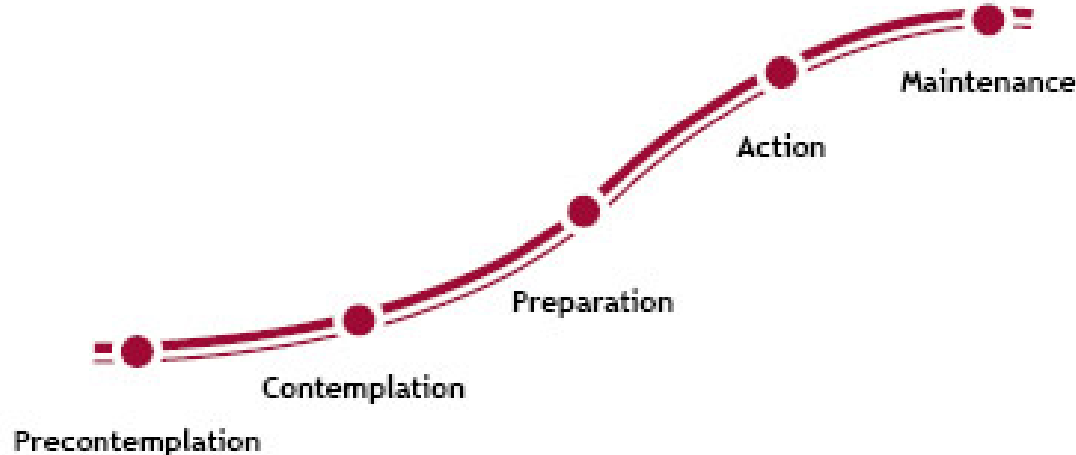


Other Case Studies

- Food Safety Campaign for Young Adults

Policastro, P; Byrd-Bredbenner, C; Maurer, J; Kinney, D. 2007. Development of a Food Safety Social Marketing Campaign for Young Adults. Poster Session Abstracts 107(8).

- Campaign improved knowledge and advanced the stages of change for those taking action



Additional Research

- Systematic Review for consumer food safety knowledge and behavior

Nesbitt, A; Thomas, M.K; Marshall, B. et al. 2014. Baseline for consumer food safety knowledge and behavior in Canada. Food Control. 28:157-173.

- Survey of food safety knowledge in Canada

Murray, R; Glass-Kaastra, S; Gardhouse, C; et al. 2017. Canadian Consumer Food Safety Practices and Knowledge: Foodbook Study. Journal of Food Protection. 80(10):1711-1718.

- Survey of food safety knowledge among 19-29 year old's in Canada

Burke, T; Young, I; Papadopoulos, A. 2016. Assessing food safety knowledge and preferred information sources among 19-29 year olds. Food Control. 69:83-89.

- Survey of food safety knowledge across generations in Florida

Leal, A; Ruth, Taylor; Rumble, J; Simonne, A. 2017. Exploring Florida Residents' food safety knowledge and behaviors: A generational comparison. Food Control. 73:1195-1202



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Questions?



www.fightbac.org

PROTECT YOUR FOOD. PROTECT YOUR FAMILY. KEEP YOUR FRIDGE AT 40°F OR BELOW.

TEMPERATURE MATTERS

KEEPING YOUR FRIDGE TEMP AT 40°F OR BELOW HELPS REDUCE YOUR RISK OF FOODBORNE ILLNESS*

USE A FRIDGE THERMOMETER TO MEASURE TEMPERATURE AND STAY FOOD SAFE

EVERY YEAR IN THE U.S., 1 IN 6 PEOPLE GETS SICK FROM CONTAMINATED FOOD

THE CDC ESTIMATES LISTERIOSIS CAUSES ABOUT 1,600 ILLNESSES AND 200 DEATHS ANNUALLY

PREGNANT WOMEN ARE 10X MORE LIKELY TO CONTRACT FOODBORNE ILLNESS

Bacteria that can cause illness grow rapidly between 40°F - 140°F

FOR MORE INFORMATION, VISIT www.fightbac.org

FIGHT FOODBORNE ILLNESS AT HOME

DIVIDE LEFTOVERS BETWEEN SMALL, SHALLOW CONTAINERS FOR QUICKER COOLING

REFRIGERATE OR PERISHABLES & LEFTOVERS WITHIN 2 HOURS (OR 1 HOUR WHEN TEMPERATURE IS ABOVE 90°F)

KEEP LEFTOVERS FOR 3-4 DAYS

FIGHT BAC!® LIKE A **producepro**

- CHECK**
For Bruising or Damage
- CLEAN**
Hands, Surfaces and Utensils
- RINSE**
Fresh Fruits and Vegetables
- SEPARATE**
From Contaminants
- CHILL**
Cut Produce Below 40°F
- THROW AWAY**
If in Doubt, Throw It Out

Rinse fresh fruits and veggies under running tap water

THE STORY OF YOUR dinner
Partnership for Food Safety Education

SAFE GRILLED HAMBURGER?

www.fightbac.org

160°F

is the temp for safe grilled hamburger. Please pass the food thermometer!

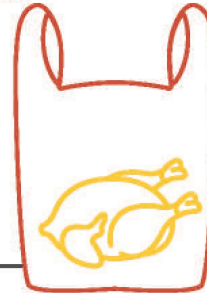
GO 40°F OR BELOW

A Cold Fridge Will Help You Reduce Your Risk of Foodbo

Why do pregnant women need to be extra vigilant with home food safety? When pregnant, a woman's unborn baby at increased risk of contracting a foodborne illness. Certain foods like raw sprouts, smoked seafood, unpasteurized dairy products can be especially risky for pregnant women. Each year, about one in seven (14%) illness, occurs during pregnancy.¹ Listeriosis can pass from pregnant women to their fetuses and newborns, w even newborn deaths. A pregnant woman is 10 times more likely to contract Listeriosis than is another health

DON'T WORRY! THERE'S GOOD NEWS!

Don't WING IT
PRACTICE SAFE POULTRY HANDLING



PLACE POULTRY IN A PLASTIC BAG PROVIDED AT MEAT COUNTER

Help avoid cross-contamination

www.fightbac.org



Don't WING IT
PRACTICE SAFE POULTRY HANDLING

IN-STORE SAFE POULTRY HAND

DISINFECT YOUR SHOPPING CART HANDLE

PLACE POULTRY IN PLASTIC BAG PROVIDED AT meat c

More home food safety tips at www.fightbac.org



Partnership for Food Safety Education

The Consumer Food Safety Educator EVALUATION TOOLBOX & GUIDE



<http://evaluationguide.fightbac.org>



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Components of Guide

- Web and downloadable PDF version of Guide
- Chapters covered:

About & Login	Overview & Importance of Evaluation	Formative Program Planning	Mapping the Intervention & Evaluation	Selecting an Evaluation Design	Data Collection	Data Analysis
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- Toolbox is Chapter 7 of the guide
 - Tip sheets
 - Logic model template
 - Budget form
 - Web and social media metrics tables
 - Process evaluation form
 - User/participant feedback forms



Partners



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Partners

Academy of Nutrition and Dietetics

American Beverage Association

American Frozen Food Institute

Association of Food and Drug Officials

Consumer Federation of America

International Association for Food Protection

International Dairy-Deli-Bakery Association

International Food Information Council Foundation

McDonalds Inc.

Meijer, Inc.

National Chicken Council

National Grocers Association

National Pork Board

National Restaurant Association

National Turkey Federation

North American NSF International

Publix Super Markets Charities

United Fresh Produce Association

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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BAC Fighter Community Connectors



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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!



Kelley Dennings

Director of Social Marketing, Action Research

dennings@actionresearch-inc.com



Andrew Lentini

Treasurer, Social Marketing Association of North America

[ContactSMANA@gmail.com](mailto>ContactSMANA@gmail.com)



Shelley Feist

Executive Director, Partnership for Food Safety Education

sfeist@fightbac.org



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