

2018 Behavior Change Webinar Series for Food Safety Educators



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Food Safety
Education**



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SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA



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The Partnership for Food Safety Education 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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Social Marketing – Feb. 15

Behavioral Economics – April 18

Design Thinking – June 20

Recap of All Concepts – Oct. 4



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Speakers



Alexandra Bornkessel
Senior Strategist
RTI International



Kelley Dennings
Social Marketing Association
of North America



Moderator: Brittany Saunier
Director of Development
Partnership for Food Safety Education



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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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With People, For People: Using Design Thinking to Influence Food Safety Behaviors



Alexandra Bornkessel
@socialbttrfly

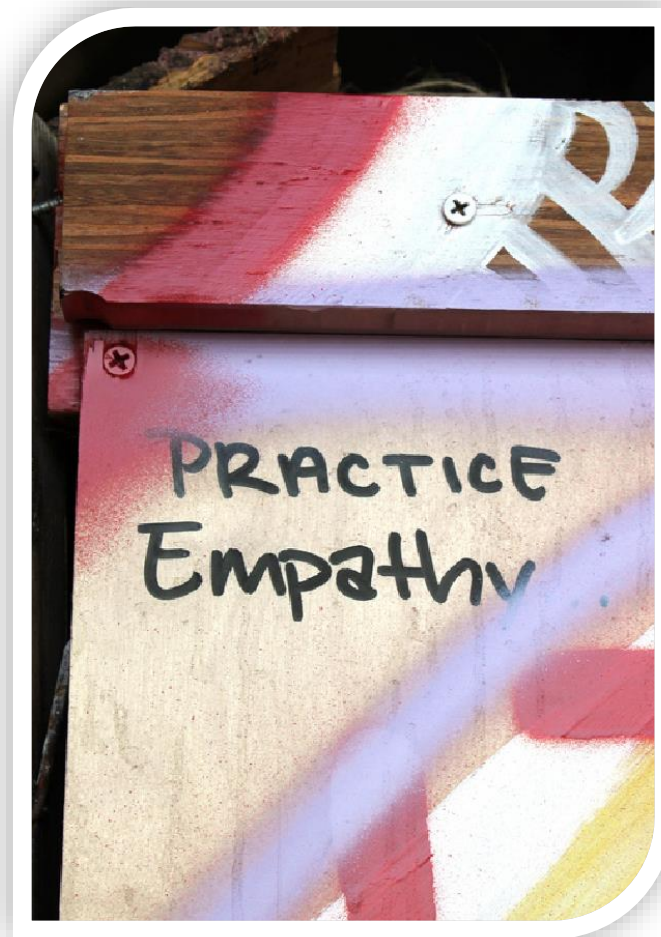


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Learning Objectives

- **Define** design thinking and identify how design research 'with people, for people' can benefit food safety behavior change programs.
- **Speak** to the design thinking methodology and identify some of the top tools a design thinker calls upon to create effective behavior change programs.
- **Adopt** a design thinker's mindset and consider integrating design thinking into your behavior change planning.



Start with mindset



What hats do you wear?





Tool #1: Introducing *Six Thinking Hats*

- Provides a tool for team discussion and prompts individual thinking
- Challenges the brain during strategic planning
- Drives creative and effective brainstorming, efficiently
- Aides in problem solving

Tool #1: Introducing *Six Thinking Hats*



Facts



Feelings



Control



Creativity



Positive



Negative

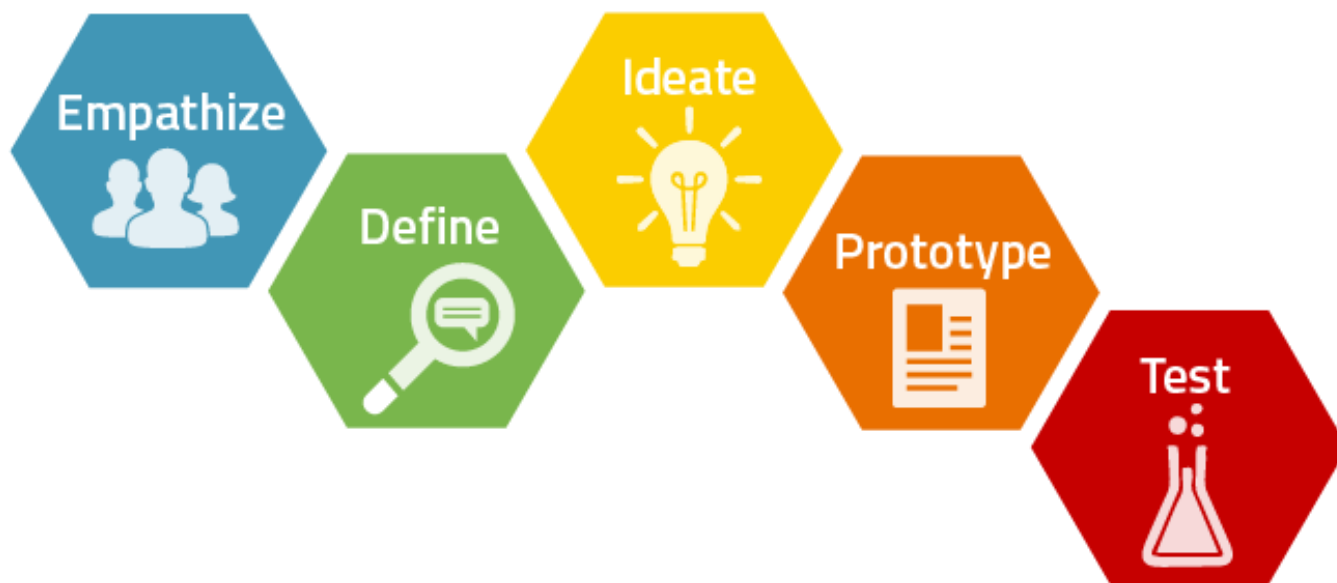
Poll #1

What “hat” do you wear most when designing behavior change programs?

1. Gatekeeper
2. Champion
3. Researcher
4. Implementer
5. Evaluator

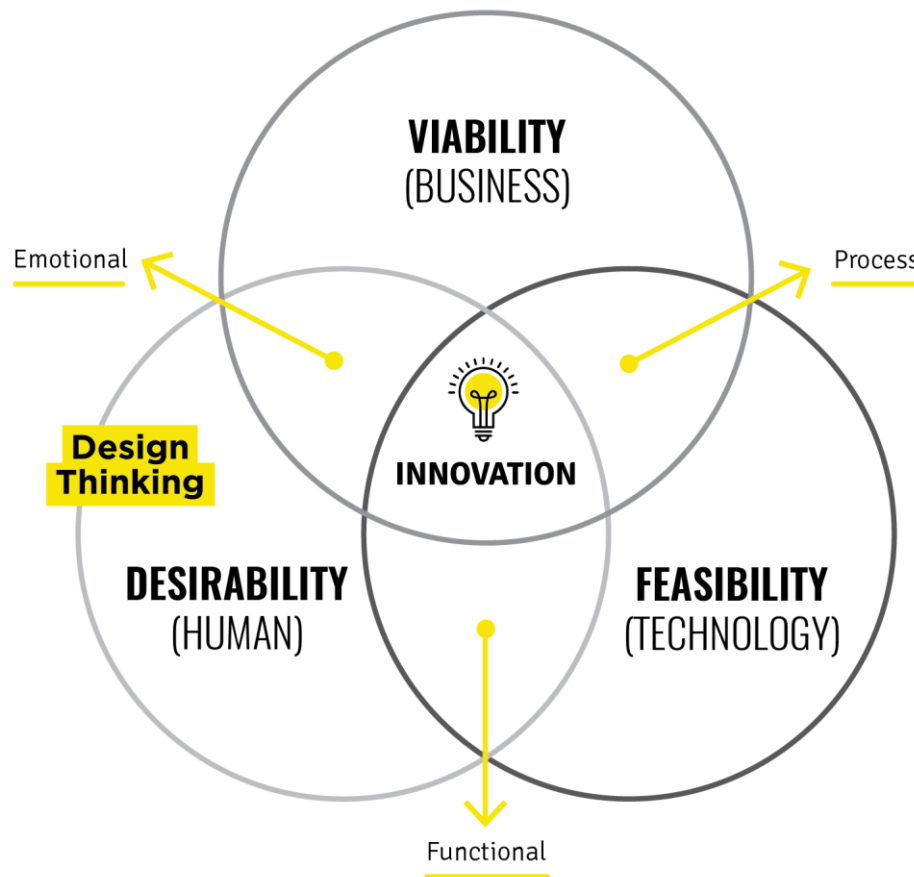
What is Design Thinking?

a creative process for problem solving with people, for people



source: Stanford d.school

Design Thinking is a People-Centered Process for Innovation



Design Thinking May Feel Uncomfortable

7 key mindsets:

1. Creative confidence
2. Make it
3. Learn from failure
4. Empathy
5. Embrace ambiguity
6. Optimism
7. Iterate, iterate, iterate



INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.



IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.

source: ideo.org

7 Benefits of Participatory Research

1. Ensures culturally and logistically appropriate research
2. Enhances recruitment capacity.
3. Generates professional capacity and competence in stakeholder groups.
4. Results in productive conflicts followed by useful negotiation.
5. Increases the quality of outputs and outcomes over time.
6. Increases the sustainability of project goals beyond funded time frames and during gaps in external funding.
7. Creates systems changes and unanticipated projects and activities.

(Jagosh, MacAulay, Pluye, 2012)

Design Thinking as New Scientific Method

*“DT is a new way of thinking and approaching issues; in other words, DT is a **human being-centered model of thinking**...DT is based on three main pillars that support the herein discussed mindset, **namely Empathy, Collaboration and Experimentation.**”*

(Sao Paulo). 2015 Dec; 70(12): 770-772.

Published online 2015 Dec. doi: [10.6061/clinics/2015/12/01](https://doi.org/10.6061/clinics/2015/12/01)

PMCID: PMC4876318

PMID: [28735214](https://pubmed.ncbi.nlm.nih.gov/28735214/)

New mindset in scientific method in the health field: Design Thinking

[Fernando Kobuti Ferreira](#), [Elaine Horibe Song](#), [Heitor Gomes](#), [Elvio Bueno Garcia](#), and [Lydia Masako Ferreira*](#)

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Society changes over time, as do companies, markets and forms of consumption. Gone are the days when having the lowest cost, best quality or highest market recognition would guarantee the survival of a company.

We live in a new world where innovation is a perceived value; and thus cannot be imposed by providers. Companies as well as people have the task of creating human being-centered relevant solutions. Solutions must be based on existing problems; thus, they must be desired and well received by users. Therefore, Design Thinking (DT) is becoming increasingly notorious.

DT is a new way of thinking and approaching issues; in other words, DT is a human being-centered model of thinking ^{1,2}. The term *design* goes far beyond “aesthetics”, which is a term often related to *design*. *Design* does not simply mean the way things appear to be but also how they actually work. DT is based on three main pillars that support the herein discussed mindset, namely Empathy, Collaboration and Experimentation ^{3,4} (Figure 1).

Empathy



Collaboration



Experimentation



Design Thinking Isn't All or Nothing

*“Core to design thinking is the notion that **everyone has the potential to be highly creative** and can learn to apply design-based approaches such as need-finding, brainstorming, prototyping, and iteration to unlock their creative potential.”*

[Internet Res.](#) 2016 Dec; 18(12): e317.
Published online 2016 Dec 16. doi: [10.2198/jmir.5927](#)

PMCID: PMC5203679
PMID: [27986647](#)

IDEAS (Integrate, Design, Assess, and Share): A Framework and Toolkit of Strategies for the Development of More Effective Digital Interventions to Change Health Behavior

Monitoring Editor: Gunther Eysenbach

Reviewed by Grant Munro, Audie Atienza, and Malinda Peeples

[Sarah Ann Mummah](#), MPhil,^{1,2} [Thomas N Robinson](#), MPH, MD,^{1,3} [Abby C King](#), PhD,^{1,4} [Christopher D Gardner](#), PhD,^{#1} and [Stephen Sutton](#), PhD^{#2}

¹Stanford Prevention Research Center, Department of Medicine, Stanford University School of Medicine, Stanford, CA, United States
²Behavioural Science Group, Institute of Public Health, University of Cambridge, Cambridge, United Kingdom
³Stanford Solutions Science Lab, Department of Pediatrics, Stanford University School of Medicine, Stanford, CA, United States
⁴Division of Epidemiology, Department of Health Research & Policy, Stanford, CA, United States

Sarah Ann Mummah, Stanford Prevention Research Center, Department of Medicine, Stanford University School of Medicine, 1265 Welch Road, Stanford, CA, 94305-5411, United States, Phone: 1 650 723 7822, Fax: 1 650 725 6247, Email: sm885@cam.ac.uk

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Abstract

Go to:

Developing effective digital interventions to change health behavior has been a challenging goal for academics and industry players alike. Guiding intervention design using the best combination of approaches available is necessary if effective technologies are to be developed. Behavioral theory, design thinking, user-centered design, rigorous evaluation, and dissemination each have widely acknowledged merits in their application to digital health interventions. This paper introduces IDEAS, a step-by-step

Social Marketers Support Design Thinking

“Overall, the HCD tools from IDEO helped us see new opportunities for our framework, transform insights into actionable ideas, and increase the speed of producing a minimum viable product and gathering feedback on it from our customers...We believe that HCD tools are worth experimenting with when it comes to social marketing planning.”

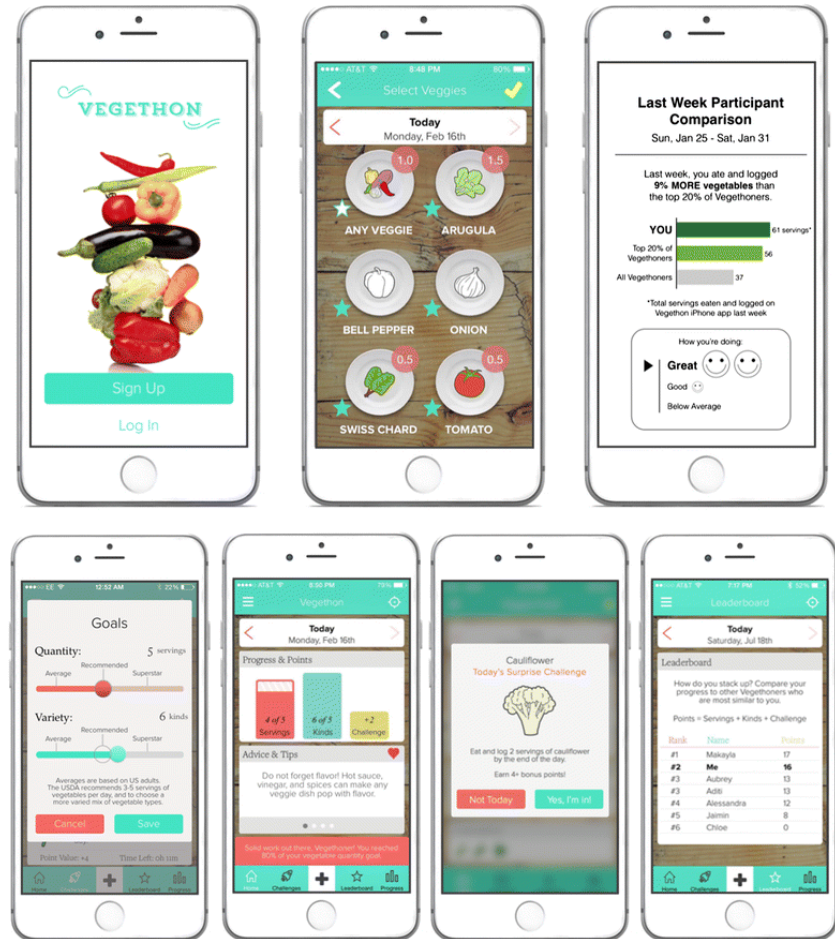


Poll #2

To what extent are you already integrating design thinking in your work?

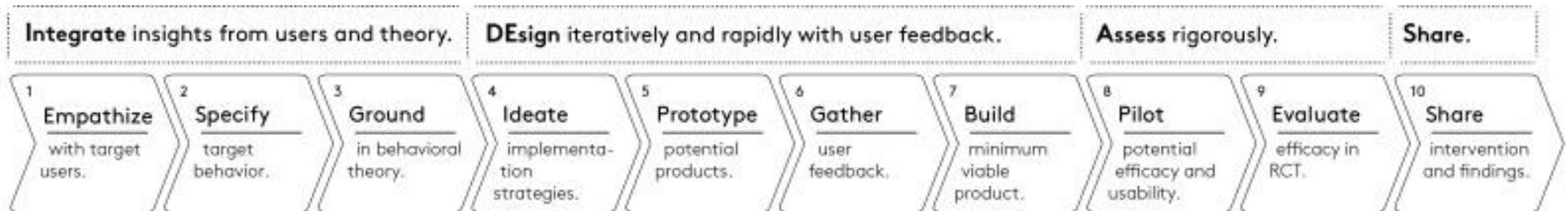
1. Not at all
2. Not yet – but would like to
3. We were, but not anymore
4. Here and there – we're dipping our toes in!
5. All the time

Case Study: Vegethon



>> Case Study: Vegethon

- A health and diet app from Stanford School of Medicine.
- Enables the user to track their vegetable intake. The app includes leaderboards, daily and weekly challenges, and dietary tips.
- Through Vegethon, **creators developed the IDEAS framework**, one of the first frameworks that seeks to combine behavioral theory, design thinking and evaluation and dissemination.



The IDEAS Framework: A Checklist

1. EMPATHIZE with target users

Gather qualitative insights from users (e.g., in-depth interviews, focus groups).

- Craft qualitative research questions** around target users and behavioral goals (e.g., "How can a mobile app support overweight adults in eating healthier?")
- Focus inquiry to uncover:** current health behaviors; technology usage and attitudes; needs, desires, motivations; daily successes and challenges in changing behaviors.

2. SPECIFY target behavior

Translate broad behavioral goals into a highly specific target behavior (e.g., from "eating healthier" to "eating non-starchy vegetables 5 times per day"). Considerations:

- Actionability:** Is the target behavior highly specific and countable?
- Health impact:** Is there a strong evidence base for the target behavior?
- Acceptability:** Does it align with formative research findings and user insights?

3. GROUND in behavioral theory

Ground intervention in behavioral theory and evidence.

- Gain familiarity with behavioral theory,** referencing Table 1 as a starting point.
- Identify behavioral strategies** for possible inclusion, based on approaches best suited to intervention area of focus, target behavior, and target users.

4. IDEATE implementation strategies

Brainstorm creative strategies for translating theory and user insights into features.

- Collect and draw inspiration** from wide and varied sources.
- Conduct multiple, iterative brainstorming sessions.**
- Focus idea generation** on features and user experience.
- Quickly generate large numbers of ideas** and winnow down.

5. PROTOTYPE potential products

Develop rough prototypes of ideas rapidly and iteratively.

- Construct rough prototypes** (e.g., hand sketches, mockups, clickable prototypes).
- Share, discuss, and improve** prototypes as a cross-sector team.
- Iteratively winnow down** to the most promising prototypes.

The IDEAS Framework: A Checklist

6. GATHER user feedback

Gather user feedback on prototypes through interviews and questionnaires. Uncover insights to inform product improvement.

- Interest in overall product and eagerness to use as part of regular routine.
- Potential impediments to regular use.
- Suggestions for improvement and unexpected new ideas.

7. BUILD minimum viable product

Build a fully functional minimum viable product.

- Build initial intervention with only most essential features.
- Iteratively make decisions as app is constructed about user experience, visual design, backend logic, and health content.
- Incorporate app analytics to collect data on app usage patterns.

8. PILOT potential efficacy and usability

Conduct a pilot test of the intervention.

- Conduct small-scale evaluation to test potential efficacy and refine study protocol.
- Analyze usage behavior to assess frequency, depth, and duration of use.
- Use a questionnaire to assess usability and satisfaction.
- Conduct interviews to understand user experiences.

9. EVALUATE efficacy in RCT

Evaluate efficacy of product in a rigorous trial.

- Conduct RCT to assess efficacy in improving target health behavior.
- Assess broader effect on behavioral patterns and health risk factors.
- Analyze potential moderators and mediators.
- Interpret data from app analytics, usability questionnaires, and interviews.

10. SHARE intervention and findings

Publish findings and disseminate intervention widely to populations that could benefit.

- Publish or otherwise disseminate findings to advance science and practice.
- Enlist industry partners to facilitate wide dissemination of intervention.
- Analyze usage data to understand product usage "in the wild".
- Continue refining product to increase potency and usability.

Vegethon's Toolkit of Behavioral Strategies

Toolkit of behavioral strategies using process motivation to guide intervention design.

Behavioral strategy	Description
Challenge	Maintain optimal levels of moderate challenge (ie, not too hard, not too easy)
Choice/control	Provide objective and perceived choice and control over one's environment and actions
Community	Provide social meaning (public recognition, identification with desirable group) for accomplishments
Competence	Provide immediate, frequent, clear, constructive, encouraging positive feedback following success
Competition	Facilitate social comparison and competition among individuals, groups, or teams
Context	Embed intervention into real/imaginary contexts with stories/characters
Curiosity	Provide sensory (color, taste, sound) and cognitive (mystery) curiosity and surprise
Growth mindset	Cultivate belief that behaviors/preferences (eg, for foods, activity levels) are malleable with effort
Identity	Facilitate an identity shift related to the behavior change (eg, someone who is now a runner)
Personalization	Personalize intervention using an individual's name and personally relevant content
Pride	Cultivate pride and a sense of accomplishment
Piggybacking	Engage individuals in social movements (eg, animal rights) to harness deeper values
Reframing	Cast the purpose of a behavior in a more positive light to improve thoughts or feelings about it
Taste	Emphasize the taste and texture of healthier foods
Teamwork	Facilitate cooperation and teamwork among individuals, groups, or teams

Sample Behavior Change Techniques

Behavior Change Technique	Definition	Intervention component and description
1.1. Goal setting (behavior)	Set or agree on a goal defined in terms of the behavior to be achieved	Goals: select daily goals for number of servings and types of vegetables to consume
1.6. Discrepancy between current behavior and goal	Draw attention to discrepancies between current behavior and previously set behavioral goals	Progress & points; progress: bar graphs showing the discrepancy between goals and recorded consumption
1.9. Commitment	Ask the person to affirm or reaffirm statements indicating commitment to change the behavior	Surprise challenges: users are prompted to select "I'm in!" to affirm their commitment to undertake a surprise challenge
2.2. Feedback on behavior	Monitor and provide informative or evaluative feedback on performance of the behavior	In-app notifications: notifications when users reach 100 % of their daily goal or a 3-day or 7-day vegetable logging streak
2.3. Self-monitoring of behavior	Establish a method for the person to monitor and record their behavior	Select veggies: self-monitoring of vegetable servings and kinds consumed
4.1. Instruction on how to perform a behavior	Advise or agree on how to perform the behavior	Advice & tips: information on how to cook or prepare different vegetable types, and ideas for completing challenges

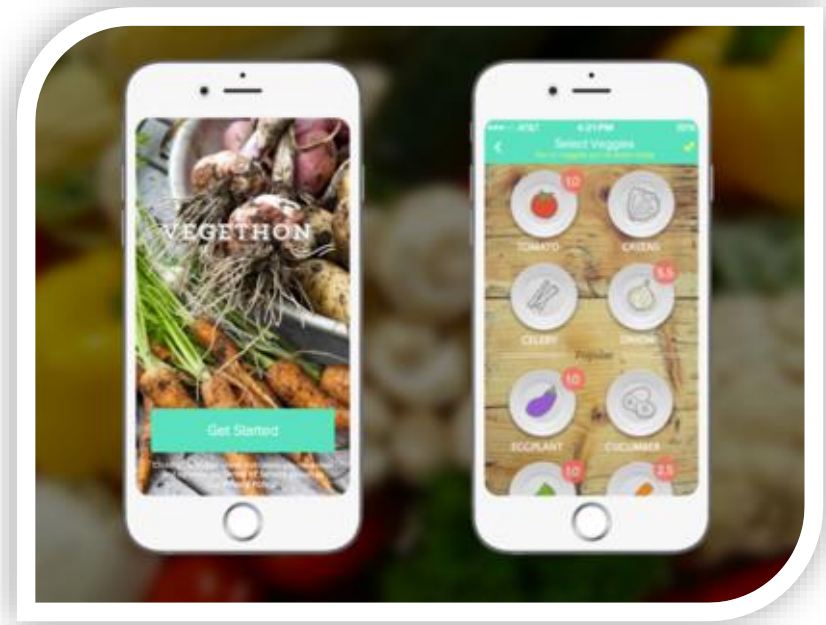
Pilot Randomized Controlled Trial

Participants

- A total of 17 overweight adults aged 42.0 (SD 7.3) years with a body mass index (BMI) of 32.0 (SD 3.5) kg/m² were randomized to the use of Vegethon or a wait-listed control condition.
- All participants were recruited from an ongoing 12-month weight loss trial (parent trial).

Results

- Consumption of vegetables was significantly greater among the intervention versus control condition at the end of the 12-week pilot.
- Among secondary outcomes, there was significantly greater consumption of green leafy vegetables, cruciferous vegetables, and dark yellow vegetables.
- Participants reported positive experiences with the app, including strong agreement with the statements “I have found Vegethon easy to use” and “I would recommend Vegethon to a friend”.



Tools

Tool #2: Challenge Statement

How might we use design thinking to influence food safety behaviors?

Tool #3: Journey Mapping

Definition

- Journey maps are a visual display that identifies the different touch points or moments that characterize a person's interactions with a product, service or decision point.

Benefits

- Helps you understand the full context of the elements involved.
- Uncovers additional opportunities to reach and engage people.

The Customer Journey Canvas

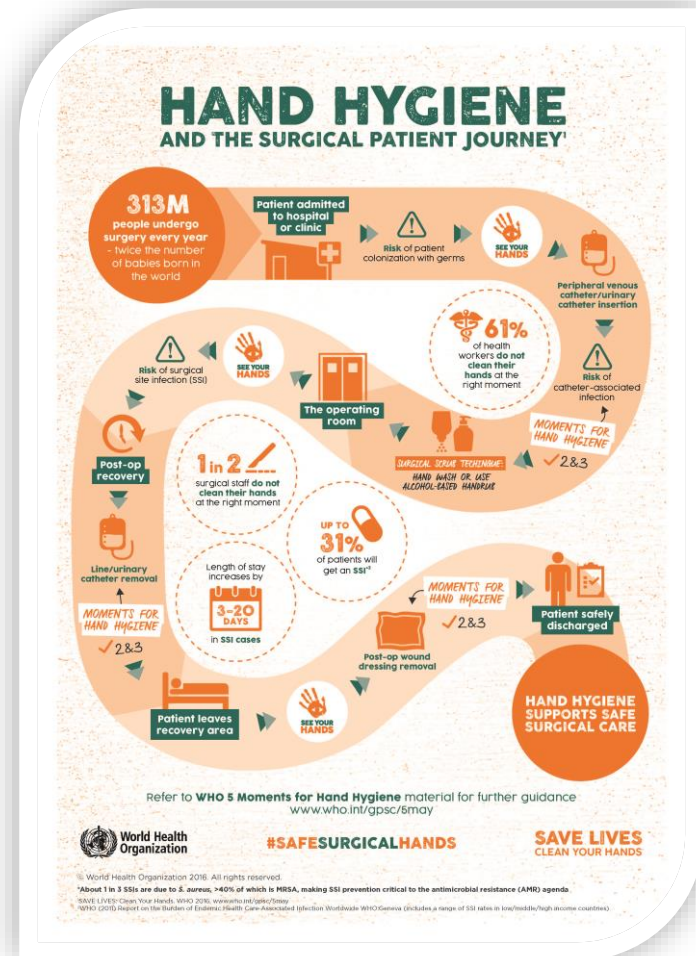


Tool #3: Example

How might we better understand how families experience a behavior (e.g. preparing and retrieving leftovers)?

Get Started:

- **Individual sketching and brainstorming.** On a piece of paper, draw 12 large squares. Write in a starting point and an ending point. Based on what you know, fill in the steps. Review your work to identify what assumptions are present.
- **Teamwork.** At an upcoming meeting, use a whiteboard and as a team, develop a journey map. Discuss potential scenarios and experiences. Document what you learn.
- **Co-design.** Provide a blank or complete journey map to people you serve. Invite their input in creating, discussing and responding to the map.



Tool #4: Personas

Definition

- Personas are fictional characters we create that depict different audience clusters or segments.
- Human-like snapshots based on research that depict user groups who exhibit similar attitudes, goals and behaviors.

Benefits

- Provides a clear picture of specific user types that everybody can focus on and align around.
- Encourages behavior change programs to think beyond using solely demographic data for audience segmentation.

PERSONA PROFILE

Jade The Emerging Creative

Age: 29
Occupation: Commercial Photographer
Location: Chicago, IL

With three years of experience in commercial photography, most experts would consider Jade a fresh face in the industry. She's tired of the labor and wants her work to be more recognized.

Jade's been building her portfolio with unique and edgy photoshoots with marketing appeal that she sends to clients and Corbis Images. She does it all on the creative side, from creating the concept, working with the models, and editing photos. Jade enjoys the post production week the most, as she is able to utilize the latest technology, from touching up subjects to incorporating computer generated elements to her photos. While Jade enjoys the artistic aspect, she dislikes dealing with administrative tasks such as model releases. Jade wants her clients to trust that her creative photography can help sell their product, but that trust comes with building a reputable name in the industry.

Jade's Goals

- I want to make a name for myself in the creative industry. I am looking to develop my prestige and reputation.
- There are many steps to a successful photo shoot and I would rather not deal with the complicated administrative tasks. I want something that can streamline these tasks into my workflow.
- I enjoy thinking outside of the box and having someone to generate ideas with.

	LOW	MID	HIGH
NEEDS			
Speed			
Reliability			
Editor			
TASKS			
Upload			
Input Info			
Royalties			
Communication			
KNOWLEDGE			
Technology			
Trends			
Contracts			
Image Editing			

Jade's Questions

- I am looking to diversify my portfolio. How can I learn about the latest trends in creative photography?
- How can I portray the message of my images to those who view and purchase my work?
- How can I efficiently communicate with my editor to generate ideas?
- What is a simple way to complete administrative tasks such as model releases?

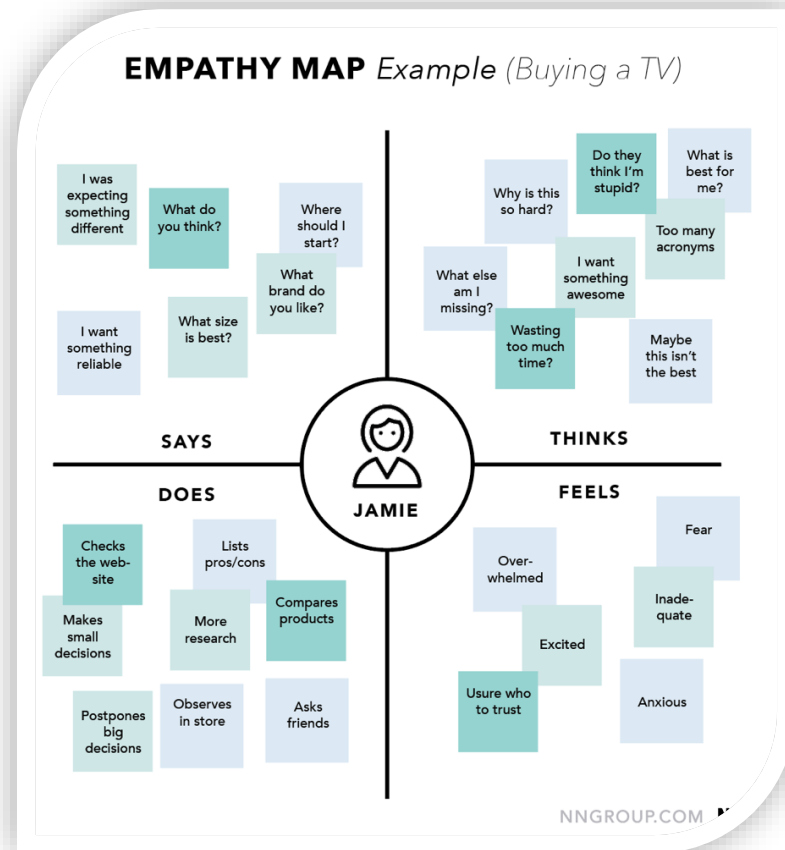
"I want to get as many of my images out there to make a name for myself in this creative industry."

Tool #4: Example

How might we better describe, think about and relate to people we serve (e.g. to families trying to extend the life of prepared meals)?

Get started:

- **Research Gathering.** This includes desk research such as literature and environmental scans, as well as user interviews, field studies, diary entries, listening sessions or qualitative surveys.
- **Empathy Maps.** Start by identifying what you know about the people you serve. This quick sketch can be a starting point for what is included in the persona. It can also be a way to aggregate and analyze qualitative data.
- **Jobs-to-be-Done.** As you move from the empathy map to your persona, think about the goals of the people you serve through a “jobs-to-be-done” lens.



Tool #5: Prototyping

Definition

- Prototypes are tangible iterations of a concept. They can range from lo- to high fidelity in quality: from a sketch drawing to an interactive landing page and beyond.

Benefits

- Conveys abstract ideas more concretely.
- Offers the ability to get more immediate feedback, compared to awaiting long development timelines.
- Enables organization to fail fast, learning what concepts and features may not resonate.

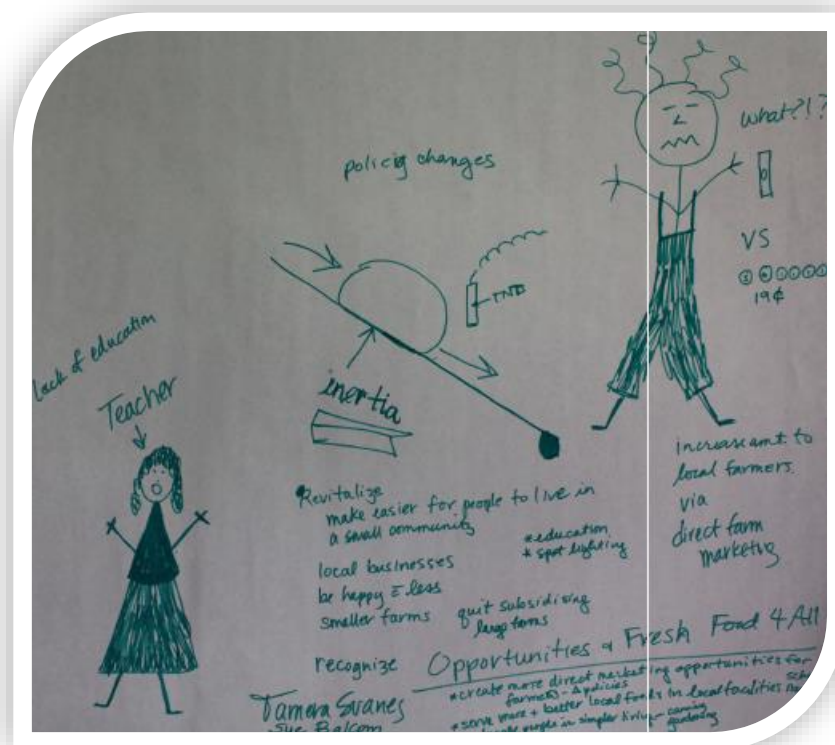


Tool #5: Example

How might we generate more ideas, better solutions and fail fast (in support of families during mealtime)?

Get started:

- **Think visual.** Keep post-its, markers and whiteboards by your side. Draw, sculpt, build and collage. Encourage the team to think and interact in more visual ways.
- **Storyboard.** A quick, lo-fidelity prototype, a storyboard can help you visualize your conceptual idea from start to finish. Challenge yourself to draw it. Act it out for feedback.
- **Iteration.** Refine and develop your prototype, continuing to get input and feedback from the people it'll serve. Test the solution through an initial pilot effort.



Poll #3

What's your greatest barrier to adopting design thinking?

1. Lack of time
2. Lack of resources
3. Lack of support/understanding
4. Don't know where to start
5. Skeptical of its promise

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Resources

Many of the resources shared today (and more) are available as a Twitter stream, at <http://bit.ly/DTfoodsafety>.

Alexandra Bornkessel
@socialbttrfly



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TO CONTRACT FOODBORNE ILLNESS

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SMALL SIZES ARE EASIER TO
WASH

REFRIGERATE PERISHABLES
AS SOON AS YOU GET HOME

FIGHT BAC LIKE A
produce pro

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

Don't rinse meat or poultry.



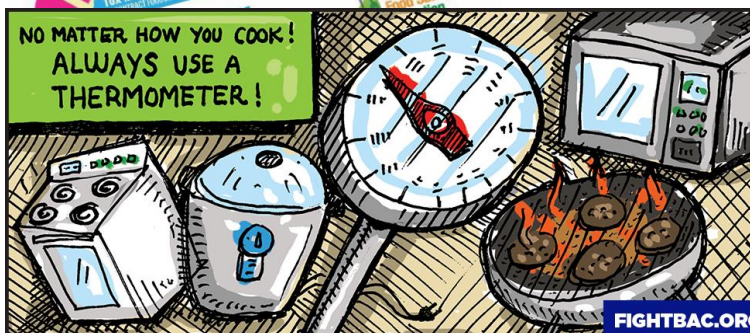
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Partnership for Food Safety Education

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ALWAYS USE A THERMOMETER!**



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2018 Behavior Change Webinar Series for Food Safety Educators



Hold the Date!



From Consumers to Chefs

**FOOD SAFETY
EDUCATION MATTERS**

MARCH 6-8, 2019



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for Food Safety Educators



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!



Alexandra Bornkessel
Senior Strategist, RTI International
abornkessel@rti.org



Kelley Dennings
Social Marketing Association of North America
ContactSMANA@gmail.com



Brittany Saunier
Director of Development, Partnership for Food Safety Education
bsaunier@fightbac.org



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