

Ensuring Food Safety with Science, Data and Behavior Change A Retail Grocery Perspective

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United States Department of Agriculture



**USDA's
97th
Annual**

Agricultural Outlook Forum

***Building on Innovation:
A Pathway to Resilience***

February 18-19, 2021 • <https://www.usda.gov/oce/ag-outlook-forum>

Science, Data and Behavior Change

- Why focus on food safety?
- Is behavior change really scientific?
- Real-world examples of behavior change
- Can it influence consumers too?

Food Safety Importance

1 in 6 

About 1 in 6 (or 48 million) people gets sick each year from contaminated food.

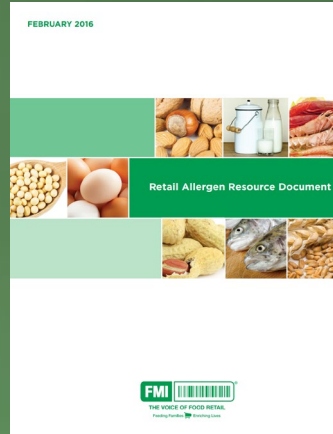
50% 

E. coli O157 infections have been cut about in half since 1997.

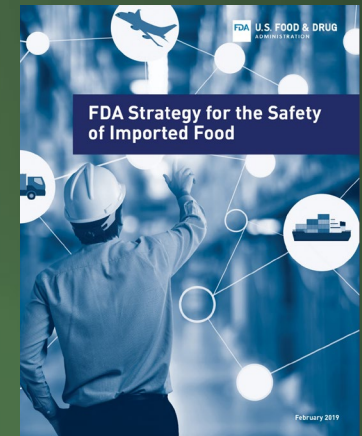
\$365 Million



Salmonella infection accounts for \$365 million in direct medical costs each year.

Source: CDC Vital Signs, June 2011

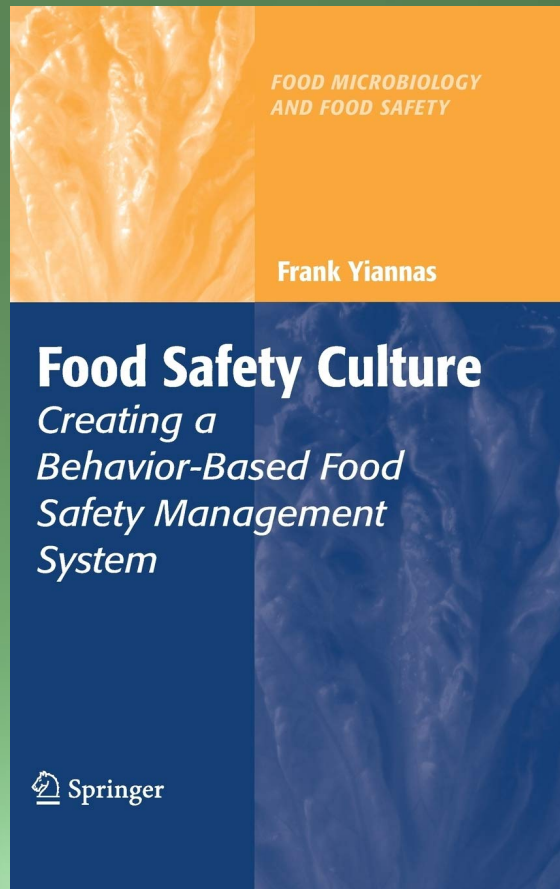


Source: Food Safety Magazine



	TEMPERATURE	Cook until internal temperature reaches XX (fill in the blank and include chart with specific foods) on food thermometer.
	HAND WASHING	Wash hands with soap and water. (Include this at beginning of recipe and after each touch of raw meats, poultry, seafood or eggs)
	CROSS CONTAMINATION	Wash (insert cutting board, counter, utensil, serving plate) after touching raw meats, poultry, seafood or eggs) Do not reuse marinades used on raw foods. Do not rinse raw poultry or meat.
	PRODUCE	Gently rub produce under cold running water. Scrub firm produce with a clean vegetable brush under running water.

Why Behavior Science?



Why Behavior Science?



Why Behavior Science?



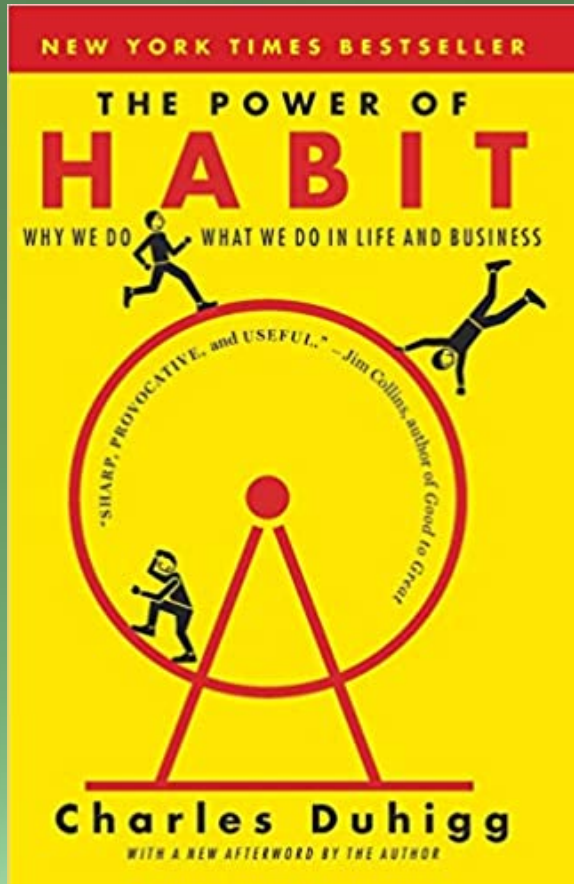
**Teaching Food Safety
Using Oral Culture
Communication Methods**



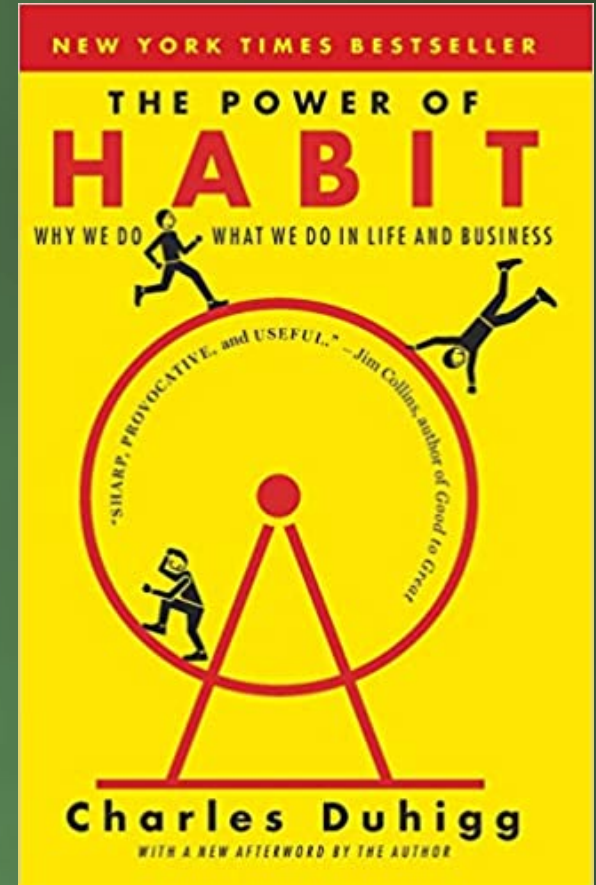
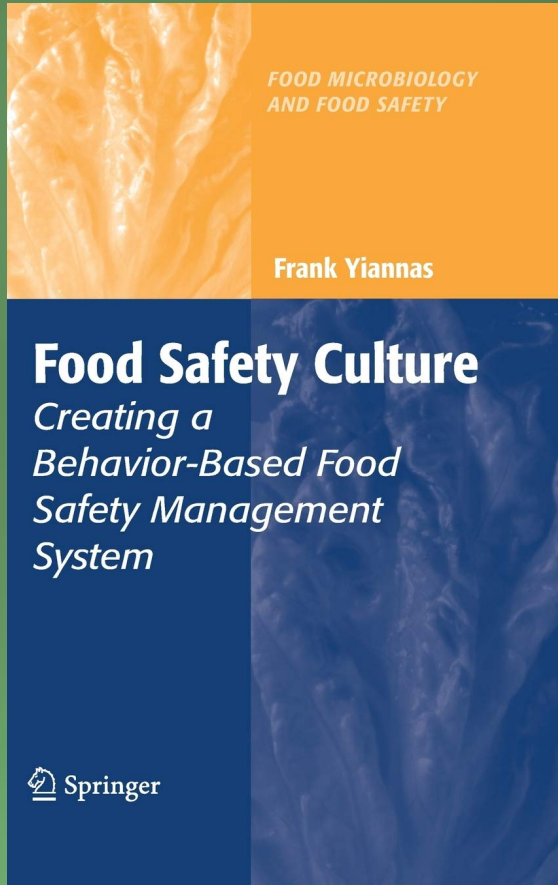
**Alan M. Tart
Regional Retail Food Specialist
U.S. Food and Drug Administration
Southeast Regional Office**



Why Behavior Science?



Putting It All Together





Which
clean
cutting board
would you like
to see your
food on?



Where do you
stand on proper
**personal
hygiene?**



Publix Cares



Never work
with food
when you're
sick.



Publix Cares



What can you
do to prevent
CROSS
contamination



Publix Cares



Keep your
**hand
wash**
station set up
correctly.



Publix Cares



20 SEC



**20 seconds.
We win.
Germs lose.**



**Be responsible,
stay home
if you're sick.**

Lola DiGiuseppi

Food Safety Champion

Publix Store Manager | Vero Beach, Florida



Collaborative Messaging

Keeping Germs Off Your Food



Kick germs out of your kitchen.

Global Handwashing Day



Clean hands for all.

A close-up photograph of a person's hands holding a sandwich wrapped in clear plastic inside a brown paper lunch bag. The sandwich is filled with lettuce, meat, and cheese. The text "LUNCH BOX SAFETY" is overlaid in large white letters, and "FROM PUBLIX" is overlaid in smaller white letters below it. The background is a soft-focus indoor setting.

LUNCH BOX SAFETY

FROM PUBLIX

Science, Data and Behavior Change

- Food safety really is focused on science, data, and behavior change
- There are real-world examples of behavior change to influence food safety
- Yes, it can also influence consumers too



Now You Have My Attention

Promoting Hand Hygiene & Food
Safety Education for Everyone




CFSE Virtual Conference

March 9-12, 2021 | fightbac.org/virtual

#foodsafety2021

Registration is \$99 until Feb. 5, 2021!

An aerial photograph of a large farm complex at dusk. The sky is a deep blue with a bright full moon in the upper center. The farm features several large, long buildings with grey metal roofs. In the foreground, there are several large, cylindrical metal silos. The surrounding area is a mix of green fields and dirt roads. A white pickup truck is visible in the lower right corner. The overall scene is peaceful and rural.

**Supporting farmers and families
during the coronavirus pandemic.**