

REGULATORY – INDUSTRY COLLABORATIVE TRAINING

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Food Safety Professionals

Perceptions vs. Realities



Behavior is motivated by values and interpretation of situations and events. (Kenneth Burke)

Behavior changes are more likely to occur when messages are ..., framed from the receivers worldview, context and priorities.
(Walter Ong)



Oregon Department of Health Communication Study

- **Oral Culture**

- Focus on Relationships – **TRUST**
- Short-term memory - Knowledge not used in daily life is discarded
- The Knowledge and the Knower are one

- **Print Culture**

- Learn to Process and Analyze Information
- Communication is detached, linear
- Knowledge is outside (on paper) of the knower



Food Safety

A Behavioral Science

- Oral Culture

High Context Communicators

“Present Orientated”

Examples of Issue Priorities

- Food vs. Food Safety
- Water vs. Handwashing



Food Code

U.S. Public Health Service



2009

U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Public Health Service • Food and Drug Administration

Washington, DC 20204





HEALTH
INSPECTOR



IN THEATERS MARCH 24TH

HEALTH

LARRY THE CABLE GUY:

INSPECTOR

Communication Methods **IMPACTING** Behavior

- Stories and sayings with vivid examples
- Role models who show and model appropriate behavior in supportive ways
- **Information provided by people they had develop relationships with who use familiar words and examples they could relate**
- Verbal information provided often and repeated regularly
- Eye contact and simply worded signs posted as reminders



Hell's Kitchen

Tonight 9/8c



Gordon Ramsay

Hometown: London, UK

Age: 40

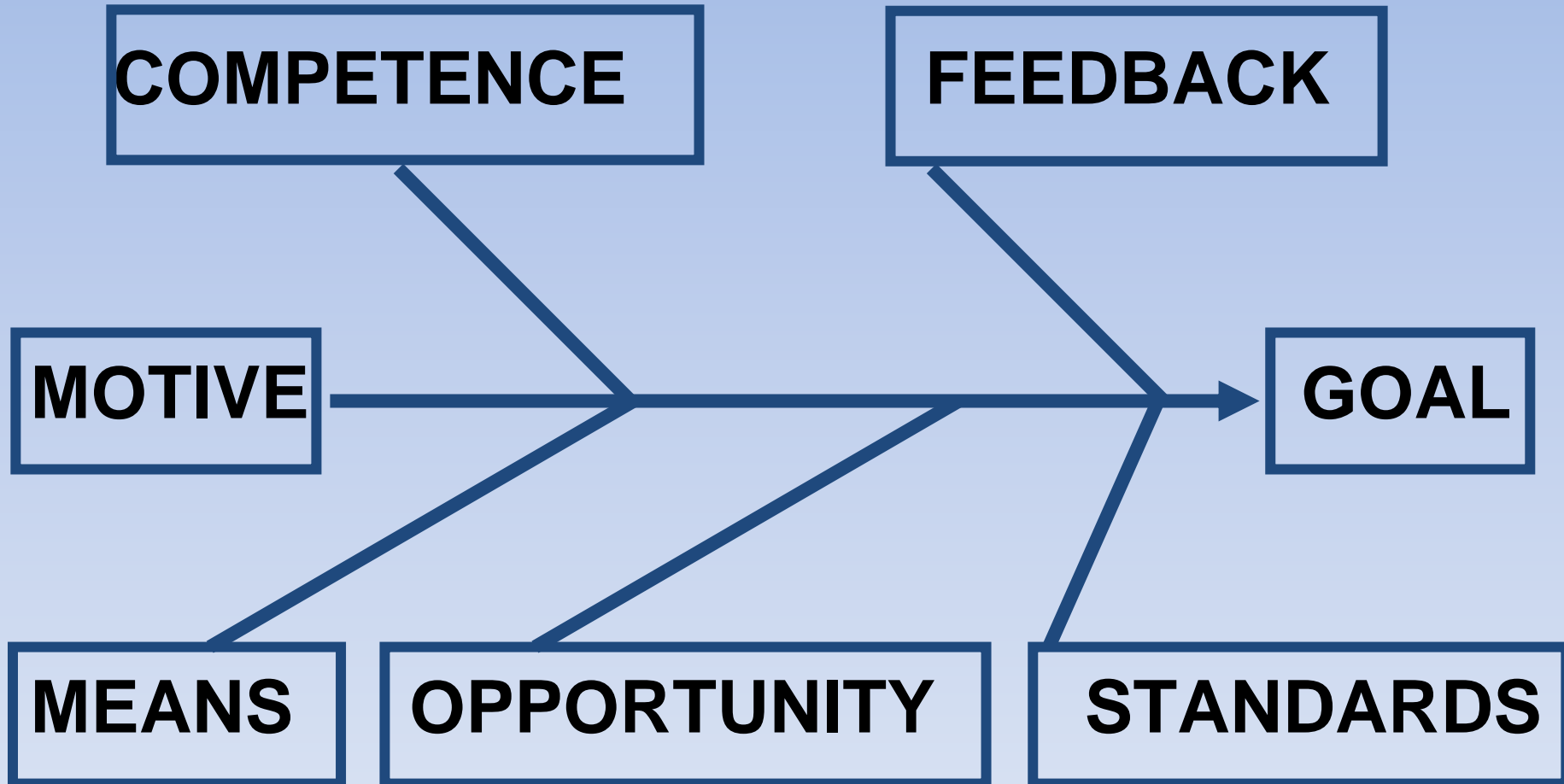
Occupation: World Class Chef

[→ Read Full Bio](#)

Can you say
Communication!

No these are not
his former Health
Inspectors

The Seven Factors of Performance



Good performance requires more than training



**REGULATORY FOCUS
UNDERSTANDING REAL WORLD APPLICATIONS
OF HACCP SYSTEM**

**INDUSTRY OPERATIONS
WITH
FOOD SAFETY MANAGEMENT SYSTEMS**

- A. Interactive Review - Industry Management Systems**
- B. Field Verification Training – On Site Application**



INTERACTIVE REVIEW OF INDUSTRY'S FOOD SAFETY MANAGEMENT SYSTEMS

- **INDUSTRY LED PRESENTATION OF THEIR SYSTEM**

Regulatory understanding of the system

- Emphasis on **NOT** changing the system unless a FBI risk factor was **NOT** effectively managed
- Food Safety System built around the 7 HACCP Principles

Joint Field Verification of an Operational Unit

- Process Flow
- Critical Control Points & Critical Limits
- Monitoring; Corrective Actions; Documentation; and System Verification



INTERACTIVE REVIEW OF INDUSTRY'S FOOD SAFETY MANAGEMENT SYSTEMS

TRAINING PERFORMANCE OUTCOMES

- Structure for a Risk-Based Inspection
- Reinforced Industry's Food Safety Management System with front line employees
- Development of Regulatory Inspection Form Specific to Industry's Food Safety System
- **Feedback/Documentation Obtained on:**
 - * **Industry's Adherence With Regulatory Compliance Standards**
 - * **Industry's Adherence to their Own Food Safety Standards**
 - * **Identified Areas that are Difficult to Observe During Inspections**



INDUSTRY FOCUS ESTABLISHING DELIVERABLE FOOD SAFETY OBJECTIVES

INDUSTRY OPERATIONS WITHOUT FOOD SAFETY MANAGEMENT SYSTEMS

- A. Integrate Food Safety into Business Management**
- B. Provide an Easily Understood Approach for Putting in Place a Food Safety Management System**
- C. Focus on Deliverable Objectives**



MANAGING FOOD SAFETY WORKSHOPS

- **REGULATORY PRESENTED WORKSHOPS TAUGHT FROM AN INDUSTRY PERSPECTIVE**

Workshop Format and Objectives

- Joint Training (Regulatory/Industry Team)
- Management Principles used to Control Processes vs. Products

Development of Industry Action Plans and Time Lines

- Focus on a significant food safety objective
- Apply management principle to obtain control of a food safety process
- Action Plan to be REAL and ACHIEVABLE
- Establish framework for Success (Time Lines)
- Regulatory Support a MUST



MANAGING FOOD SAFETY WORKSHOPS

TRAINING PERFORMANCE OUTCOMES

- 38 Industry Operations Action Plans @ the Workshop (100%)
- 25 Industry Operations Attempted to Implement their Action Plans (66%)
- 22 Industry Operations were successful in implementing some aspects of their action plan (58%)
- 18 Industry Operations successfully developed management systems to control an identified objective (47%)
- 12 Industry Operations have developed additional action plans (31.5%)



MANAGING FOOD SAFETY WORKSHOPS

INDUSTRY COMMENTS ON THE PROCESS

- Understood the HACCP management principles.
- The process approach to HACCP worked best for their operations.
- Human resource issues present significant challenges to their ability to successfully implement food safety systems.
- Successful implementation requires management commitment to the process.
- **Regulatory support is essential for maintaining industry's commitment to the process**



TRAINING EFFECTIVENESS

Performance Outcomes

**Without Involvement
there can be
No Achievement**

