

Food Safety Education PDG

Attendees: Achyut Adhikari, Sultan Al Tahir, Susan Algeo, Ryan Allarding, Elizabeth Andress, Fernando Avelleyra, Leen Baert, Christopher Baker, Brian Bedard, Richelle Beverly, Sharon Birkett, Jason Bolton, Adam Borger, Patricia Borrusso, Christine Bruhn, John Bruhn, Frances Buck, Martin Bucknavage, Marisa Bunning, Shiyu Cai, Jonathan Campbell, Andrew Capps, Thomas Carlisle, Luis Cervantes, Mary Saucier Choate, Ruplal Choudhary, Jeffrey Clark, David Cook, Martin D'Agostino, Heidi Den Besten, Vaishali Dharmarha, Yiran Ding, Nancy Dobmeier, Darrell Donahue, Diane Ducharme, Minh Duong, Ashley Eisenbeiser, Ellen Evans, Laurie Farmer, Shelley Feist, Yaohua Feng, Foivos Genigiorgis, Catherine Gensler, Leon Gorris, Dale Grinstead, Steve Hails, Alexandre Hanley, Maureen Hanley, Fawzy Hashem, Daniel Hauersperger, Shauna Henley, Brian Himelbloom, Lauren Hudson, Sanja Ilic, Barbara Ingham, Bala Jagadeesan, Julie Jean, Katie Jenkins, Lynette Johnston, Jenifer Kane, Jang Ho Kim, Kasey King, Margo King, Kalmia Kniel, Kathy Knutson, Katrina Levine, Teresa Lopez, Tatiana Lorca, Maria Lovelace-Johnson, Barakat Mahmoud, Mayra Marquez, Rachel McEgan, Deborah McIntyre, Kathryn Metzger, Rob Middendorf, Nathan Mirdamadi, Holly Mockus, Bernard Monahan, Sara Mortimore, Sergio Nieto, Lindsay Nix, James O'Donnell, Fabrice Peladan, Ruth Petran, Tyler Pigman, Lori Pivarnik, Molly Powell, Jennifer Quinlan, Vincent Radke, Rona Robertson, Muhammad Khalid Saeed, Judy Sebastian, Adrienne Shearer, Valentin Sierra, Shelendra Singh, Brenda Stahl, Matthew Stasiewicz, Clint Stevenson, Nicholas Steward, Tori Stivers, Helen Taylor, Joanne Taylor, Phillip Tocco, Stephen Tracey, Mike Villaneva, Carol Wallace, Isabel Walls, Todd Wegner, Wenqing Xu, Lily Yang, Ian Young, Edith Zambrana, and Marcel Zwietering.

Number of Attendees: 113

Meeting Called to Order: 3:15 p.m. Sunday, July 31, 2016.

Minutes Recording Secretary: Ellen Wyn Evans.

- Carol Wallace introduced herself as Chair of the PDG and welcomed existing and new members to the PDG and ran through the agenda for the meeting.
- Apologies were sent on behalf of Brita Ball (Vice Chair).
- Preliminary general announcements made.
- Carol reviewed the antitrust guidelines, and discussed the function of the PDG to be a forum of sharing.

Report from IAFP Executive Board:

- No Board/staff members present to deliver report from the IAFP Executive Board. Board Representative did join meeting later but unfortunately timing was such that it wasn't possible to build in report.
- Carol informed the PDG that the Annual meeting was expected to be another record breaking attendance.

Old Business:

Update from last year:

- As part of the 2015 PDG, the attendees broke out into smaller workshop groups – consumer, industry and academic – to discuss issues and ideas relating to food safety education. The session raised ideas of roundtables and symposium suggestions. This resulted in a number of sessions put forward. PDG supported a number of other ideas from other PDGs. Good level of success of items accepted that were put forward by the PDG.
- Two proposals supported by the Food Safety Education PDG were successful, including:
 - RT6. How to fix food safety education and enhance training effectiveness.
 - S51. An international perspective on the development of targeted food safety education for vulnerable populations.

New Business:

Vice Chair Vacancy

- a. Call for a Food Safety Education PDG Vice Chair to begin serving at the IAFP 2017 PDG meeting had previously been made to PDG members with the notice of the meeting. Following expression of interest, one nomination was received. Carol opened the call to the floor; no further expressions of interests were made. Francie Buck was the sole nominee.
- b. Francie Buck was invited to address the group. Francie works with Sealed Air with 15 years' experience including food safety training. Discussed ideas for symposium and previous round tables, gave insight on how roundtables can be successful. Carol suggested that PDG forward Francie as future
- c. Following a show of hands and no objections, the motion was carried.

Guest Speakers: Presentations on topics of interest to PDG members relating to food safety training of employees and education of consumers.

1. Bertrand Emond – Presentation on the Campden BRI Food Safety Training Survey.
 - a. Global Food Safety Training Survey 2016. Conducted over the last four years, believed to be the largest food safety training survey, goes to 25,000 sites world-wide with BRC, SGS, SQF and TSI as an identified need for benchmarking. (Response rate for 2016 survey $n=1,500$). The survey on the training of employees in the food industry included SME to large businesses and included all sector categories and included global respondents – 35% USA. The Data obtained from the survey provides invaluable information that enables businesses to benchmark their food safety training against other food manufacturers and processors from around the world and identify opportunities for development of training and education in the food industry.
 - b. Perceived FS training function – only 8% believed it to be the responsibility of human resources, suggesting that many companies are not exploiting the specialist expertise available in their HR departments. Traditional training methods are still favored over online methods as the majority of training was reported to be ‘on the job,’ findings suggested that computer-based learning is not highly used for the training of employees in the food industry, suggesting that food businesses are not integrating with new technologies. Self-reported training hours varied between employees and managers; suggested that lack of training but also that training activity is often underestimated. Personal hygiene most frequently included in training. Main training deficiencies included lack of understanding by employee and lack of refresher training. The understanding/impact of training was reported to be assessed by methods including records of attendance and successful completion of quizzes. Behavior is measured by internal audit programme. Further to lack of computer based training, the survey determined greater reliance on paper based management of training records than excel spreadsheets. The majority of businesses have formal annual training plans. Cumulatively, management were perceived as having responsibility for the food safety training of employees in the food industry.
 - c. The survey identified that the training goals of many businesses were to improve the food safety culture of the organisation and increase effective employee engagement in the workplace. Completion of the survey suggested that food safety training in the food industry needs to be relevant and current. The perceived benefits of training were

improved product quality, improved food safety culture and fewer food safety incidents. Challenges for training were identified to be a lack of resources and lack of culture. Biggest challenges were recruitment. The survey also established that people entering the food business may not have sufficient food safety training. Indeed, equipment suppliers staff do not receive food safety training. Time is the greatest challenge in relation to food safety training in the food industry. Consequently the research concluded that 54% believe there is a need for the development of a Food Safety training standards.

- d. Following a question from the floor regarding the tracking of differences in responses year-to-year, Bertrand reported that despite in-depth analysis, no significant changes year-to-year have been identified with regards to perceptions and self-reported training efforts, thus suggesting the potential need for the development of the food safety training standard.
- e. Following a question from the floor regarding the exclusion of countries with developing economies, Bertrand discussed that differences would be expected between developing and developed countries. However acknowledged potential bias in responses due to inclusion criteria of recruiting businesses through partners including food industry members of SQF Institute, BRC, SGS and TSI, but remains an extremely valuable benchmarking tool.
- f. Bertrand made an additional comment that Safe Food Canada study had similar findings from in-depth research conducted with 20 businesses. (Information regarding <http://www.foodincanada.com/food-in-canada/safe-food-canada-releases-first-study-133529/>)
- g. Presentation will be sent out to PDG members following the meeting, but can also be accessed at:
<https://www.campdenbri.co.uk/training/globalfoodsafetytrainingsurvey2016.pdf>

- 2. Laura Nelson – Closing the gaps in food safety training, results from the global food safety training survey. Update on the work of Alchemy in building on the Campden BRI survey.
 - a. Completion of the survey has been useful for benchmarking to improve training. Perceived benefits identified in the survey indicate the commitment of the industry in

relation to training and education of the workforce, as research findings indicate that the food industry believe that training will benefit the company and the industry.

- b. Research established that lots of training commitments exist, including; GMP, personal hygiene, food safety culture, traceability and recalls, internal audit training. It was suggested that it is important to distinguish between the training of employees and supervisors.
- c. Gaps identified – 62% of respondents reported that despite training, some staff will still not follow the food safety programme. Emphasis placed on “learning doesn’t translate to doing.” Eighty-seven percent of respondents reported a lack of formal skills/job training for new and existing employees to be a challenge in relation to food safety training.
- d. Contributors to lack of training included:
 - i. Training is too complex.
 - ii. Not engaging, not targeted.
 - iii. Delivery doesn’t enable retaining of information.
 - iv. Training is not reinforced consistently. Supervisors struggle with driving food safety, there is a need for businesses to engage with coaching and mentoring, which results in a ‘team like’ food safety culture emerging to drive forward business critical behaviors.
 - v. Training programs need to change to accommodate preferences for learning.
 - vi. Management drives food safety training, frontline staff need food safety training to ensure compliance and improve food safety culture.
 - vii. Training staff to identify potential issues on-site was discussed to be of benefit to businesses.
 - viii. Training for job task is not provided due to lack of time.
- e. Temporary workers training requirements remains a problem area.
- f. Research has identified the need for metrics to define better training. Leading indicators included product quality; however is very different to observing current employee behavior.

- g. For food safety awareness, the 'forgetting curve' was introduced to the PDG members. It is suggested that 90% of knowledge is lost in a week following employee training.
- h. Training problems with staff retention was discussed, and the need for innovative ways to enable operators to obtain training was suggested.
- i. Suggestions for the implementation of training improvement included:
 - i. Simplify training.
 - ii. Ensure training is engaging.
 - iii. Provide supervisory training.
 - iv. Align training topics to key business outcomes, targeted training according to business needs.
 - v. Deploy coaching/mentoring.
 - vi. Create and analyse training metrics.
- j. Global Food Safety Training Survey White paper available at:
<http://www.alchemysystems.com/food-production/resources/research/>

3. Lone Jespersen – Give the food safety learner a chance. Safe Food Canada update. Update on Canadian Education Competency Framework and Training Quality Standard.
- a. Safe Food Canada looking at competencies and IFPTI. Discussed that the Campden BRI data is needed by the industry to give insight regarding training and to enable progress, particularly as the data do not show an improvement.
 - b. Need to explore the methods of evaluating training and identify a need for a training quality standard, to assess if training has been designed to a certain standard, is the delivery method the best for the target audience, and is the method of assessing impact working. Need for a publicly available standard. Results in the ability to purchase training package developed to a certain standard.
 - c. Discussed the importance of competency based learning and the potential use of Micro learning (training/education over less than four minutes).

- d. In response to questions from the floor regarding design of materials, Lone discussed the critical importance of structural design for optimal learning and the need to teach trainers how to educate effectively.
 - e. Following a question from the floor regarding what has changed? Lone responded that the Safe Food Canada white paper last year had identified the need for the Food Safety Training Standard and there has been an increased interest including from PDG member. Lone welcomed the involvement of the food safety education PDG member and also welcomed the opportunity for students to be involved in the process.
4. Shelley Feist – Update on consumer education: Consumer Food Safety Education Conference and consumer outreach efforts.
- a. Partnership for Food Safety Education is a collaboration of 26 organizations in the USA. The next consumer food safety conference is to be held on January 25, 2017 in Washington, D.C. The conference will focus on behavior change. Shelley discussed that there is currently a hunger for how to change consumer behaviour. Kathy Means and Frank Yiannas are chairs for the conference. Lou Atkins will be the key note speaker. Breakout themes include food safety perceptions and physical design to impact on behavior. Author of ‘Power of Habit’ Charles Duhigg will close the conference. Shelley discussed how learning from consumer food safety behavior can be of benefit for the industry to improve behaviour. Registration for the conference opens in September.
 - b. Question regarding the need for earlier FS training. Response: GMA education foundation – hands on programme – middle school program for FS education in 15 states. Youth education likely to be discussed tomorrow in panel. Reaching millennialist beyond PowerPoint.
 - c. “The Story of Your Dinner” will launch November 1, for which the partnership for Food Safety Education is partnering with sponsors Cargill, the Frozen Food Foundation, Nestlé USA, and Publix Super Markets. The campaign, focusing on the Southeastern U.S. — primarily Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee, aims to improve consumer food safety practices in the home for Thanksgiving. Shelley welcomed food safety education PDG members to participate in the webinar in the run up to the campaign.

- i. The story of your dinner webinar registration. Wednesday, August 24, 2016.
<https://attendee.gotowebinar.com/register/1115233920765323266?splash=false>

Ideas Workshop:

1. For the workshop activity, the food safety education PDG members formed subgroups including Consumer Educators, Industry Educators, and Academic Educators, with some smaller sub-groups to discuss ideas for work and activities over the year with a focus upon the development of Symposium and Roundtable ideas given that 'Developments in food safety education' is a priority topic by the board for the Tampa IAFP 2017 program.
2. Consumer Educators group:
 - a. Food safety education – social media inclusion of food safety advice into recipes. Safety subtitles in food videos.
 - b. Teaching youth food safety life skills.
 - c. Symposium on vulnerable groups – continue.
 - d. Theory based approach to develop food safety education for target population groups. Using behavioral change theories to better understand consumer safe food handling behaviors
 - e. Develop existing nutrition programmes to include food safety.
 - f. National science educators to show who is educating and the effectiveness.
 - g. Food safety culture roundtable from policy level to the environment and how to develop a food safety culture in the community through peer-group. Learning. Case studies to include food safety training for healthcare professionals.
 - h. Training potential food safety educators – in healthcare settings, community settings. Educating gatekeepers to disseminate food safety information to 'at risk' consumers.
3. Industry Educators
 - a. Disjointed efforts – is there a way to bring things back together?
 - b. Storytelling session – paired with sanitation and hygiene PDG, to convey novel methods of delivering food safety education and training.

- c. Gotcha to good job, changing the mentality of management from punishment to incentives for compliance. Record incident free days.
- d. Measurable metrics to evaluate food safety effectiveness, how to go back and show effectiveness, return on efforts or investment.
- e. How to drive the focus of food safety – how to make it paramount. How to make it the focus.
- f. Food handlers at retail and manufacturers – are they trainable, can people be trained, how can trainers be prepared to respond and deliver different training methods – how to delivery Argentina training.
- g. Consider topics from Partnership for Food Safety Education Conference's program to next year's meeting.
- h. Educating the food worker/consumer of the future.

4. Academic Educators

- a. Symposia based on many ideas discussed by other sub groups.
- b. Webinars during the year to disseminate information.

5. Leon Gorris from International PDG is looking for symposium ideas to link with food safety education PDG for next year.

6. The food safety education PDG had also been approached by the Food Chemical Hazards and Food Allergy PDG about collaboration on a seminar including training aspects of food allergy.

7. Carol Invited food safety education PDG members to volunteer to organize and plan activities for next year. As chair of the food safety education PDG, Carol thanked everyone for attending and particularly welcomed student PDG members to get involved with the activities of the PDG.

8. **Symposia, Roundtable and Workshop ideas:**

- a. Using behavioral change theories to better understand consumer safe food-handling behaviors (and to design effective interventions).
- b. How to develop a food safety culture in the community through peer-group learning.
- c. Training potential food safety educators – in healthcare settings, community settings. Educating gatekeepers to disseminate food safety information to ‘at risk’ consumers.
- d. Measurable metrics to evaluate food safety education and training effectiveness, how to go back and show effectiveness, return on efforts or investment.
- e. Food Safety education in schools – training the next generation of consumers and industry staff.

In collaboration with other PDGs:

- f. Best practices to food allergy management from the retail/foodservice perspective.
- g. Food safety education across different stakeholders (partnership with international PDG). Key learnings from programs in use, e.g., WHO 5 keys to food safety, Food safety MOOCs, GFSI global markets program.

Recommendations to the Executive Board:

1. The Food Safety Education PDG recommends that the Board approve Francie Buck, elected as Vice Chair to begin serving at the IAFP 2017 PDG meeting.
2. Accessibility to information regarding symposium success/failure.
3. Provision of a key point sheet of items from the Board to PDG Chair would be helpful where Board Liaison is unable to make the start of the meeting.
4. Recommendation for Roundtable and Symposium set up that water is provided in the room for all speakers and panel members. This was not available this year in Roundtable organized by the PDG.

Next Meeting Date: July 9, 2017, Tampa, Florida.

Meeting Adjourned: 4:16 p.m.

Chairperson: Carol Wallace.