

COVID-19 Special Webinar Series

Introduction

- Speakers and Panelists for today's session
- Mute during presentation
- Ask questions at the "chat box," during the presentations
- Ask questions and unmute yourself, after the presentations



Food Safety Culture Enhancement during COVID-19

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Human Factor - Optimistic Bias

It will not happen to me.



Human Factor - Illusion of Control

Nothing has gone wrong. I know what I am doing.



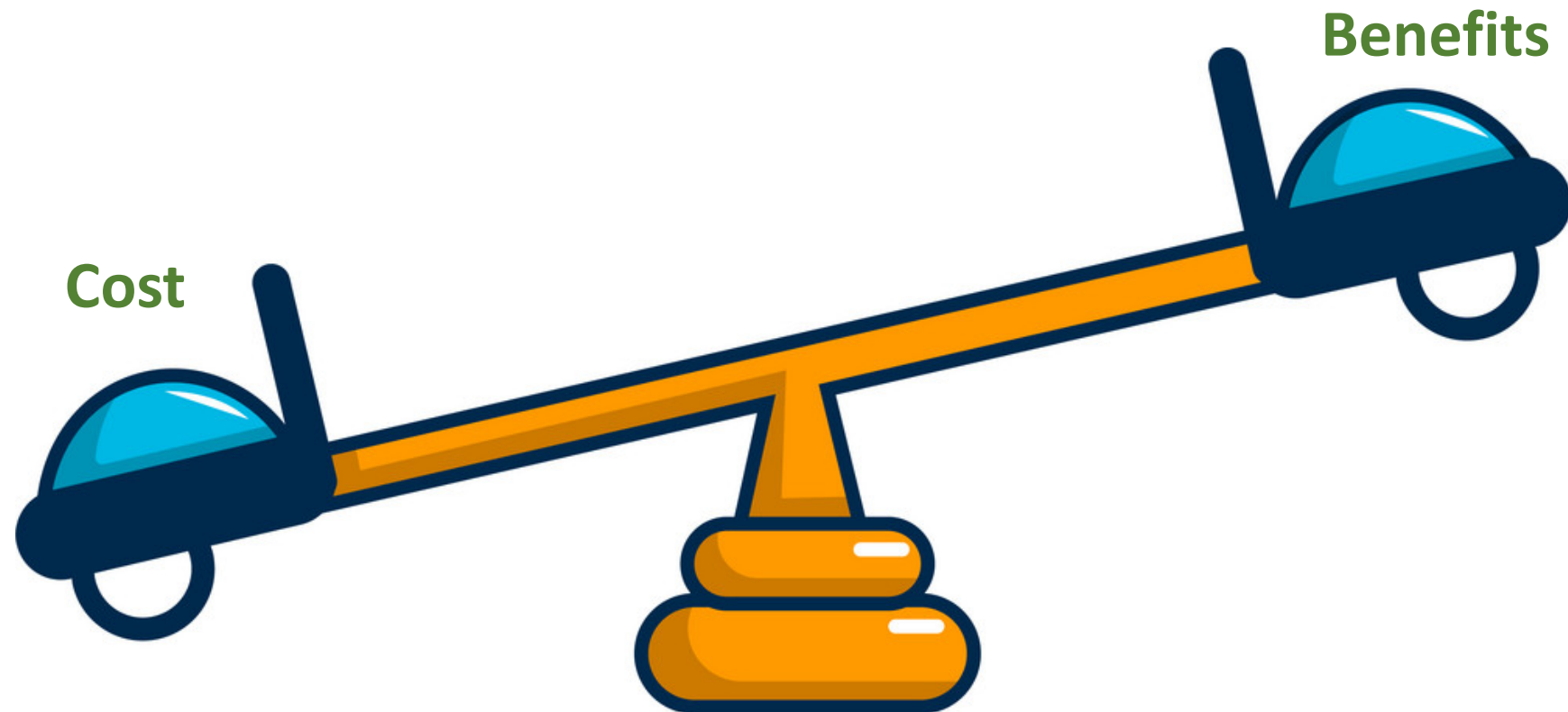
Human Factor – Cognitive Dissonance

I am doing wrong but there is a reason.



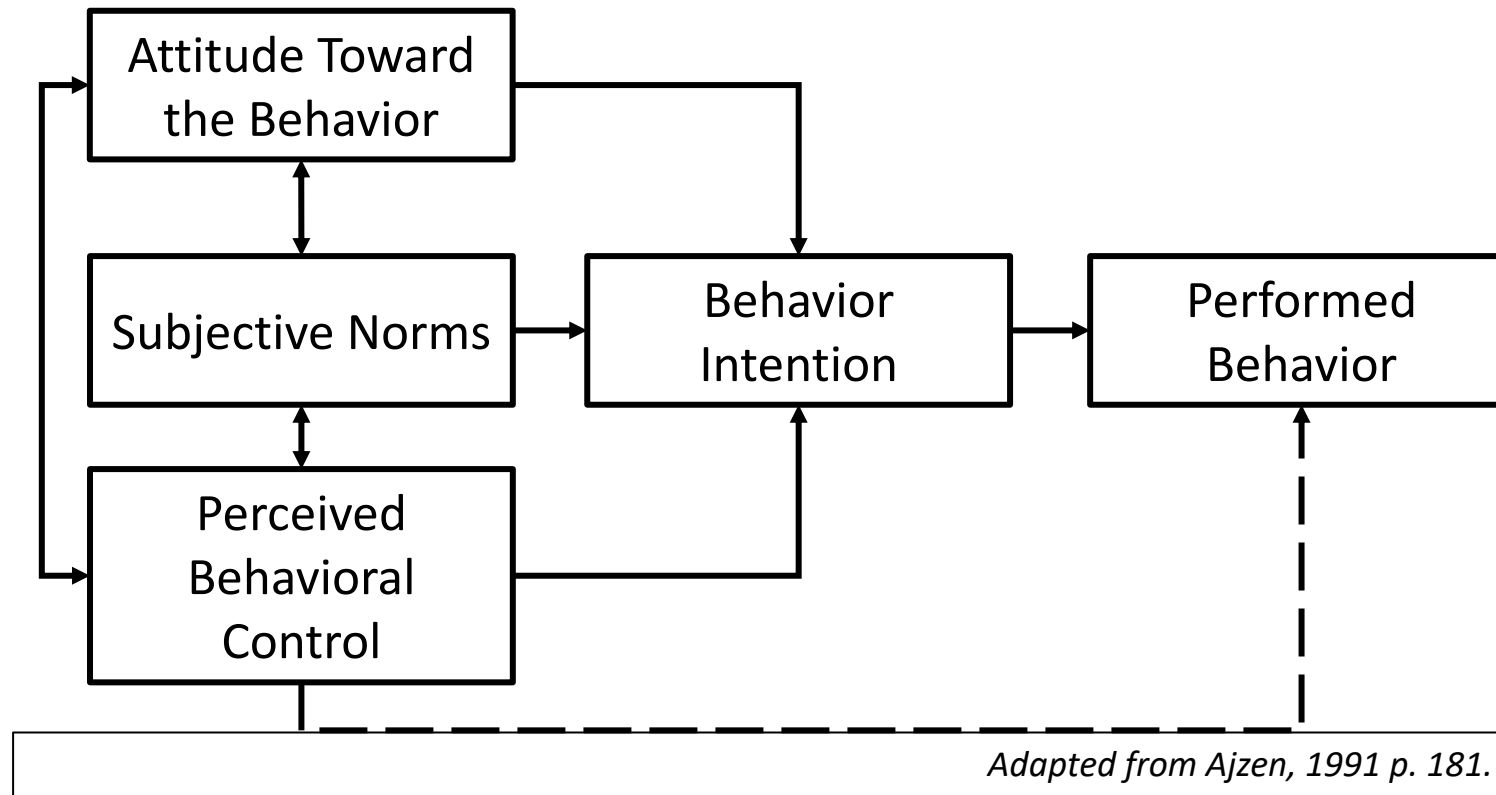
Human Factor - Attitudinal Ambivalence

There are more important matters.



Training do not mean behavioral change

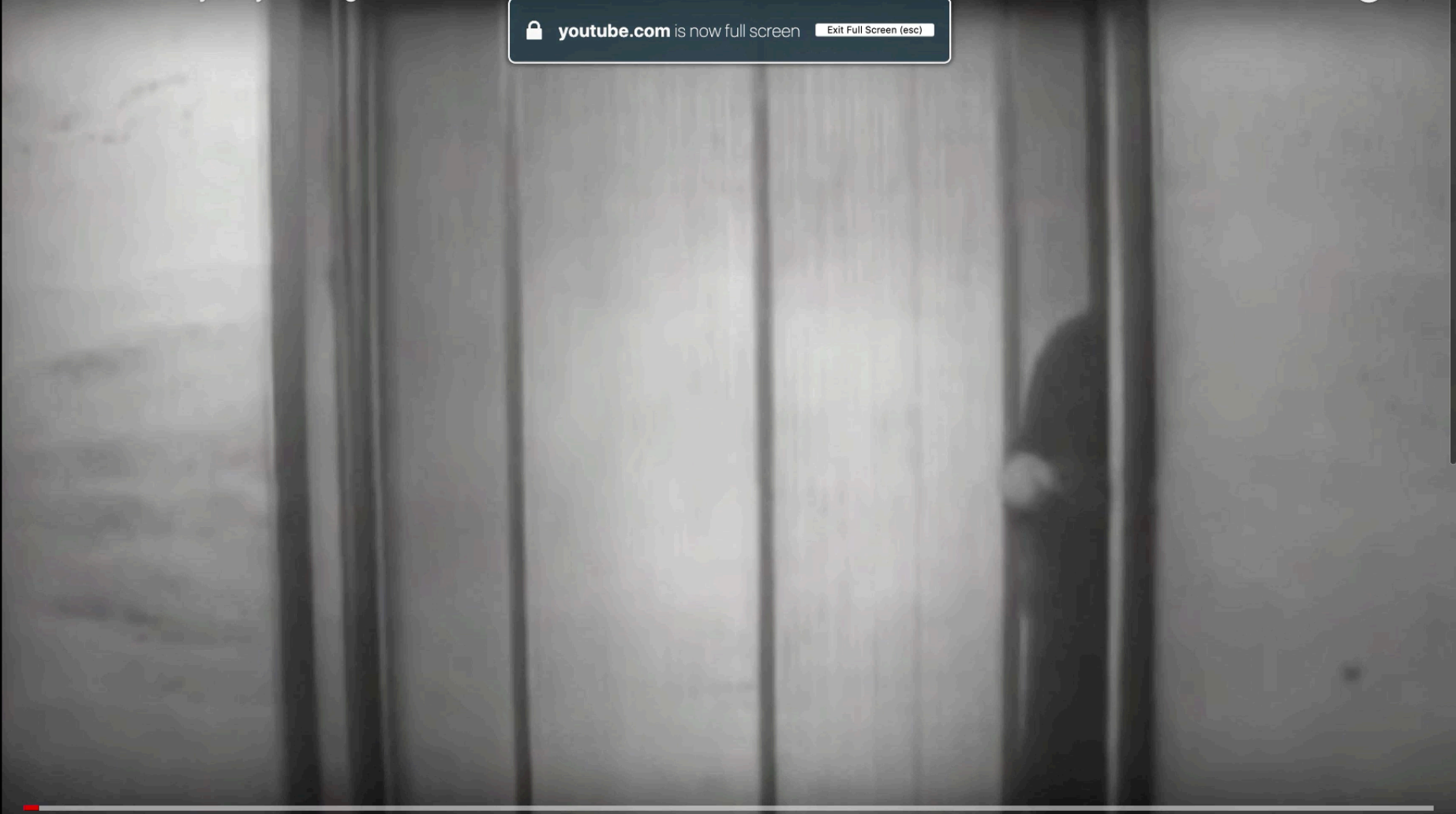
Theory of Planned Behavior (TPB)



Subjective Norms - Elevator Experiment

Prudential: Everybody's Doing It

youtube.com is now full screen Exit Full Screen (esc)

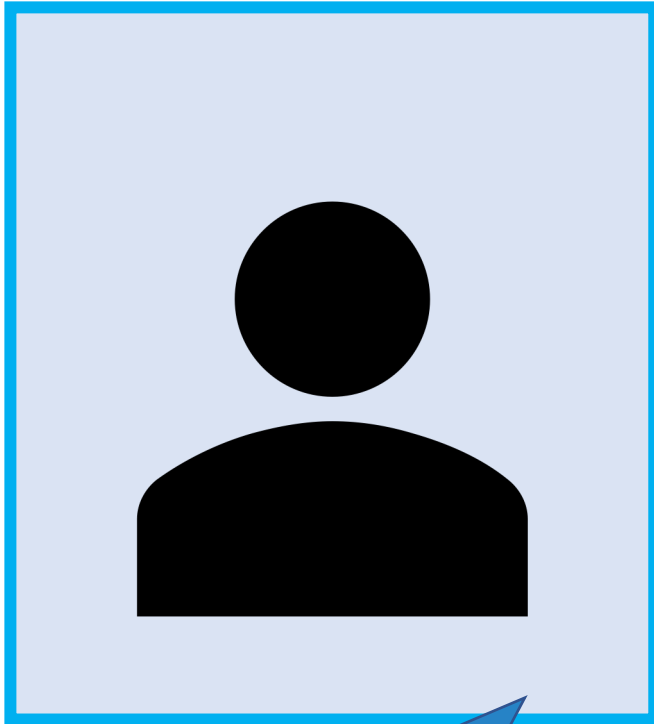


0:01 / 2:31

CC Settings Full Screen

The video frame shows a person standing in an elevator, partially obscured by the door. The person is wearing a dark jacket and light-colored pants. The elevator walls are light-colored with vertical panels. The video player interface includes a progress bar at the bottom, a volume icon, a play/pause button, and a full screen button.

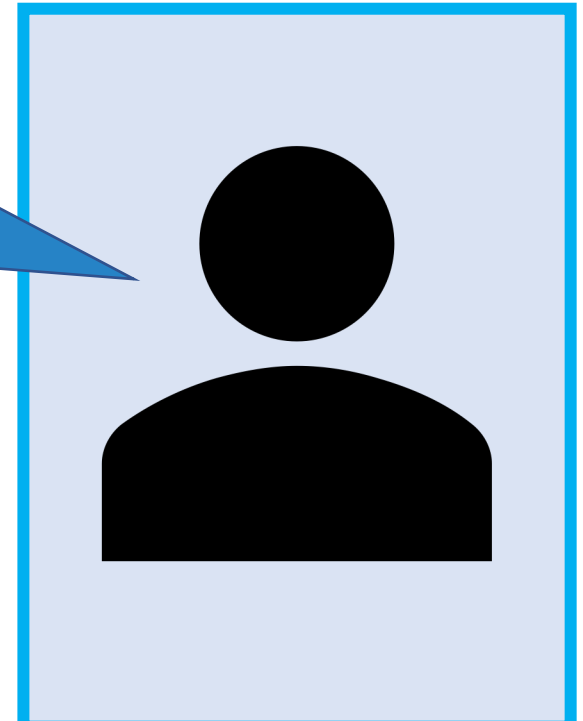
Subjective Norms – High-School Student Experiment



"We don't need gloves."

"Dude, don't put on gloves. No. We don't need gloves."

"No one said anything about gloves. My hands are clean."



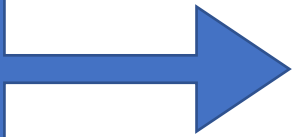
Food Safety Culture

Food safety culture is the way that an organization approaches food safety, with shared values among management and staff.



Traditional Food Safety Strategies

Training
Inspections
Micro-testing



Food Safety Culture = Behavior-based Food Safety Management

Traditional	Behavior-based
Focuses on processes	Focuses on processes and people
Primarily based on food science	Based on food science, behavioral science, and organizational psychology
Simplistic view of behavior change	Behavior change is complex
Linear cause and effect thinking	Systems thinking
Creates a food safety program	Creates a food safety culture

Food Safety Performance



How to Establish Your Food Safety Culture

- **Communication** and training are among the essential elements of food safety culture.
 - **Food safety needs to focus on changing *behavior*.**
- **Engagement** enables employees to contribute to the food safety plans in the organization.
 - **Employees who are involved with the design and implementation are more likely to “buy in.”**
- **Leadership** plays an essential role in an organization’s food safety culture.
 - **What you say and do matters!**

Develop and Implement Workplace Controls

Management	Pre-screen (e.g., take temperature and assess symptoms prior to starting work).
	Disinfect and clean work spaces and equipment, and consider more frequent cleaning of high touch surfaces.
Employees	Regularly self-monitor (e.g., take temperature and assess symptoms of coronavirus).
	Wear a mask or face covering.
	Practice social distancing and stay at least 6 feet from other people whenever possible.

Thank You

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