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

Michael Roberson
Publix Super Markets, Inc.
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
Why Behavior Science?
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Teaching Food Safety Using Oral Culture Communication Methods

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

FDA
Why Behavior Science?

The Power of Habit: Why We Do What We Do in Life and Business

Charles Duhigg

New York Times Bestseller

"Sharp, provocative, and useful." - Jim Collins, author of Good to Great
Putting It All Together

Food Safety Culture
Creating a Behavior-Based Food Safety Management System

Frank Yiannas

FOOD MICROBIOLOGY AND FOOD SAFETY

NEW YORK TIMES BESTSELLER

The Power of Habit
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Springer
Which clean cutting board would you like to see your food on?

Never work with food when you're sick.

What can you do to prevent cross contamination?

Keep your hand wash station set up correctly.
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.
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!
Supporting farmers and families during the coronavirus pandemic.