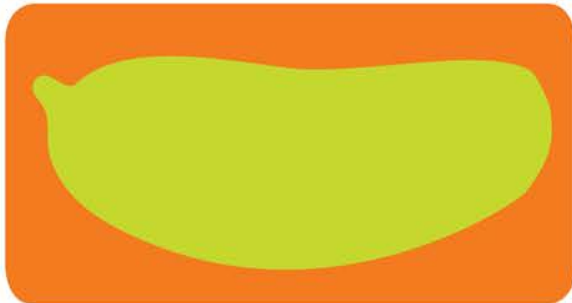


**SEGURIDAD ALIMENTARIA =
COMPORTAMIENTO**

Frank Yiannas

Vice Presidente, Food Safety & Health



Walmart 

3

o

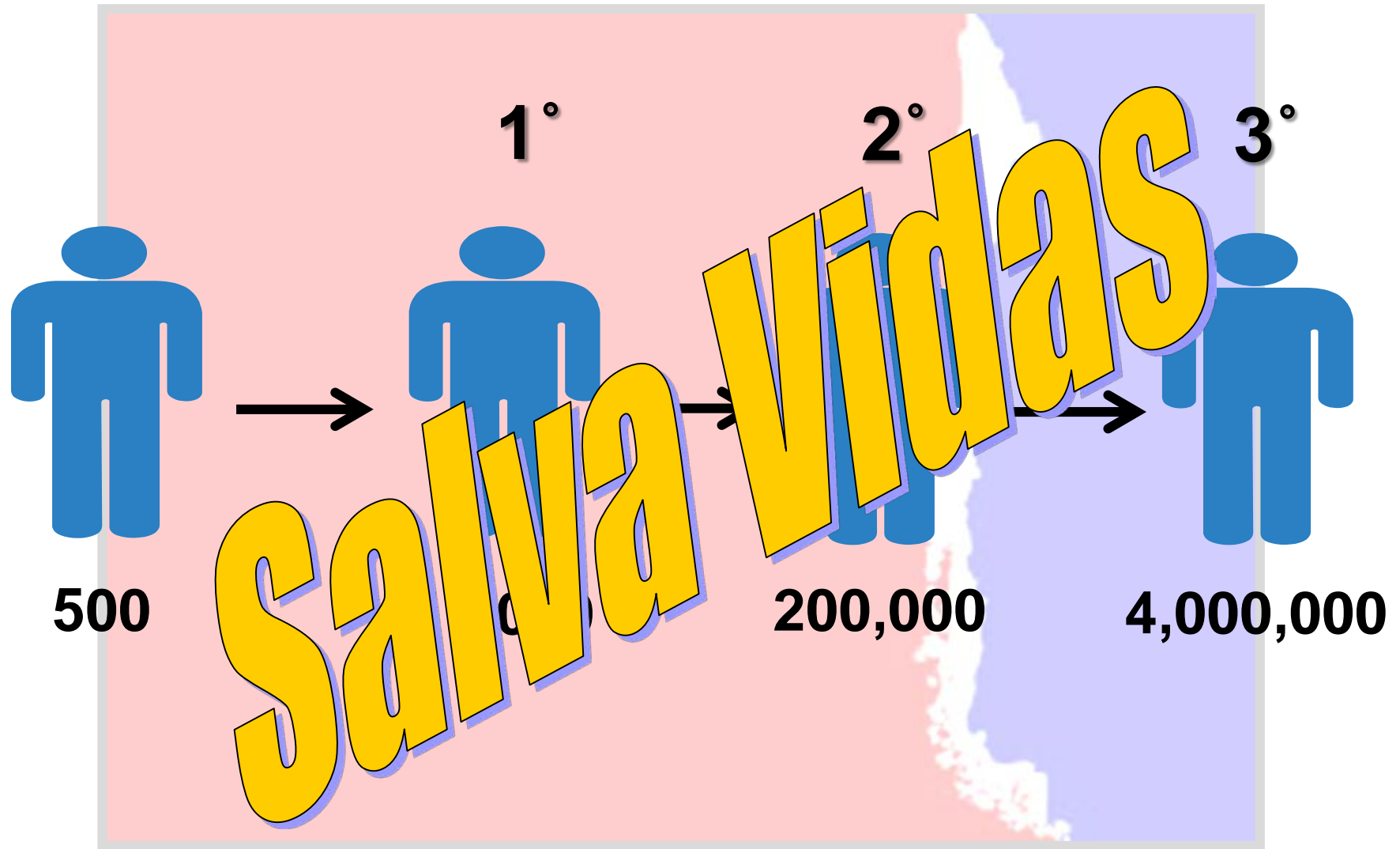
3 grados

2 juntos

1 propósito

Un Chile con Alimentos Seguros

Juntos: Un Chile con Alimentos Seguros

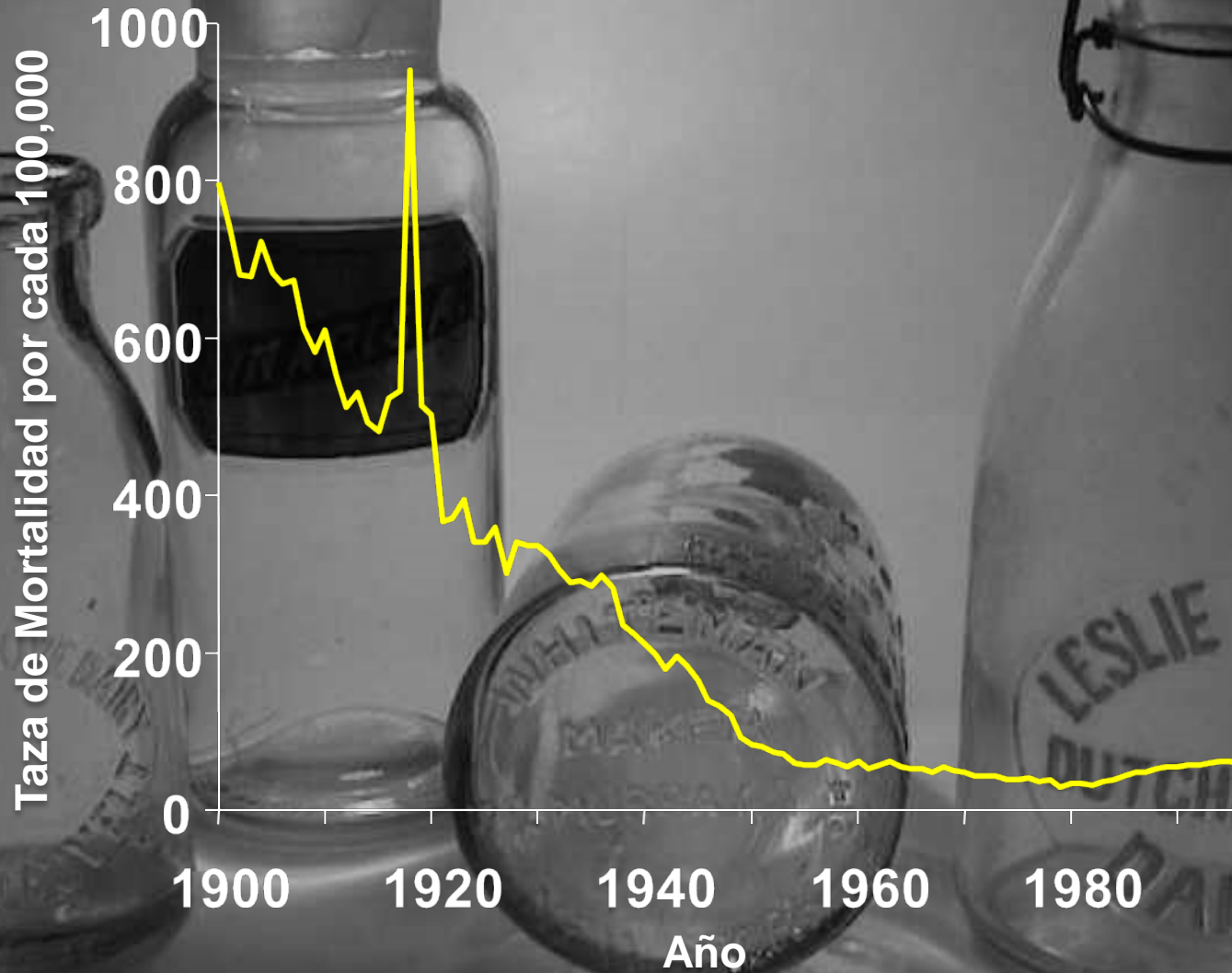


Fuente: CONNECTED The Amazing Power of Social Networks, Christakis & Fowler (2011)

A black and white microscopic image of various rod-shaped bacteria, likely E. coli, scattered across the frame. The bacteria are shown in different orientations and focus, creating a sense of depth and movement. The background is dark, making the lighter-colored bacteria stand out.

**¿Estamos GANANDO la
batalla contra las
enfermedades transmitidas
por los alimentos?**

Mortalidad por enfermedades infecciosas E.U.A. 1900-1996



Fuente: Armstrong et al, JAMA 1999

Patógenos transmitidos por los alimentos

1900 - 1939

Amibiasis

Botulismo

Brucelosis

Cólera

Hepatitis

Salmonelosis

Escarlatina (estreptococos)

Intoxicación alimentaria estafilocócica

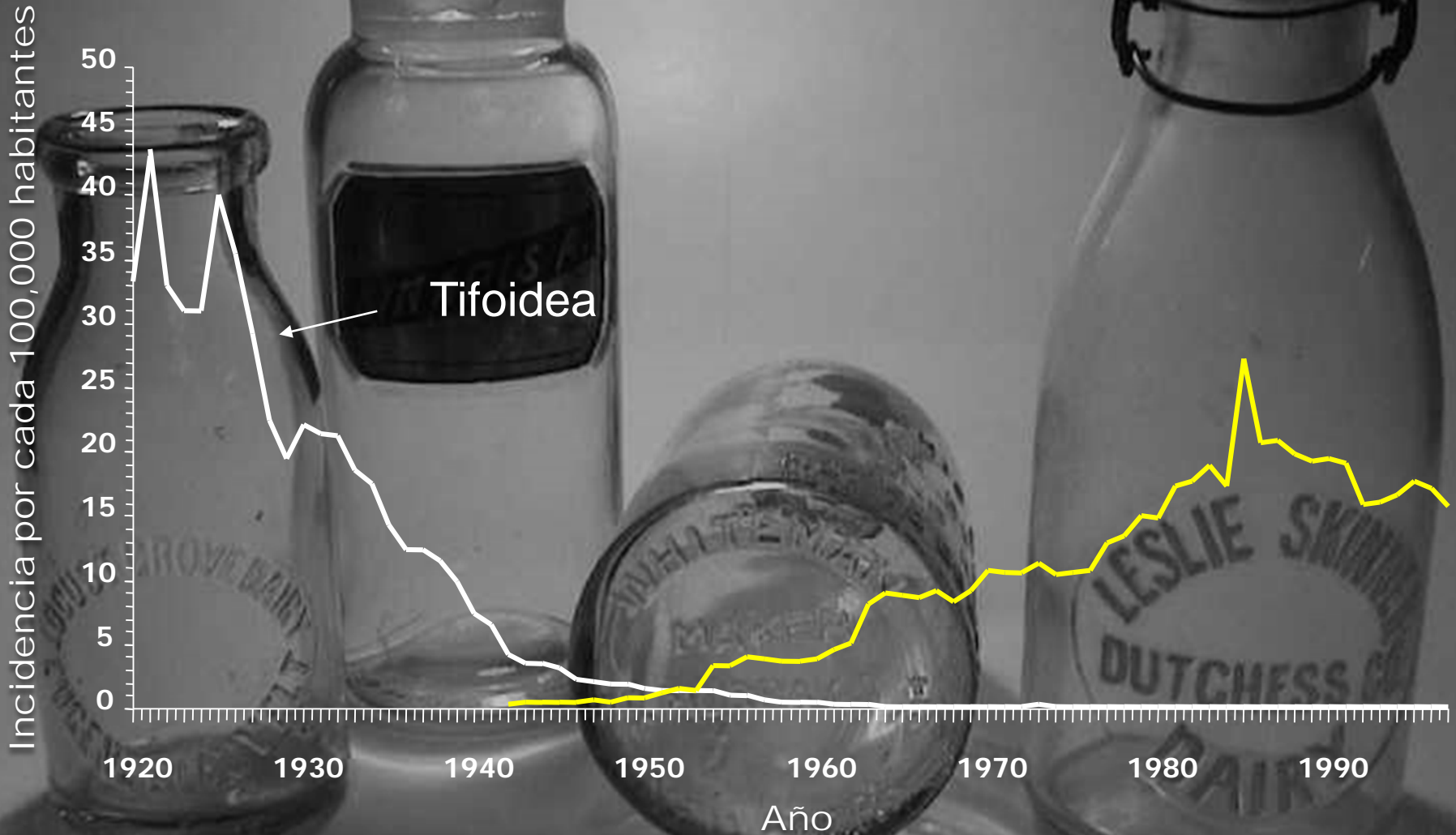
Tenia

Triquinosis

Tuberculosis bovina

Fiebre tifoidea

La aparición de infecciones por Salmonela no-tifoidea E.U.A., 1920-1997





147 Casos
33 Muertes



















3,930 Casos
53 Muertes



EPIDEM

¿Estamos “actualmente” ganando?

2014 FOOD SAFETY PROGRESS REPORT

Pathogen	Healthy People 2020 target rate	2014 rate*	Change compared with 2006-2008†	
<i>Campylobacter</i>	 8.5	13.45	 13% increase	
<i>E. coli</i> O157‡	 0.6	0.92	 32% decrease	
<i>Listeria</i>	 0.2	0.24	No change	
<i>Salmonella</i>	 11.4	15.45	No change	
<i>Vibrio</i>	 0.2	0.45	 52% increase	
<i>Yersinia</i>	 0.3	0.28	 22% decrease	



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

CS255463-B May 2015

*Culture-confirmed infections per 100,000 population
†2006-2008 were the baseline years used to establish Healthy People 2020 targets

‡Shiga toxin-producing *Escherichia coli* O157

For more information, visit www.cdc.gov/foodnet

Mejorando la Seguridad Alimentaria

Lo Que Nos
Llevó AQUÍ

2015

No Nos Llevará
ACÁ

2020

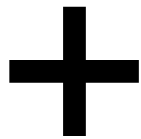


Sistema Alimentario Cambiante

Vigilancia de Enfermedades

Patógenos Emergentes

Inmunocomprometidos

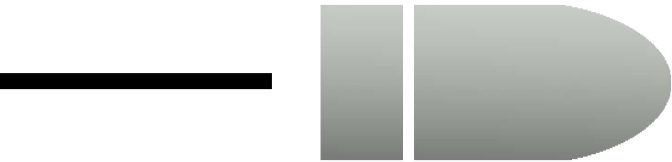


Nuevos Vehículos Alimentarios

Medios Sociales

Retos de la Seguridad Alimentaria

No hay
**Balas de
Plata**



Las Estrategias Tradicionales de Seguridad Alimentaria

- **Adiestramientos**

- **Inspecciones**

- **Pruebas Microbiológicas**



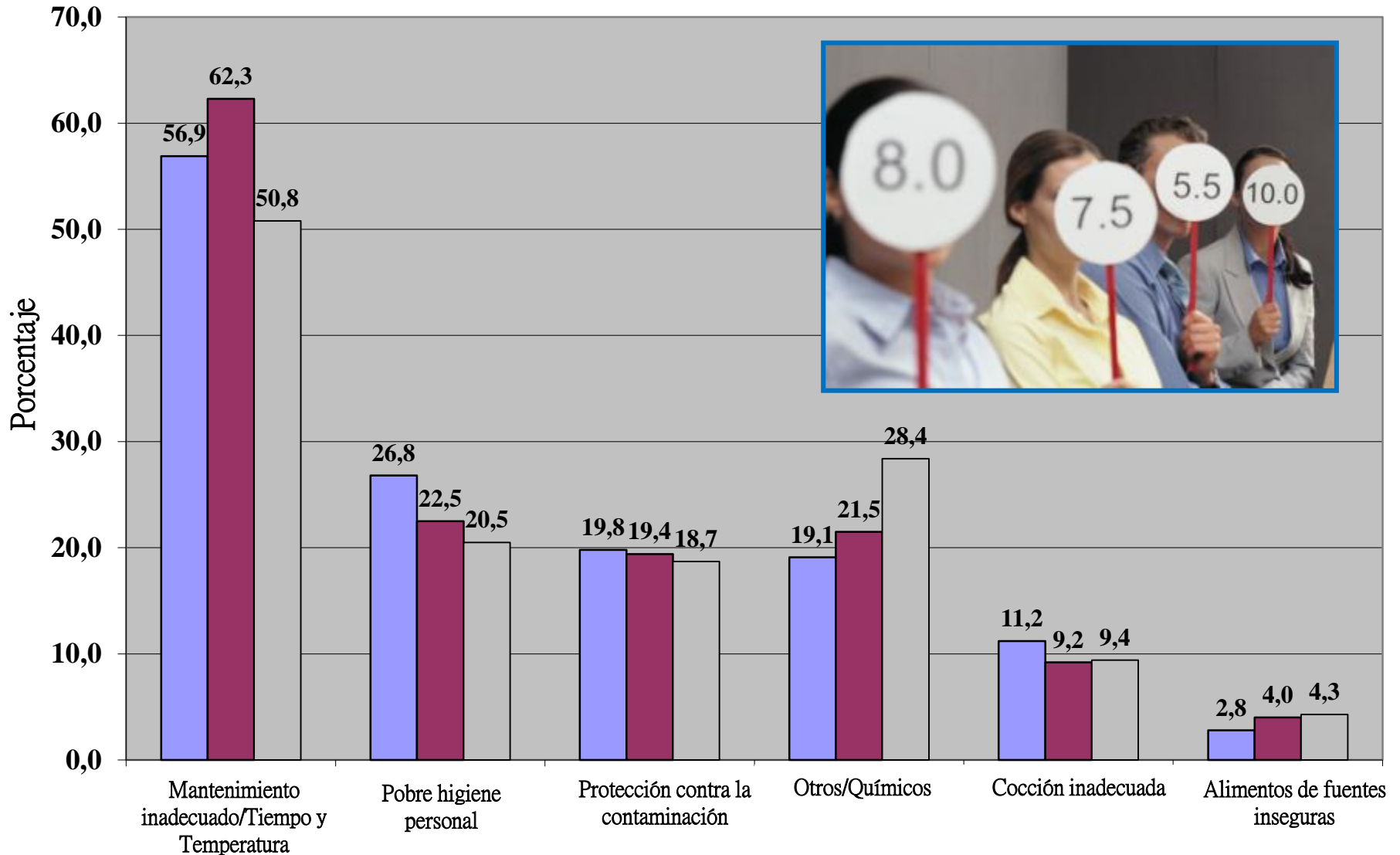
“Si tu única herramienta es un martillo, tenderás a ver cada problema como si fuera un clavo.”

**- Abraham Maslow
Psicólogo
1908 - 1970**



Porcentaje Observado No en Cumplimiento en el Departamento del Deli en Tiendas de Alimentos al Detal

■ FDA Base de datos 1998
 ■ FDA Base de datos 2003
 ■ FDA Base de datos 2008





**Seguridad Alimentaria =
Comportamiento**

**“El cambio del
comportamiento
es complejo.”**

- B.F. Skinner

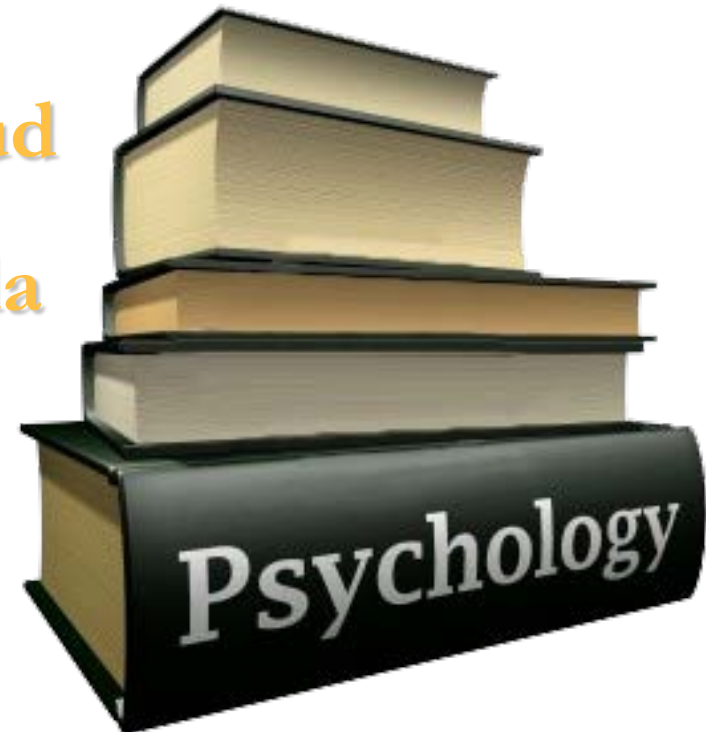


Ciencia de los Alimentos + Ciencia del Comportamiento

Manejo Tradicional de Seguridad Alimentaria	Manejo de Seguridad Alimentaria Basado en el Comportamiento
<ul style="list-style-type: none">• Enfocado en los procesos.	<ul style="list-style-type: none">• Enfocado en los procesos y en la gente.
<ul style="list-style-type: none">• Basado principalmente en la Ciencia de los Alimentos.	<ul style="list-style-type: none">• Basado en la Ciencia de los Alimentos, en la Ciencia del Comportamiento y en la Cultura Organizacional.
<ul style="list-style-type: none">• Visión simplista del cambio en el comportamiento.	<ul style="list-style-type: none">• El cambio de comportamiento es complejo.
<ul style="list-style-type: none">• Pensamiento lineal de causa y efecto.	<ul style="list-style-type: none">• Pensamiento sistemático.
<ul style="list-style-type: none">• Crea un programa de seguridad alimentaria.	<ul style="list-style-type: none">• Crea una cultura de seguridad alimentaria.

Teorías y Modelos sobre el Cambio del Comportamiento

- Teoría del Comportamiento
- Teoría de la Cognitiva Social
- Modelo de Creencias de Salud
- Teoría de la Acción Razonada
- Modelo Transteórico
- Mercadeo Social





**1. Consistencia &
Compromiso**

Reducción de las Reservaciones “Que no se Presentan” en un Restaurante de Chicago

30%

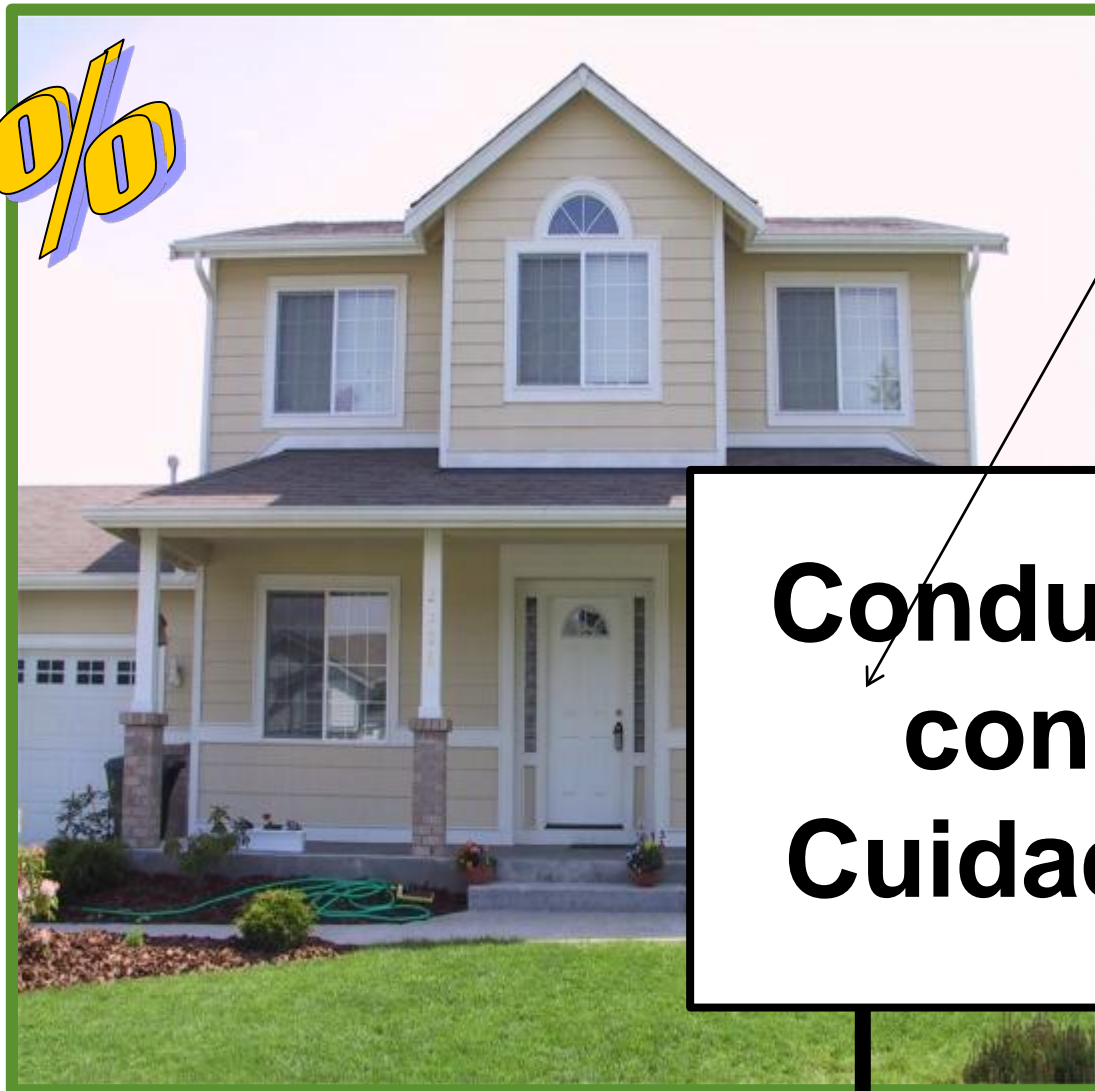


10%

“¿Podría hacer el favor de llamar si usted va a cancelar su reservación?”

La Técnica del Pie en la Puerta

76%



Sea un
conductor
seguro

**Conduce
con
Cuidado**

¿Qué significa esto para la Seguridad Alimentaria?



INOFOOD

2015

Completado vs. Compromiso

Food Safety Commitment

We hope you found the Basic Food Safety CBL to be a useful and informative tool.

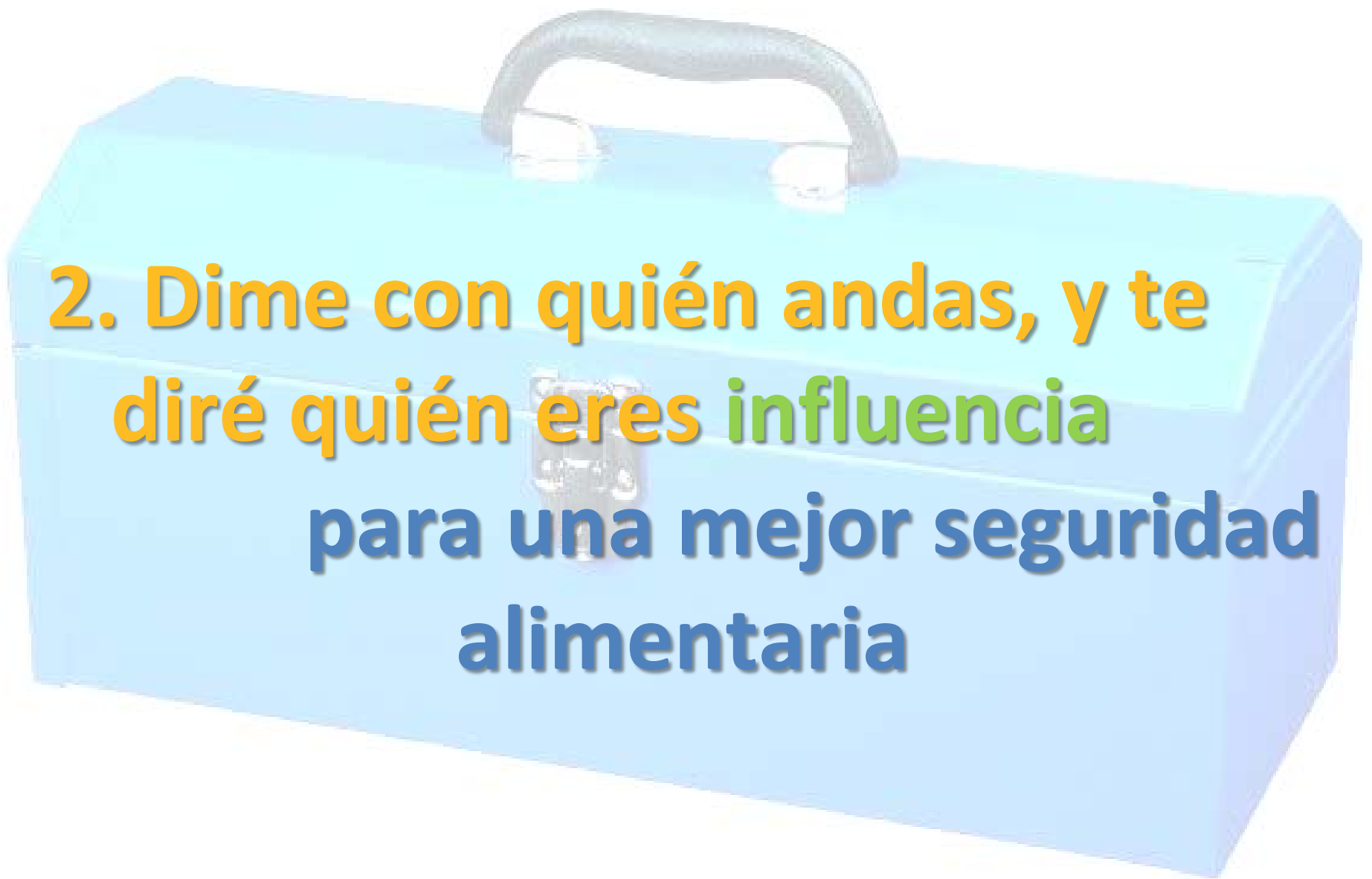
In closing, as a member of the Walmart or Sam's Club team, would you please commit to joining us in following the principles you have learned in this CBL and doing your part to provide safe food to our customers and members?

- Yes**

- No**

Thank you for all that you do to provide safe and affordable food, so people can live better.





**2. Dime con quién andas, y te
diré quién eres influencia
para una mejor seguridad
alimentaria**

Homofilia



Personas con características similares tienden a hacerse amigos entre si



Venta de Seguros



Fuente: Evans, F.B. (1963)

Adopción de un Diario Dietético en línea

The screenshot shows the Lisscakes website's 'Daily Food Diary' interface. On the left, there is a user profile icon and the name 'Lisscakes', along with three navigation buttons: 'Daily Food Diary', 'Chart Calories', and 'Chart Nutrients'. The main content area is titled 'Daily Food Diary' and shows the date 'Thursday, Feb 18'. It includes a search bar with a 'Search' button and a list of food items with their quantities and units. At the bottom, it displays 'Total calories consumed: 1.110'. On the right, there is a 'Diet Diary Buddies' section featuring a 'bRabbit' character and statistics: '345 min. in week 4' and '74 entries in week 4'.

Daily Food Diary

Back Thursday, Feb 18 Forward


Search for a food you've eaten today in the space below to add it to you diet diary.

Search

Food	Qty.
✘ Pizzas: 14" Pizza, Pepperoni Topping, Regular Crust	1 slice (3.1)
✘ Chicken: Broilers or Fryers, Breast, roasted, meat only, without skin	1 breast (3.1)
✘ McDonald's: Desserts: Fruit 'n Yogurt Parfait, without Granola	1 container (3.1)
✘ McDonald's: Sandwiches & Burgers: Burgers, Big Mac	1 burger (3.1)

Total calories consumed: 1.110

Diet Diary Buddies

 **bRabbit**
345 min. in week 4
74 [entries](#) in week 4

Homófilos vs. Grupos No Estructurados

¿Qué significa esto para la Seguridad Alimentaria?



INOFOOD

2015

Mr. Rollback - Darrell



Food Safety High Five

Know the High Five, and follow them while working with food.

- 1 Be Clean, Be Healthy**
 - Wash hands when necessary
 - Do not work with food while you sick
 - Never touch food or food food with bare hands
- 2 Keep It Cold, Keep It Hot**
 - Keep cold foods at 41°F or below
 - Keep hot foods at 140°F or above
- 3 Don't Cross Contaminate**
 - Do not store raw meats near produce
 - Separate raw meats
- 4 Wash, Rinse, & Sanitize**
 - Properly wash, rinse and sanitize all food contact surfaces and equipment
- 5 Cook It & Chill It**
 - Cook food until it reaches a proper internal temperature
 - Refrigerate food to 41°F or below

Neighborhood Market by Walmart | Walmart | Safeway



**3. Haga de la Seguridad
Alimentaria
la Norma Social**

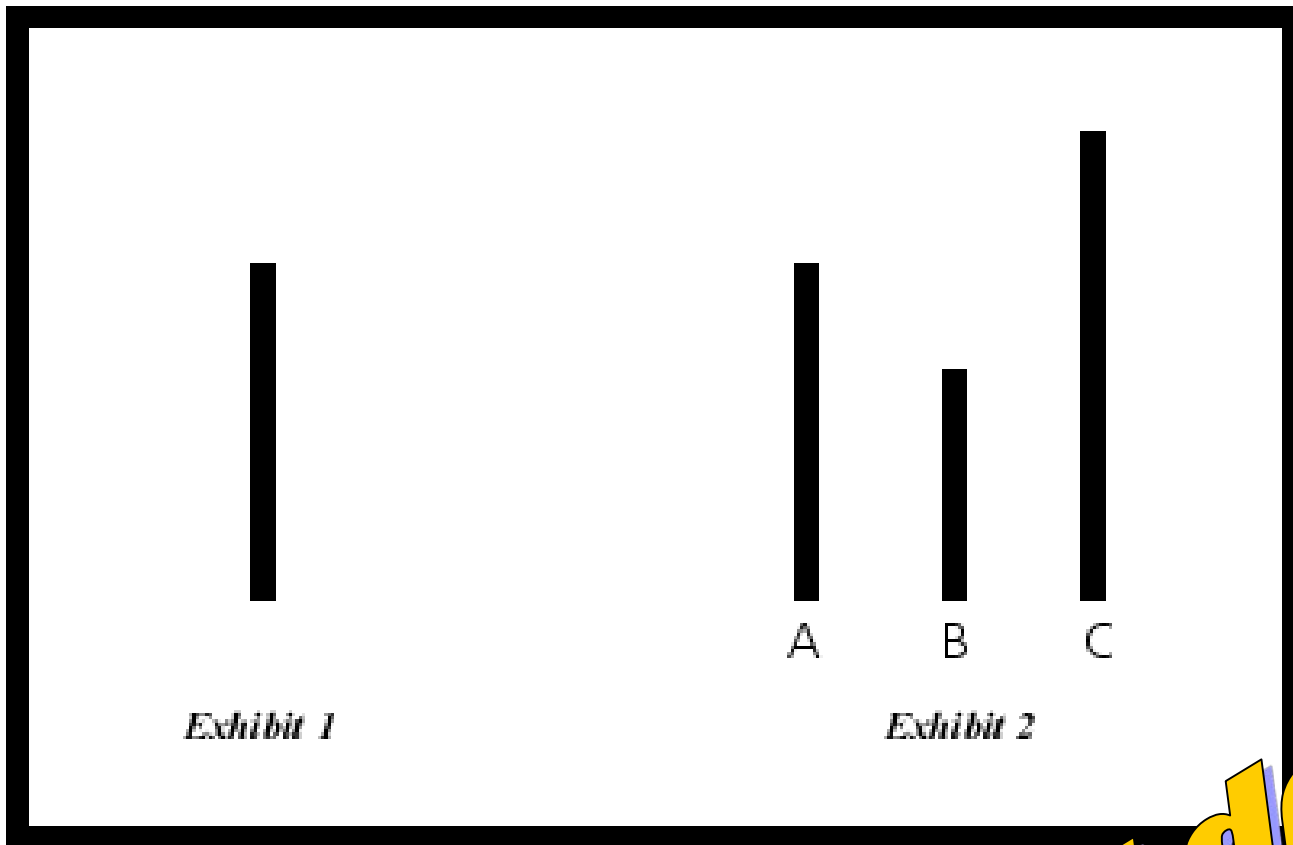
Experimento de Apuntar y Quedarse Embobados por Stanley Milgram

40%



85%

Experimento sobre la Conformidad Solomon Asch 1958



1 de 3

Equipo de Protección Personal



0 de 3

25 %



1 de 3

19 %



2 de 3

38 %



3 de 3

69 %

¿Qué significa esto para la Seguridad Alimentaria?



INOFOOD

2015

Haciendo del Lavado de Manos la Norma Social



86%



4 de 5 Hombres se Lavaron las Manos



4. Influencia

Valores para Cambiar
Comportamiento

Valores que Influyen el Cambio de Actitudes

Editorial: Acción Afirmativa

Editorial and Opinion piece submission guidelines of select publications
Compiled June 2003

1. The New Yorker → <http://www.newyorker.com>

Letters to the Editor

To submit a letter in response to a New Yorker article for publication in the magazine, you may send an e-mail to themail@newyorker.com. Alternatively, letters may be faxed to 212-286-5047. Letters should include the writer's name, postal address, and daytime phone number. Those chosen for publication—whether in print or online—may be edited for length and clarity. We regret that, owing to the volume of correspondence, we cannot reply to every letter. Publicity materials or submissions should not be sent to these addresses and will not be forwarded to other departments. If you want to write to us about our Web site, please send an e-mail to WebComments@newyorker.com.

Submissions

Submissions should be sent by e-mail to the appropriate department, as indicated below:

Fiction: fiction@newyorker.com

The Talk of the Town: talkofthetown@newyorker.com

Shouts & Murmurs: shouts@newyorker.com

Poetry: poetry@newyorker.com

We cannot accept submissions that are sent as attachments, so please send your work as part of the body of an e-mail. No more than one story or six poems should be submitted at one time. We prefer to receive no more than two submissions per writer per year, and generally cannot reply to more.

The New Yorker does not accept unsolicited submissions by mail or by fax, and we cannot be responsible for the loss or return of unsolicited pieces. We do not consider simultaneous submissions or material that has been previously published.

We try to respond to all submissions, but, due to volume, we may take up to eight weeks to respond.

2. Harper's → <http://www.harpers.org>

Submission Guidelines

Harper's Magazine will neither consider nor return unsolicited nonfiction manuscripts that have not been preceded by a written query. Harper's will consider unsolicited fiction. Unsolicited poetry will not be considered or returned. No queries or manuscripts will be considered unless they are accompanied by a self-addressed, stamped envelope. Submissions to the [Readings](#) section are welcome and are encouraged, though volume precludes individual acknowledgment.

Editorial: Igualdad

Editorial and Opinion piece submission guidelines of select publications
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1-8

Pre & Post Cambios de Opinión en Acciones Afirmativas (Escala de 1-9, Perjudicial – Beneficioso)

¿Qué significa esto para la Seguridad Alimentaria?




INOFOOD

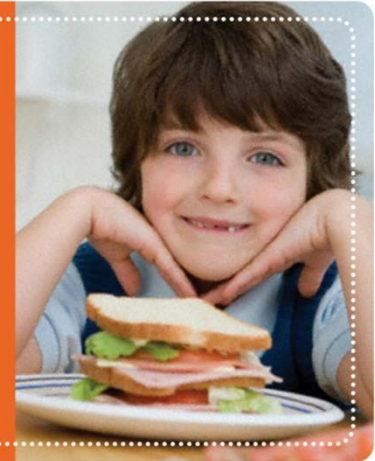
2015

3 Creencias Básicas & la Seguridad Alimentaria


**Nosotros
respetamos al
individuo**
por eso nos
preocupamos por
su seguridad




**Nosotros
servimos a
nuestros clientes**
y lo hacemos de
una forma segura




**Nosotros nos
esmeramos por la
excelencia**
por eso
comenzamos con
la seguridad





**5. Aprender de
la Forma Correcta o
la Forma Incorrecta**

Vuelo Transatlántico



Lo que los Bomberos Pueden Enseñarnos



Fuente: Joung, Hesketh, & Neal (2006)

¿Qué significa esto para la Seguridad Alimentaria?



INOFOOD


2015

Aprender de los Errores de Otros



Resumen

- Retos de la Seguridad Alimentaria
- Seguridad Alimentaria = Comportamiento
 1. Consistencia & Compromiso
 2. Principios de Homofilia
 3. Haga la Seguridad Alimentaria la Norma Social
 4. Los Valores para Cambiar los Comportamientos
 5. Aprender de la Forma Correcta o Incorrecta



“Nunca antes en la historia hemos estado tan bien posicionados para avanzar en la seguridad alimentaria a través de una mejor integración de la ciencia de los alimentos y la ciencia del comportamiento”

en twitter @frankyiannas

**Proveyendo
alimentos seguros
y económicos,
para que las
personas puedan
vivir mejor.**

