

The image shows the exterior of a Walmart store. The word "Walmart" is written in large, blue, 3D block letters on a brown brick wall. To the right of the text is the Walmart logo, a yellow sunburst with seven rays. The sky above is blue with white clouds.

Walmart

Practical Tips for Creating a Food Safety Culture

Consejos Prácticos para Crear una Cultura de Seguridad Alimentaria

Frank Yiannas
Vice President – Food Safety

2000s

Food Safety
Culture



evolution of
FOOD SAFETY CULTURE

2010s

2010

Exam questions on food safety culture in hygiene exams (UK)



First peer reviewed papers on food safety culture (Griffith)

2011



First global conference on food safety culture (GFSI)

UK FSA Commissions research study on food safety culture

2012



UK FSA publishes food safety culture toolkit

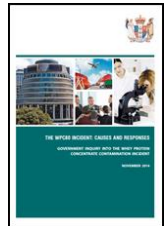
2014

First college course on food safety culture



MICHIGAN STATE UNIVERSITY

New Zealand Gov't inquiry emphasizes food safety culture



Second book on food safety culture published (Griffith)



evolution of
FOOD SAFETY CULTURE

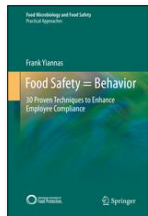
2015 & 2016

2015



emphasizes food safety culture as part of FSMA

New Zealand Government holds industry forum on food safety culture



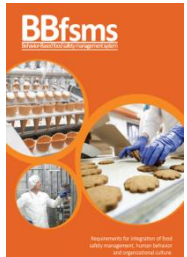
Food Safety = Behavior published advancing food safety culture behavioral techniques (Yiannas)

2016

Government of Chile hosts session on food safety culture



GFSI Scheme Owner starts offering food safety culture module



First food safety scheme based on food safety culture

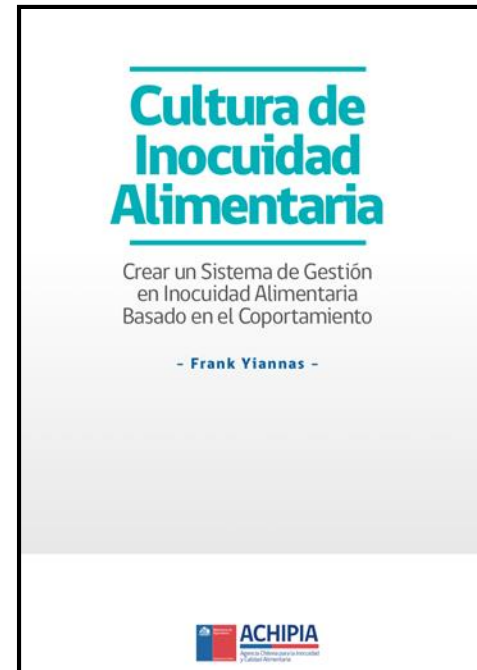
evolution of
FOOD SAFETY CULTURE

2017 & beyond

2017



ACHIPIA translates and makes book Food Safety Culture available in Spanish for the first time ever.



evolution of
FOOD SAFETY CULTURE

Chile y su Rol en el Sistema de Seguridad Alimentaria del siglo 21

Chile es uno de los mayores productores mundiales de **uvas, manzanas, vinos y pescados**

Representa un gran porcentaje en la exportación de **fruta fresca y vegetales**



La agricultura representa un grande **fuerza laboral** de el **pais..**

En el futuro mas paises podrían **depende de Chile para la alimentación.**

¿Cuánto tiempo sustos de comida influir en los consumidores?

Country of Origin suffers the longest. Retailers suffer the shortest.

How long do food contamination warnings affect (if it all) your relationship with the following? If food contamination does not affect your relationship, feel free to select N/A.

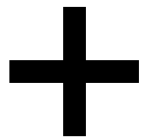


Sistema Alimentario Cambiante

Vigilancia de Enfermedades

Patógenos Emergentes

Inmunocomprometidos



Nuevos Vehículos Alimentarios

Medios Sociales

Retos de la Seguridad Alimentaria

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.”

A hammer with a wooden handle and a metal head, positioned diagonally across the frame. Three nails are scattered in the foreground, some overlapping each other. The background is a plain, light color.

- Abraham Maslow
Psicólogo
1908 - 1970



**Seguridad Alimentaria =
Comportamiento**



**Programa de
Inocuidad Alimentaria**

A yellow starburst graphic with five rounded, elongated points radiating from the center. The points are arranged in a circular pattern, with one pointing upwards, one downwards, and three pointing outwards at approximately 45, 135, and 225 degrees.

Cultura de Inocuidad Alimentaria

5 Practical Tips (Consejos Prácticos)

1. Make the Right Choice
tomar la decisión correcta



**“Cultura de la seguridad
alimentaria es una
elección.”**

**- Frank Yiannas
Food Safety Culture, 2009**



What the norovirus, E. coli outbreaks reveal about Chipotle's food safety culture



108 Years

Login

Our Ice Cream

Visiting Blue Bell

What's New



Blue Bell announces a recall.

[Click here for more information](#)

CLOSE



5 Practical Tips

1. Make the Right Choice

Tovar la Decisión Correcta

2. It's a Science – Not a Slogan

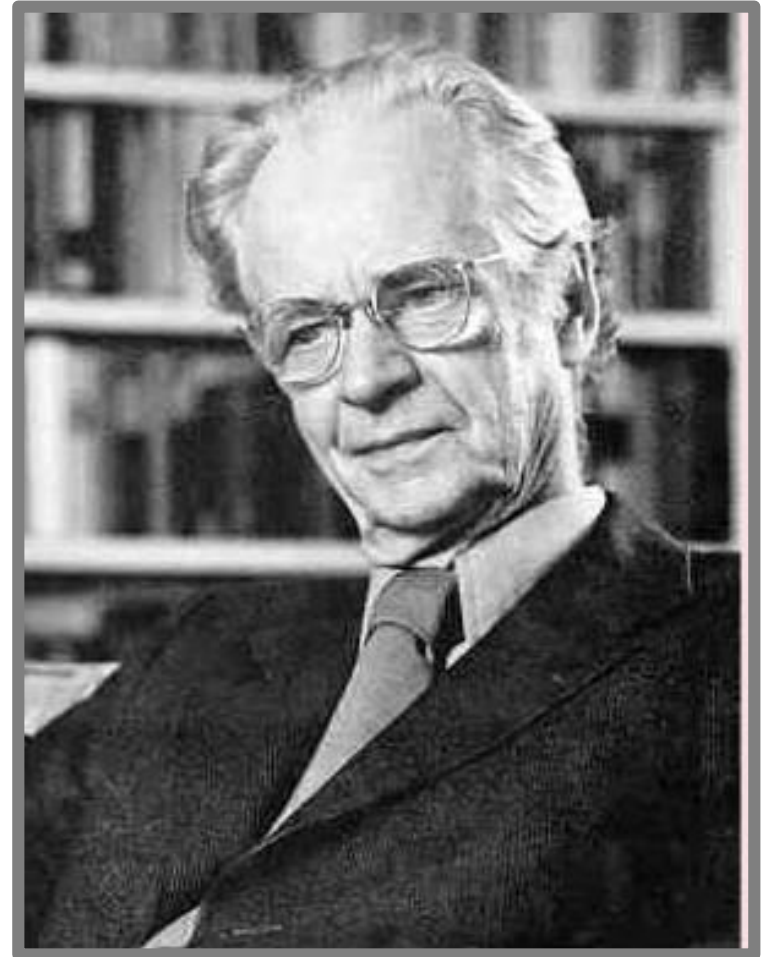
Es una Ciencia, no un Lema

THEORY

PRACTICE

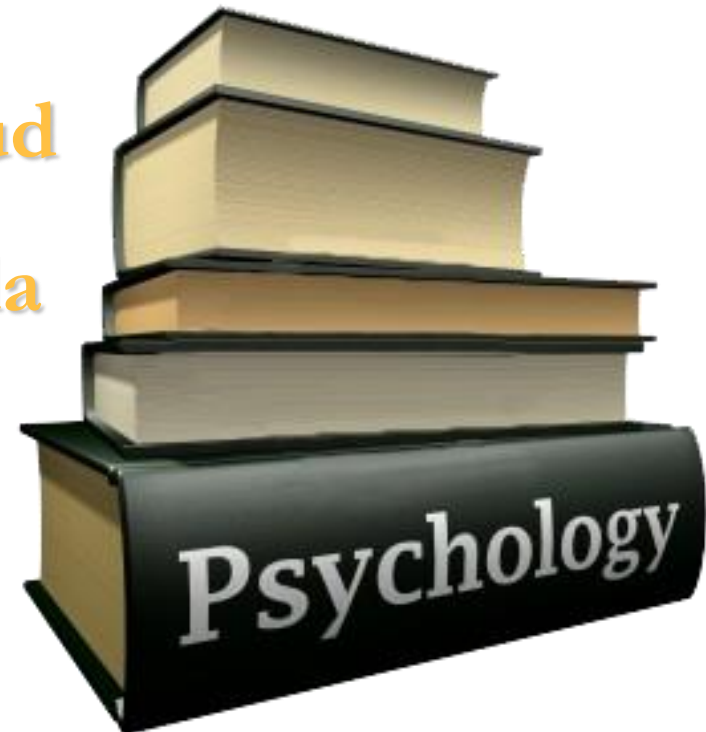
**“El cambio del
comportamiento
es complejo.”**

- B.F. Skinner



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



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 linear 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.

5 Practical Tips

1. Make the Right Choice
Tovar la Decisión Correcta

2. It's a Science – Not a Slogan
Es una Ciencia, no un Lema

3. Base it on Values & Beliefs
Basarlo en Valores y Creencias

3 Basic Beliefs & Food Safety



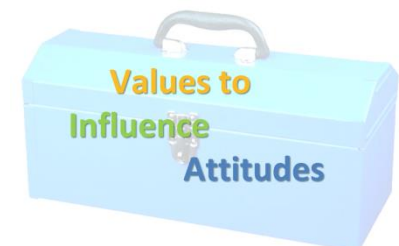
We respect the individual
so we care
about their safety



We serve our customers
and do it
safely



We strive for excellence
by starting
with safety



Safety Beliefs

We believe . . .

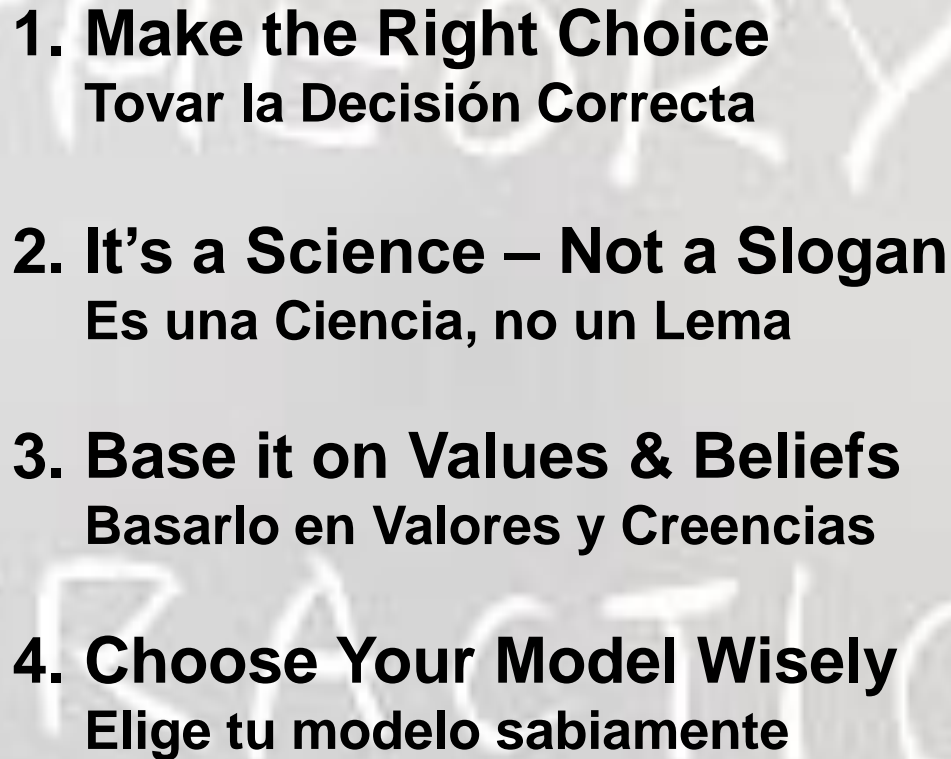
- ★ There is nothing more important than safety. Safety ensures our ability to deliver courtesy, show and efficiency.
- ★ Cast injuries do not happen by accident. Every incident is preventable.
- ★ Safe D Begins With Me! So I begin with safety. I think about safety first.
- ★ I am responsible for my safety and the safety of others.
- ★ Safety requires the courage to raise issues and find solutions.
- ★ Safety is worth it in all aspects of my life.
- ★ Safety can't wait!

Safe 
Begins With Me!

©Disney 2008

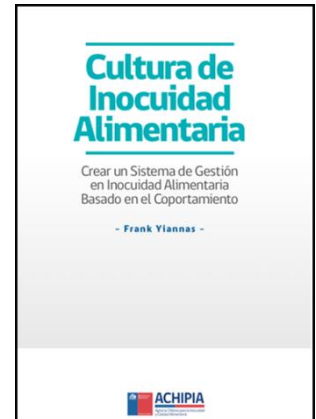
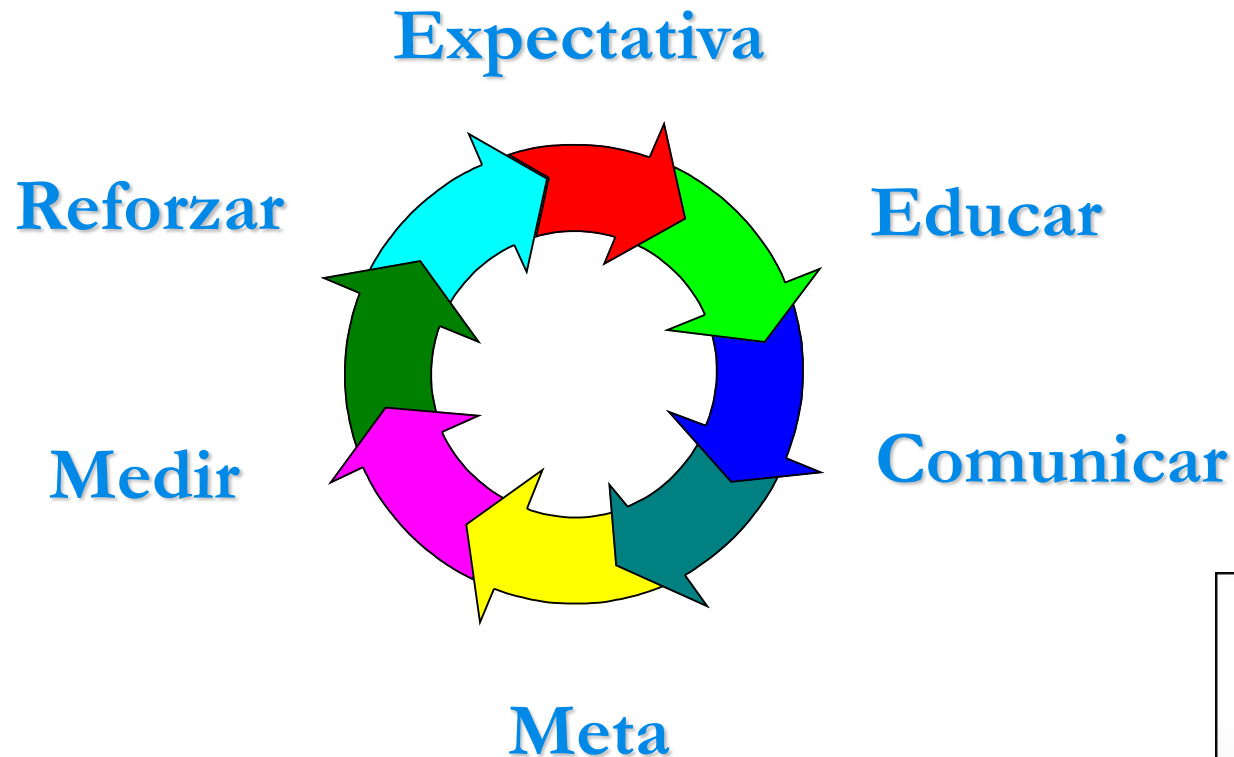


5 Practical Tips

- 
- 1. Make the Right Choice**
Tovar la Decisión Correcta
 - 2. It's a Science – Not a Slogan**
Es una Ciencia, no un Lema
 - 3. Base it on Values & Beliefs**
Basarlo en Valores y Creencias
 - 4. Choose Your Model Wisely**
Elige tu modelo sabiamente

Cultura de Inocuidad Alimentaria

Modelo de Mejora Continua



5 Practical Tips

- 
- 1. Make the Right Choice**
Tovar la Decisión Correcta
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Es una Ciencia, no un Lema
 - 3. Base it on Values & Beliefs**
Basarlo en Valores y Creencias
 - 4. Choose Your Model Wisely**
Elige tu modelo sabiamente
 - 5. Make It Relevant**
Hazlo Relevante

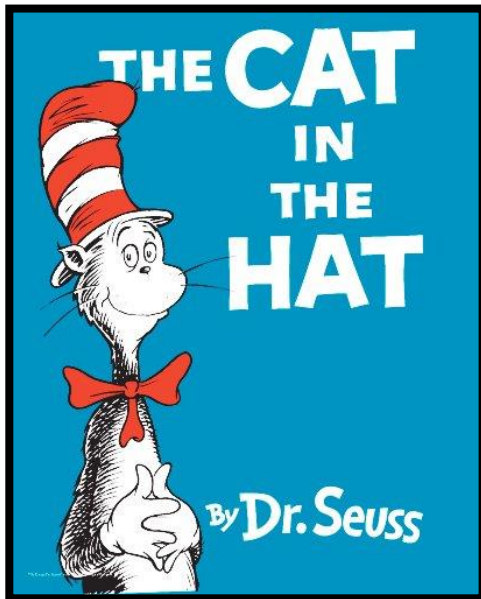


**Keeping Food Safety
In Mind**

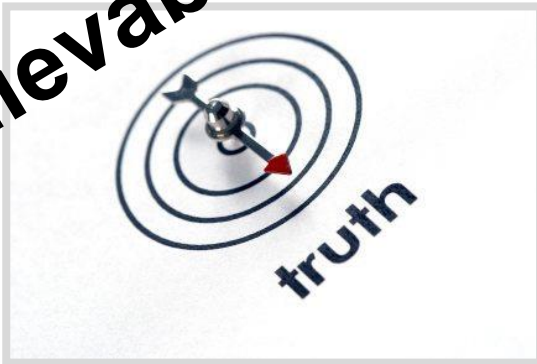
By Making it Rhyme



Rhyming Helps Us Remember & Believe



Believability

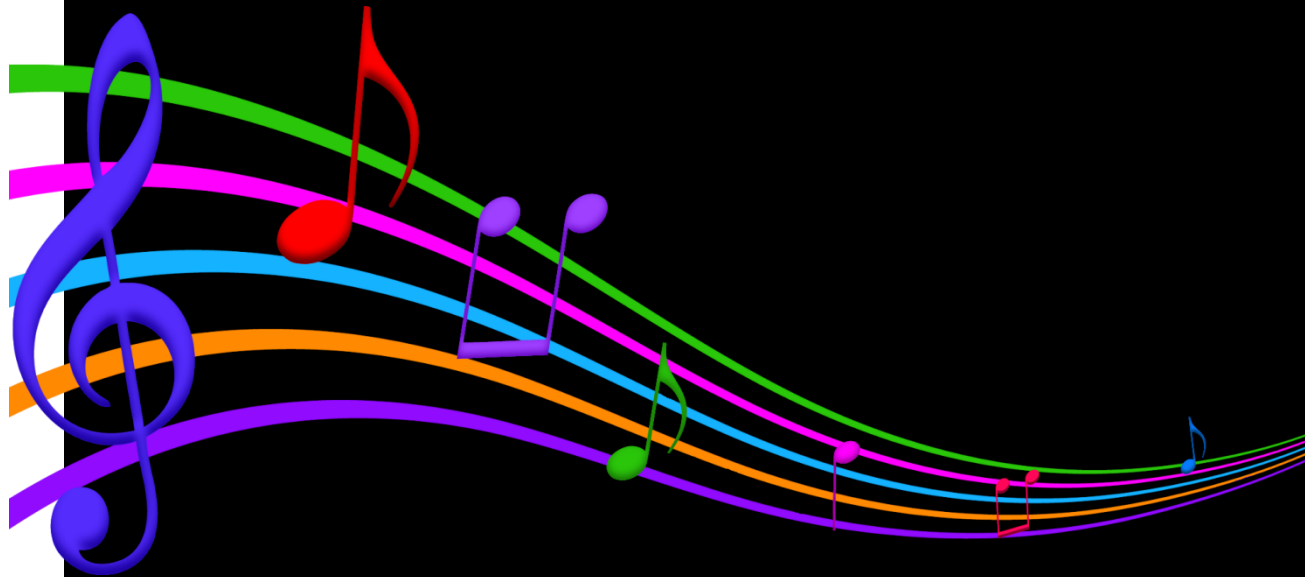


Rhyming Mnemonics

- A form of word association where you rhyme a word you want to learn with a word you already know.
- EX: Columbus sailed the ocean BLUE in fourteen hundred ninety-TWO

(This teaches the students the date that Christopher Columbus discovered America)

Food Safety Rap



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 sneeze
Water touch ready-to-eat 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 foods over cooked or ready-to-eat foods

- 4**
Wash, Rinse,
& Sanitize
Properly wash, rinse and sanitize all food contact surfaces and equipment

- 5**
Cook It
& Chill It
Cook food and it reaches a proper internal temperature
Refrigerate food to 41°F or below


Neighborhood Market by Walmart  

**Proveemos alimentos
inocuos y asequibles
a nivel mundial,
para que las personas
puedan vivir mejor.**



on twitter @frankyiannas