



Simple Tools Big Impact

May 14, 2025





WELCOME!

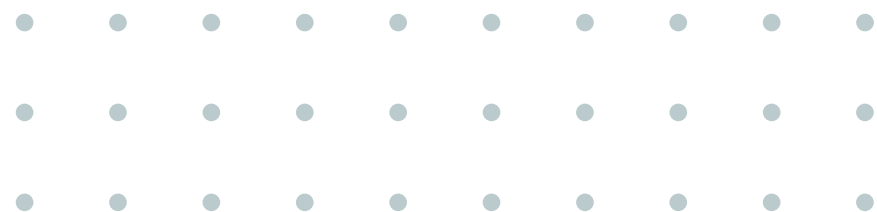


Lily Yasuda
Manager, Alliance to Stop Foodborne Illness



FOOD SAFETY CULTURE TOOLKIT

- Launched in 2022 by The Alliance to Stop Foodborne Illness
- Made possible through collaboration and resource sharing from 20+ member companies
- Recipient of the 2024 IAFP Food Safety Innovation Award
- Completely free to use and download
- Designed for small and medium-sized food companies



FOOD SAFETY CULTURE TOOLKIT (CONT'D)

- Stories that help frame the "why" of food safety
 - Stop Foodborne Illness tells stories of consumer advocates who have been directly impacted by foodborne illness
- Adaptable tools for companies in every stage of their food safety culture journey
- Expansive and evolving multi-media resource library
 - Video Series
 - FDA Webinar Series
 - Whitepapers & more





Dr. Barbara Chamberlin
Media Developer & Researcher
NMSU Innovative Media Research & Extension



Larry Ball
Food Safety Manager,
Conagra Brands



Monica Khoury
Senior Quality Expert,
Nestlé



TODAY'S SPEAKERS





OVERVIEW



- **VIDEO: Gerry & Barb's Story**
- **Consumer Advocate – Barbara Chamberlin**
- **Inside the Alliance Video Series – Larry Ball**
- **Nestlé Case Study – Monica Khoury**
- **Alliance Mentorship Program**
- **Audience Q&A**

VIDEO: GERRY'S STORY

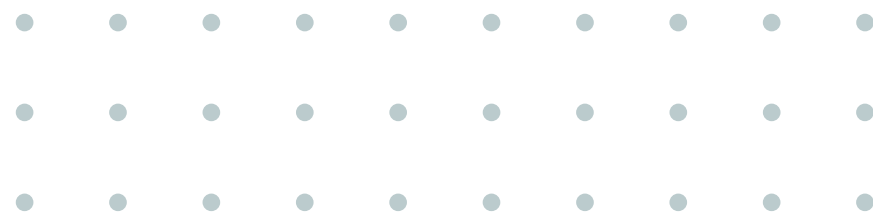
BARBARA CHAMBERLIN



THE FEATURED STORYTELLER

↑ (and possibly reluctant)

- I am *already*
 - a developer of media and educational campaigns.
 - vocal and passionate about food safety.
 - knowledgeable about food safety roles.
 - evangelical about our responsibility to each other.
- This was still hard for me.



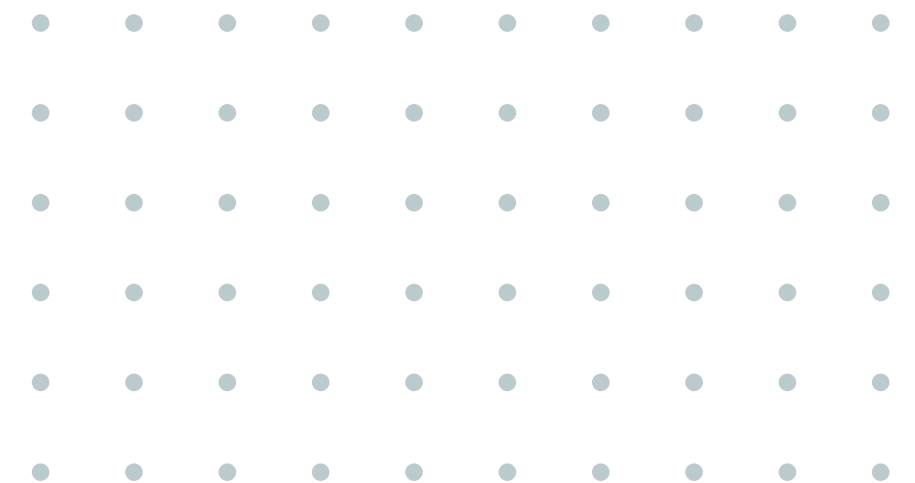
Mom (**Gerry Copeland**) has been in the hospital since Monday after complications from her first chemo treatment for breast cancer last Wednesday. She contracted Listeria, which we think has caused bacterial meningitis (swelling in the brain). It has a high mortality rate (1 in 3) and other long term effects. She is now in ICU. If she pulls through, she will likely have a minimum 7-14 day hospital stay. It's time for prayers and positive thoughts, and we decided she would want her friends and family to know, and perhaps this is the best way to share the details. **Kristin** and I are with dad (**Richard Copeland**).





STORYTELLER CONCERNS

- Is this *my* story to tell?
- Would my mom have wanted this?
- Am I using this loss?
- Why is *my loss* more significant than others?

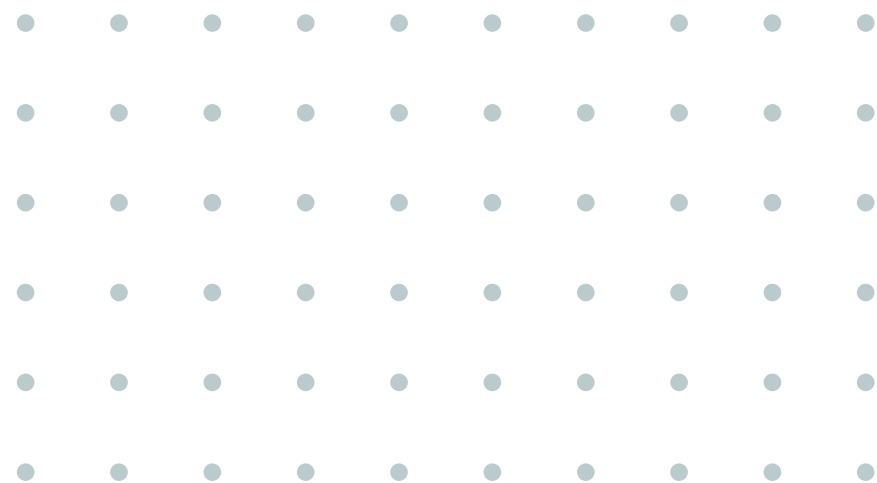




DISCLOSURES

What should we tell those who tell their story?

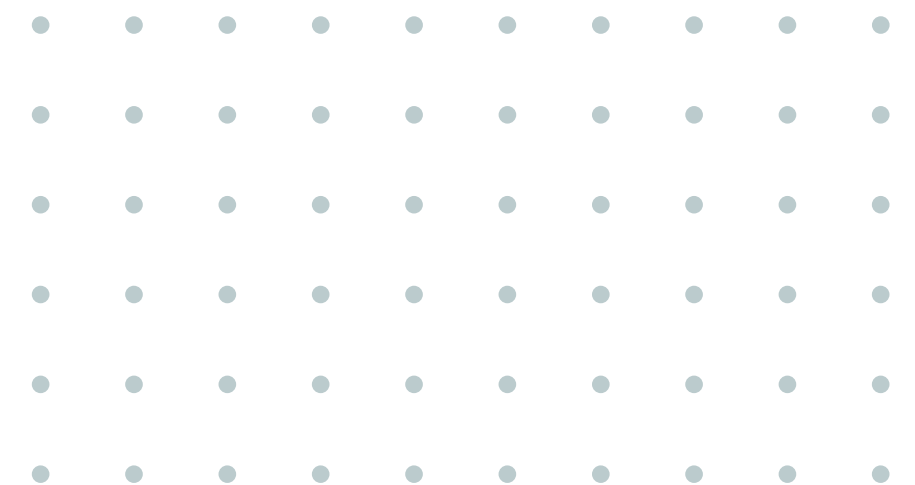
- Assume *everyone* will see this forever.
- Ask permission of your loved ones.
- *Your* story makes a difference in *this way*.
- Take your time.





WHY TELL OUR STORIES?

- What do we owe each other? *I can do this.*
- How can we prevent this?
- This isn't just a matter of *knowing what to do.*
Motivation matters.





GRATITUDE

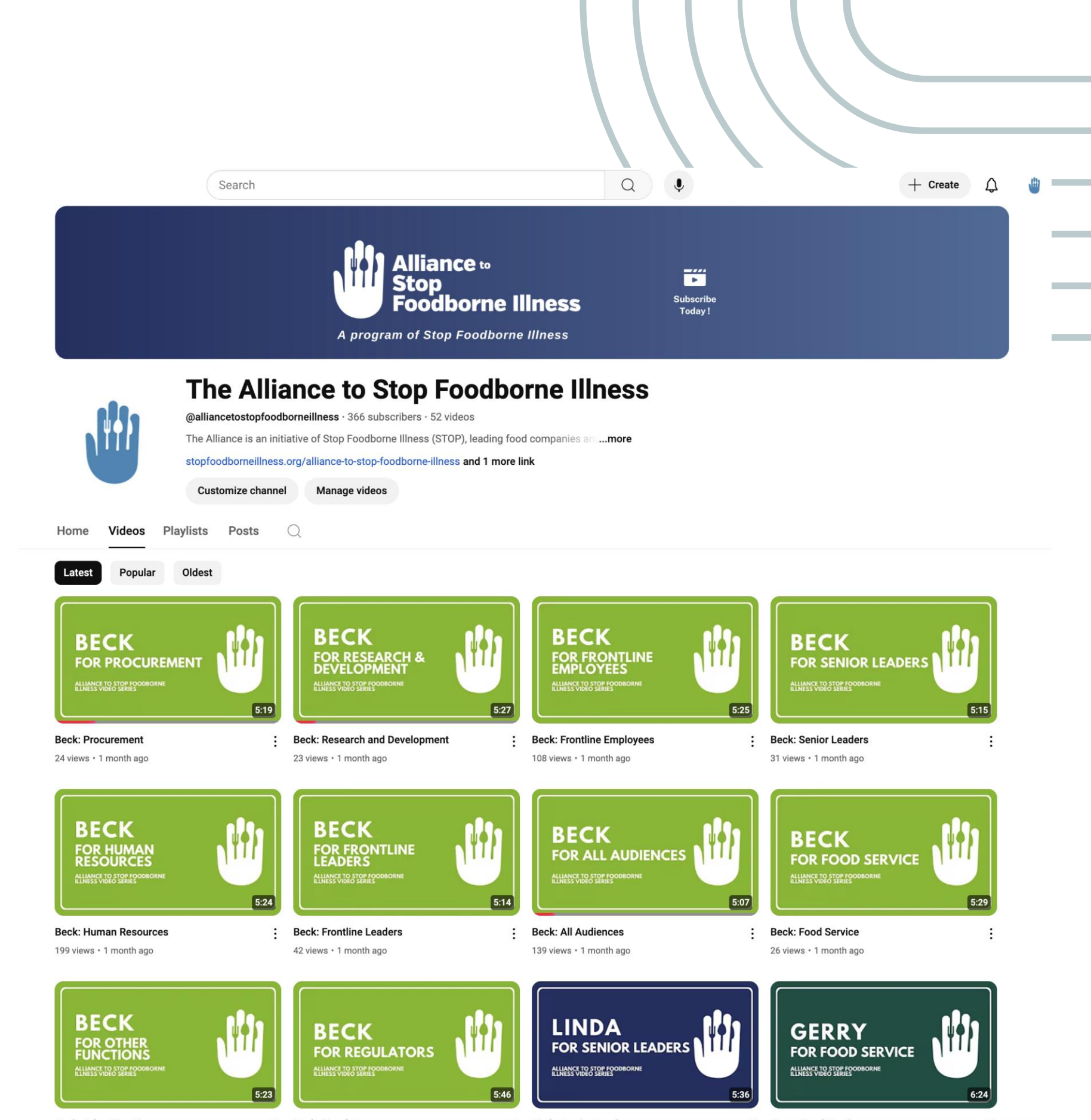


LARRY BALL



ALLIANCE VIDEO SERIES

- Part of FSC Toolkit
- 40 educational videos
- Features four constituent stories
 - Piper | Gerry | Linda | Beck
- Customized for 10 audiences
 - All employees
 - Senior leaders
 - Procurement
 - Frontline employees
 - Frontline leaders
 - Human Resources
 - Research and development
 - Regulators
 - Commercial/non-commercial foodservice operators
 - Other functions



VIDEO SERIES OBJECTIVES

- Free, high-quality videos
- Short runtime (~6 minutes)
- Discussion guide to facilitate more in-depth dialogue
- Mix-and-match for different audiences
- Centers real stories of families impacted by foodborne illness

LINDA

*The Simpson brothers share the heart-wrenching experience of losing their mother **Linda** to **E. coli** after years-long medical complications.*



+ Watch Now

PIPER

*JR and Melissa open up about their daughter **Piper** and her lifelong health struggles after contracting **E. coli** around her second birthday.*



+ Watch Now

BECK

*Chrissy tells the story of her young son **Beck**, who was hospitalized after eating **Salmonella** contaminated snack food.*



+ Hear Beck's Story

GERRY

*Barb speaks candidly about her mother **Gerry**'s sudden passing from complications caused by **Listeria** while immunocompromised during cancer treatment.*



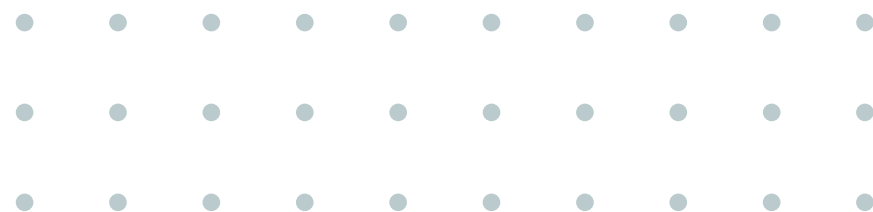
+ Hear Gerry's Story

GUIDING QUESTIONS

How strong do you think the food safety culture is at your company?

How could it be made stronger?

What is your role in nurturing a stronger positive culture everyday?



VIDEO DISCUSSION GUIDE

VIDEO DISCUSSION GUIDE

OVERVIEW

Our Video Series is designed to guide employees from all functions, including the C-Suite, to reflect on their personal motivations for protecting and nurturing positive food safety culture. Each video features a story from a real family impacted by foodborne illness and can be paired with the following discussion guide for a more robust dialogue.

HOW TO USE

1. IDENTIFY YOUR AUDIENCE

The Alliance has customized videos for 10 distinct audiences. Take a moment to decide which of the following best describes your intended audience:

1. All employees
2. Senior leaders
3. Procurement
4. Frontline employees
5. Frontline leaders
6. Human Resources
7. Research and development
8. Regulators
9. Commercial and non-commercial foodservice operators
10. Other functions

All videos run approximately 6 minutes in length and can be accessed, free of charge, [on the Alliance website](#).



FOOD SAFETY CULTURE TOOLKIT

2. SELECT YOUR STORY

Choose the constituent story that will best resonate with your audience.

- ▶▶ Chrissy tells the story of her young son **Beck**, who was hospitalized after eating **Salmonella** contaminated snack food.
- ▶▶ JR and Melissa open up about their daughter **Piper** and her lifelong health struggles after contracting **E. coli** around her second birthday.
- ▶▶ Barb speaks candidly about mother **Gerry's** sudden passing from complications caused by **Listeria** while immunocompromised during cancer treatment.
- ▶▶ The Simpson brothers share the heart-wrenching experience of losing their mother **Linda** to **E. Coli** after a years-long battle with medical complications that sent her in and out of the hospital.

3. TAKE YOUR TIME

- We suggest allocating at least 30 minutes for video viewing, reflection and discussion.
- The discussion guide can be used with any audience and can be adapted as you see fit.
- We suggest having a designated moderator who can introduce the video and lead the group discussion after watching one or more videos.

LET'S GET STARTED!



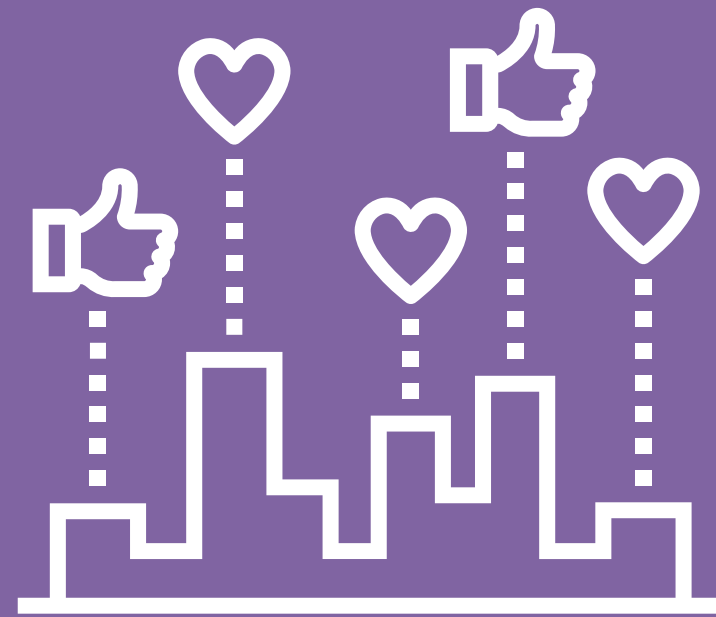
FOOD SAFETY CULTURE TOOLKIT

- Guiding questions for a targeted discussion
- Working on multi-lingual videos and discussion guides for broader accessibility

CASE STUDY: NESTLÉ

MONICA KHOURY





- What do you do when you like something? You share it!
 - Suppliers, co-mans, internal sites

Influence through Recognition

- Recognition program that awards the food safety behaviors
- Measurement of Engagement



The screenshot shows the 'Alliance to Stop Foodborne Illness' website. The header includes navigation links: TOOLKIT HOME, ABOUT, PLAN YOUR JOURNEY, BRING YOUR ESSENTIALS, PREPARE YOUR TEAM, and RESOURCE LIBRARY. The main heading is 'Prepare Your Team' with the subtext 'Motivated, Educated, and Engaged'. Below this, the section is titled 'RIGHT BEHAVIORS' and 'REWARDS AND RECOGNITION PROGRAMS'. A photo of two men in a greenhouse is shown next to a text box titled 'A SENSE OF' which describes the use of rewards to develop a sense of responsibility and positive leadership. To the right, a vertical list of five recognition programs is displayed in rounded rectangular boxes: 'Real Compassion', 'Real Star', 'Real Celebration', 'Safe Food, Safe People Award' (which is circled in blue), and 'Real Thanks'.

Prepare Your **Team**
Motivated, Educated, and Engaged

RIGHT BEHAVIORS
REWARDS AND RECOGNITION PROGRAMS

A SENSE OF
The use of rewards and incentives can help to develop a sense of responsibility and positive leadership with development across the entire company.

Real Compassion

Real Star

Real Celebration

Safe Food, Safe People Award

Real Thanks

Toolkit In Action



A Mean, Clean Stacking Machine

Minute-To-Win-It Handwashing Cup Stack

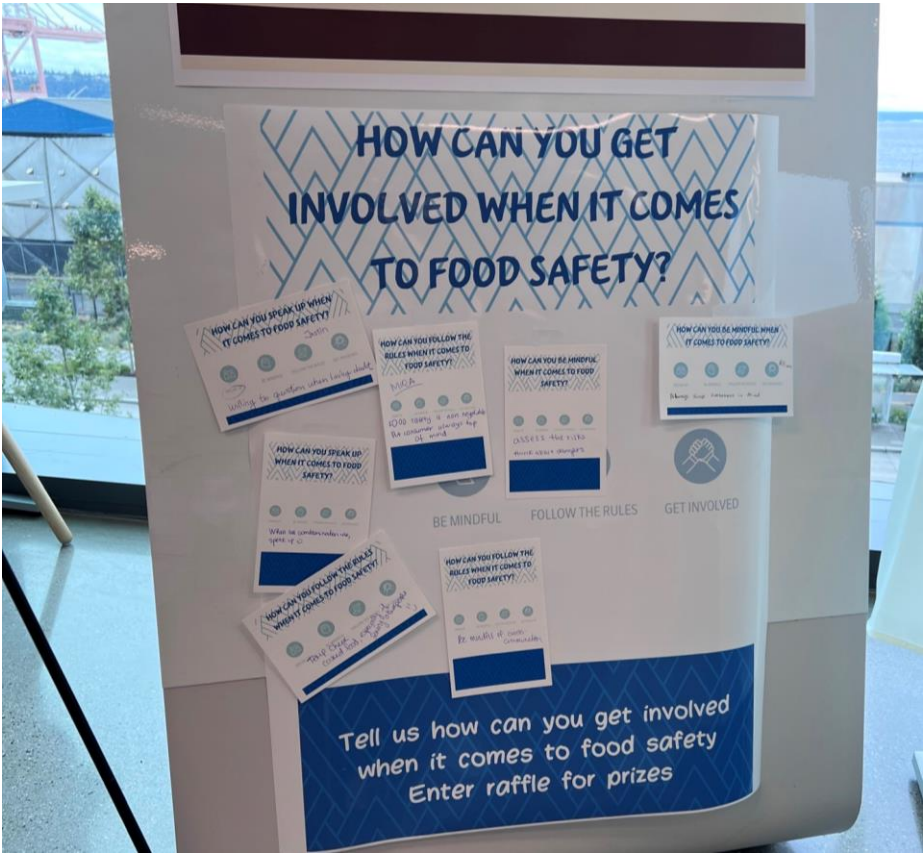
This game reinforces the steps of proper handwashing through a competitive cup stacking challenge.

- Depending on how much space you have, this game can be played either with multiple people stacking at once or as a one-person-at-a-time competition timed with a stopwatch.
- Each player will need ten cups: sturdy plastic cups work best. Each cup should have a step in the handwashing process written on it (see example steps below). Pictures of the steps can be used instead of or in addition to text.
- Mix up the cups and scatter them around on a table or other surface.
- Have the player(s) stack the cups as quickly as they can in the correct order. Whichever player is able to stack the cups **in the correct order** the fastest is the winner.

- Example Handwashing Steps**
1. Remove jewelry & watches
 2. Turn on warm water
 3. Wet hands
 4. Get enough liquid or foam soap
 5. Clean wrists, palms, back of hands, fingertips, under nails, and between fingers
 6. Lather for 20 seconds
 7. Rinse with warm water
 8. Dry hands completely with paper towel or air dryer
 9. Use paper towel to turn off water
 10. Avoid touching dirty surfaces (doorknobs, face, hair)
- (steps 5 and 6 are interchangeable)



Page 3



Corporate Campus Events: Food Safety Education Month

What We Did:

- Videos on Workplace
- Reminders in Campus Newsletters and slide on video monitors
- Trivia and Question Cards (i.e. how can you get involved when it comes to food safety)
- Prizes for participation- cost \$5 or less

The Result:

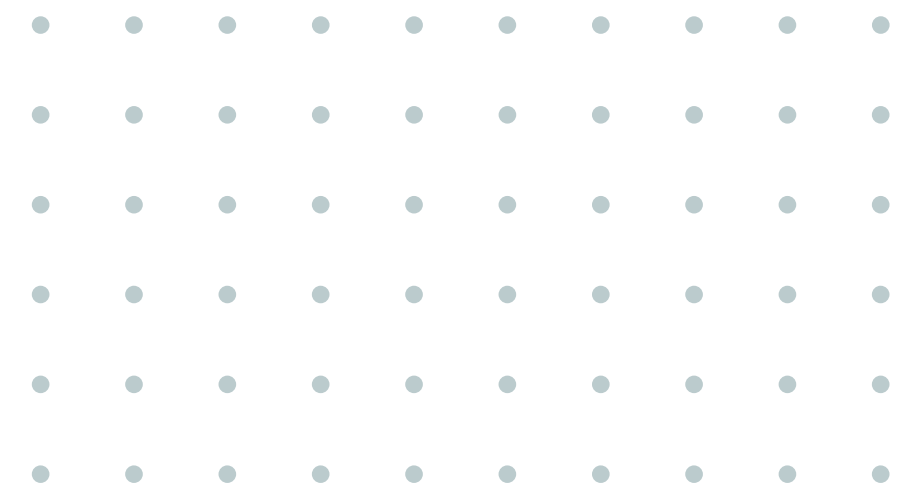
- 3 events customized to meet the needs of each campus
- Over 500 employees across the 3 campuses came to our tables
- Employee awareness of food safety ranged from almost none to people personally impacted by a pathogen or food allergy
- “Boots on the ground” approach re-enforced digital outreach

MENTORSHIP PROGRAM



2025 MENTORSHIP PROGRAM

- Brand new program
- Yearlong, immersive, virtual initiative for small and medium-sized food companies
- "Small and medium" defined as those with less than \$1 billion in annual sales
- 75-minute monthly meeting
- Work closely with existing Alliance members
- Implementation and improvement of the Food Safety Culture Toolkit





2025 MENTEEES

BREAD · ALONE
BAKERY

Bread Alone
Lake Katrine, NY



Lifeline Foods
St Joseph, MO



Lakeside Foods
Manitowoc, WI



AUDIENCE Q&A

Raise your hand
and
please start with your name
and company



BEFORE YOU GO...

- Follow us on LinkedIn!
- Mark your calendars for 40 Under 40 (*Opens June 9*)
- Register for the Toolkit (*Scan QR code*)





THANK
YOU!

