

A Message from Frank Yiannas

Dear AFDO Members,

Thank you for your interest in this workshop.

As we all know, food safety awareness is at an all-time high, there are new and emerging risks to the food system, regulatory standards continue to be strengthened, and our nation's ability to detect and pinpoint food safety problems is progressing at a rapid pace.

Achieving success in this changing environment and maintaining consumer trust requires a thorough understanding of the food safety risk landscape and going beyond traditional food safety management approaches. It requires an ability to create a food safety culture that the entire organization believes and participates in.

In fact, in every major foodborne crisis that I've ever been involved with while in federal service as Deputy Commissioner for Food Policy and Response at the US FDA, at the heart of these incidents, I concluded that it was an organizational culture that allowed a series of unfortunate and preventable events to unfold.

Enclosed you will find a proven workshop that will teach leaders and managers in your organization evidence-based ways to strengthen the food safety culture of the establishment that you regulate to better influence employee behaviors to further strengthen food safety compliance.

Attendees will gain a better understanding of food safety culture, what it is and what it is not. They'll also learn about must-know organizational and behavioral science principles and how to use them to influence human behavior and enhance employee compliance for the better.

Based on a lifetime of experience working at Disney, Walmart, and as Deputy Commissioner for the US FDA, as well as from principles from a graduate course I teach at Michigan State University and from material published in my two books, *Food Safety Culture* and *Food Safety = Behavior*, attendees will walk away with a series of new tools in their toolbox to help them better manage risks and strengthen compliance.

By the end of the workshop, attendees will have received practical, real-world applications that will help them become more effective in their current role and better equip them for their next promotion or challenge.

Thank you for your interest in this workshop and I look forward to working with you to advance the concept of food safety culture as a science - not a slogan - so we can advance food safety and help people live better lives.

Frank Yiannas

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FOOD SAFETY CULTURE WORKSHOP

AGENDA

Location: Hotel Kansas City | 1228 Baltimore Avenue, Kansas City, MO

Date: January 3rd & 4th, 2024

Facilitator: Frank Yiannas, MPH

Workshop Description

This two-day workshop explores proven, evidence-based ways to change or strengthen the food safety culture of an organization and influence employee behaviors.

By the end of the workshop, attendees will be able to:

- Identify the core attributes of an effective food safety culture.
- Recognize the difference between traditional food safety management versus a behavior-based food safety approach.
- Help make food safety part of the organization's value or belief system, so that compliance is done the right way, every day, even when no one is looking.
- Improve the effectiveness of training, education, and communication efforts, and create smarter food safety goals and metrics for the organization and their teams.
- Better use both positive and negative consequences to influence employee or workforce behavior.

Day One

9:00a.m. - 5:00 p.m.

- Overview of Food Safety Culture, Behavior Science Principles, and Key Elements of a Behavior Based Food Safety Management System (break included)
- Lunch 12 p.m. - 1 p.m.
- In-depth Discussion of Key Elements: Expectations, Training and Education and Workgroup Assignments

Day Two

9:00 a.m. - 4:00 p.m.

- In-depth Discussion of Key Elements: Communication, Goals & Measurements, Consequences and Workgroup Assignments
- Lunch 12 p.m. - 1 p.m.
- Group Discussion on How to Get Started and Q&A