

SafeBites  presents

COMMUNICATION IN FOOD SAFETY

presented by **Dr. Susan W. Arendt,**
PhD, RD, FAND


Using food safety as a case study,

- Present the importance of communications to meeting organizational goals and objectives.
- Describe the manager's four faces of communication and how these can be implemented effectively.
- Give strategies for improving the effectiveness of communications in a foodservice organization.



OBJECTIVES


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"Communication is a skill you can learn. It's like riding a bicycle or typing. If you work at it, you can rapidly improve the quality of every part of your life"

Brian Tracy, Author

1. Source
2. Encoding
3. Message
4. Channel
5. Receiver
6. Decoding
7. Noise
8. Feedback



COMMUNICATION: WHAT IS IT?


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Verbal/Oral: What We Say & How We Say It

- Word choice
- Tone/volume

Nonverbal:

- Our body language, gestures, facial expressions, and dress
- Accounts for about 65-90% of our communication, dependent on what is being conveyed (Birdwhistell, 1970; Mehrabian, 1970).

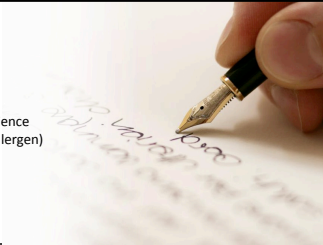


MODES OF COMMUNICATION

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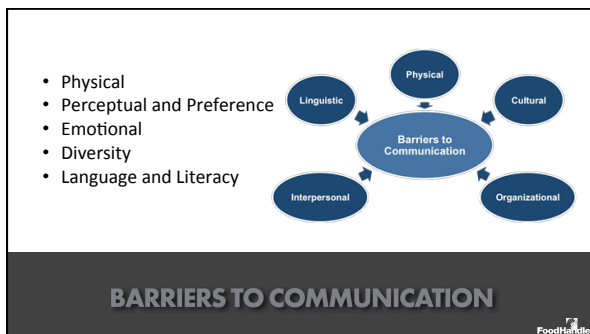
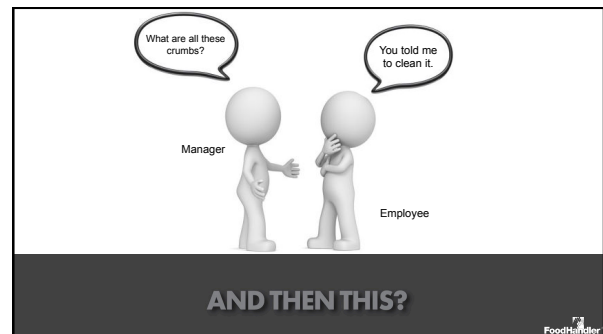
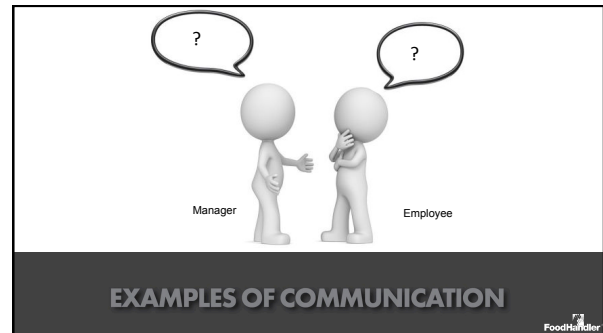
Written:

- Employees as audience
 - i.e. SOPs
- Customer/consumer as audience
 - i.e. Menu disclaimer (allergen)



MODES OF COMMUNICATION (CONT.)

FoodHandler



How many of you ever had a directive to others in the operations misunderstood?

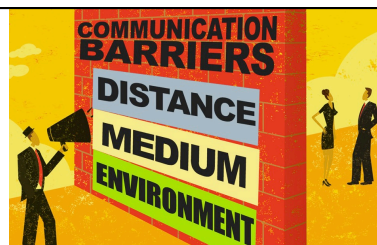
- Food safety messages and training
- Recognition for food safety practices
- Coaching if noncompliance with food safety practices



USING COMMUNICATION TO DEVELOP A CULTURE OF FOOD SAFETY

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- Distance
- Equipment
- Accessible



PHYSICAL BARRIERS

FoodHandler

1. Talk in a quieter area of the kitchen.
2. Move closer rather than yelling across the kitchen.
3. Make information available at a place that is accessible and convenient.



ADDRESSING PHYSICAL BARRIERS

FoodHandler

Managers should recognize:

- Stress
- Anger
- Excitement
- Sadness
- Fear
- Anxiety



EMOTIONAL BARRIERS

FoodHandler

Managers should:

- Consider time of communication
- Practice empathy
- Utilize emotional intelligence skills



"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."
Maya Angelou, Author and activist

ADDRESSING EMOTIONAL BARRIERS

FoodHandler

- Generations
- Ethnicity
- Disabilities

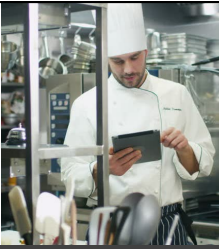


BARRIERS OF DIVERSITY

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- About the source or sender
 - 18-29 year olds: Preferred coworker
 - 30 over older: Preferred a manager or "outsider"
- About the medium
 - 18-29 year olds: Workplace in-services, workshops, YouTube videos
 - 30-49 year olds: Computer, workplace in-services, and informal meetings
 - 50-59 year olds: Workplace in-services, workshops

(Arendt, et. al, 2014)




(Arendt, et. al, 2014)

ADDRESSING PHYSICAL BARRIERS

FoodHandler

Managers should:

- Recognize own bias and perceptions
- Consider best source for audience
- Consider best medium or mediums for audience



ADDRESSING PERCEPTION & PREFERENCE BARRIERS

FoodHandler

Managers should:


- Learn about generational differences
- Respect ethnic differences
- Make accommodations



ADDRESSING DIVERSITY BARRIERS

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- Language
- Literacy



BARRIERS OF LANGUAGE & LITERACY

FoodHandler

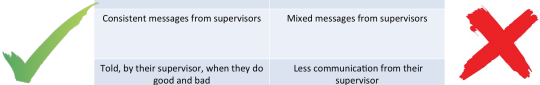
- KISS:**
Keep It Short & Simple
- Consider use of visuals and/or other languages



ADDRESSING LANGUAGE & LITERACY BARRIERS

FoodHandler

YES	NO
Supervisor who is aware of what is happening	Supervisor or manager who sits in office
Consistent messages from supervisors	Mixed messages from supervisors
Told, by their supervisor, when they do good and bad	Less communication from their supervisor
Supervisor who serves as a role model	Supervisor whose words do not align with actions

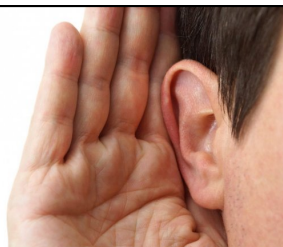


WHAT DO EMPLOYEES WANT?

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Habit 5: "Seek First to Understand Then to Be Understood"

(Source: Stephen R. Covey, The 7 Habits of Highly Effective People)



LISTENING

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1. Hearing
2. Understanding
3. Remembering
4. Interpreting
5. Evaluation

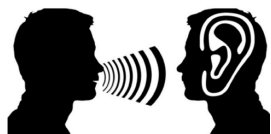
Helps in understanding the **Why**



ACTIVE LISTENING: IT'S UNDERRATED

FoodHandler

1. Prevents problems
2. Identifies expectations to employees
3. Helps motivate employees
4. Promotes "civility" in the workplace



(Purath, 2016)

WHY IS EFFECTIVE COMMUNICATION IMPORTANT?

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How many of you are in workplaces in which you would say have a strong culture of food safety?

- Managers spend up to 6 hours a day in communication
- Communication shows the link between organizational goals, objectives and what employees do on a day-to-day basis



COMMUNICATION: MEETING ORGANIZATIONAL GOALS & OBJECTIVES

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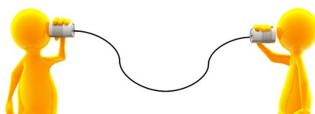
- WIFM - *What's in it for me?*
- WIFO - *What's in it for others?*



TWO RADIO STATIONS TO LISTEN TO

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1. Staff (downward on the organizational chart)
2. Internal peers (sideways on the organizational chart)
3. Managers' bosses (upward on the organizational chart)
4. External audiences or customers



FOUR FACES OF COMMUNICATION: TAILORING TO YOUR AUDIENCE

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- Our research looked at why staff don't follow safe food handling behaviors (Arendt, Strohbehn, Jun, 2015)
 - forgot/not a habit *"I honestly forgot to take temperatures"*
 - don't like the negative effects *"handwashing dries out my hands"*
 - lack of knowledge *"I thought because I was wearing gloves, I didn't need to wash my hands"*
 - workplace culture *"here we don't require anything"*

AUDIENCE: STAFF/EMPLOYEES

FoodHandler

- | | | |
|----------------------------------|---|---|
| Forgot/Not a habit | ➡ | Communication reminders |
| Negative effects | ➡ | Communication solutions |
| Lack of knowledge/
Retraining | ➡ | Communicate through
training |
| Workplace culture | ➡ | Communicate during
orientation & ongoing |



CAN COMMUNICATION HELP MITIGATE THESE? LIKELY SO.....

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Positive:
"Wash Your Hands"

Negative:
"Don't wear nail polish"

Rationale or Motivation to Why:
"Washing hands keeps food safe
for our customers"



WHAT'S THE MESSAGE?

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In communicating about food safety practices, employees desired:

- Openness
- Consistency
- Respect
- Feedback
- Clarity



(Ungku Zainal Abidin, Arendt & Strohbehn, 2014)

WHAT DOES THE RESEARCH TELL US ABOUT MESSAGE AND SOURCE?

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- Might be the easiest audience of manager's four faces
- Remember WIFM



AUDIENCE: INTERNAL PEERS

FoodHandler

- Prepare: Identify purpose of communication
- Request a meeting: Formal communication
- Use the Sandwich Approach:
 - Start with the positives
 - Move to challenges
 - Propose suggestions/solutions
- Set an action plan: Identify follow-up steps
- Show appreciation



(some Adaptions from: <http://top7business.com/7Top-7-Steps-to-Communicating-Effectively-with-Your-Boss&iid=7319>)

AUDIENCE: BOSS



- Understanding customers' wants and needs regarding communication
 - Menu item ingredients: allergen
 - Safety and quality of food: undercooked items
- Understanding others' wants and needs regarding communication
 - Inspectors
 - Suppliers
 - Community stakeholders



AUDIENCE: EXTERNAL INCLUDING CUSTOMERS



KISS: Keep It Short & Simple

- Tailor message to the audience
- Determine best mode(s) for the audience
- Select medium(s) for the intended audience
- Identify who is the best source for information



STRATEGIES FOR IMPROVING EFFECTIVENESS OF COMMUNICATION



1. Recognize and work to overcome communication barriers.
2. Use multiple ways to communicate the same food safety message.
3. Give clear and consistent food safety messages when communicating to employees.
4. Reinforce messages with multiple communication methods.



SUMMARY



Questions?

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THANK YOU!



POLL

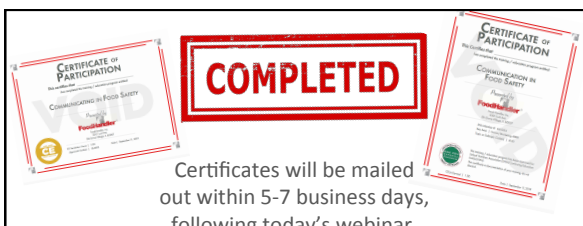
2019 WEBINARS

OCT 16 Controlling Costs While Keeping Food Safe

NOV 13 Preparing For An Emergency/Disaster

Each are preapproved for 1 hour of Continuing Education Credit by the School Nutrition Association (SNA) and the Certifying Board for Dietary Managers (CBDM)

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CERTIFICATES

For more information about our webinars and registration:

foodhandler.com/education-training/



WEBINAR RESOURCE



Downloads

- Daily Temperature Logs
- Temperature Chart For Safe Food
- Refrigerator Storage Chart
- Food Safety Doesn't Happen By Accident

Videos

- Handwashing
- Why To Glove
- When To Glove
- How To Glove



FOODHANDLER RESOURCES

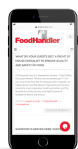


Past Blogs

- Coaching & Training Staff Productivity
- Food Storage & Food Contact
- Glove Use
- Risk Based Inspections

Upcoming Blogs

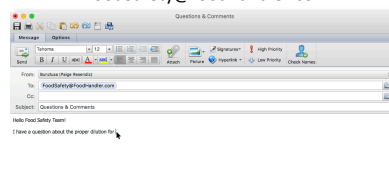
- Checklist approach to Food Safety
- Communications
- Cost Control & Food Safety
- Emergency Preparedness



FOODHANDLER RESOURCES



Please send us your questions or comments at:
FoodSafety@foodhandler.com



HOW DID WE DO?

