

GETTING THE **WORD** OUT: COMMUNICATING YOUR ORGANIZATION'S **FOOD** **SAFETY PRACTICES**



PRESENTED BY
CATHERINE STROHBEHN, PHD, RD
PROFESSOR EMERITUS
EXTENSION SPECIALIST AT IOWA STATE UNIVERSITY

MEET OUR FOOD SAFETY EXPERT



Kevin Roberts, PhD

MEET OUR PRESENTER

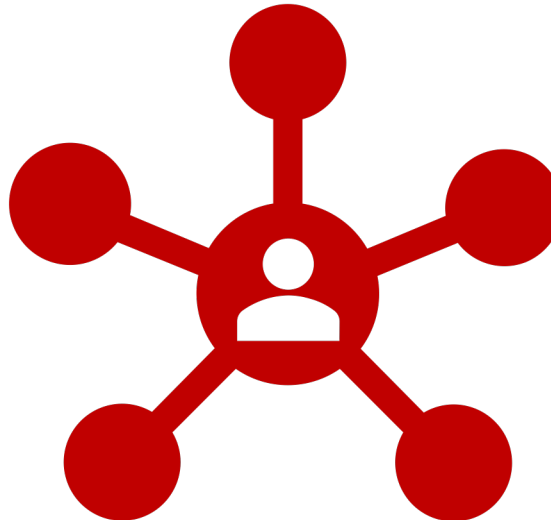


Catherine Strohbehn,
PhD, RD

cstrohbehn@gmail.com

PURPOSE

Develop risk mitigation communication strategies for foodservice operations.



OBJECTIVES

At the end of this webinar, participants should be able to:

1. Compose at least three key messages for customers about their organization's food safety practices.
2. Identify three effective methods to reach specific audiences with these messages.
3. Explain communication channels and evaluate metrics for each.

REFLECTIVE QUESTIONS

- Are there any evaluations currently in place about the foodservice operation?
 - If so, how is the information used in the decision-making process?
 - If no, would feedback about the foodservice program aid in improving quality (and quantity) of service?
- Do you sense concerns from clientele about safety issues or anxiety about eating out?
- Are there any communications about safety practices undertaken by the foodservice's program in your operation currently in place?

WHO KNOWS OF YOUR EFFORTS?

Internal Audiences

- Owners
- Managers
- Staff

External Audiences

- Past Customers
- Current Customers
- Prospective Customers
- Other workplace staff
- Vendors
- Visitors



COMMUNICATION

- In-depth SafeBites Webinar by Dr. Susan Arendt from September of 2019 is archived.
- Described message transmission *and* receipt of communications.
- Presented a variety of communication methods:
 - Verbal
 - Nonverbal



A BLUEPRINT FOR ACTION



- Available at **FoodHandler.com**
- Helpful if ready access
- Guides the messaging process
- Intended to “get the wheels turning”
- Tool to use with IT
- Framed by the “W’s”
 - Who
 - What
 - How
 - When

AUDIENCE - WHO is your audience?

- Customers
- Foodservice Staff
- Other Staff
- Management/Admin.
- Owners
- Parents/Family/Households
- Community Members
- Vendors
- Site neighbors
- Other

MESSAGE - WHAT is your message about?

- People
- Product
- Place
- Promotion

WHAT are two key points?

1. _____
2. _____

METHOD - HOW will you communicate the message?

- Web page
- Menu
- Direct email
- Bulletin Boards
- Print ads/coupons
- Social media
- Table tents
- Word of mouth – ie. Customers, Presentations
- Other

TIMING - WHEN will you post?

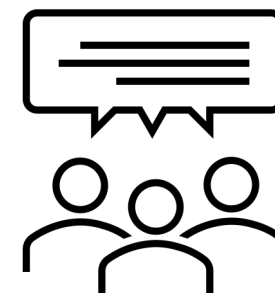
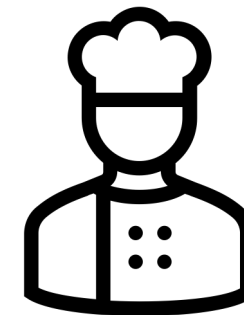
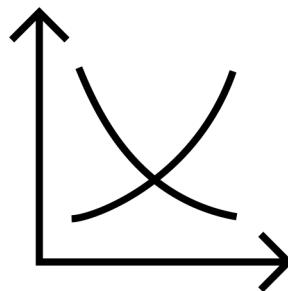
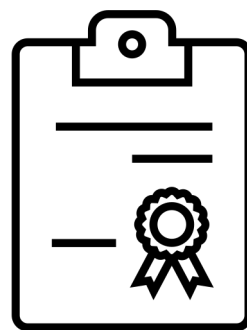
- One and done
- Continuous
- Scheduled – Daily, Weekly, Monthly
- Other

EVALUATION

- Measures/Metrics _____
- Time Frame _____

IT'S A CHANGING WORLD!

- Supply Chain
 - Equipment
 - Food
 - Supplies
- Staffing
 - Hiring
 - Retention
 - Illness
- Food Code Updates
- COVID-related local requirements
- New service styles
- Customers' concerns and increased awareness



INCREASED AWARENESS POST-COVID

- Handwashing (*frequency, procedure, supplies*)
- Glove use
- Employees'
 - Health
 - Hygiene
 - Attire
- Cleaning and sanitizing practices (*when and how*)
 - Tables
 - Menus
 - Restrooms



FOOD SAFETY PRACTICES - NEW AND IMPROVED!



- Fundamentals
 - Health and Hygiene (staff, their households, and customers/clients)
 - Temperature controls
 - Cleaning and Sanitizing
- Purpose is to ensure safety and quality of food served in an operation.
- Food Code requirements and annual inspections by health agencies provide safeguards.
- COVID protocols have resulted in enhancements to practices.
- FoodHandler COVID Checklist


FOODHANDLER'S COVID REOPENING CHECKLIST



Two Stages

- Planning
- Implementation

Download the checklist and watch the webinar here:
<https://foodhandler.com/restaurant-reopening-checklist-from-foodhandler/>

**REOPENING GUIDANCE FOR RESTAURANT OPERATIONS**
PLANNING CHECKLIST

COVID-19

This checklist identifies best practices to follow in planning for reopening restaurants to prevent the spread of COVID-19. Information is based on guidance from [CDC](#), [NBA](#), and [EDA](#). However, because each community may have specific requirements, check with your local health inspector before reopening.

1 DECIDING TO OPEN


LOCAL REGULATIONS	BUDGETING
Review local health authority recommendations for reopening restaurants and retailers.	Review budget to generate breakeven projections.
Determine whether reopening is needed given the reopening.	Determine product and supply availability with vendors.
	Review menu offerings.

2 PLANNING

STAFFING	SUPPLIES
Identify person in charge for overall COVID-19 response (manager, coordinator).	Identify required food supplies.
Identify alternative staffing should key employees become ill.	Purchase necessary equipment (to check employee temperatures, cleaning supplies (hand soap, disposable gloves and paper, disposable safety or privacy shields or shields), disposable table linens).
Develop procedures to monitor health of staff based on CDC guidance.	Ensure adequate personal protective equipment is available for employees.
Establish and communicate to staff new policies regarding health screenings, use of PPE, breaks, gloves, aprons and social distancing procedures.	Ensure adequate number of disposable masks.
Train staff on food contact and non-food contact cleaning procedures with use of EPA-approved disinfectants.	Review menu and adjust as needed to ensure quality and safety of foods served.
Review food and hygiene practices with focus on not touching eyes, nose, and mouth, or the mouth used to cover nose and mouth.	Establish procedure for receiving supplies from vendors that minimize contact.
Reconsider menu offerings to avoid cross contamination.	CLEANING & SANITIZING
ENVIRONMENTAL FACTORS	Determine which disinfectants you will use to mitigate Coronavirus on high touch surfaces.
Consider menu offerings to avoid cross contamination.	Develop cleaning, sanitizing, and disinfecting procedures for high touch surfaces.
Complete a deep clean of facility following CDC guidelines.	Front of House
Establish sanitizing stations throughout dining area (90% alcohol or 70% isopropyl alcohol).	Clear handsets
Post signage on entrance door that no one with fever or other COVID-19 symptoms will be permitted in the establishment.	Light switches
Provide, if possible, traffic flow patterns to maintain social distancing requirements with separate entrances and exits based on need and of operation, to allow dining room to flow smoothly.	Point of sale and touch screens
Use signage or markers at points of facility entrance, restrooms, front entrance, payment stations, and kitchen reminding customers to practice proper hand washing and safe social distancing.	Tables and service area surfaces
Establish procedures to limit congregation of guests in restrooms, waiting areas, etc.	Back of House
Post signs to remind staff about limitations for congregation, even at work stations.	Refrigerator and freezer handles
Develop work schedules as possible to avoid congestion.	Cook hoods
Set up seating areas to maintain 6 feet of distance between groups.	Food contact surfaces
Install physical barriers as necessary.	Identify cleaning and disinfecting plan from CDC disinfectant tool.
Monitor surface food and beverage areas to ensure proper hygiene practices and social distancing.	Designate lines for processes of cleaning and for use in production.
Review SOPs as needed to change checks used at software food areas every 30 minutes.	Establish cleaning procedures for reusable face masks.
Wash or reuse new staff and payment stations to avoid congestion.	Designate lines for handling.
Consider technological solutions to limit person-to-person interaction for payments and orders.	Use further wash temperatures possible for food service items.

3 MARKETING & COMMUNICATIONS

POINT OF SALE	SOCIAL MEDIA & PRINT
Post signage with social distancing guidelines, minimal contact procedures, and reminders of hygiene practices.	Update web site and other promotional materials with new service and payment procedures.
Communicate party size and seating capacity.	Communicate party size and seating capacity.

**REOPENING GUIDANCE FOR RESTAURANT OPERATIONS**
OPENING CHECKLIST

COVID-19

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1 STAFFING

EMPLOYEES	EMPLOYEES
Identify a contact food Protection Manager for all hours the operation is open.	Identify a contact food Protection Manager for all hours the operation is open.
Prohibit all employees from reporting to work.	Identify a contact food Protection Manager for all hours the operation is open.
Develop staff meeting to test contact between employees.	Identify a contact food Protection Manager for all hours the operation is open.
Establish non-contact method to communicate with staff.	Identify a contact food Protection Manager for all hours the operation is open.
Review appropriate policies to hygiene, social distancing, and cleaning and sanitizing with staff each day before opening.	Identify a contact food Protection Manager for all hours the operation is open.
Provide PPE as needed.	Identify a contact food Protection Manager for all hours the operation is open.
Review staff health and hygiene practices front and back of house.	Identify a contact food Protection Manager for all hours the operation is open.
Enforce social distancing guidelines, not by staff front and back of house and patrons.	Identify a contact food Protection Manager for all hours the operation is open.
Supervise cleaning and sanitizing procedures.	Identify a contact food Protection Manager for all hours the operation is open.
Enforce staff assignments to avoid cross contamination as planned.	Identify a contact food Protection Manager for all hours the operation is open.

2 SERVICE & DELIVERY

EMPLOYEES	EMPLOYEES
Avoid refilling beverage glasses from common containers with no water pitcher.	Avoid refilling beverage glasses from common containers with no water pitcher.
Replenish common food and beverage containers.	Replenish common food and beverage containers.
Change service checks frequently.	Change service checks frequently.
Change napkins or paper items after each use.	Change napkins or paper items after each use.
Use prepackaged condiments and other as little as possible as guests are seated.	Use prepackaged condiments and other as little as possible as guests are seated.
Eliminate table grease (handwipes, sugar, etc.).	Eliminate table grease (handwipes, sugar, etc.).
Use paper cups or more bowls.	Use paper cups or more bowls.
Replenish table to avoid cross contamination. Food handling, table service, meal packaging, payment, etc. to avoid cross contamination.	Replenish table to avoid cross contamination. Food handling, table service, meal packaging, payment, etc. to avoid cross contamination.

3 CLEANING & SANITIZING

FRONT OF HOUSE	BACK OF HOUSE
Clean and disinfect non-food contact surfaces and areas following developed procedures at least:	Clean and disinfect non-food contact surfaces and areas following developed procedures at least:
Each hour	Each hour
Restrooms	Restrooms
Front entrance/entry	Front entrance/entry
After each section	After each section
After each use	After each use
Seating areas (table tops, bar stools, chair sides, etc.)	Seating areas (table tops, bar stools, chair sides, etc.)
Cleaning and payment devices	Cleaning and payment devices

A RETURN TO NORMAL

- Reassuring past, current, and future customers.
- Complying with regulations.
- Keeping current with the local health environment.
- Communicating with stakeholders:
 - Internal audiences
 - External audiences



GETTING THE WORD OUT

- **Who** – Identify audience for message
- **What** – Compose message with essential elements
- **How** – Consider method of dissemination
- **When** – Determine timing of dissemination



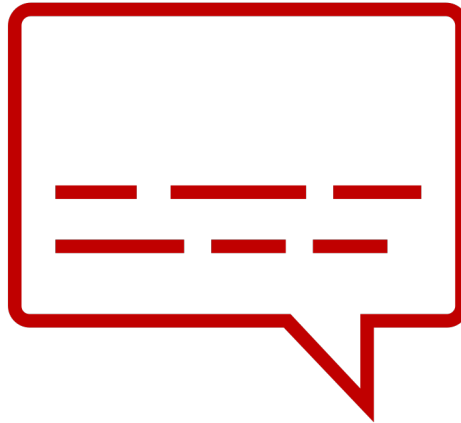
WHO IS YOUR AUDIENCE?

- **Schools** – Students, teachers, administration, staff [foodservice and others in building], parents, community, vendors, other
- **AL/LTC** – Residents, residents' family, staff [foodservice and others], administration, visitors, state agency, prospective residents, community, vendors, etc.
- **Childcare** – Children, teachers, parents, community, site hosts, etc.
- **Restaurants** – Current customers, potential customers, staff, owners, managers, vendors, site mates, etc.

WHAT IS THE MESSAGE?

People

- Hiring criteria
- Wellness checks
- Trainings
- Recognitions
- Tenure
- Attire



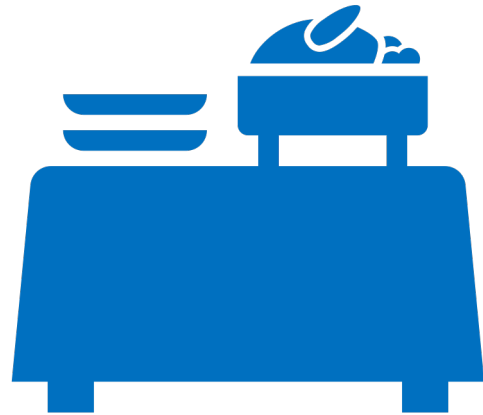
Place

- Cleaning protocols – specific or enhancements
- Ventilation systems
- Décor
- Facility upgrades
- Equipment

MESSAGE CATEGORIES

Product

- Menu items
- Ingredient sourcing
- Production focus
- Service style
- Allergens



Promotion

- Specials
- Incentives
- Loyalty program
- Expansion



HOW - COMMUNICATION STRATEGIES

Nonverbal

- Signs/Posters/Logs
- Certificates/Credentials
- Newsletters
- Menu
- Table tents
- Ads/Coupons
- Website postings
- Customer emails
- Social media



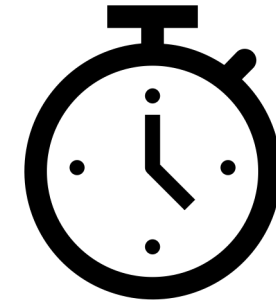
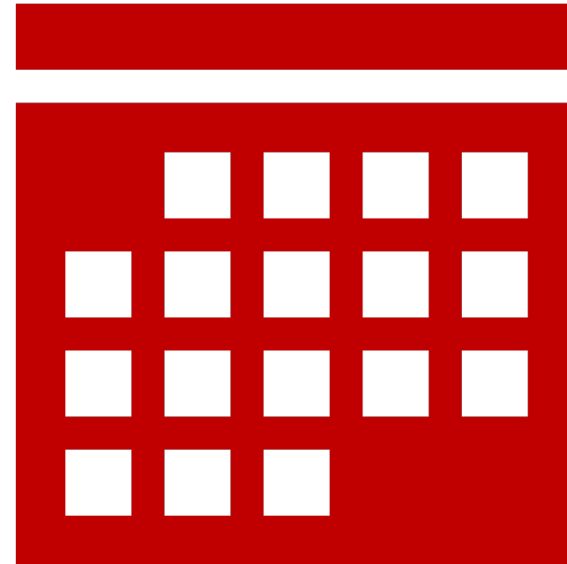
Verbal

- Hostess/dining room coordinator
- Waitstaff
- Customer feedback
- Social media influence



WHEN - FREQUENCY & TIMING OF DELIVERY

- Continuous
- Repeated set schedule
- Timed delivery



BLUEPRINT FOR ACTION: EXAMPLE 1 (PLACE)

Who: Customers (past, present, prospective)

What: Letting customers know of enhanced cleaning practices.

- Informing about new kitchen practice of DEAC (*drop everything and clean*).
- Morning and evening cleaning and sanitizing of work surfaces with rapid swab test of potential pathogens for verification.

How: Signage by hostess station; menu inserts or table tents; website message; direct emails to clientele data base; print media ad; other.

When: Continuous



BLUEPRINT FOR ACTION: EXAMPLE 2 (PEOPLE)

Who: Customers (past, present, and prospective)

What: Food safety knowledge of staff.

- A Certified Food Protection Manager is scheduled for all hours of operation.
- Every staff member receives at least 1 hour of food safety training each month..

How: Post training certificates in lobby or on bulletin board. Statement on the website. Include in promotional materials.

When: Continuous



BLUEPRINT FOR ACTION: EXAMPLE 3 (PRODUCT)

Who: Customers (past, present, and prospective)

What: Elimination of self-service food bars.

- Food quality will be improved with service of items as ordered.
- All menu items will be individually plated to protect from contamination.

How: Direct messages, POS, Menu Inserts, websites, social media

When: Timed (promote if major shift BEFORE and at least one month into change).



BLUEPRINT FOR ACTION: EXAMPLE 4 (PROMOTION)

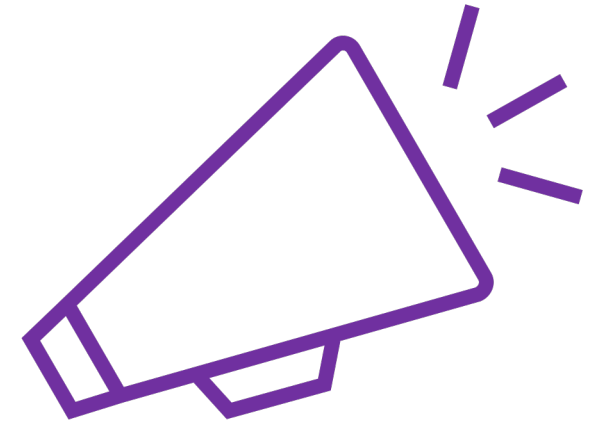
Who: Internal audiences

What: Staff pilot “take-home meal” program

- Perk for staff to purchase at reduced price meal and “fixings”.
- Nutritious, safe, and quality meal ready to go

How: Internal staff emails, bulletin boards, ads

When: Set time period



RESOURCES FROM SCHOOL NUTRITION ASSOCIATION

- Meals in Classroom Guide
- FAQs
- Templates for communications with:
 - Administrators
 - Teachers
 - Parents



RESOURCES FROM ANFP



Job Description for CDM, CFPPs



The following sample description for Certified Dietary Managers, Certified Food Protection Professionals may be used in conjunction with the CDM, CFPP Scope of Practice, which is a helpful resource describing what CDM, CFPPs are qualified to do. The Scope of Practice is available at www.CBDMonline.org/SOP.

GENERAL SUMMARY OF WORK

Responsible for the daily operations of foodservice department, according to facility policy and procedures and federal/state regulations. Provides leadership and guidance to ensure that food quality, safety standards, and client expectations are satisfactorily met. Maintains records of department personnel, income and expenditures, food, supplies, inventory levels, and equipment.

PRINCIPLE TASKS

Operations Management

- Recruit, interview, hire, train, coach, evaluate, reward, discipline, and when necessary, terminate employees
- Develop job descriptions and job duties for each level of foodservice personnel
- Develop work schedules to ensure adequate staff to cover each shift
- Create and monitor budgets for a cost-effective program
- Manage revenue-generating services
- Use forecasts, food waste records, inventory, and equipment records to plan the purchase of food, supplies, and equipment
- Justify improvements in the department design and layout
- Work cooperatively with clients, facility staff, physicians, consultants, vendors, and other service providers

Foodservice Management

- Specify standards and procedures for preparing food
- Participate in menu planning, including responding to client preferences, substitution lists, therapeutic diets, and industry trends
- Inspect meals and assure that standards for appearance, palatability, temperature, and serving times are met
- Manage the preparation and service of special nourishments and supplemental feedings
- Assure that foods are prepared according to production schedules, menus, and standardized recipes

Food Safety

- Assure safe receiving, storage, preparation, and service of food
- Protect food in all phases of preparation, holding, service, cooking, and transportation, using HACCP Guidelines
- Prepare cleaning schedules and maintain equipment to ensure food safety
- Ensure proper sanitation and safety practices of staff

Nutrition and Medical Nutrition Therapy

- Process new diet orders and diet changes; keep diet cards updated
- Complete the assigned MDS section according to required timeline
- Determine client diet needs and develop appropriate dietary plans in cooperation with RD and in compliance with physicians' orders
- Review plan of care related to nutritional status; document concerns that can be resolved, improved, or addressed to improve client's nutritional status and eating function
- Review, revise, and implement, in cooperation with the IDT, the client's nutrition assessment and plan of care
- Support Registered Dietitian duties as needed

General Knowledge, Skills, and Abilities

- Skill in motivating, coaching, and supervising foodservice personnel
- Intermediate computer skills
- Mathematical and numerical skills; mechanical aptitude helpful
- Effective written and oral communication skills
- Demonstrated organizational skills
- Current awareness of legislation and regulations influencing the practice of standards of care

Education and Experience Requirements

- Graduate of Dietary Manager's Program, 2-yr, or 4-yr foodservice program
- Successful completion of CDM Credentialing Exam with active certification status
- Two years' experience in foodservice management; prior experience in healthcare foodservice is preferred

Physical Demands/Working Conditions

- Able to lift and carry in excess of 50 lbs.
- Able to withstand extreme temperatures, hot and cold
- Able to work long hours, including some evenings, weekends, holidays, as needed
- Able to interact positively with people of all ages



WAYS TO ENHANCE YOUR DINING ENVIRONMENT & OPERATIONAL EXCELLENCE

Compiled by: Zlatko Jancic, CDM, CFPP

- 1 Provide your team with the tools and resources needed to complete tasks and to enable them to provide quality food and a memorable customer experience in a comfortable setting. This includes in-servicing your team on food safety, menu offering, customer service, culinary skills, attention to detail, consistency, and cleanliness.
- 2 Conduct daily team huddles to offer knowledge and awareness for food safety. Motivate professional growth by developing your team's culinary and general hospitality skills along with effective communication with peers and customers.
- 3 Inspire service excellence for food quality, value, and hospitable experiences. Lead your team through ongoing coaching and mentoring.
- 4 Hire the right people who have a passion for hospitality and food. Recognize and reward your team's contributions to your operation, customers, and peers. Give credit when and where due!
- 5 Proactively listen to customer comments and feedback. Ask specific questions pertaining to food and service and develop and implement action plans with your team's input. Require adherence to standards for maintenance.
- 6 Ensure your team knows the food offerings. Engage customers with positive and meaningful interactions and educate them on your products, including recipe ingredients and alternate food options based on their needs and dietary restrictions.
- 7 Demonstrate your team's commitment to ongoing improvements by listening to the needs of your customers and adapt your operations accordingly. Consider the impact of social media, customer relations, and innovative marketing techniques. Tell the success story of your operation in periodic newsletters that are accessible to customers.
- 8 Adapt to new trends in food and hospitality by promoting sustainability and environmentally friendly products and by offering promotions and loyalty reward programs.
- 9 Track, trend, and analyze your operation's data to identify successful sellers and opportunities for alternatives.
- 10 Involve an interdisciplinary team of culinarians, registered dietitians, and foodservice operators to standardize your operation and implement processes that deliver high quality and value to your customers.



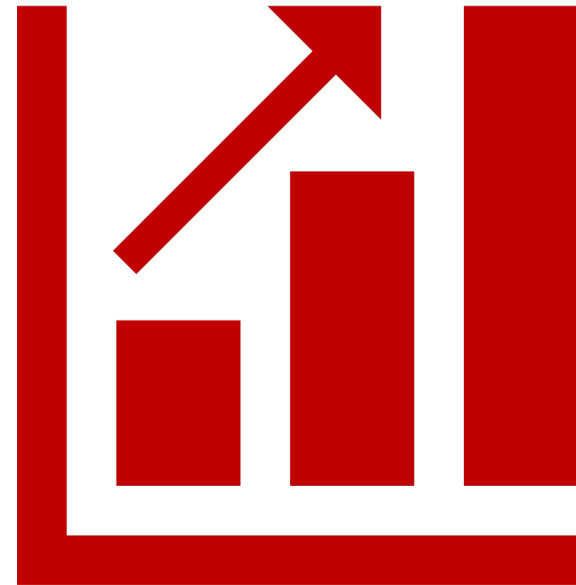
BEFORE YOU BEGIN, THINK ABOUT:

- Clear purpose – what are you trying to accomplish?
- Inputs required
 - Time - yours or other staff or outsourced
 - Money - direct or indirect compensation for effort
- Evaluation measures
 - Aligned with methods
 - Aligned with purpose
 - How will you know it worked?
- Timeframe
 - Review points
 - Decision length



RETURN ON INVESTMENT

- Inputs of time and money
- Cost–benefit analysis
- Defined criteria
- Was it worth it?



EVALUATION OF COMMUNICATION EFFORTS

- Metrics specific to selected communication channel
- Examples:
 - Social media → hits or visits
 - Print coupons → redeemed coupons
 - Feedback and Pros/Cons of Each
 - ❖ Verbal at POS
 - ❖ Surveys – paper or online; targeted selected clientele or open
 - ❖ Suggestion box
 - ❖ Increase in sales/counts

BLUEPRINT FOR ACTION: EXAMPLE 1 (PLACE)



Who: Customers (past, present, prospective)

What: Letting customers know of enhanced cleaning practices.

- Informing about new kitchen practice of DEAC (*drop everything and clean*).
- Morning and evening cleaning and sanitizing of work surfaces with rapid swab test of potential pathogens for verification.

How: Signage by hostess station; menu inserts or table tents; website message; direct emails to clientele data base; print media ad; other.

When: Continuous

Evaluation: website hits or visits; staff feedback; customer comments

BLUEPRINT FOR ACTION: EXAMPLE 2 (PEOPLE)



Who: Customers (past, present, and prospective)

What: Food safety knowledge of staff.

- A Certified Food Protection Manager is scheduled for all hours of operation.
- Every staff member receives at least 1 hour of food safety training each month.

How: Post training certificates in lobby or on bulletin board. Statement on the website. Include in promotional materials.

When: Continuous

Evaluation: Observations of staff practices; comments from new customers and feedback from current re certificate postings; staff inputs

BLUEPRINT FOR ACTION: EXAMPLE 3 (PRODUCT)



Who: Customers (past, present, and prospective)

What: Elimination of self-service food bars.

- Food quality will be improved with service of items as ordered.
- All menu items will be individually plated to protect from contamination.

How: Direct messages, POS, Menu Inserts, websites, social media

When: Timed (promote if major shift BEFORE and at least one month into change).

Evaluation: Website hits or visits; customer feedback; staff inputs; regulatory feedback; changes in food cost/waste

BLUEPRINT FOR ACTION: EXAMPLE 4 (PROMOTION)



Who: Internal audiences

What: Staff pilot “take-home meal” program

- Perk for staff to purchase at reduced price meal and “fixings”.
- Nutritious, safe, and quality meal ready to go

How: Internal staff emails, bulletin boards, ads

When: Set time period

Evaluation: Number meals sold, shifts most desirable, food and package costs, attrition rates

OBJECTIVES

At the end of this webinar, participants should be able to:

1. Compose at least three key messages for customers about their organization's food safety practices.
2. Identify three effective methods to reach specific audiences with these messages.
3. Explain communication channels and evaluate metrics for each.

QUESTIONS?



CERTIFICATES



Certificates will be emailed out within **5-7 business days**, after submitting a certificate request.

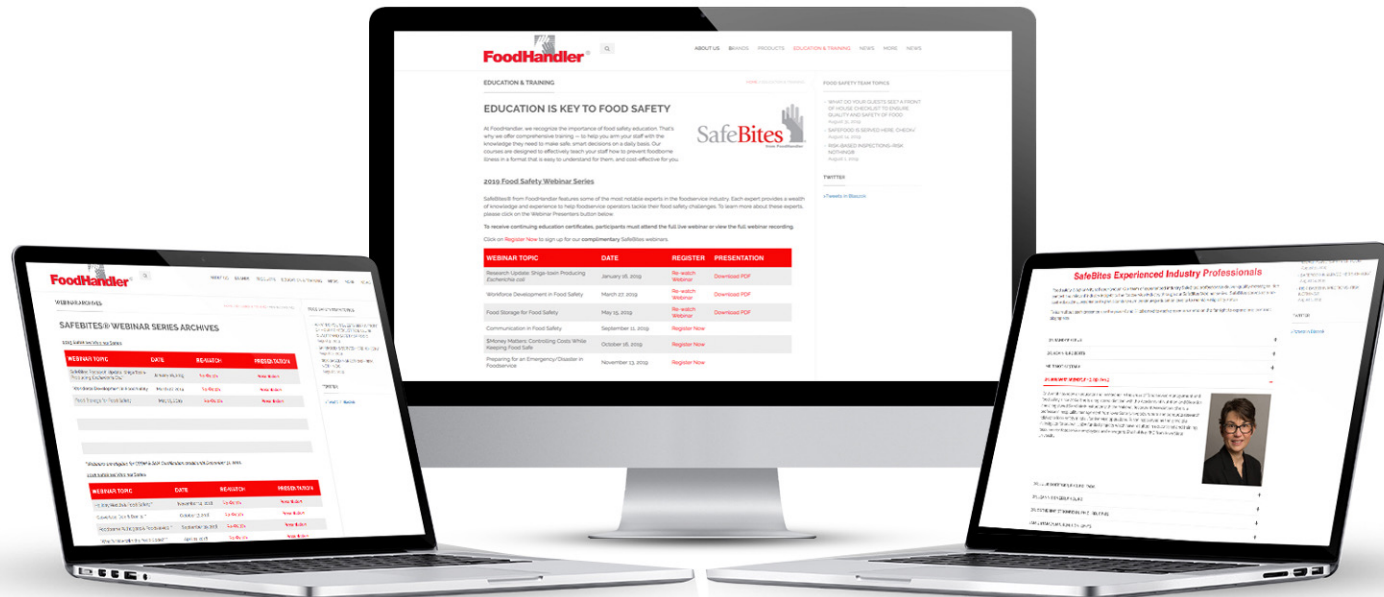
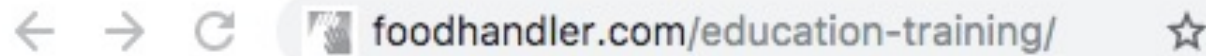


Request a certificate at foodhandler.com/safebite-certificate-request/

WEBINAR RESOURCE



For more information about our webinars and registration:



FOODHANDLER FOOD SAFETY RESOURCES

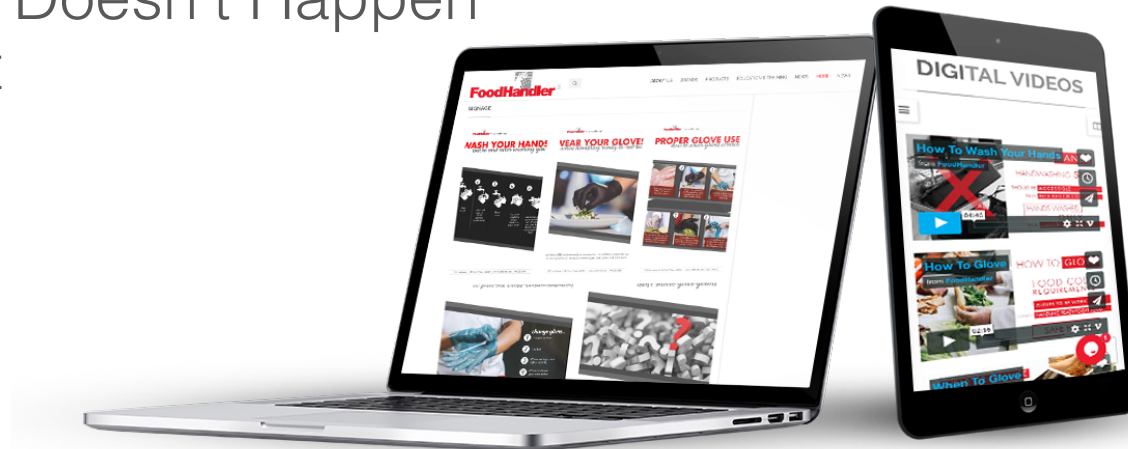


Downloads

- Restaurant Re-Opening Guidelines
- 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

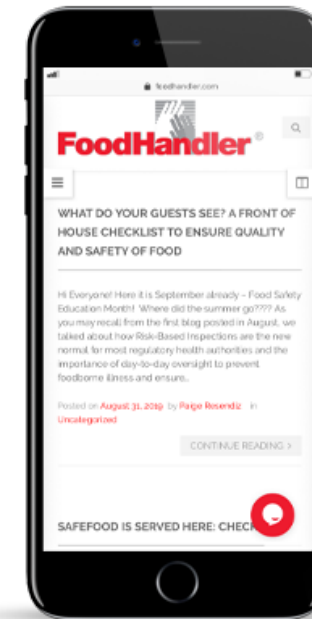


FOODHANDLER FOOD SAFETY RESOURCES



Past Blogs

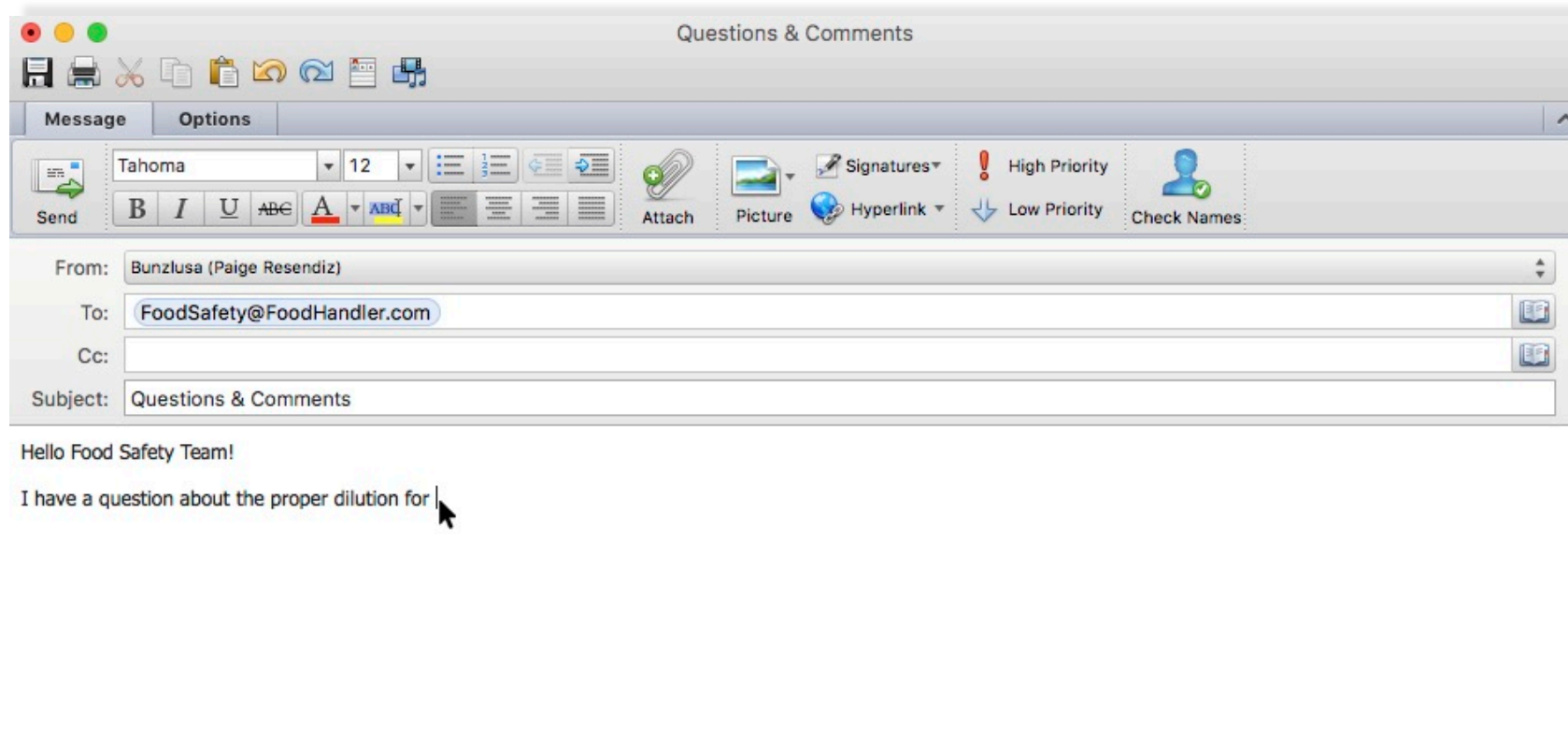
- Communication
- Hepatitis A
- Food Code
- Risk Management
- Food Safety Procedures
- Employee Preparedness
- Foodborne Illness and Pathogens
- Managerial Practices



FOODHANDLER FOOD SAFETY RESOURCES



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



THANK YOU FOR JOINING US!

