Food Microbiology and Food Safety Practical Approaches

### Frank Yiannas

# Food Safety = Behavior

30 Proven Techniques to Enhance Employee Compliance





### Food Microbiology and Food Safety

**Series Editor:** Michael P. Doyle

#### Food Microbiology and Food Safety Series

The Food Microbiology and Food Safety series is published in conjunction with the International Association for Food Protection, a non-profit association for food safety professionals. Dedicated to the life-long educational needs of its Members, IAFP provides an information network through its two scientific journals (Food Protection Trends and Journal of Food Protection), its educational Annual Meeting, international meetings and symposia, and interaction between food safety professionals.

#### **Series Editor**

Michael P. Doyle, Regents Professor and Director of the Center for Food Safety, University of Georgia, Griffin, GA, USA

#### **Editorial Board**

Francis F. Busta, Director, National Center for Food Protection and Defense, University of Minnesota, Minneapolis, MN, USA
Patricia Desmarchelier, Food Safety Consultant, Brisbane, Australia
Jeffrey Farber, Bureau of Microbial Hazards, Ottawa, ON, Canada
David Golden, Professor of Microbiology, Department of Food Science and Technology, University of Tennessee, Knoxville, TN, USA
Vijay Juneja, Supervisory Lead Scientist, USDA-ARS, Philadelphia, PA, USA

#### Frank Yiannas

## Food Safety = Behavior

30 Proven Techniques to Enhance Employee Compliance



Frank Yiannas Bentonville, AR, USA www.foodsafetyculture.com

Food Microbiology and Food Safety
ISBN 978-1-4939-2488-2 ISBN 978-1-4939-2489-9 (eBook)
DOI 10.1007/978-1-4939-2489-9

Library of Congress Control Number: 2015931621

Springer New York Heidelberg Dordrecht London

© Springer Science+Business Media New York 2015, Corrected at 2<sup>nd</sup> printing 2016

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, express or implied, with respect to the material contained herein or for any errors or omissions that may have been made.

Printed on acid-free paper

Springer Science+Business Media LLC New York is part of Springer Science+Business Media (www.springer.com)

This book is dedicated to my wife and daughter, Diane Yiannas and Virginia Yiannas Jones, for their love, support, and kindness. They have been a blessing to me and they have made me a better man.

### **Contents**

1	48 Million Versus One	
2	Getting Your Foot in the Door for Food Safety	(
3	Enclothed Food Safety?  What You Wear Influences What You Do  What Does This Mean to Food Safety?	9 10
4	Does What You See Influence What You Do?  Effect of Seeing Others Wear Personal Protective Equipment  What Does This Mean to Food Safety?	13 13 14
5	Priming the Pump for Enhanced Food Safety.  Learning from Carwash Loyalty Cards  Reluctance to Waste or Perceived Progress?  What Does This Mean to Food Safety?	15 15 16 16
6	Influence Values to Change Attitudes  Affirmative Action Versus Equality	19 19 20
7	Broken Windows and Food Safety	23 24 24 24

viii Contents

8	Why Experience Matters	27 27 28 28 29
9	Pointing and Gawking Experiment	31 32 32 33 33
10	The Difference Eight Light Bulbs Can Make	35 36 36
11	Enhancing Voter Turnout	39 39 40
12	Homophily	41 42 42 43
13	Age-Old Tradition	45 45 45 46 47
14	Willingness to Help Others  Aromas and Safe Driving.	49 49 50 50
15	Ease of Readability Matters	53 54 54
16	If It's Hard to Read, It Must Be Hard to Do	57 58 58
17	Method of Communication and Deception E-Mail Versus Other Forms of Written Communication	59 59 60 61

Contents ix

18	People Do What Other People Do	53 54 54
19	Thinking Fast & Risk Taking Behavior	67 68
20	Changing Smoking Behaviors	71 71 72 72
21	Music Affects Our Attitudes, Emotions, and Perceptions	75 75 76 77
22	Hard or Easy to Pronounce Fictitious Food Additives	79 79 30
23	Willingness to Help in a Medical Emergency	31 31 32 32
24	Checklists Improve Healthcare Outcomes 8 Lessons Learned from the Cockpit 8	35 35 36 37
25	Moving to the Head of the Line 8	39 39
26	Influencing Behavior by Design	93 93 93
27		97 98
28	Is the Sum of Food Safety Efforts Greater Than In Parts?	)9 )0
29	Making Food Safety Fun10The Fun Theory10The World's Deepest Garbage Bin10	)1

x Contents

	Positive Consequences Eat Negative Ones for Lunch	
	What Does This Mean to Food Safety?	
<b>30</b>	Role Modeling Food Safety	105
	Influencing Others to Wash Their Hands	105
	More Hand Wash Sinks or More Role Models	106
	The Findings	106
	What Does This Mean to Food Safety?	107
Coı	nclusion	109
Acl	knowledgment	111
Ref	erences	113