2018 Behavior Change Webinar Series
for Food Safety Educators

Partnership for Food Safety Education

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Welcome!

The Partnership for Food Safety Education develops and promotes effective education programs to reduce foodborne illness risk for consumers.

We are a non-profit organization that relies on grants and donations.

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

To ask a question, please use the question box on the right of the screen.

After the webinar, you will receive a brief survey. Please fill it out. Help us improve!

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Continuing Education Units

One hour CEU available from ANFP, CDR, NEHA & CPH-CE

- Download certificate from sidebar
- Follow-up email
- Download at fightbac.org under "Events" tab and "Webinar Recordings"

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

2018 Behavior Change Webinar Series
for Food Safety Educators

Speakers

Alexandra Bornkessel
Senior Strategist
RTI International

Kelley Dennings
Social Marketing Association
of North America

Moderator: Britanny Saunier
Director of Development
Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA Goals

- <u>Build</u> a stronger legacy and community of practice
- <u>Provide</u> assurance that our efforts are scientifically rigorous and informed by practice.
- <u>Facilitate</u> opportunities for networking and learning
- <u>Advocate</u> for the advancement and use of social marketing

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Join today and get involved!

- Attend a networking event
- Use the social marketing listserv
- Participate in webinars
- Join an "Ask the Expert" seminar
- Receive discounts on journals and conferences

Learn more at www.SMANA.org

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

With People, For People: Using Design Thinking to Influence Food Safety Behaviors


Alexandra Bornkessel
@socialbttrfly

RTI INTERNATIONAL

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Learning Objectives

- **Define** design thinking and identify how design research 'with people, for people' can benefit food safety behavior change programs.

- **Speak** to the design thinking methodology and identify some of the top tools a design thinker calls upon to create effective behavior change programs.

- **Adopt** a design thinker's mindset and consider integrating design thinking into your behavior change planning.

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA
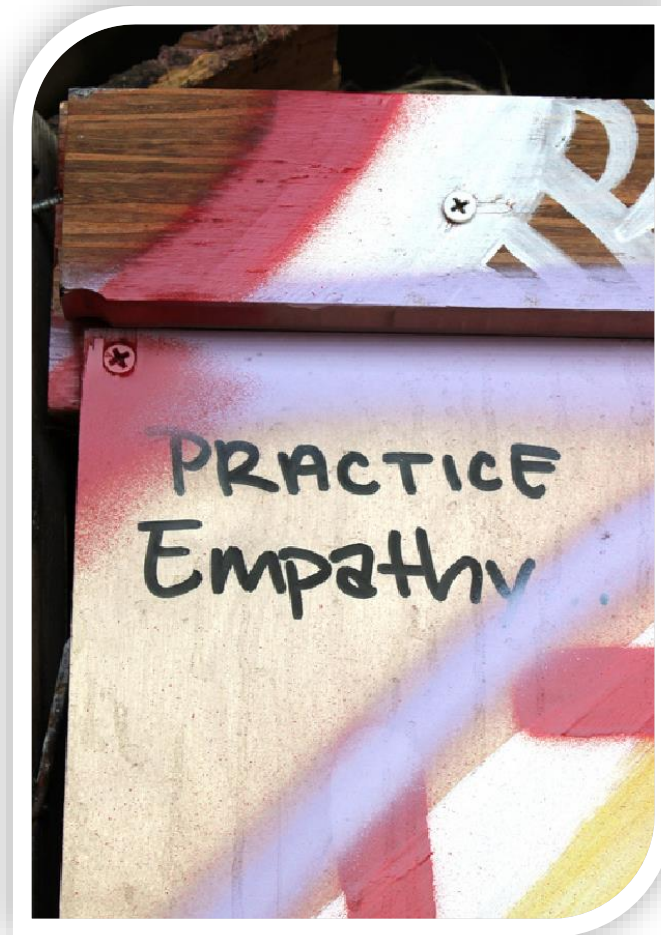
Start with mindset

What hats do you wear?

JOURNALIST   STRATEGIST   DESIGNER

MANAGER   TECHNOLOGIST   RESEARCHER

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Tool #1: Introducing *Six Thinking Hats*

- Provides a tool for team discussion and prompts individual thinking
- Challenges the brain during strategic planning
- Drives creative and effective brainstorming, efficiently
- Aides in problem solving

Tool #1: Introducing *Six Thinking Hats*

Facts

4 DAY THROW AWAY

Review idea based purely on the facts available

Feelings

Offer intuitive or instinctive gut reactions, based on feelings

Control

Facilitate thinking, plan and drive discussion

Make statements of provocation, investigation, see where a thought goes

Creativity

Identify benefits, seek harmony

Positive

Identify flaws and barriers, seek mismatch

Negative

Poll #1

What "hat" do you wear most when designing behavior change programs?

1. Gatekeeper
2. Champion
3. Researcher
4. Implementer
5. Evaluator

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

What is Design Thinking?

a creative process for problem solving with people, for people
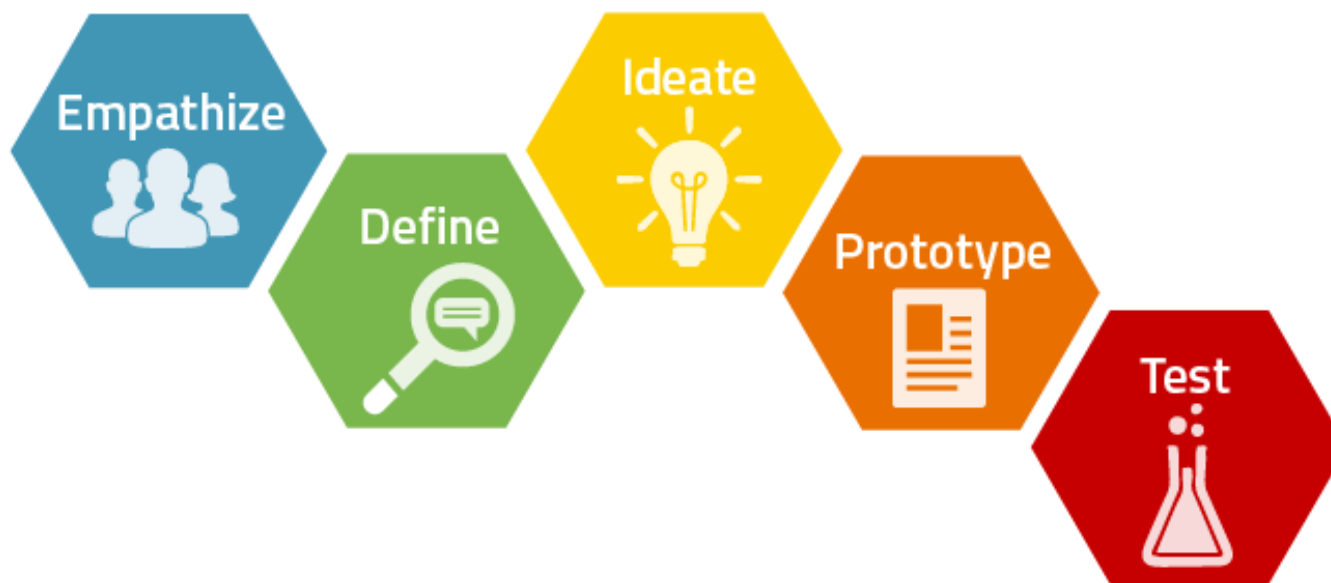
source: Stanford d.school

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION OF NORTH AMERICA

Design Thinking is a People-Centered Process for Innovation
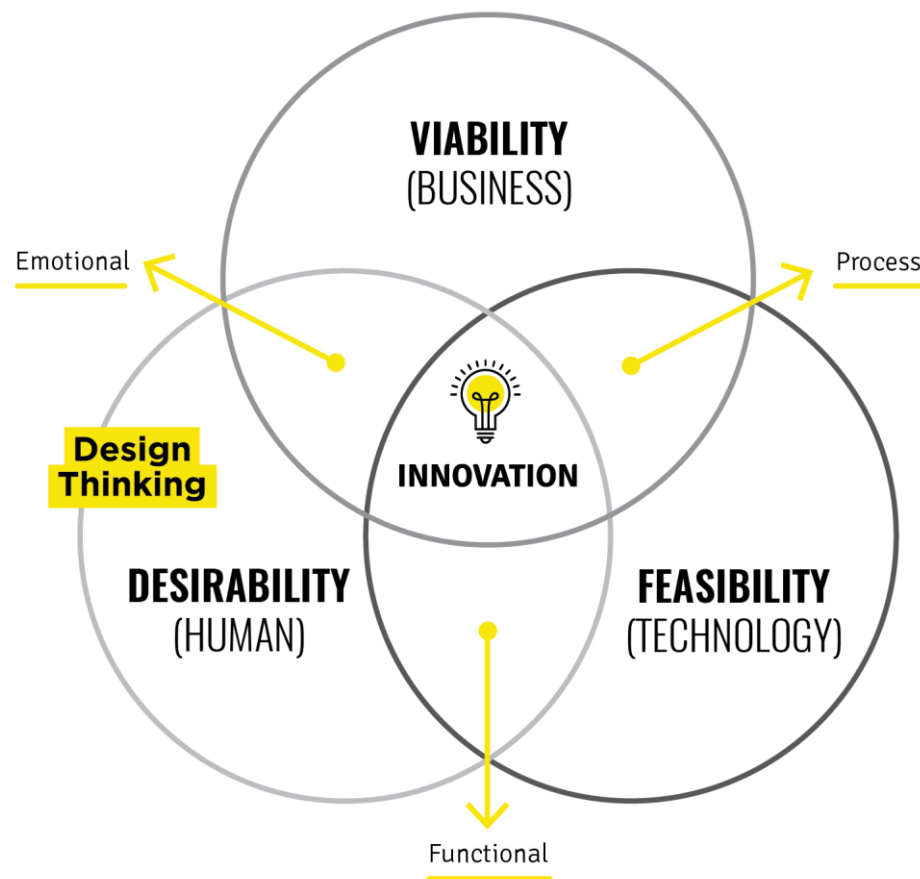
source:
grupoSothis.com

Design Thinking May Feel Uncomfortable

7 key mindsets:
1. Creative confidence
2. Make it
3. Learn from failure
4. Empathy
5. Embrace ambiguity
6. Optimism
7. Iterate, iterate, iterate

INSPIRATION
In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.

IDEATION
Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.

IMPLEMENTATION
Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.

source: ideo.org

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

7 Benefits of Participatory Research

1. Ensures culturally and logistically appropriate research
2. Enhances recruitment capacity.
3. Generates professional capacity and competence in stakeholder groups.
4. Results in productive conflicts followed by useful negotiation.
5. Increases the quality of outputs and outcomes over time.
6. Increases the sustainability of project goals beyond funded time frames and during gaps in external funding.
7. Creates systems changes and unanticipated projects and activities.

(Jagosh, MacAulay, Pluye, 2012)

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Design Thinking as New Scientific Method

"DT is a new way of thinking and approaching issues; in other words, DT is a human being-centered model of thinking...DT is based on three main pillars that support the herein discussed mindset, namely Empathy, Collaboration and Experimentation."

Design Thinking Isn't All or Nothing

"Core to design thinking is the notion that <mark>everyone has the potential to be highly creative</mark> and can learn to apply design-based approaches such as need-finding, brainstorming, prototyping, and iteration to unlock their creative potential."

IDEAS (Integrate, Design, Assess, and Share): A Framework and Toolkit of Strategies for the Development of More Effective Digital Interventions to Change Health Behavior

Monitoring Editor: Gunther Eysenbach

Reviewed by Grant Munro, Audie Atienza, and Malinda Peeples

Sarah Ann Mummah, MPhil,[][]1[]2 Thomas N Robinson, MPH, MD,[1,3] Abby C King, PhD,[1,4] Christopher D Gardner, PhD,[#1] and Stephen Sutton, PhD[#2]

[1]Stanford Prevention Research Center, Department of Medicine, Stanford University School of Medicine, Stanford, CA, United States
[2]Behavioural Science Group, Institute of Public Health, University of Cambridge, Cambridge, United Kingdom
[3]Stanford Solutions Science Lab, Department of Pediatrics, Stanford University School of Medicine, Stanford, CA, United States
[4]Division of Epidemiology, Department of Health Research & Policy, Stanford, CA, United States
Sarah Ann Mummah, Stanford Prevention Research Center, Department of Medicine, Stanford University School of Medicine, 1265 Welch Road, Stanford, CA, 94305-5411, United States, Phone: 1 650 723 7822, Fax: 1 650 725 6247, Email: sm885@cam.ac.uk

Author information ▶ Article notes ▶ Copyright and License information ▶ Disclaimer

This article has been cited by other articles in PMC.

Abstract
Go to: ⊡

Developing effective digital interventions to change health behavior has been a challenging goal for academics and industry players alike. Guiding intervention design using the best combination of approaches available is necessary if effective technologies are to be developed. Behavioral theory, design thinking, user-centered design, rigorous evaluation, and dissemination each have widely acknowledged merits in their application to digital health interventions. This paper introduces IDEAS, a step-by-ste...

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION OF NORTH AMERICA

Social Marketers Support Design Thinking

"Overall, the HCD tools from IDEO helped us see new opportunities for our framework, transform insights into actionable ideas, and increase the speed of producing a minimum viable product and gathering feedback on it from our customers...We believe that HCD tools are worth experimenting with when it comes to social marketing planning."

Applying Tools From Human-Centered Design to Social Marketing Planning

SAGE

Brian J. Biroscak[1,2], Tali Schneider[2], Dinorah Martinez Tyson[2], Claudia X. Aguado Loi[2,3], and Carol A. Bryant[2]

Abstract

In this "Tools From the Field" paper, we report our experiences using human-centered design (HCD), a process for using innovation as a means of developing more effective marketing offerings. The context for our use of HCD tools was a partnership with a new community committee. We combined elements of our previous social marketing frameworks -Community-Based Prevention Marketing (CBPM) for Program Development; CBPM for Policy Development–into a version better suited to address complex, dynamic problems that require a whole-systems perspective. Our product dev

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Poll #2

To what extent are you already integrating design thinking in your work?

1. Not at all
2. Not yet – but would like to
3. We were, but not anymore
4. Here and there – we're dipping our toes in!
5. All the time

Partnership for
Food Safety
Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Case Study: Vegethon

2018 Behavior Change Webinar Series
for Food Safety Educators

Partnership for Food Safety Education

SMANA
SOCIAL MARKETING ASSOCIATION OF NORTH AMERICA
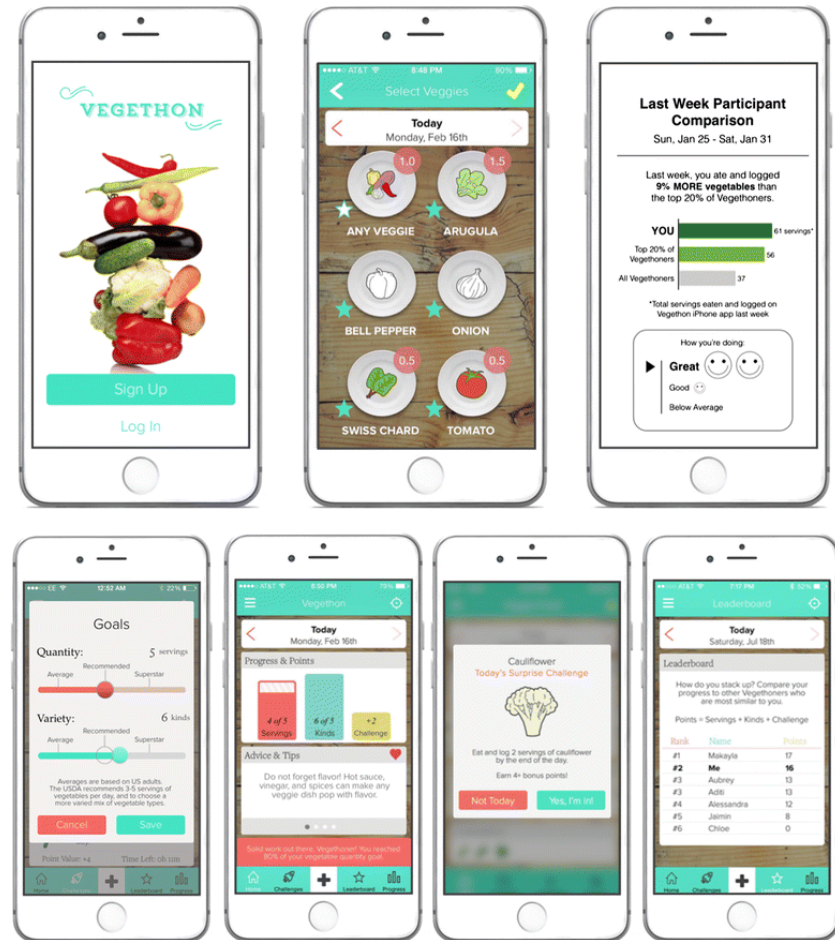
>> Case Study: Vegethon

- A health and diet app from Stanford School of Medicine.
- Enables the user to track their vegetable intake. The app includes leaderboards, daily and weekly challenges, and dietary tips.
- Through Vegethon, **creators developed the IDEAS framework**, one of the first frameworks that seeks to combine behavioral theory, design thinking and evaluation and dissemination.

Integrate insights from users and theory.			**DEsign** iteratively and rapidly with user feedback.				**Assess** rigorously.		**Share.**
1 Empathize with target users.	2 Specify target behavior.	3 Ground in behavioral theory.	4 Ideate implementation strategies.	5 Prototype potential products.	6 Gather user feedback.	7 Build minimum viable product.	8 Pilot potential efficacy and usability.	9 Evaluate efficacy in RCT.	10 Share intervention and findings.

The IDEAS Framework: A Checklist

1. EMPATHIZE
with target users

Gather qualitative insights from users (e.g., in-depth interviews, focus groups).

☐ **Craft qualitative research questions** around target users and behavioral goals (e.g., "How can a mobile app support overweight adults in eating healthier?")

☐ **Focus inquiry to uncover:** current health behaviors; technology usage and attitudes; needs, desires, motivations; daily successes and challenges in changing behaviors.

---

2. SPECIFY
target behavior

Translate broad behavioral goals into a highly specific target behavior (e.g., from "eating healthier" to "eating non-starchy vegetables 5 times per day"). Considerations:

☐ **Actionability:** Is the target behavior highly specific and countable?

☐ **Health impact:** Is there a strong evidence base for the target behavior?

☐ **Acceptability:** Does it align with formative research findings and user insights?

---

3. GROUND
in behavioral theory

Ground intervention in behavioral theory and evidence.

☐ **Gain familiarity with behavioral theory,** referencing Table 1 as a starting point.

☐ **Identify behavioral strategies** for possible inclusion, based on approaches best suited to intervention area of focus, target behavior, and target users.

---

4. IDEATE
implementation
strategies

Brainstorm creative strategies for translating theory and user insights into features.

☐ **Collect and draw inspiration** from wide and varied sources.

☐ **Conduct multiple, iterative brainstorming** sessions.

☐ **Focus idea generation** on features and user experience.

☐ **Quickly generate large numbers** of ideas and winnow down.

---

5. PROTOTYPE
potential products

Develop rough prototypes of ideas rapidly and iteratively.

☐ **Construct rough prototypes** (e.g., hand sketches, mockups, clickable prototypes).

☐ **Share, discuss, and improve** prototypes as a cross-sector team.

☐ **Iteratively winnow down** to the most promising prototypes.

The IDEAS Framework: A Checklist

6. GATHER
user feedback

Gather user feedback on prototypes through interviews and questionnaires. Uncover insights to inform product improvement.

- [ ] **Interest in overall product** and eagerness to use as part of regular routine.
- [ ] **Potential impediments** to regular use.
- [ ] **Suggestions for improvement** and unexpected new ideas.

7. BUILD
minimum viable product

Build a fully functional minimum viable product.

- [ ] **Build initial intervention** with only most essential features.
- [ ] **Iteratively make decisions** as app is constructed about user experience, visual design, backend logic, and health content.
- [ ] **Incorporate app analytics** to collect data on app usage patterns.

8. PILOT
potential efficacy and usability

Conduct a pilot test of the intervention.

- [ ] **Conduct small-scale evaluation** to test potential efficacy and refine study protocol.
- [ ] **Analyze usage behavior** to assess frequency, depth, and duration of use.
- [ ] **Use a questionnaire** to assess usability and satisfaction.
- [ ] **Conduct interviews** to understand user experiences.

9. EVALUATE
efficacy in RCT

Evaluate efficacy of product in a rigorous trial.

- [ ] **Conduct RCT** to assess efficacy in improving target health behavior.
- [ ] **Assess broader effect** on behavioral patterns and health risk factors.
- [ ] **Analyze potential moderators and mediators.**
- [ ] **Interpret data** from app analytics, usability questionnaires, and interviews.

10. SHARE
intervention and findings

Publish findings and disseminate intervention widely to populations that could benefit.

- [ ] **Publish** or otherwise disseminate findings to advance science and practice.
- [ ] **Enlist industry partners** to facilitate wide dissemination of intervention.
- [ ] **Analyze usage data** to understand product usage "in the wild".
- [ ] **Continue refining** product to increase potency and usability.

Vegethon's Toolkit of Behavioral Strategies

Toolkit of behavioral strategies using process motivation to guide intervention design.

Behavioral strategy	Description
Challenge	Maintain optimal levels of moderate challenge (ie, not too hard, not too easy)
Choice/control	Provide objective and perceived choice and control over one's environment and actions
Community	Provide social meaning (public recognition, identification with desirable group) for accomplishments
Competence	Provide immediate, frequent, clear, constructive, encouraging positive feedback following success
Competition	Facilitate social comparison and competition among individuals, groups, or teams
Context	Embed intervention into real/imaginary contexts with stories/characters
Curiosity	Provide sensory (color, taste, sound) and cognitive (mystery) curiosity and surprise
Growth mindset	Cultivate belief that behaviors/preferences (eg, for foods, activity levels) are malleable with effort
Identity	Facilitate an identity shift related to the behavior change (eg, someone who is now a runner)
Personalization	Personalize intervention using an individual's name and personally relevant content
Pride	Cultivate pride and a sense of accomplishment
Piggybacking	Engage individuals in social movements (eg, animal rights) to harness deeper values
Reframing	Cast the purpose of a behavior in a more positive light to improve thoughts or feelings about it
Taste	Emphasize the taste and texture of healthier foods
Teamwork	Facilitate cooperation and teamwork among individuals, groups, or teams

Sample Behavior Change Techniques

| Behavior Change Technique	Definition	Intervention component and description
1.1. Goal setting (behavior)	Set or agree on a goal defined in terms of the behavior to be achieved	Goals: select daily goals for number of servings and types of vegetables to consume
1.6. Discrepancy between current behavior and goal	Draw attention to discrepancies between current behavior and previously set behavioral goals	Progress & points; progress: bar graphs showing the discrepancy between goals and recorded consumption
1.9. Commitment	Ask the person to affirm or reaffirm statements indicating commitment to change the behavior	Surprise challenges: users are prompted to select "I'm in!" to affirm their commitment to undertake a surprise challenge
2.2. Feedback on behavior	Monitor and provide informative or evaluative feedback on performance of the behavior	In-app notifications: notifications when users reach 100 % of their daily goal or a 3-day or 7-day vegetable logging streak
2.3. Self-monitoring of behavior	Establish a method for the person to monitor and record their behavior	Select veggies: self-monitoring of vegetable servings and kinds consumed
4.1. Instruction on how to perform a behavior	Advise or agree on how to perform the behavior	Advice & tips: information on how to cook or prepare different vegetable types, and ideas for completing challenges

Pilot Randomized Controlled Trial

Participants

- A total of 17 overweight adults aged 42.0 (SD 7.3) years with a body mass index (BMI) of 32.0 (SD 3.5) kg/m² were randomized to the use of Vegethon or a wait-listed control condition.
- All participants were recruited from an ongoing 12-month weight loss trial (parent trial).

Results

- Consumption of vegetables was significantly greater among the intervention versus control condition at the end of the 12-week pilot.
- Among secondary outcomes, there was significantly greater consumption of green leafy vegetables, cruciferous vegetables, and dark yellow vegetables.
- Participants reported positive experiences with the app, including strong agreement with the statements "I have found Vegethon easy to use" and "I would recommend Vegethon to a friend".
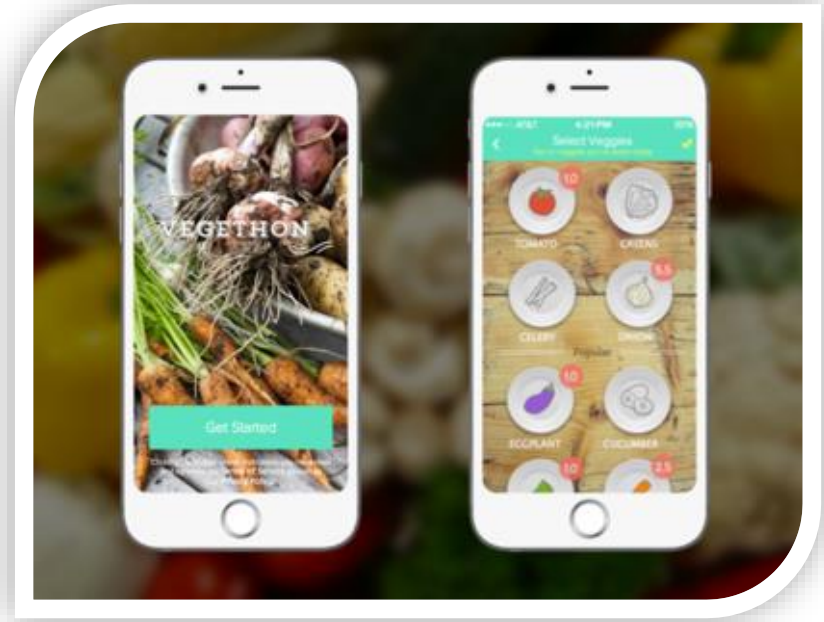
Tools

Tool #2: **Challenge Statement**

How might we use design thinking to influence food safety behaviors?
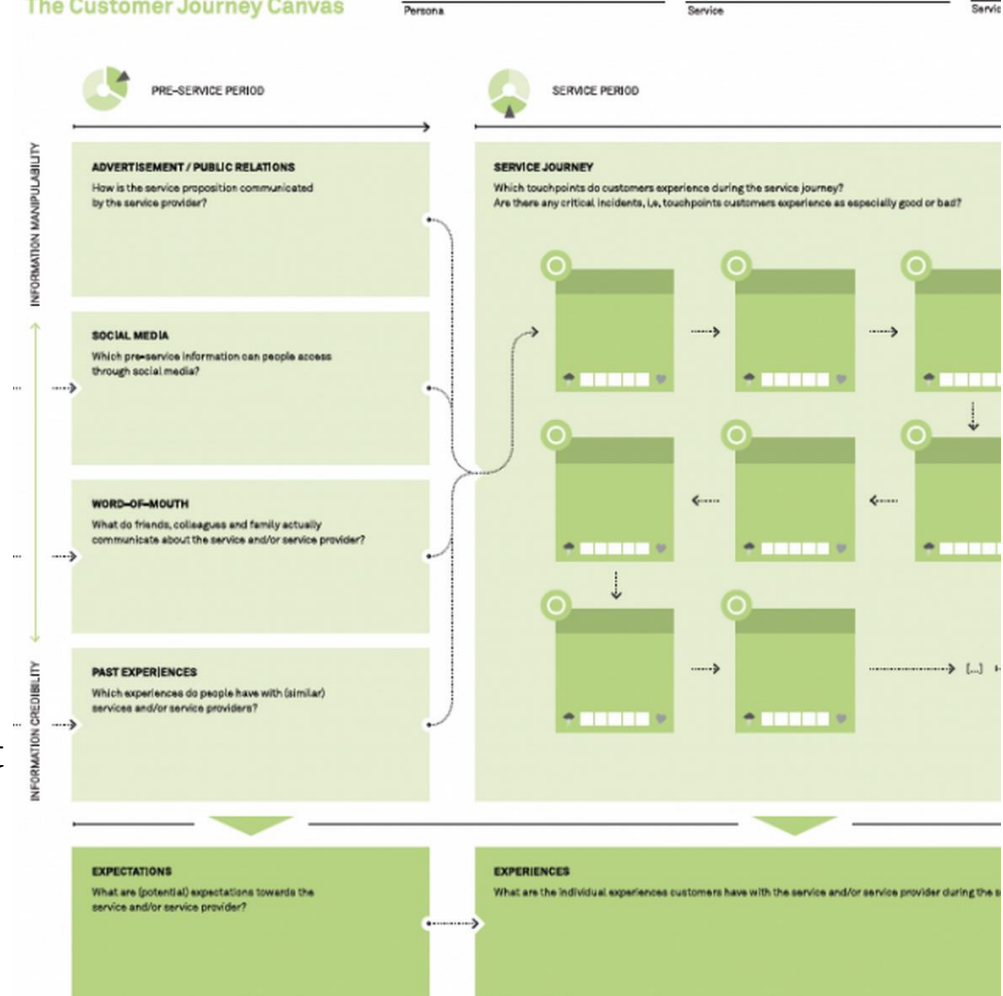
Tool #3:
Journey Mapping

Definition

- Journey maps are a visual display that identifies the different touch points or moments that characterize a person's interactions with a product, service or decision point.

Benefits

- Helps you understand the full context of the elements involved.
- Uncovers additional opportunities to reach and engage people.


The Customer Journey Canvas

Partnership for Food Safety Education

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Tool #3: Example

How might we better understand how families experience a behavior (e.g. preparing and retrieving leftovers)?

Get Started:

- **Individual sketching and brainstorming.** On a piece of paper, draw 12 large squares. Write in a starting point and an ending point. Based on what you know, fill in the steps. Review your work to identify what assumptions are present.
- **Teamwork.** At an upcoming meeting, use a whiteboard and as a team, develop a journey map. Discuss potential scenarios and experiences. Document what you learn.
- **Co-design.** Provide a blank or complete journey map to people you serve. Invite their input in creating, discussing and responding to the map.
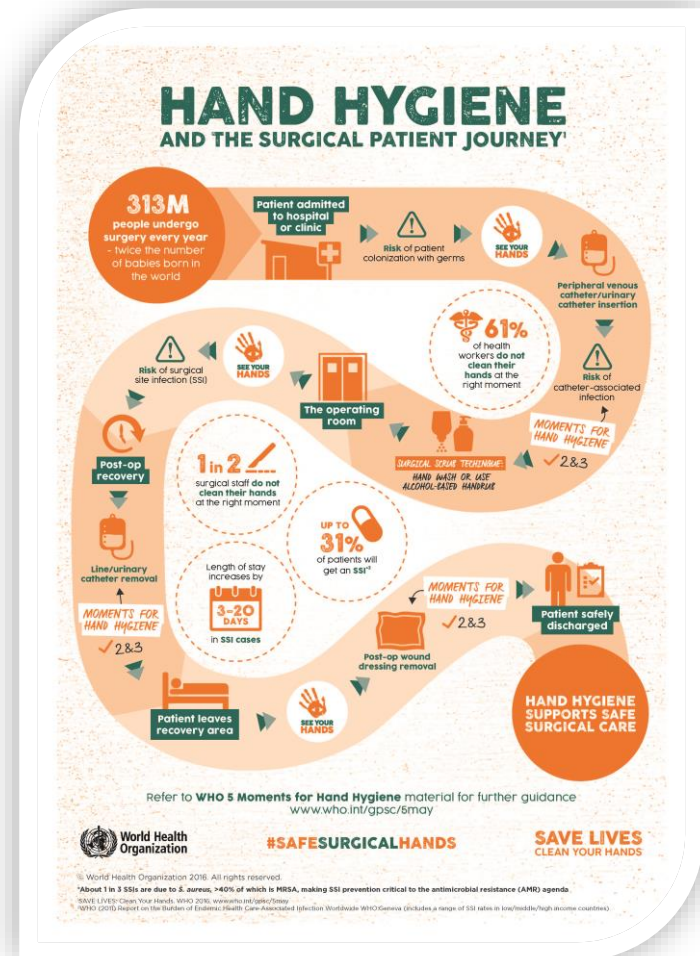
Tool #4: Personas

Definition

- Personas are fictional characters we create that depict different audience clusters or segments.
- Human-like snapshots based on research that depict user groups who exhibit similar attitudes, goals and behaviors.

Benefits

- Provides a clear picture of specific user types that everybody can focus on and align around.
- Encourages behavior change programs to think beyond using solely demographic data for audience segmentation.
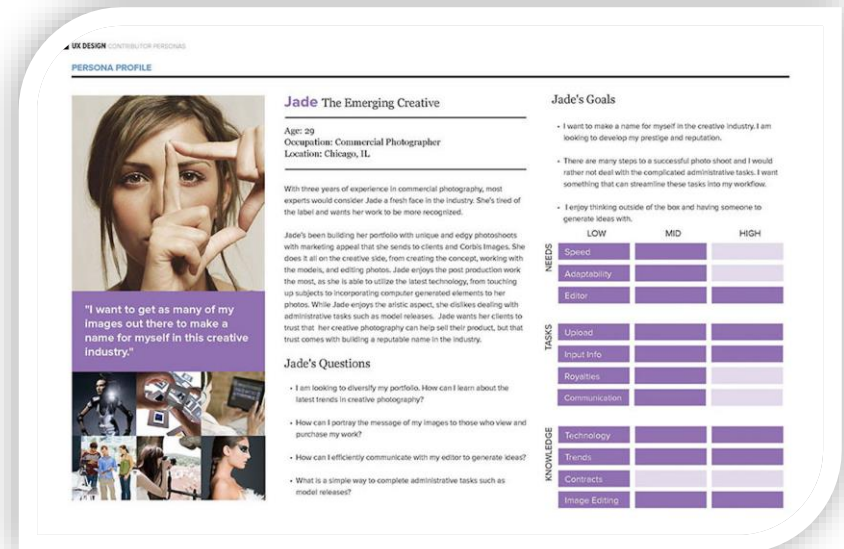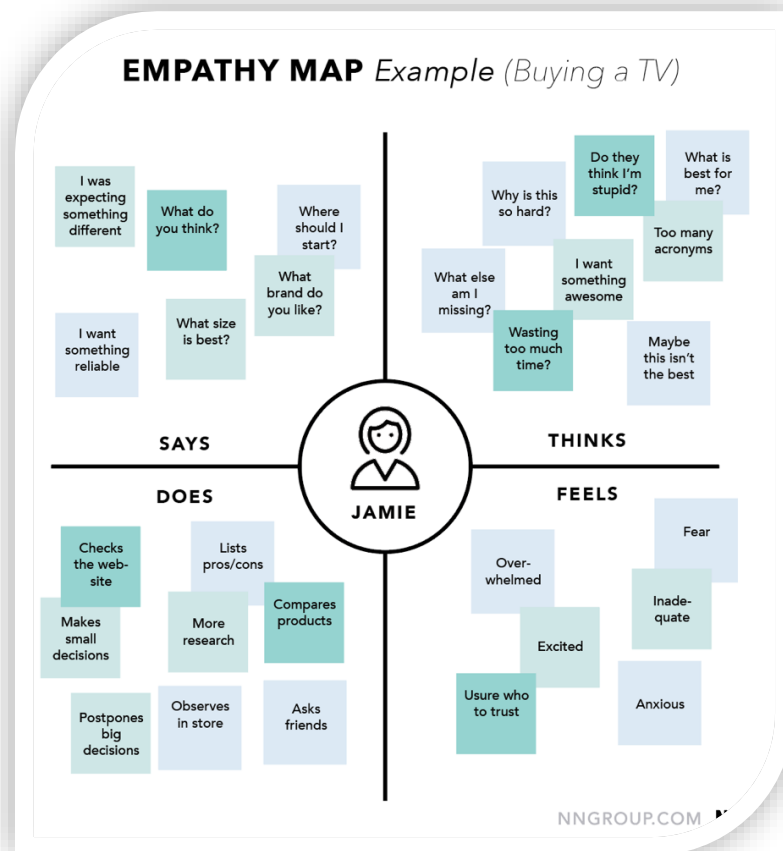
Tool #4: Example

How might we better describe, think about and relate to people we serve (e.g. to families trying to extend the life of prepared meals)?

Get started:

- **Research Gathering.** This includes desk research such as literature and environmental scans, as well as user interviews, field studies, diary entries, listening sessions or qualitative surveys.

- **Empathy Maps.** Start by identifying what you know about the people you serve. This quick sketch can be a starting point for what is included in the persona. It can also be a way to aggregate and analyze qualitative data.

- **Jobs-to-be-Done.** As you move from the empathy map to your persona, think about the goals of the people you serve through a "jobs-to-be-done" lens.

EMPATHY MAP *Example* (Buying a TV)

SAYS: I was expecting something different / What do you think? / Where should I start? / What brand do you like? / I want something reliable / What size is best?

THINKS: Why is this so hard? / Do they think I'm stupid? / What is best for me? / Too many acronyms / What else am I missing? / I want something awesome / Wasting too much time? / Maybe this isn't the best

JAMIE

DOES: Checks the web-site / Lists pros/cons / Makes small decisions / More research / Compares products / Postpones big decisions / Observes in store / Asks friends

FEELS: Fear / Over-whelmed / Inade-quate / Excited / Usure who to trust / Anxious

NNGROUP.COM

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION OF NORTH AMERICA

Tool #5: Prototyping

Definition

- Prototypes are tangible iterations of a concept. They can range from lo- to high fidelity in quality: from a sketch drawing to an interactive landing page and beyond.

Benefits

- Conveys abstract ideas more concretely.
- Offers the ability to get more immediate feedback, compared to awaiting long development timelines.
- Enables organization to fail fast, learning what concepts and features may not resonate.
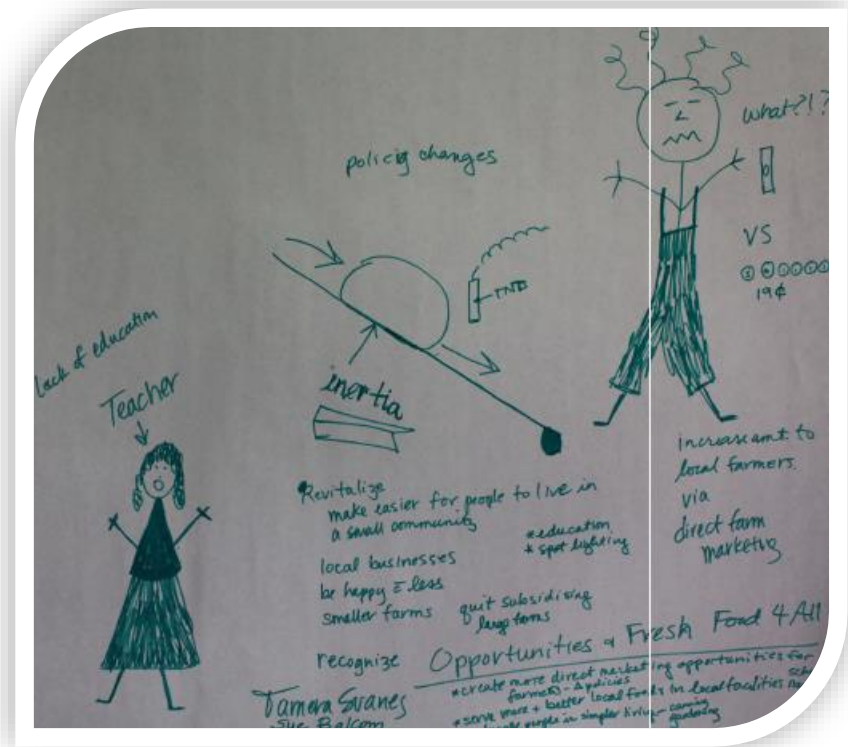

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Tool #5: Example

How might we generate more ideas, better solutions and fail fast (in support of families during mealtime)?

Get started:

- **Think visual.** Keep post-its, markers and whiteboards by your side. Draw, sculpt, build and collage. Encourage the team to think and interact in more visual ways.

- **Storyboard.** A quick, lo-fidelity prototype, a storyboard can help you visualize your conceptual idea from start to finish. Challenge yourself to draw it. Act it out for feedback.

- **Iteration.** Refine and develop your prototype, continuing to get input and feedback from the people it'll serve. Test the solution through an initial pilot effort.

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Poll #3

What's your greatest barrier to adopting design thinking?

1. Lack of time
2. Lack of resources
3. Lack of support/understanding
4. Don't know where to start
5. Skeptical of its promise

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

References

- Cargo M, Mercer SL. The Value and Challenges of Participatory Research: Strengthening Its Practice. Annual Review of Public Health. 2008;29(1):325–50.
- Ideo.org. The Field Guide to Human-Centered Design. 2015. Accessed June 13, 2018 at: http://www.designkit.org/resources/1.
- Jagosh, J.; A.C. MacAulay & P. Pluye. Uncovering the Benefits of Participatory Research: Implications of a Realist Review for Health Research and Practice/ *Milbank Quarterly*, Vol. 90, No. 2. (June 2012), pp. 311-346.
- Lefebvre, R.C. Shifting from Problem Describers to Solution Seekers. On Social Marketing and Social Change. August 7, 2013. Accessed September 4, 2013 at: http://socialmarketing.blogs.com/r_craiig_lefebvres_social/2013/08/shifting-from-problem-describers-to-solution-seekers.html.
- Lefebvre, R.C. (2013) Social marketing and social change: Strategies and tools for improving health, well-being and the environment. San Francisco: Jossey-Bass.
- Mummah, S. A., Robinson, T. N., Mathur, Maya. Farzinkhou, Sarah. Sutton, Stephen. Gardner, Christopher D. (2017) Effect of a mobile app intervention on vegetable consumption in overweight adults: a randomized controlled trial. *International Journal of Behavioral Nutrition and Physical Activity*, *14:125*. https://doi.org/10.1186/s12966-017-0563-2
- Mummah SA, King AC, Gardner CD, Sutton S. Iterative development of Vegethon: a theory-based mobile app intervention to increase vegetable consumption. *International Journal of Behavioral Nutrition and Physical Activity*. 2016;13:90. pmid:27501724
- Mummah, S. A., Robinson, T. N., King, A. C., Gardner, C. D., & Sutton, S. (2016). IDEAS (Integrate, Design, Assess, and Share): A Framework and Toolkit of Strategies for the Development of More Effective Digital Interventions to Change Health Behavior. *Journal of Medical Internet Research*, *18*(12), e317. http://doi.org/10.2196/jmir.5927

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Resources

Many of the resources shared today (and more) are available as a Twitter stream, at http://bit.ly/DTfoodsafety.

Alexandra Bornkessel
@socialbttrfly

Questions?

http://evaluationguide.fightbac.org
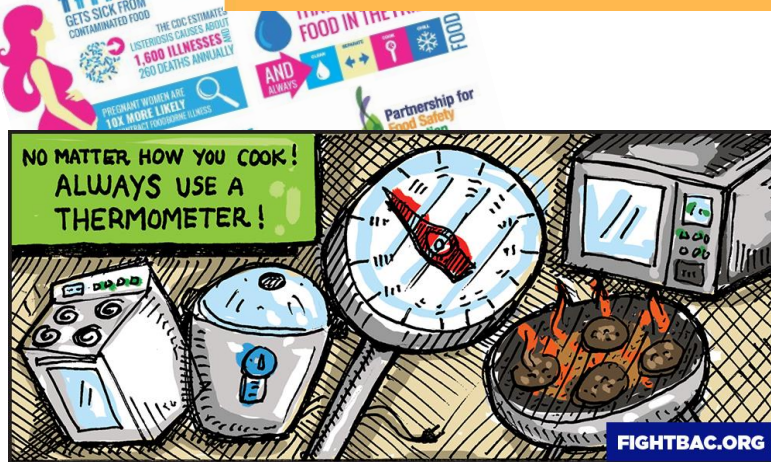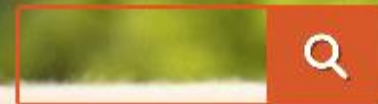
2018 Behavior Change Webinar Series
for Food Safety Educators

We thank our Sponsoring Partners

2018 Behavior Change Webinar Series
for Food Safety Educators

2018 PFSE Partners

Academy of Nutrition and Dietetics
American Beverage Association
American Frozen Food Institute
Association of Food and Drug Officials
Cargill, Inc.
Center for Food Integrity
Conagra Brands
Consumer Federation of America
Food Marketing Institute Foundation
International Association for Food Protection
International Dairy-Deli-Bakery Association
International Food Information Council Foundation
McDonald's Corporation
Meijer, Inc.
National Chicken Council
National Grocers Association

National Pork Board
National Restaurant Association
National Turkey Federation
North American Millers' Association
NSF International
Produce Marketing Association
Publix Super Markets Charities
Tyson Foods
United Fresh Produce Association
Wegmans

Federal Government Liaisons
Centers for Disease Control and Prevention
U.S. Food & Drug Administration, CFSAN
U.S. Department of Agriculture, FSIS FSES
U.S. Department of Agriculture, NIFA

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Continuing Education Units

FINAL REMINDER

Get your CEU certificate – 3 ways
1. Download certificate from sidebar now
2. Follow-up email
3. Download at fightbac.org under "Events" tab and "Webinar Recordings"

2018 Behavior Change Webinar Series
for Food Safety Educators

Partnership for Food Safety Education

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Review Us on Great Nonprofits!

Please help PFSE achieve a
Great Nonprofits Top-Rated Award!

- If you love our free webinars, write a review of your experience!
- It's easy – takes just three minutes!

GreatNonprofits.org

2018 Behavior Change Webinar Series
for Food Safety Educators

2018 Behavior Change Webinar Series
for Food Safety Educators

Hold the Date!

From Consumers to Chefs

FOOD SAFETY EDUCATION MATTERS

MARCH 6-8, 2019

Partnership for Food Safety Education

2018 Behavior Change Webinar Series
for Food Safety Educators

SMANA
SOCIAL MARKETING ASSOCIATION
OF NORTH AMERICA

Survey

A **survey** will pop up immediately following this webinar.

Please respond to it.

Then we'll know how to serve you better!

Thank you!

Partnership for Food Safety Education

SMANA
SOCIAL MARKETING ASSOCIATION OF NORTH AMERICA

Thank you!

Alexandra Bornkessel
Senior Strategist, RTI International
abornkessel@rti.org

Kelley Dennings
Social Marketing Association of North America
ContactSMANA@gmail.com

Britanny Saunier
Director of Development, Partnership for Food Safety Education
bsaunier@fightbac.org

2018 Behavior Change Webinar Series
for Food Safety Educators