

STORYBOARDS

Materials available on-line...

- No Bare Hand Contact with Ready-to-Eat Food
- Employee Health
- Proper Handwashing
- Prevention of Cross-Contamination
- Proper Holding of Time-Temperature Control for Safety Foods
- Proper Cooling of Time-Temperature Control for Safety Foods
- And more...

Continue to check out the website for the most up-to-date posters!



www.fda.gov/foodemployeetraining

Available in: Arabic, English, Hindi, Korean, Russian, Simplified Chinese, Traditional Chinese, Spanish and Vietnamese

QUESTIONS? Call or e-mail a FDA Retail Food Specialist...

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ORAL CULTURE LEARNER PROJECT



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WHAT IS...

ORAL CULTURE TRAINING? And why should I use it?

Have you ever wondered why despite your best training efforts, employees sometimes fail to implement proper food safety practices on a continuous basis? Or why your current training program fails to change behavior? FDA's Oral Culture Learner Project (OCLP) may provide the tools you are looking for.



The OCLP, based on research by Donna Beegle, Ed.D., suggests that food employees are predominately "oral culture learners." That means they place greater emphasis on emotion and being able to personally relate to the information being presented. They process many ideas at once; however, they like to focus on the big picture, not the details. They typically learn better if taught in the kitchen where the concepts will be applied.

In contrast, print culture learners do not require a personal connection to the information being presented. They are motivated by facts and usually seek out new information by looking for written material (a book or article) on the subject. They could receive training in a classroom setting or on a computer and apply the concepts learned in the kitchen.

Note: Food safety materials directed at oral culture learners use a minimum of text, relying on photographs, drawings, or storytelling to help food employees understand the consequences of not following safe food preparation practices.

The Problem...

The majority of food safety training materials and instructional methods commonly in use today are designed by and for print culture learners.

The Solution...

To ensure control of the foodborne illness risk factors (i.e. poor personal hygiene, improper holding and cooling temperatures, inadequate cooking temperatures, contaminated equipment/cross-contamination, and food from unsafe sources), the desired food safety practices or procedures must be taught in an easily understood and compelling way.

The OCLP materials supplement traditional training materials that describe safe preparation practices or regulatory requirements by providing a vital missing piece to the oral culture learning process – a personal connection to the desired behavior and practices expected.



ABOUT THE MATERIALS...

Storyboards

Describe foodborne illness outbreaks from the perspective of the food employees who caused the outbreaks.



Telling the story from this perspective allows the food employee to share his/her feelings about the mistake and the resulting consequences. This helps "put a face" on food safety.

Cause and effect posters

Show good and bad practices and the outcome of each.

Video testimonials

By having victims of foodborne illness share their experiences on camera, the importance of food safety is personalized and emphasized. The expectation is that these videos will be coupled with an explanation of the desired behaviors and practices.

EXPECTED OUTCOMES...

Preliminary results of the project suggest that using stories, sayings and pictures with few words, and vivid examples allows food employees to "feel" the impact of their behavior and better understand "why" following proper behaviors and practices are important to preventing foodborne illness.

