



Food Safety Culture: The Journey Continues

May 9, 2024

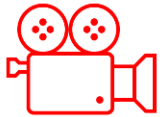
Moderator: Vanessa Coffman, PhD



Alliance to
Stop
Foodborne Illness



Housekeeping



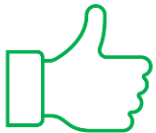
This event is being recorded and will be posted on the STOP website and YouTube.



You can **earn 1 continuing education credit** for this webinar, and 1 each in the series. A form will be attached to a follow-up email and can be found on the STOP website.



Virtual attendees will be muted. Please **use the Q&A function** to ask questions. Those in the room, please raise your hand and a mic will be passed to you.



Virtual attendees can **“up vote” a question**. We may not be able to get to all of them.

Topics In Review

- 1: Addressing Food Safety Culture as a Science - Not a Slogan
- 2: Making Leaders Risk Aware and Push to Reduce Risk
- 3: Building a Coalition of FS Culture Champions Across your Organization
- 4: What More Do You Want to Know About Food Safety Culture? LIVE from IAFP
- 5: Rewards & Recognition Programs that Drive Positive Food Safety Culture
- 6: Food Safety Culture Learning: It's More Than Checking the Boxes
- 7: Live from the Food Safety Summit: Measure what you treasure
- 8: Facing Food Safety Challenges through Culture and Adaptability
- 9: Food Safety Culture: Storytelling to Shape, Reinforce, and Inspire
- 10: Food Safety Culture: Are Food Safety Management Systems Enough?
- 10+1: Food Safety Culture: The journey continues

Welcome

The series in review

Q&A

Closing and what's next

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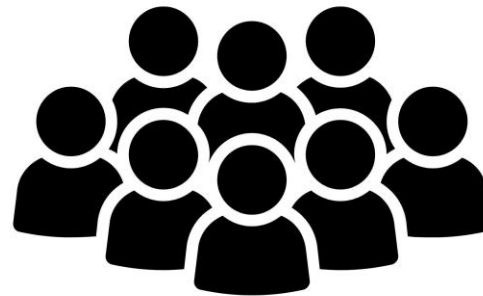
The series in review

Q&A

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Audience Size & Engagement

22,592 Total registrants
9,495 Unique registrants



Welcome

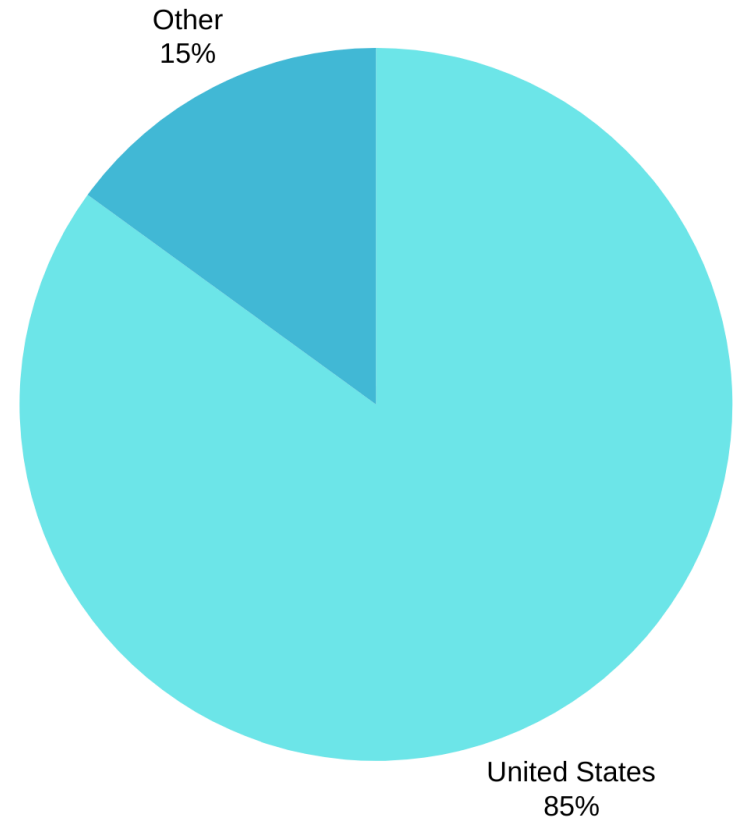
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Country Participation

Of the total **10,861** attendees of the series, **85% (9,207)** were from the **United States**.



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The series in review

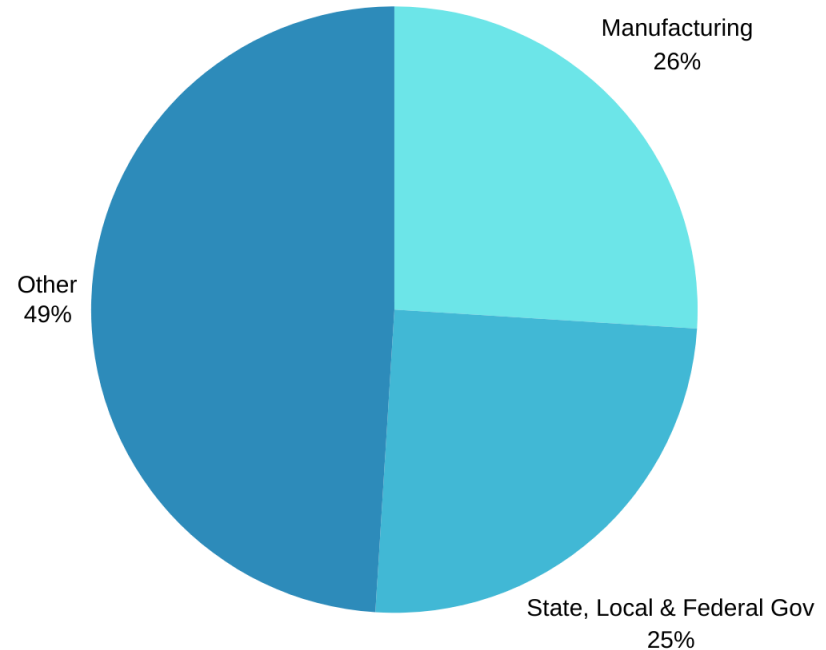
Q&A

Closing and what's next

Industry Representation

Of those who attended the webinars (10,861), 69% identified which industry they work in.

Of these attendees with industry data submitted, **26%** work in **manufacturing** and **25%** in **state, local, or federal government**.




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The thumbnail shows a video player interface with a circular inset of a person speaking. Text on the right side of the thumbnail includes: "Addressing Food Safety Culture as a Science- Not a Slogan", the "Alliance to Stop Foodborne Illness" logo, and "Webinar #1". Logos for the FDA and the Alliance are also visible.

FDA & Alliance Webinar Series

The Alliance to Stop Foodborne Illness
8 videos 113 views Last updated on Mar 13, 2024

⋮ ↗ ⋮

▶ Play all 🔀 Shuffle

The U.S. Food and Drug Administration and Stop Foodborne Illness, a non-profit public health organization, host a collaborative 10-part webinar series that explores food safety culture.

YouTube Viewership

In total, the webinar series has been viewed **12,201 times** on YouTube.

This represents a total of **3,179 hours**.



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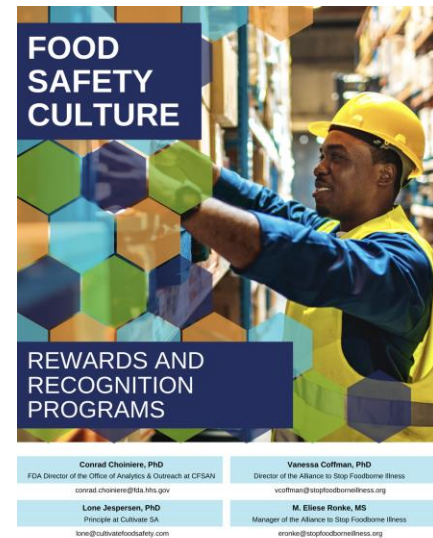
Q&A

Closing and what's next

Continuing Education Credits & Whitepapers

Been able to offer **10 NEHA-accredited continuing education credits.**

And published **7 whitepapers.**



Questions, Answers, and Discussion

Virtual: Type your questions into the Q&A and up-vote those you would like answered.

In-person: Raise your hand. Please state your name and affiliation before your question.





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Foodborne Illness



Thank You!

While you wait for webinar 2.0:

- Submit a nomination for the 2024 class of 40 Food Safety Professionals Under 40 (Applications open **June 7th**)
- Check out the Alliance's award-winning Toolkit
- Watch any of the webinars you may have missed



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