

WSGW RADIO PRESENTATION

“Delivering Effective Food Safety Education”

February 27, 2018

This month the Environmental Health Division of the SCDPH was awarded a food safety grant from the Michigan Department of Agriculture and Rural Development for approximately \$7,000. The mini-grant is similar to the grant that inspired our partnership with WSGW that just entered its eighth year of collaboration.

The title of the grant proposal is “Delivering Effective Food Safety Education in a Social Media Driven World.”

SCDPH-EH offers Food Code training to food service workers upon request of establishment owners/operators. Over the past three years, only 113 individuals have participated in Food Code trainings offered by the department.

Project Description:

The plan is to partner with a local high school to develop eight 90 to 120-second videos providing instruction on the most frequently cited violations in Saginaw County food service establishments. Environmental Health Specialists will develop scripts with targeted messaging related to each of the eight most frequently cited violations. The first part of each video will consist of scenarios depicting violations and/or corrections, with the last 20 seconds conveying the overall food safety education point. The licensed kitchen at the Saginaw Career Complex (SCC) will be used as a set location. Students from SCC’s nationally recognized culinary program will be cast to perform scripted vignettes depicting the message for each violation. A Hemlock High School student, Chris Kaufmann, will record the videos using music, creative editing and production techniques, as well as humor, to create an entertaining and informative series of training videos designed to be posted on social media sites. SCDPH-HPCD staff will be responsible for marketing and posting the videos on the department’s YouTube channel, Facebook, Twitter, etc., as well as the Health Department’s website. The videos would be shared with other local health departments throughout the state to further the educational goals of this proposal. The training would be available to food service workers at their convenience – accessible day or night. Short videos would be designed to entertain and inform all while taking no more than a couple minutes per “training session”. The release of training videos would be staggered over the summer to allow for maximum exposure for each training topic.

Outcomes and Measures of Effectiveness

SCDPH hopes to reach 1,000 more people with relevant training material than previous traditional methods, where we have seen attendance drop in recent years. Monitoring the number of views, shares, likes, etc., will determine if more people have accessed the food safety training. A thorough evaluation would take place in the year following grant activities, when another intern project would determine if there has been a reduction in the top eight observed Priority/Priority foundation violations. Viewers will be encouraged to complete a survey to determine acceptance and/or satisfaction with the training materials.