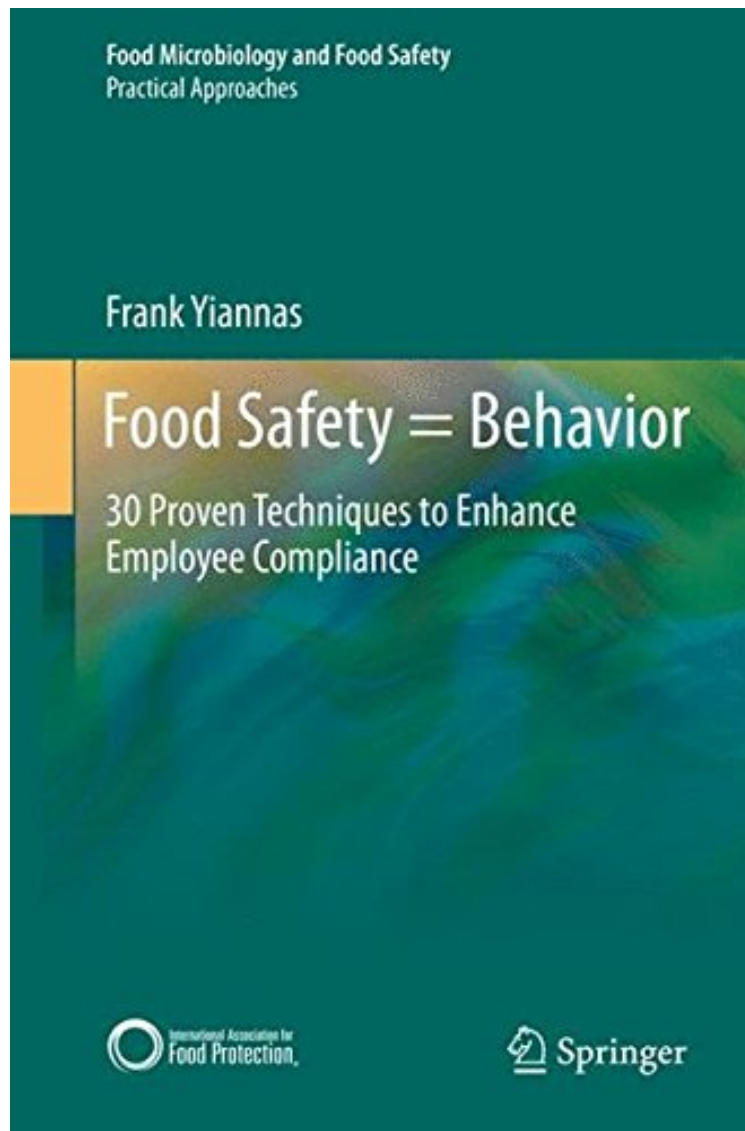


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## **Food Safety = Behavior: 30 Proven Techniques to Enhance Employee Compliance (Food Microbiology and Food Safety)**

*Frank Yiannas*

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**Frank Yiannas : Food Safety = Behavior: 30 Proven Techniques to Enhance Employee Compliance (Food Microbiology and Food Safety)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Food Safety = Behavior: 30 Proven Techniques to Enhance Employee Compliance (Food Microbiology and Food Safety):

0 of 0 people found the following review helpful. Very thoughtful book and new ideas that could reduce food safety risk. By Hal King, Ph.D. Food Safety = Behavior by Frank Yiannas (Springer) is a well written book that uses the concepts of the behavioral sciences to propose new thinking in the how to of food safety compliance (defined as reducing risk of causing foodborne diseases), important for the food industry. It goes without saying that the author is a leader in the area of food safety, and a credible source of innovation due to years of successful implementation of food safety principals in the food industry; also previously establishing the importance of food safety culture to compliance in his first book, Food Safety Culture (Springer). However, in this new book, the author establishes successful concepts in changing and sustaining peoples actions in other situations; each that he then proposes (via helpful What does this mean to food safety content in each chapter) as techniques for implementation. Although the book is short in page numbers, it is long on thought-provoking concepts, many of which must be tested and applied to fully validate their value, but the history of their success in the numerous examples provided suggest the effort is worth being made when lives are at stake. 0 of 0 people found the following review helpful. This is an unusually useful and practical book written for members of the food ... By Steven Sklare This is an unusually useful and practical book written for members of the food safety industry. Anyone involved in food safety, whether a manager, trainer, 2nd or 3rd Party Auditor or regulatory will benefit from reading this book. 0 of 0 people found the following review helpful. I found this book to be very informative about human ... By Gertie I found this book to be very informative about human behavior, but especially interesting in how those behaviors can relate to food safety.

This book helps in Achieving food safety success which requires going beyond traditional training, testing, and inspectional approaches to managing risks. It requires a better understanding of the human dimensions of food safety. In the field of food safety today, much is documented about specific microbes, time/temperature processes, post-process contamination, and HACCP things often called the hard sciences. There is not much published or discussed related to human behavior often referred to as the soft stuff. However, looking at foodborne disease trends over the past few decades and published regulatory out-of-compliance rates of food safety risk factors, its clear that the soft stuff is still the hard stuff. Despite the fact that thousands of employees have been trained in food safety around the world, millions have been spent globally on food safety research, and countless inspections and tests have been performed at home and abroad, food safety remains a significant public health challenge. Why is that? Because to improve food safety, we must realize that its more than just food science; its the behavioral sciences, too. In fact, simply put, food safety equals behavior. This is the fundamental principle of this book. If you are trying to improve the food safety performance of a retail or food service establishment, an organization with thousands of employees, or a local community, what you are really trying to do is change peoples behavior. The ability to influence human behavior is well documented in the behavioral and social sciences. However, significant contributions to the scientific literature in the field of food safety are noticeably absent. This book will help advance the science by being the first significant collection of 50 proven behavioral science techniques, and be the first to show how these techniques can be applied to enhance employee compliance with desired food safety behaviors and make food safety the social norm in any organization.

From the Back Cover Achieving food safety success in todays changing food system requires going beyond traditional training, testing, and inspectional approaches to managing risks. It requires a better understanding of the human dimensions of food safety. In the field of food safety today, there is much documented about specific microbes, time/temperature processes, post-process contamination, and HACCP things often called the hard sciences. There is not much published or discussed related to human behavior often referred to as the soft stuff. However, looking at foodborne disease trends over the past few decades and published regulatory out-of-compliance rates of food safety risk factors, its clear that the soft stuff is still the hard stuff. Despite the fact that thousands of employees have been trained in food safety around the world, millions have been spent globally on food safety research, and countless inspections and tests have been performed at home and abroad, food safety remains a significant public health challenge. If you are trying to improve the food safety performance of an organization, industry, or region of the world, what you are really trying to do is change peoples behaviors. Simply put, food safety equals behavior. This truth is the fundamental premise upon which this entire book is based. The ability to influence human behavior is well documented in the behavioral and social sciences. However, significant contributions to the scientific literature in the field of food safety are noticeably absent. This book will help advance the science by being the first significant collection of 30 proven behavioral science techniques, and be the first to show how these techniques can be applied to enhance employee compliance with desired food safety behaviors and make food safety the social norm in any organization. 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. About the Author: In addition to working for well-known

global brands, Frank Yiannas is the author of *Food Safety Culture: Creating a Behavior-Based Food Safety Management System*, Past President of the International Association for Food Protection, and recipient of the 2007 NSF Lifetime Achievement Award for Leadership in Food Safety. About the Author In addition to working for well-known global brands, Frank Yiannas is the author of *Food Safety Culture: Creating a Behavior-Based Food Safety Management System*, Past President of the International Association for Food Protection, and recipient of the 2007 NSF Lifetime Achievement Award for Leadership in Food Safety.