

Emerging and novel food safety risk communication tools and approaches: Social media and secret shopping

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Financial disclosure

- **Current projects:**
 - **USDA NIFA**
 - **USDA ARS**
 - **Center for Produce Safety**
 - **NC Department of Instruction**
- **Past projects**
 - **NC Tobacco Trust Fund**



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Eat My TV @eatmytv 43m
Chipotle to Employees: Do Not
Come to Work If You Are Sick
eater.com/2016/2/8/10940...

Details



Izzy @lizzy_tweets 44m
[@71LaAlina](#) if I do get sick my
medical records will say "Chipotle
and Adriana induced illness"

View



Gillian L-G de M @GLGdeM 1h
Funny how everyone gets over their
illness fears when there are free
burritos. Just as safe as yesterday,
but longer lines today. #Chipotle

Details



metrofudge @metrofudge 1h
Ever since Chipotle has had these
smug "We use *pronounces "bee-
nz" slowly*" ads I've heard nothing
but food illness related stories.

Details



Jordie Poblete @jordiepoblete 5h
Chipotle to Employees: Do Not
Come to Work If You Are Sick
bit.ly/1PEmw8O #WorthyShare

Details

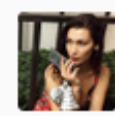


Francis Beecher @Francis_Beecher 7h
Overview of Chipotle's outreach to



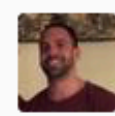
ty @TyJoVi 2m
ldk why I expected the chipotle line
to be short at 2

Details



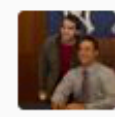
wanheda @rooney_maras 2m
The workers at chipotle must love
the free burrito deal...

Details



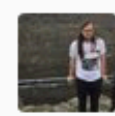
Eric Bielich @EB9 2m
Mile-long line at Chipotle. Go figure,
they give out a Free Burrito coupon
& every cheapskate in town comes
running to redeem it.

Details



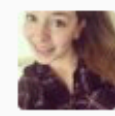
Jim Kent @kerkey55 2m
After going to Qdoba for all this time,
I've now realized how much better it
is than Chipotle.

Details



Anthony Randall @tonyxrandall 2m
[@Trvshlvrdr_RR](#) [@CardozaGab](#) for
real though it's all about cheese
pizza with sriracha or chipotle
tabasco #Luv4Social #luv4pizza

View



Hollyanne @hcraiggg 2m
That's chipotle was too good 🍕👍

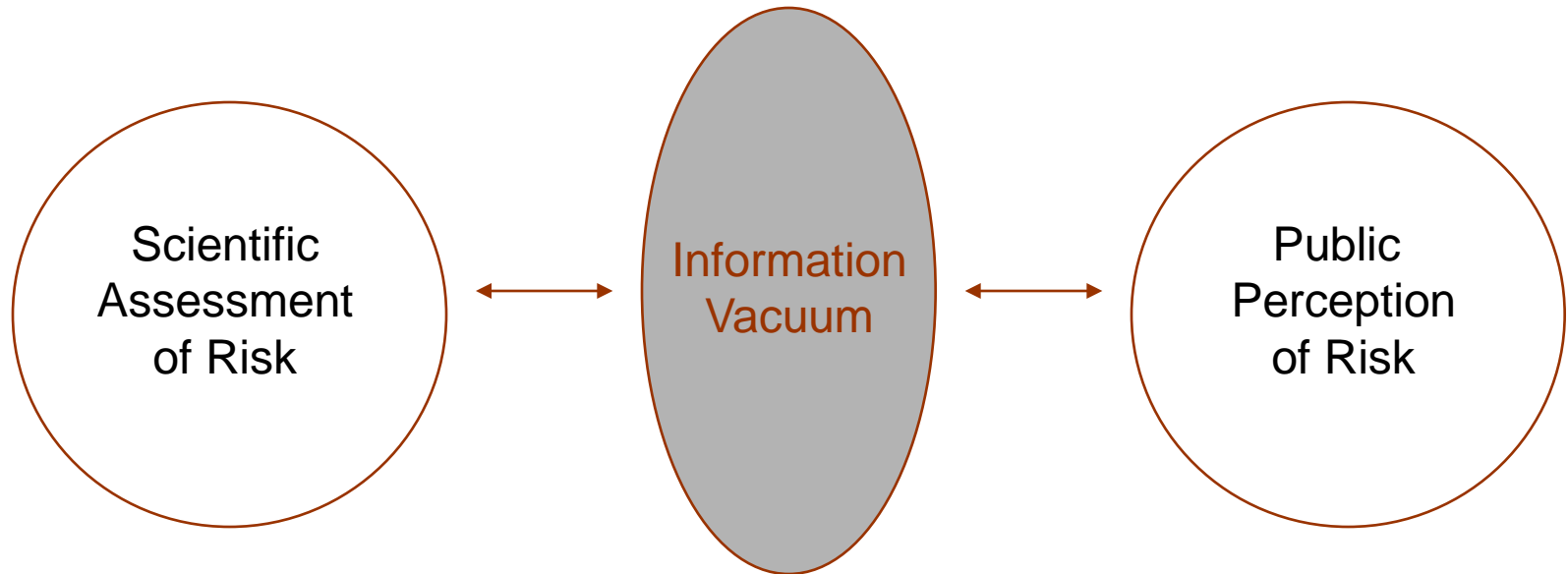
Details

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According to Ketchum, this population generates up to 1.7 billion conversations about food weekly and do not see themselves as activists with entrenched beliefs around issues; they are an interested public. They have expectations that food companies work interactively to engage the eating public in dialogue and share information proactively and transparently.

Risk communication



Powell, D. 1997. Mad Cows and Mother's Milk

From the literature

Using stories and narratives better than statistics alone

- Cole, 1998; Cole, 1997; Howard, 1991; Leventhal, 1970; Morgan et al., 2002; Slater and Rouner, 1996
- Frewer et al.,

Put food safety into context

- Leventhal et al., 1965; Lordly, 2007

Generate dialogue

- Ajzen, 1991; Bohm et al., 1993; Diggs, 2001; Schein, 1993

Surprising messages


- Shannon, 1948



Messages in 140 characters

CDC director of the National Center for Health Marketing, Dr. Jay Bernhardt, explained that the effectiveness of the agency's communications through social media is dependent upon public trust, which is developed by speaking the audience's language



A hand in a blue suit sleeve is shown holding a transparent rectangular box. The box contains a list of five items, each ending in a period. The background is a solid light blue color.

Create.
Participate.
Engage.
Listen.
It's hard.

Chapman, B. Raymond, B. and Powell, D. 2014. Potential of social media as a tool to combat foodborne illness. *Perspectives in Public Health*. 134 (4). 225-231



Despite coverage in the New York Times in 2009 and on ABC TV in 2011, public outcry over the product did not force buyers of the product to respond until online populations, largely young mothers, began sharing concerns through social media networks.

SHARE THIS STORY

63,000

797

3,284

489

**DUDE IT'S
BEEF!**

*In compliance with new food code regulations, we remind you that consuming raw or under cooked meats, poultry, seafood, shellfish or eggs may increase your risk of food borne illness.

Above Entrees Served with choice of potato, salad & bread

NC PIT COOKED BBQ Plate \$9.95

KNOCKWURST 2 grilled knockwurst on a bed of sauerkraut, mustard, horseradish & french bread \$ 9.95

STIR-FRIED VEGGIES over rice or pasta with marinated chicken with grilled shrimp \$12.95

FROM THE GRILL

Angus Beef ground on site. Order It RARE! * Comes with Home

\$ 3

PHILLY DOG mustard, chilli, baco

4oz. \$6.25 6 oz. \$7.50

CHEESEBURGER 4 oz \$ 6.

American cheese, chilli, mustard onions

4 oz. \$ 6



Burger ordering

- 30 Secret shoppers visited 265 restaurants in 7 locations across the U.S.
 - **Ordered medium rare burgers**
 - **Collected risk information on restaurant menus and from server responses to questions relating to measuring doneness and safety**
- Major gaps in server knowledge and risk communication communication literature

- The majority of servers indicated an unreliable method of doneness (67%, n=177) related to hamburger doneness and safety.
- Found statistically significant differences between chain and independent restaurants with chains providing better communications

Examples of Server Responses

"Eating medium rare is perfectly fine and no problem..." Told us about her sister eating barely browned beef (raw in middle) while she was pregnant and she is just fine.

Assurance of safety, even for at-risk groups

Incorrect information about meat

"The ingredients are of good quality and it's not risky...as long as the outside of the burger is cooked it is safe because that is where most of the bad bacteria is."

"Medium rare. It will be cooked to about 135."

Temperature mentioned, but not safe

Good risk communication

"I was actually going to tell you about that- we have to remind you that there is a risk when you order undercooked food. You can still get medium rare, just need to let you know about that."



The end