

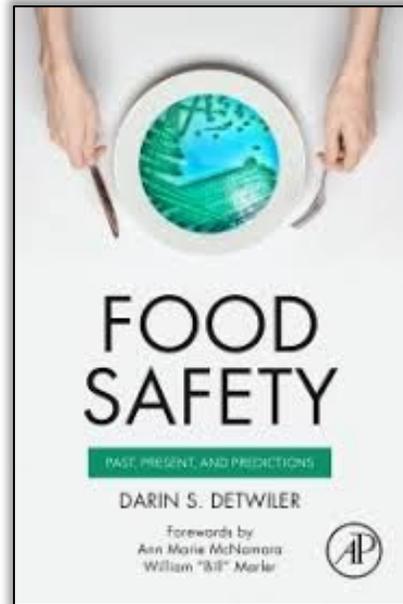
# MASSACHUSETTS HEALTH OFFICERS ASSOCIATION

## 2022 Annual Conference



### Prioritizing the *Courage* behind **Food Safety**

Professor  
NORTHEASTERN UNIVERSITY  
College of Professional Studies  
[ddetwiler@northeastern.edu](mailto:ddetwiler@northeastern.edu)



CEO  
Detwiler Consulting Group, LLC  
[OURHERCULEANEFFORT.COM](http://OURHERCULEANEFFORT.COM)  
[ourherculeaneffort@gmail.com](mailto:ourherculeaneffort@gmail.com)



## Prioritizing the Courage behind Food Safety

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

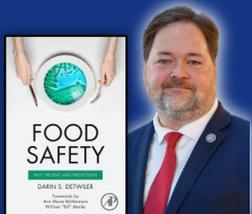
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

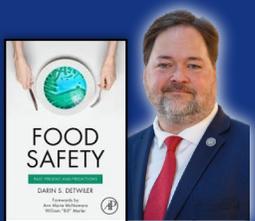
What Data to Collect

When to take Responsibility

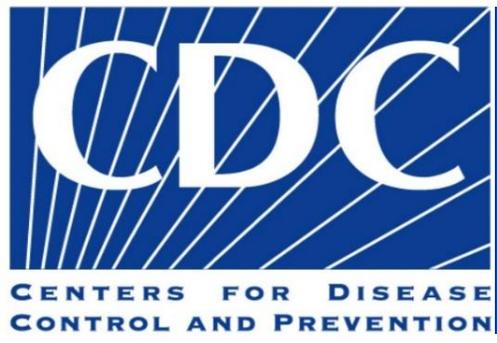
Real Stories Behind the Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



CDC estimates

- 48 million people get SICK
- 128,000 are HOSPITALIZED
- 3,000 DIE

from foodborne diseases each year in the United States

## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

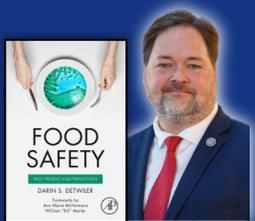
What Data to Collect

When to take Responsibility

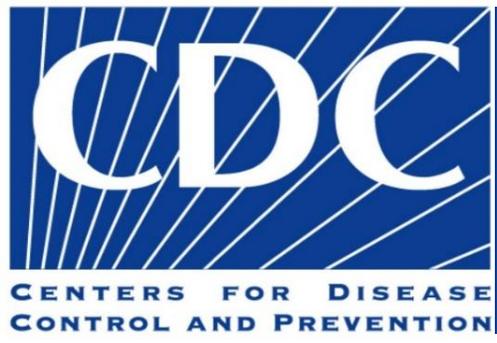
Real Stories Behind the Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



CDC estimates

- 48 million people get SICK
- 128,000 are HOSPITALIZED
- 3,000 DIE

from foodborne diseases each year in the United States



## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

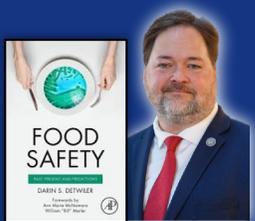
What Data to Collect

When to take Responsibility

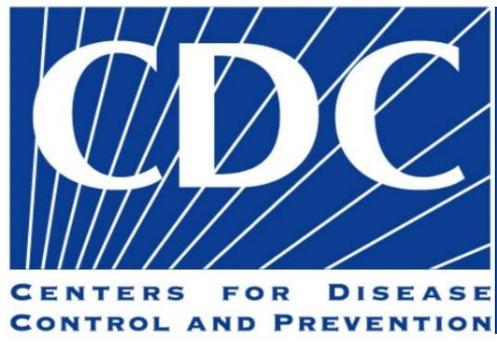
Real Stories Behind the Numbers

Social Media

Call-to-Action



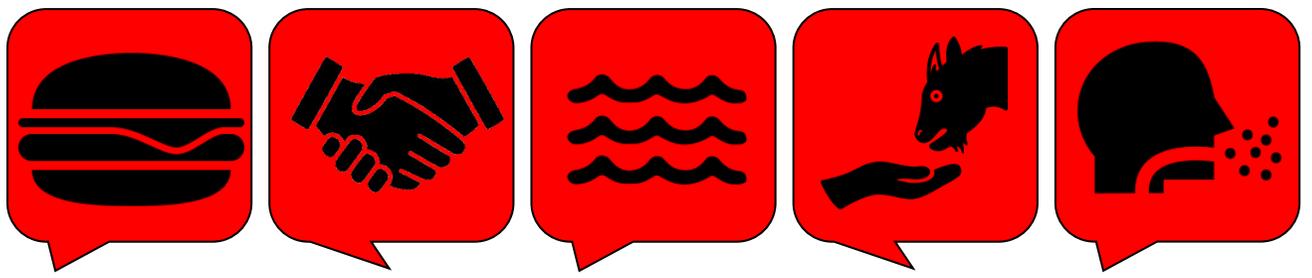
Dr. Darin Detwiler



CDC estimates

- 48 million people get SICK
- 128,000 are HOSPITALIZED
- 3,000 DIE

from foodborne diseases each year in the United States



Prioritizing the  
Courage behind  
Food Safety

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

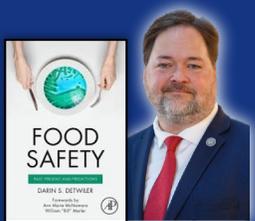
What Data  
to Collect

When to take  
Responsibility

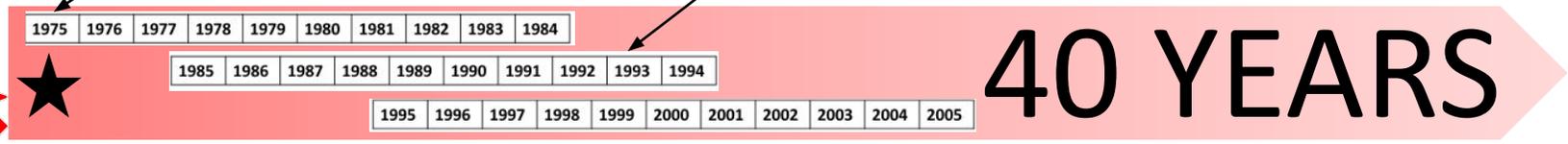
Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



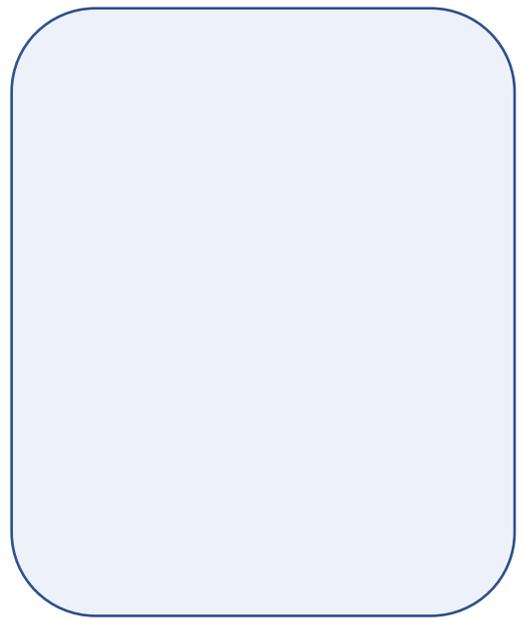
Dr. Darin Detwiler



40 YEARS

*United States v. Park*  
 421 U.S. 658 (1975)  
 SCOTUS held that the FDA  
 could pierce the corporate veil.

Responsible  
 Corporate  
 Officer  
 Doctrine



Prioritizing the  
Courage behind  
Food Safety

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

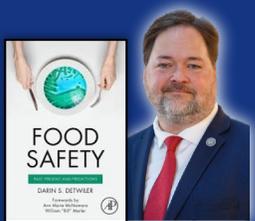
What Data  
to Collect

When to take  
Responsibility

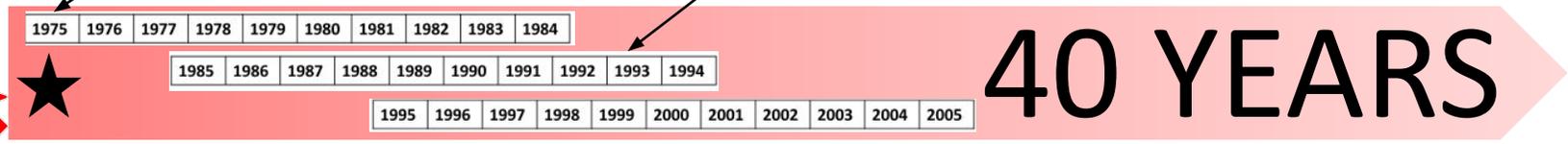
Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



*United States v. Park*  
421 U.S. 658 (1975)  
SCOTUS held that the FDA  
could pierce the corporate veil.

Responsible  
Corporate  
Officer  
Doctrine

*The New York Times*  
**Blue Bell is hit with a \$17.25 million  
penalty over 2015 listeria contamination**  
By Gillian Friedman  
Sept. 17, 2020

**Chipotle agrees to pay \$25 million penalty for  
2015-18 norovirus outbreaks**  
Federal prosecutors called the penalty the "largest fine ever imposed in a food-safety case"



*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

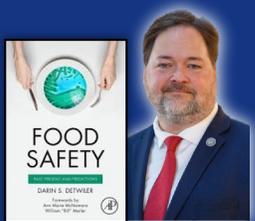
What Data  
to Collect

When to take  
Responsibility

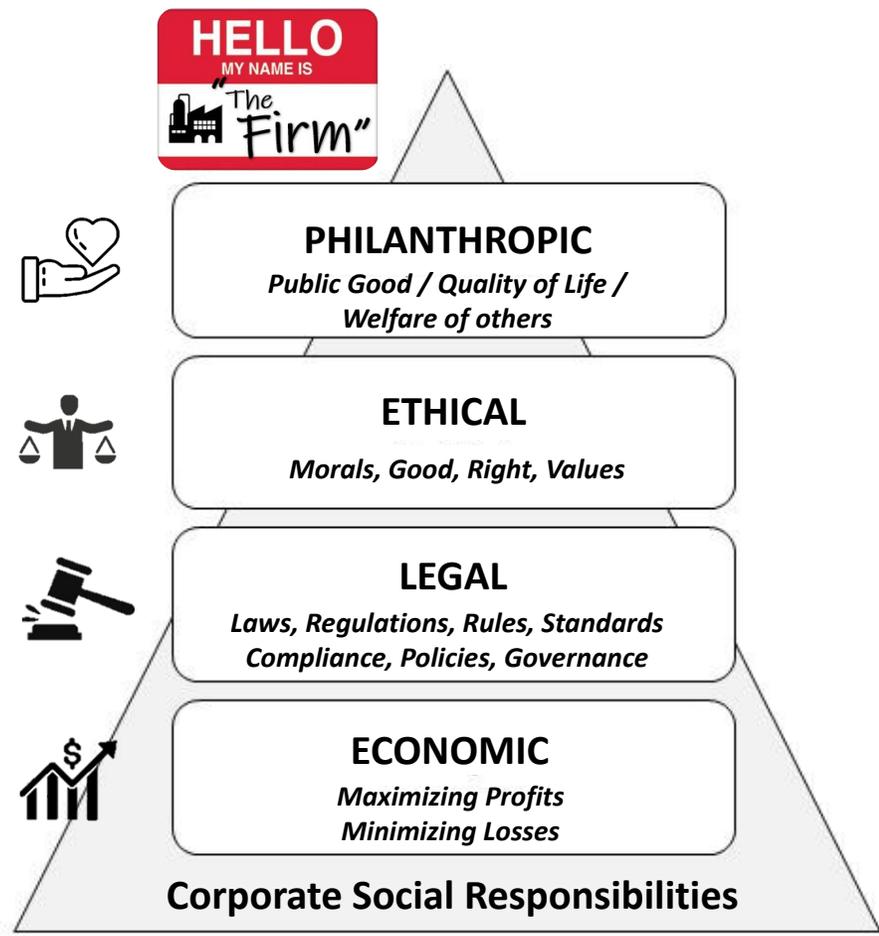
Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



Archie Carroll's  
"Pyramid of  
Corporate Social Responsibility (CSR)"  
(Initially published in 1991)

*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

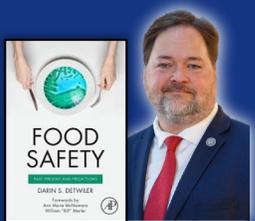
What Data  
to Collect

When to take  
Responsibility

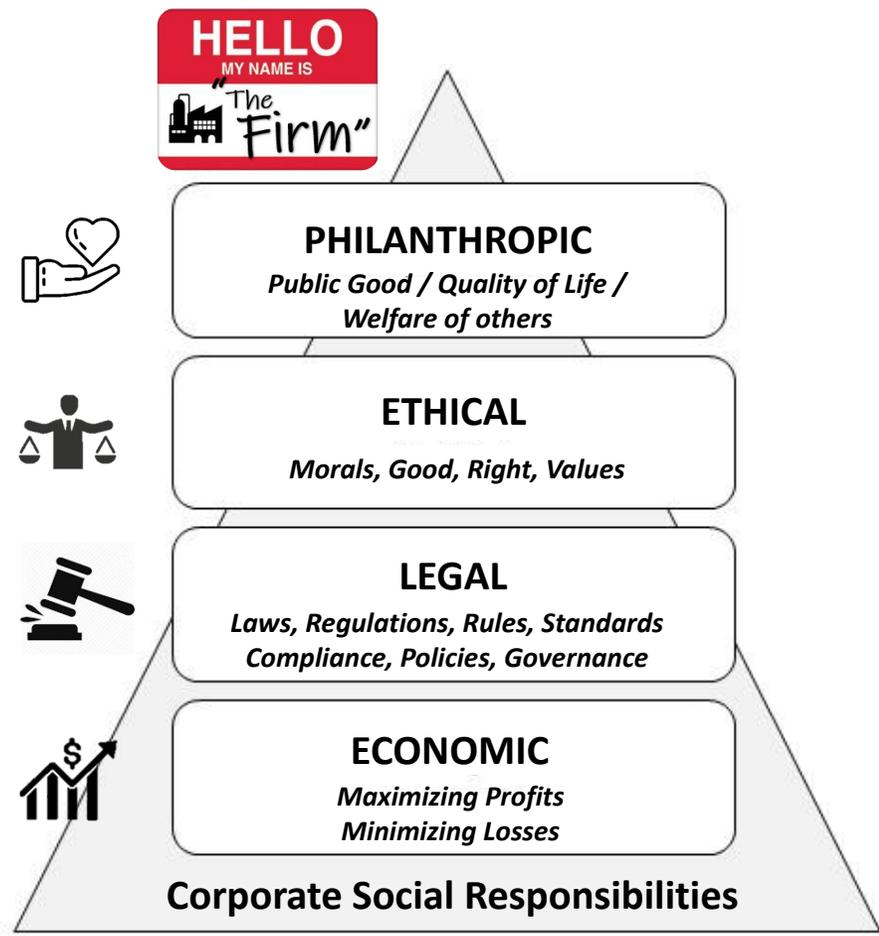
Real Stories  
Behind the  
Numbers

Social Media

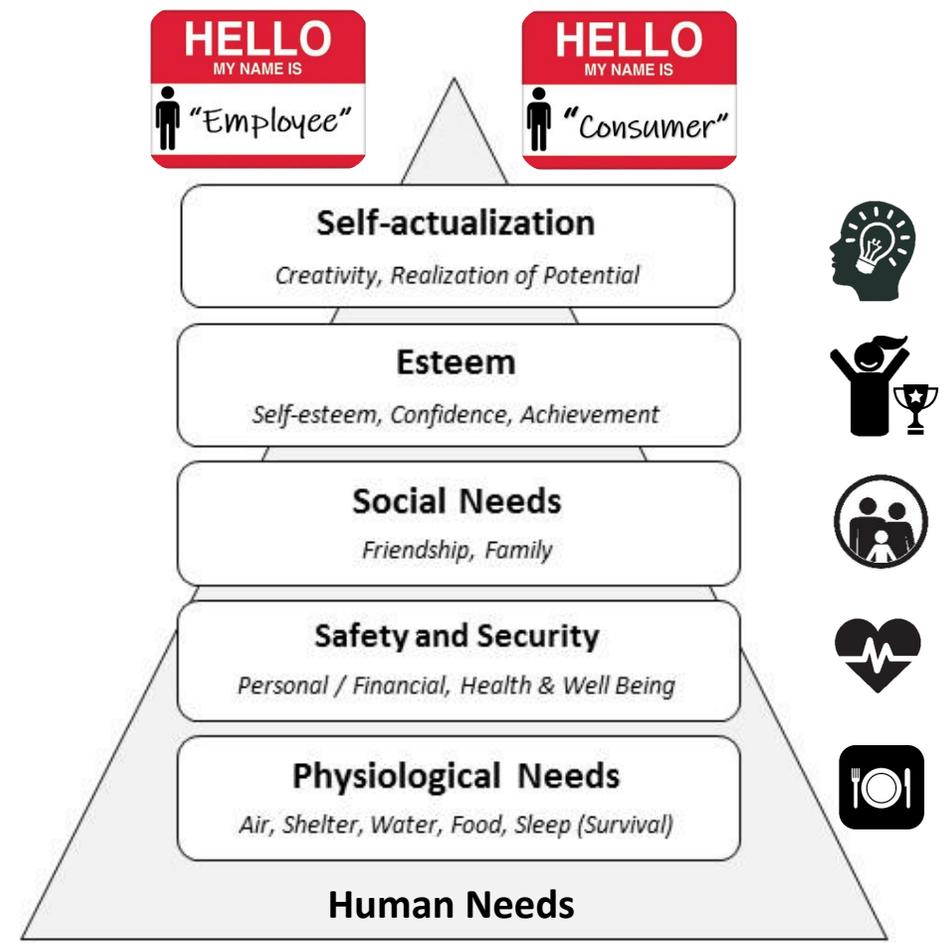
Call-to-Action



Dr. Darin Detwiler



**Archie Carroll's  
"Pyramid of  
Corporate Social Responsibility (CSR)"**  
(Initially published in 1991)



**Abraham Maslow's  
"Hierarchy of Needs"**  
(from his theory  
on psychology proposed  
in his 1943 paper  
"A Theory of Human Motivation.")

## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

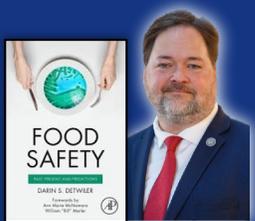
What Data to Collect

When to take Responsibility

Real Stories Behind the Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



Adopted by all UN Member States in 2015, provides a shared blueprint for peace and ending poverty and other deprivations along with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

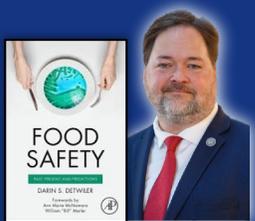
What Data to Collect

When to take Responsibility

Real Stories Behind the Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



Adopted by all UN Member States in 2015, provides a shared blueprint for peace and ending poverty and other deprivations along with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.



ENVIRONMENTAL	SOCIAL	GOVERNANCE
Climate change strategy, Biodiversity, Water efficiency, Energy efficiency, Carbon intensity, Environmental management system	Equal opportunities, Freedom of association, Health and safety, Human rights, Customer & products responsibility, Child labour	Business ethics, Compliance, Board independence, Executive compensation, Shareholder democracy

Environmental, social, and governance (ESG) is a way to measure a company's behavior. Used by investors and other stakeholders.

## Prioritizing the Courage behind Food Safety

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

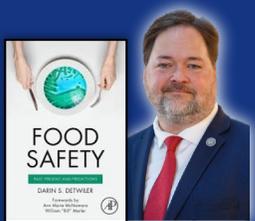
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action

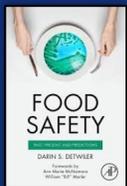


Dr. Darin Detwiler

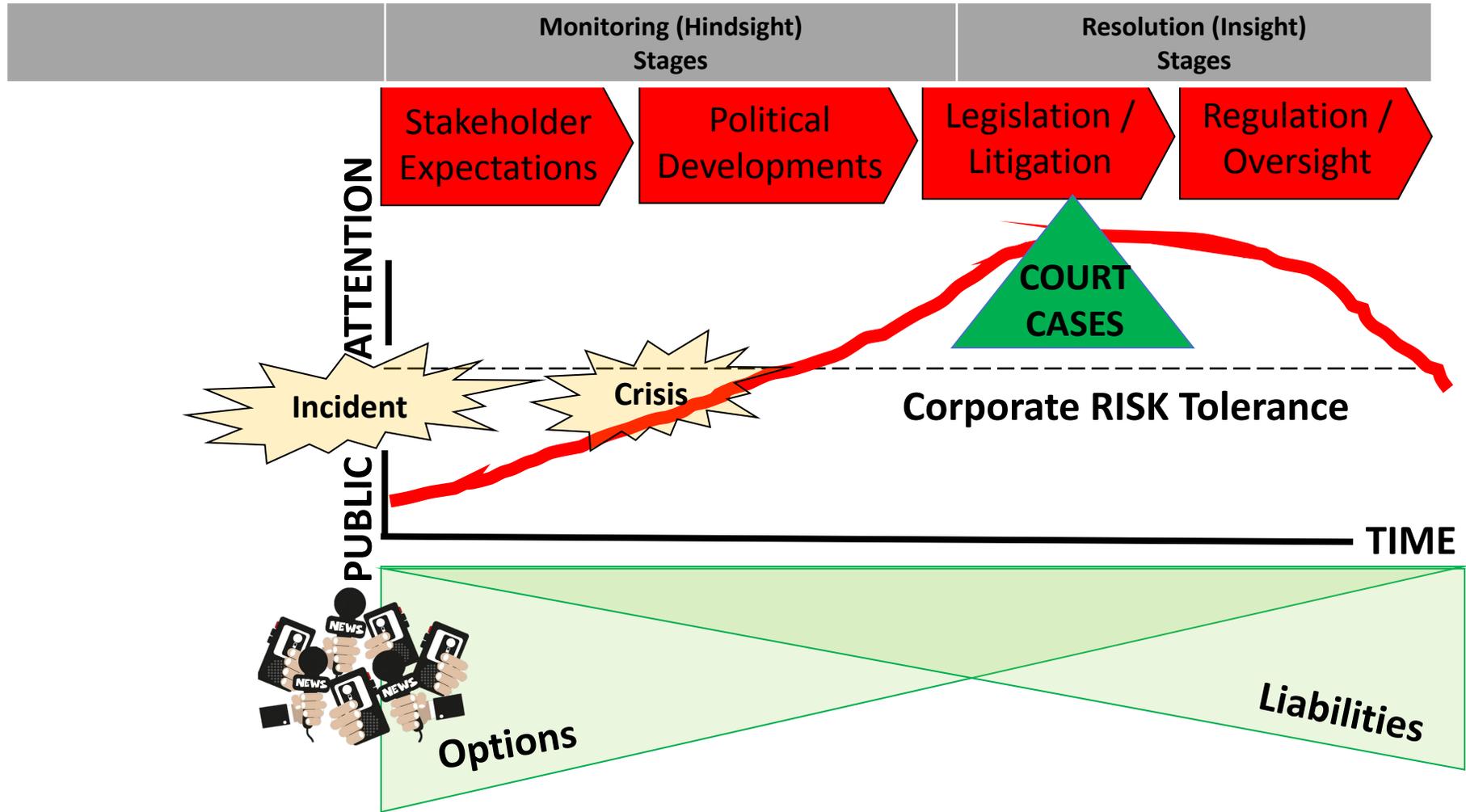


## Prioritizing the Courage behind Food Safety

- What is Critical to Know
- What History to Consider
- What Pressures to Acknowledge
- What Data to Collect
- When to take Responsibility
- Real Stories Behind the Numbers
- Social Media
- Call-to-Action

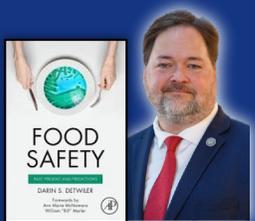


Dr. Darin Detwiler

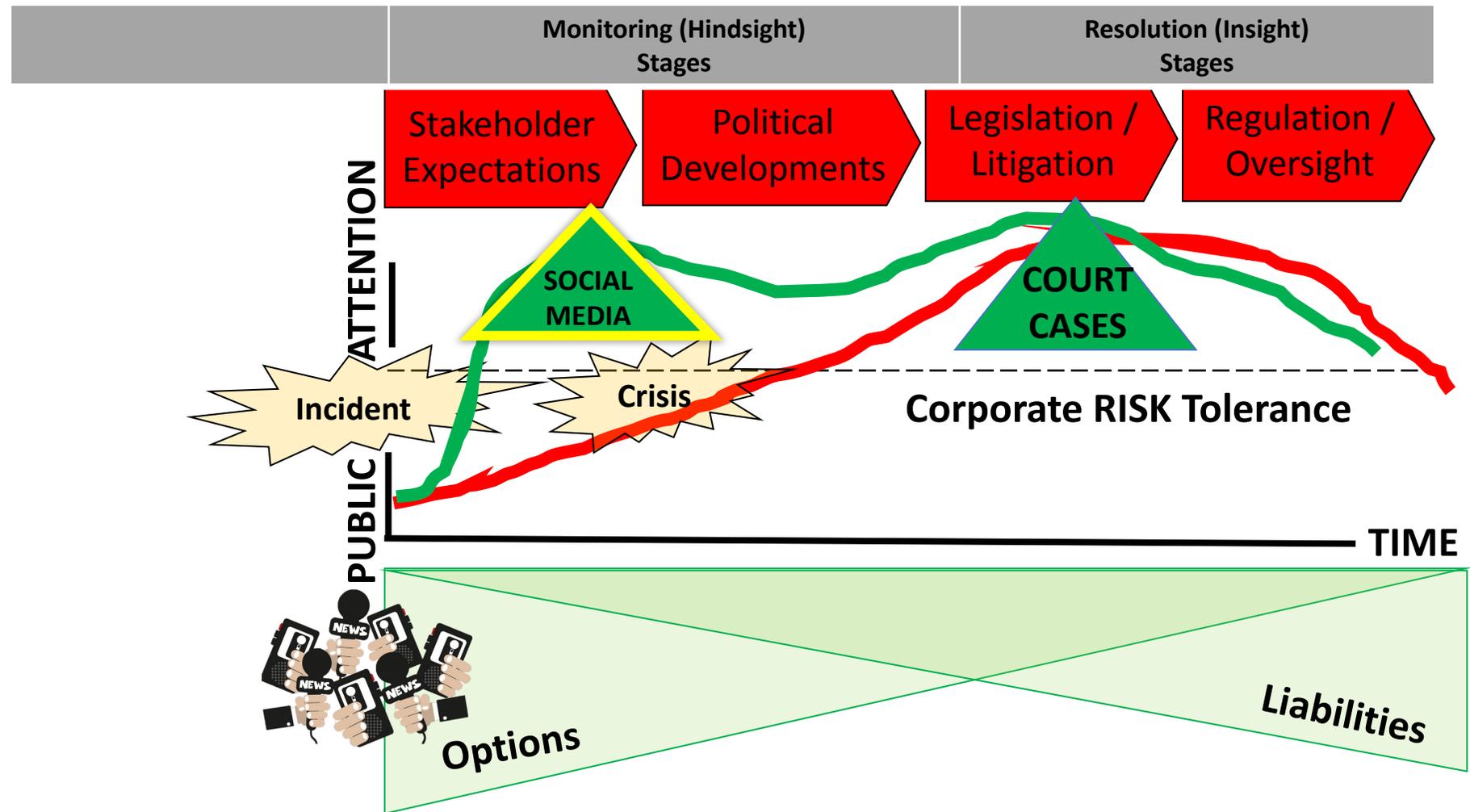


## Prioritizing the Courage behind Food Safety

- What is Critical to Know
- What History to Consider
- What Pressures to Acknowledge
- What Data to Collect
- When to take Responsibility
- Real Stories Behind the Numbers
- Social Media
- Call-to-Action

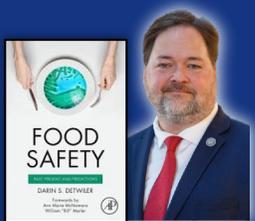
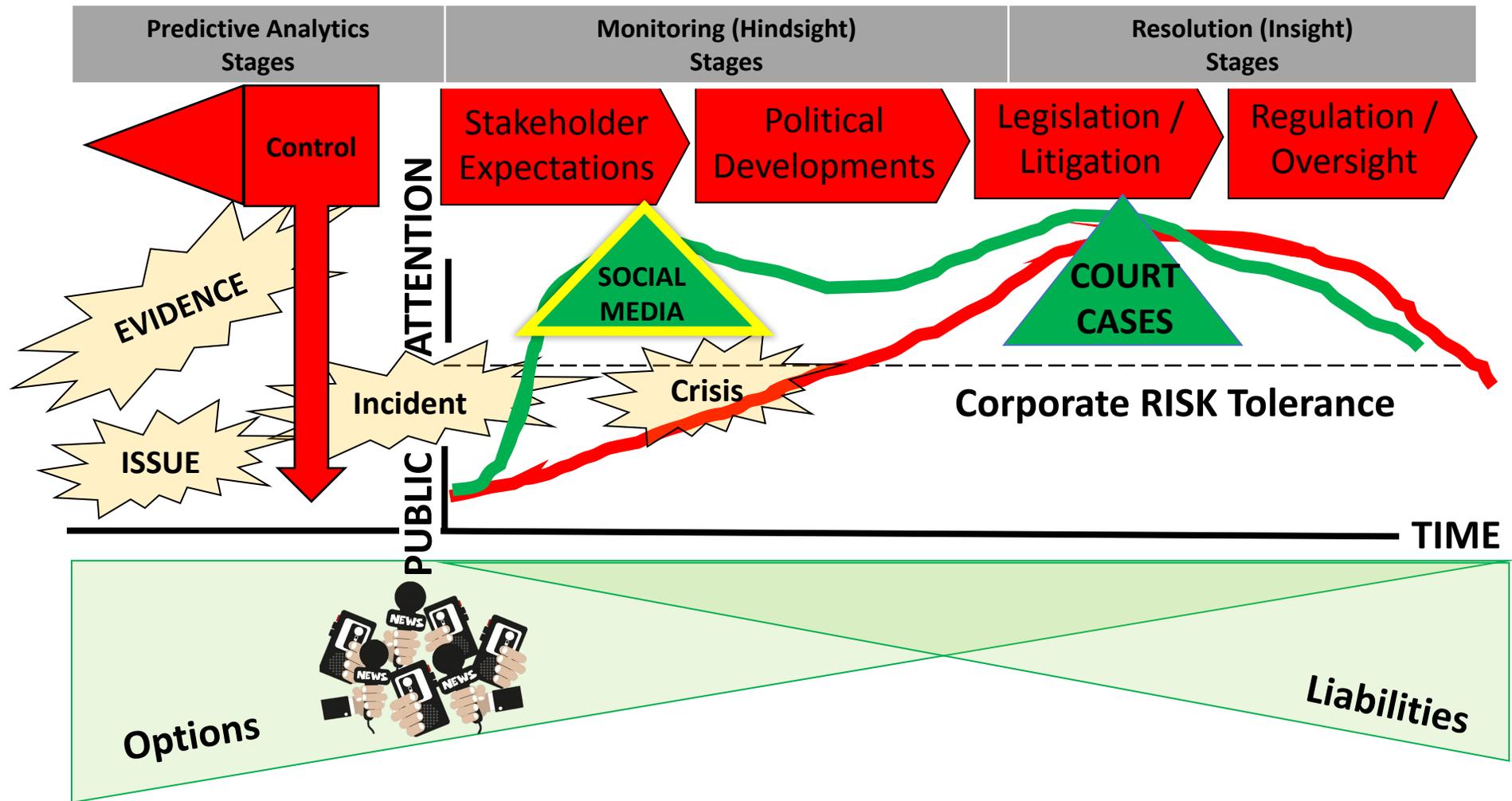


Dr. Darin Detwiler



## Prioritizing the Courage behind Food Safety

- What is Critical to Know
- What History to Consider
- What Pressures to Acknowledge
- What Data to Collect
- When to take Responsibility
- Real Stories Behind the Numbers
- Social Media
- Call-to-Action



Dr. Darin Detwiler

*Prioritizing the Courage behind Food Safety*

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

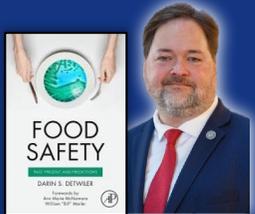
What Data to Collect

When to take Responsibility

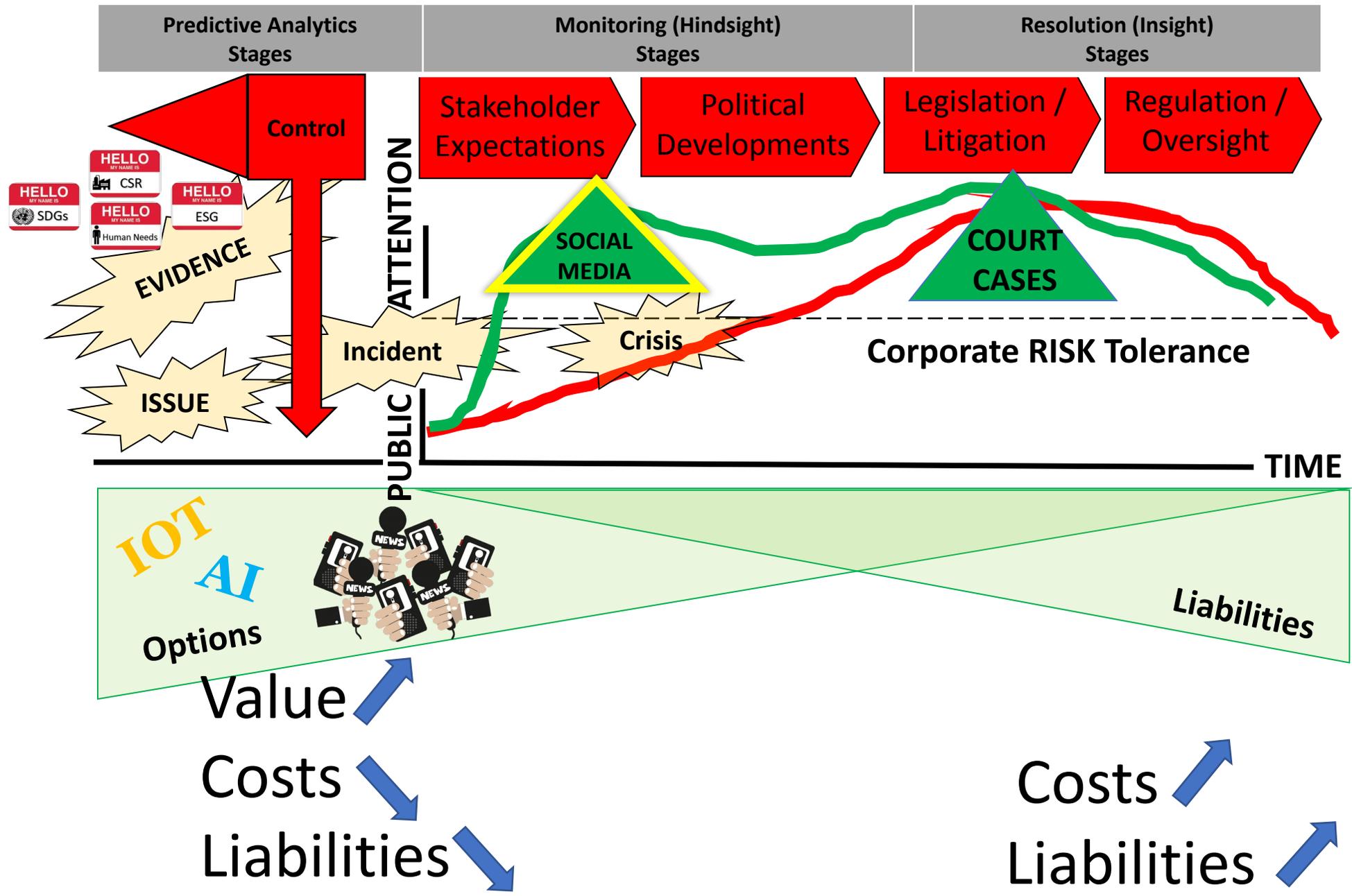
Real Stories Behind the Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

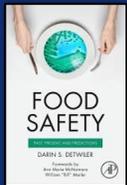
What Data  
to Collect

When to take  
Responsibility

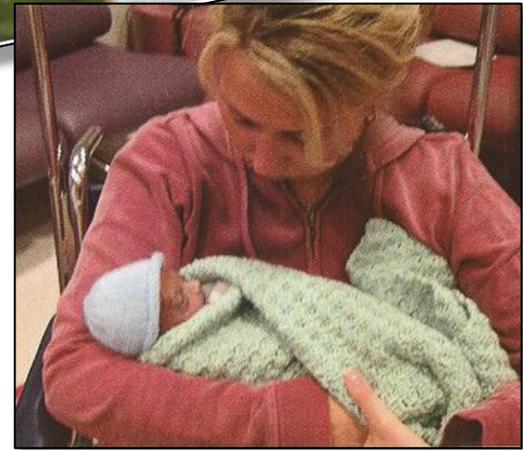
Real Stories  
Behind the  
Numbers

Social Media

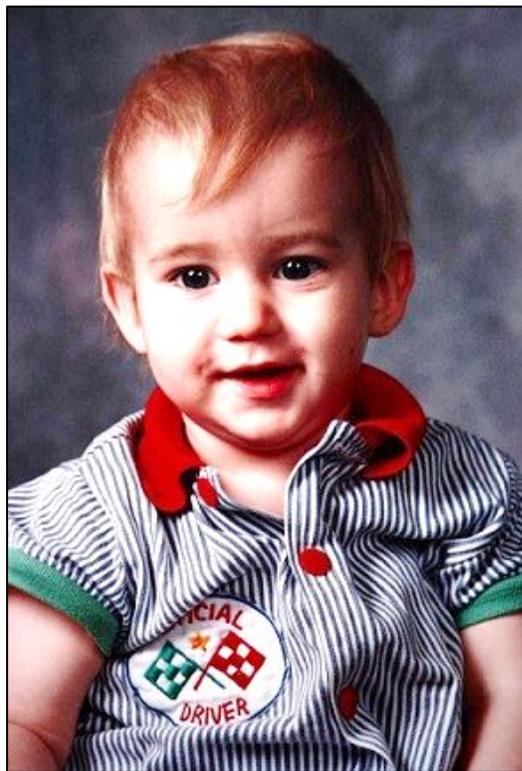
Call-to-Action



Dr. Darin Detwiler



## Liabilities



## *Prioritizing the Courage behind Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



## Prioritizing the Courage behind Food Safety

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

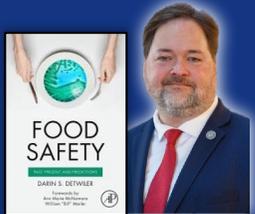
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



## Lynden family mourns their 'fun-loving' 3-year-old who died from E. coli infection

By John Hopperstad | Published September 11, 2014

LYNDEN, Wash. -- "A fun-loving kid who loved to dance and sing and anything to do with pink and princesses."

That's how the family of little Brooklyn Hoksbergen describes the 3-year-old Lynden girl who died Friday after being stricken by the E. coli bacteria.

"To have a child die from an infection is always tragic," said Dr. Greg Stern of the Whatcom County Health Department, which is investigating how Brooklyn came down with the infection.

Her parents have no idea how she became infected. It can be transmitted from person to person but neither Brooklyn's three older sisters nor her parents got sick.

## *Prioritizing the Courage behind Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

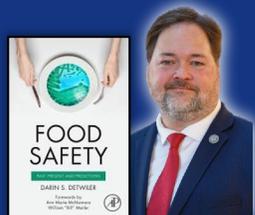
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler

*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

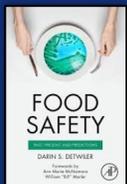
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler

**KATU2abc**

## Grandmother gets lawmakers to introduce E. coli legislation

by Emily Sinovic, KATU News | Wednesday, April 15th 2015



*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

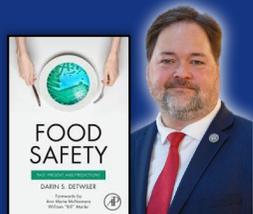
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler

## The Patriot Ledger

### Braintree parents sue Whole Foods, ranch for E. coli death of son

Dec. 17, 2014 | Lane Lambert llambert@ledger.com



8-year-old Joshua Kaye of Braintree died in July from an E. coli infection *The Patriot Ledger*



## *Prioritizing the Courage behind Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

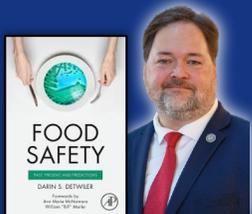
What Data  
to Collect

When to take  
Responsibility

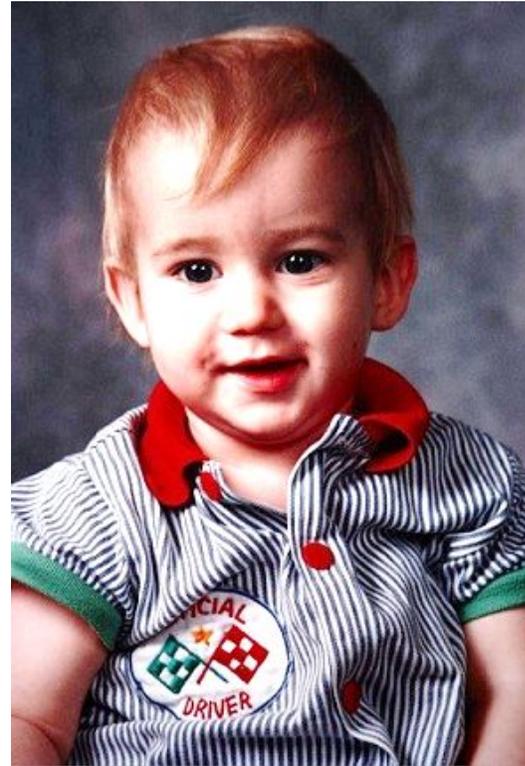
Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



## Prioritizing the Courage behind Food Safety

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

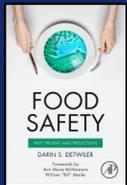
What Data  
to Collect

When to take  
Responsibility

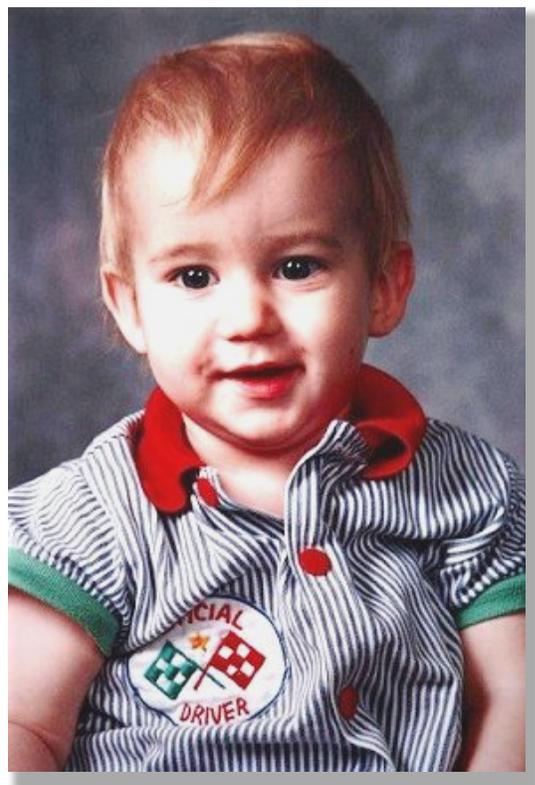
Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



## Prioritizing the Courage behind Food Safety

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

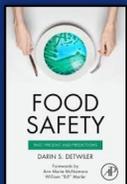
What Data  
to Collect

When to take  
Responsibility

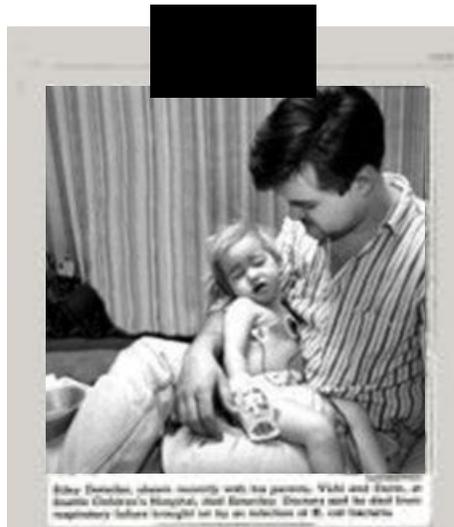
Real Stories  
Behind the  
Numbers

Social Media

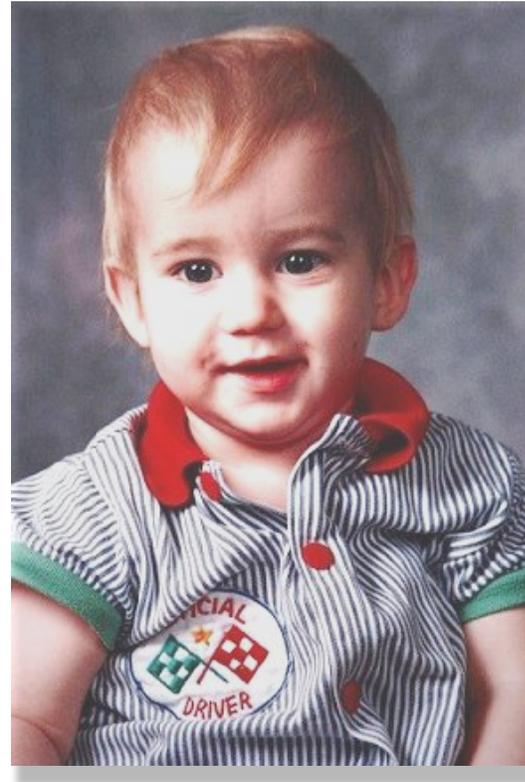
Call-to-Action



Dr. Darin Detwiler



Edie Detwiler, shown recently with his parents, Will and Erin, at Boston Children's Hospital, died December 2006 and he died from respiratory failure brought on by an infection of *E. coli* bacteria



## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

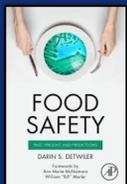
What Data to Collect

When to take Responsibility

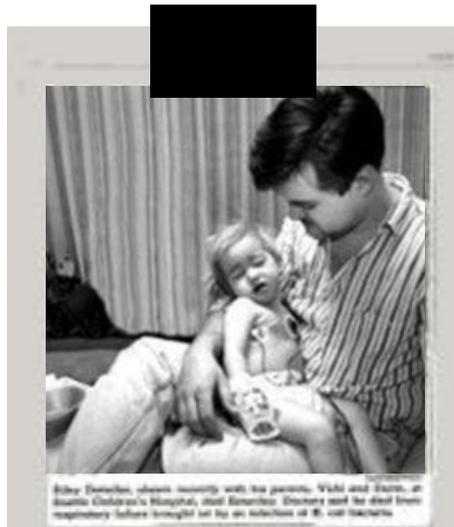
Real Stories Behind the Numbers

Social Media

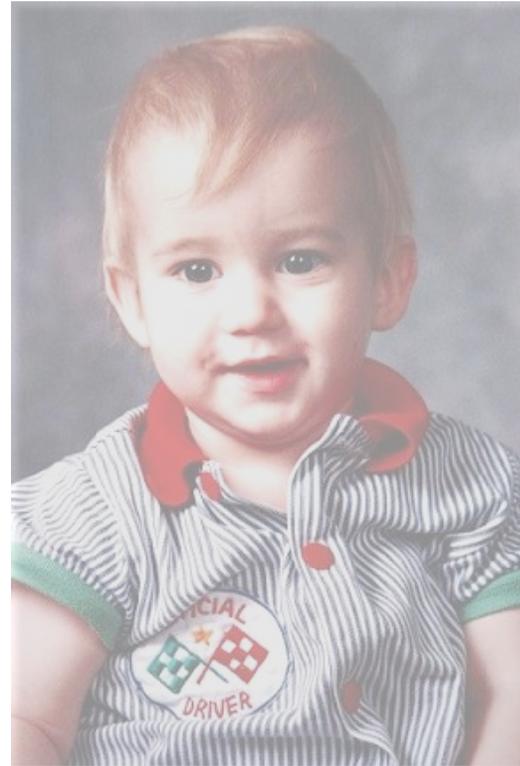
Call-to-Action



Dr. Darin Detwiler



Edie Detwiler, shown recently with her parents, Viki and Tom, at Boston Children's Hospital, died December 2009 and is buried in the cemetery before brought out for an infection of the cell bacteria



## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

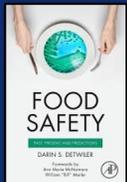
What Data to Collect

When to take Responsibility

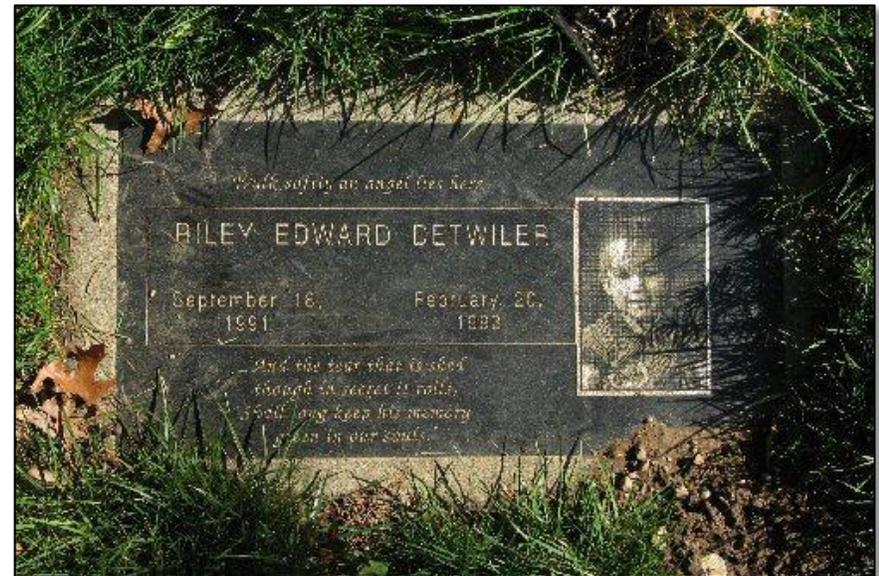
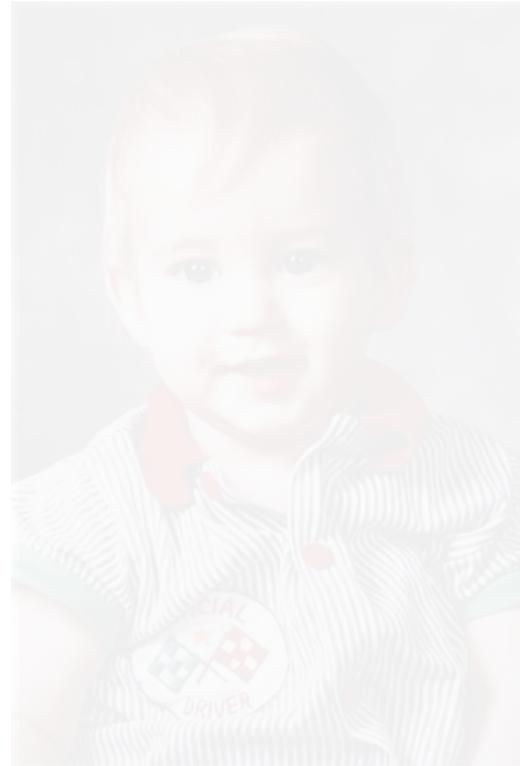
Real Stories Behind the Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



## *Prioritizing the Courage behind Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

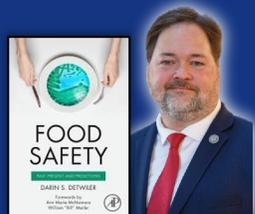
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler

## Prioritizing the Courage behind Food Safety

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

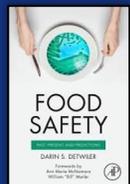
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



## 1993

I took this photo  
of a t-shirt  
in Los Angeles  
immediately after  
the “Jack-in-the-Box”  
*E.coli* Outbreak

# MASSACHUSETTS HEALTH OFFICERS ASSOCIATION Annual Conference

*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

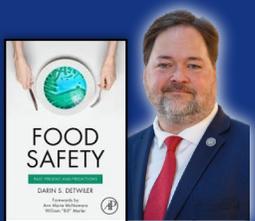
What Data  
to Collect

When to take  
Responsibility

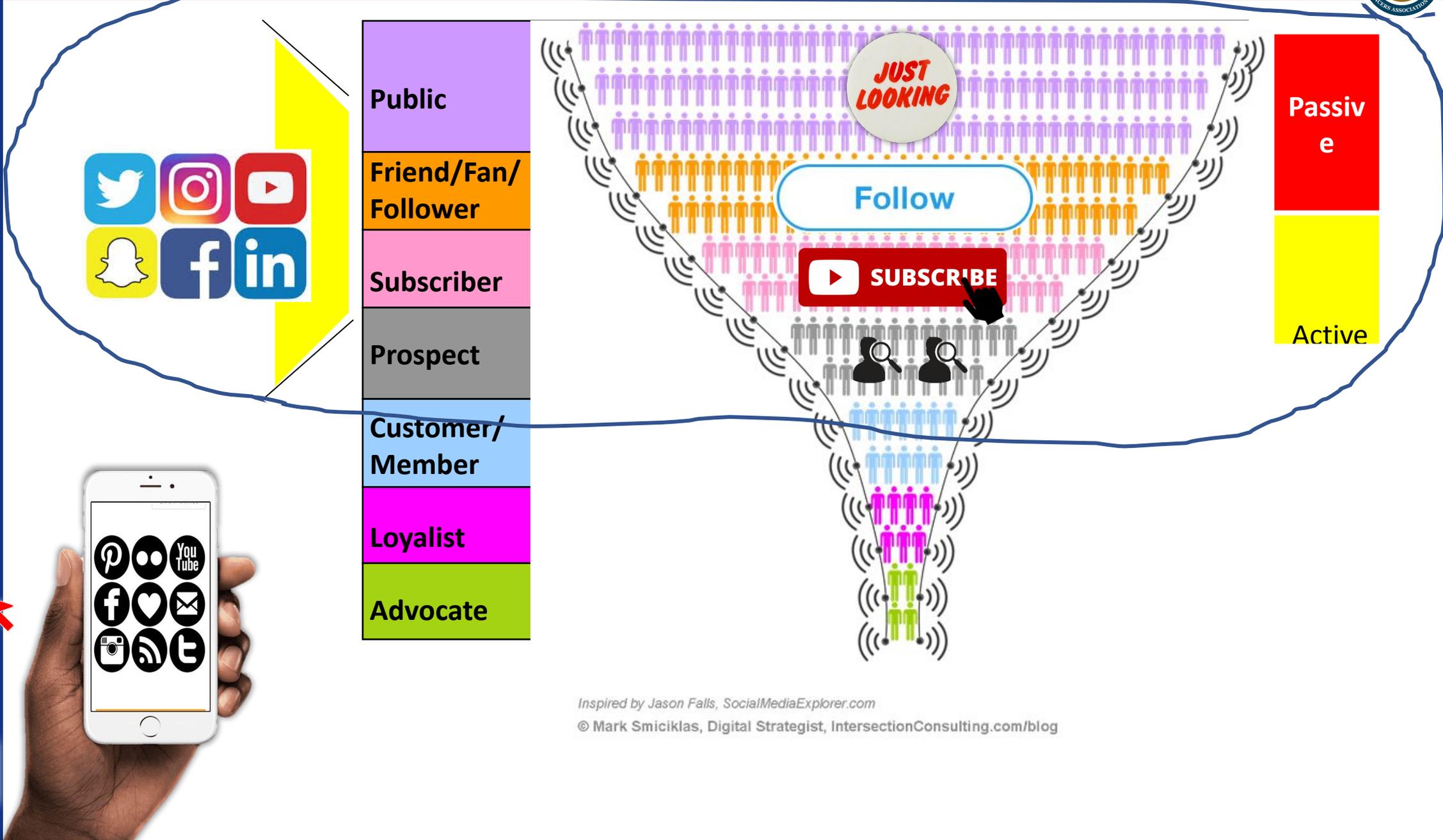
Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



Inspired by Jason Falls, [SocialMediaExplorer.com](http://SocialMediaExplorer.com)  
© Mark Smciklas, Digital Strategist, [IntersectionConsulting.com/blog](http://IntersectionConsulting.com/blog)

# MASSACHUSETTS HEALTH OFFICERS ASSOCIATION Annual Conference

*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

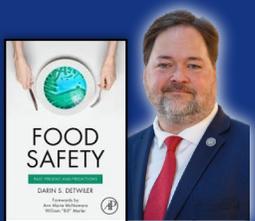
What Data  
to Collect

When to take  
Responsibility

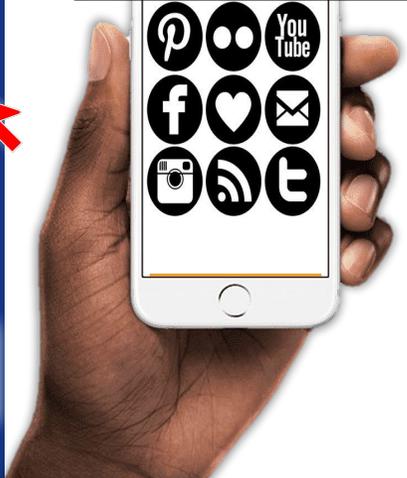
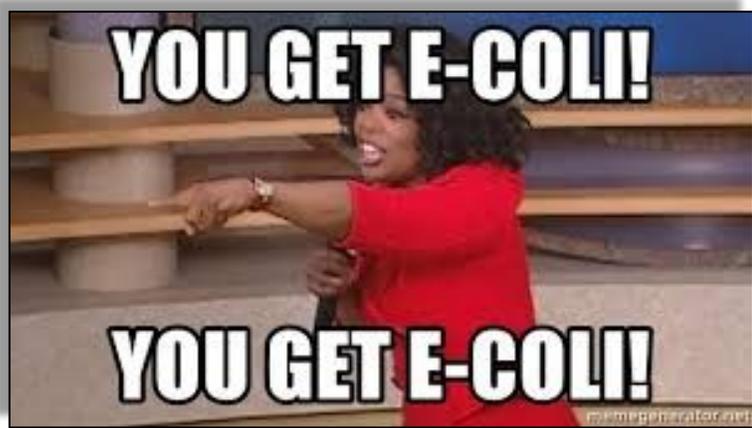
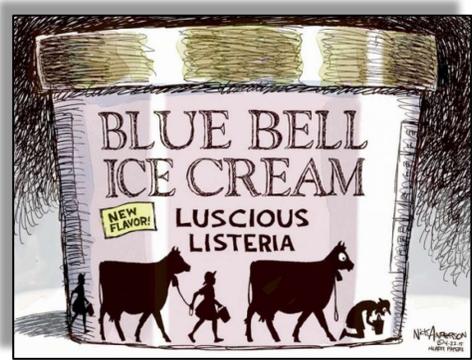
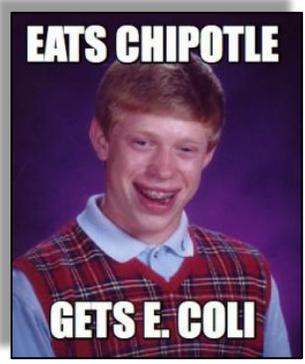
Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

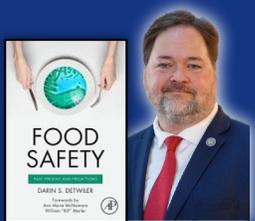
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler

**E. Coli Awareness - Recognise  
The Symptoms, Know The  
Facts.**  
@Ecoliawareness · Community

**Food  
Safety  
Tech**

**Stop  
Foodborne  
Illness**

**Herculean Effort**  
@Be\_Herculean

National Restaurant Association  
17K Tweets

STATE OF THE  
*Restaurant Industry* 2022

NATIONAL RESTAURANT ASSOCIATION

... [bell] following

**National Restaurant Association**  
@WcRRestaurants

We're the leading business association for the U.S. restaurant industry | Public affairs: @RestaurantsAct | Foundation @NRAEF | Food safety training @Sersafe

© Washington, DC | restaurant.org | Form March 13 | Joined July 2008

5,052 Following 50.2K Followers

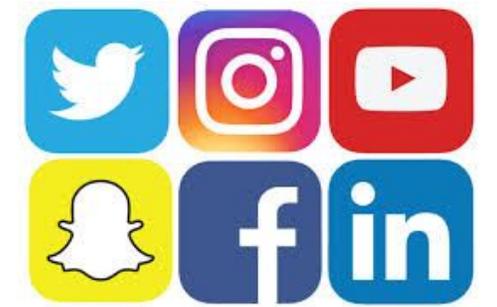


WA Dept. of Health  
@WA\_DeptofHealth

E. coli has been reported from eating at Chipotle restaurants in WA and OR. [doh.wa.gov/Newsroom/2015N...](http://doh.wa.gov/Newsroom/2015N...)

8:08 AM - 1 Nov 2015

← ↻ 33 ❤️ 6



*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

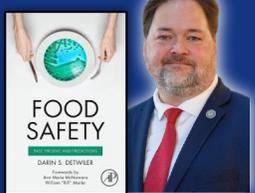
What Data  
to Collect

When to take  
Responsibility

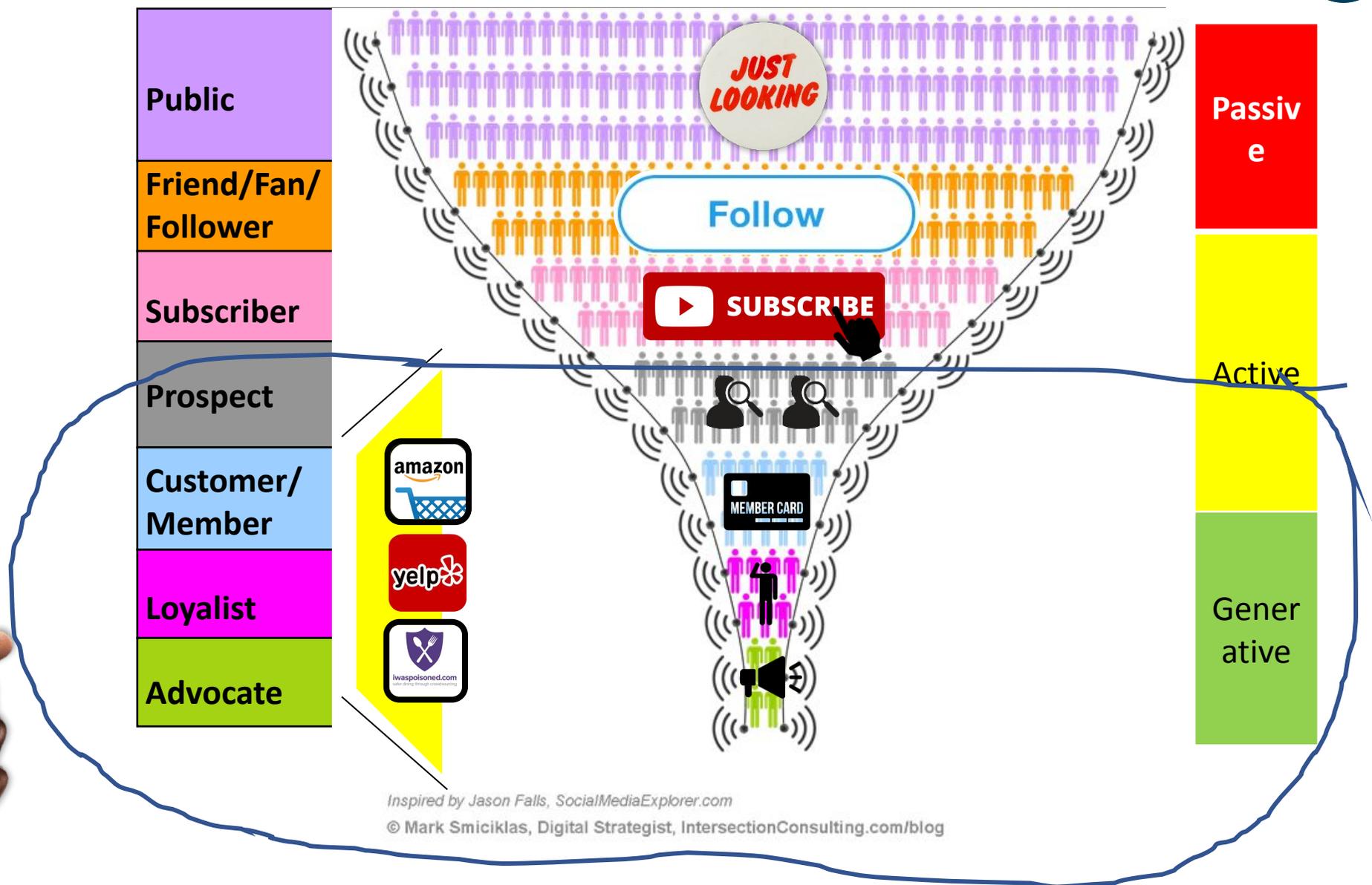
Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



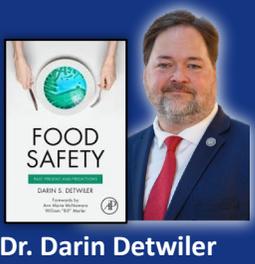
Dr. Darin Detwiler



Inspired by Jason Falls, SocialMediaExplorer.com  
© Mark Smciklas, Digital Strategist, IntersectionConsulting.com/blog

## Prioritizing the Courage behind Food Safety

- What is Critical to Know
- What History to Consider
- What Pressures to Acknowledge
- What Data to Collect
- When to take Responsibility
- Real Stories Behind the Numbers
- Social Media
- Call-to-Action



Dr. Darin Detwiler

**TRUST!**

*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

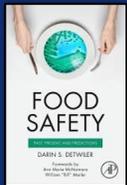
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



**Chef's Pink Sauce Went Viral On TikTok, Then Safety Questions Swirled**

The latest viral sensation from TikTok has people wondering how the vibrant sauce is made and asking questions about its safety.

Jeffrey Perkins, Patch Staff

Posted Wed, Aug 3, 2022 at 5:15 pm ET | Updated Thu, Aug 4, 2022 at 10:34 am ET



# Disgusting!

Life w/ Derek @derekarnelx

Replying to @doseofderrick

She said the FOOD & DRUG ADMINISTRATION has nothing to do with her FOOD! 🤔😂

6:04 PM · Jul 25, 2022 · Twitter for iPhone

**Forbes**

HEALTHCARE

**'F In FDA' Trends After Questions About Pink Sauce Emerge on TikTok**

Bruce Y. Lee Senior Contributor @

I am a writer, journalist, professor, systems modeler, computational and digital health expert, avocado-eater, and entrepreneur, not always in that order.

Jul 26, 2022, 08:54am EDT

Follow

# TRUST?

*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

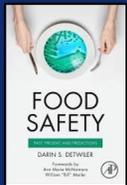
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



TRUST!

Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

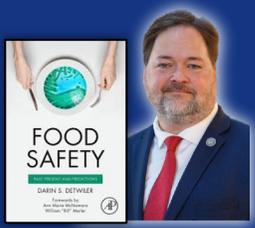
What Data to Collect

When to take Responsibility

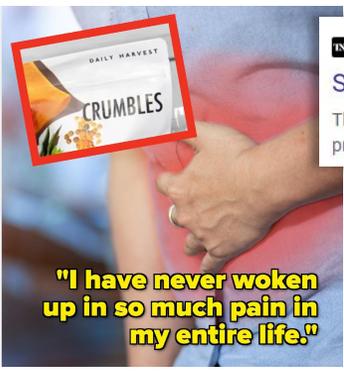
Real Stories Behind the Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



**The New Republic**  
**Sick Talk on TikTok**  
 The Daily Harvest fiasco got special attention because people were reporting their problems on social media, but foodborne illness is far from...

**FORTUNE** RANKINGS MAGAZINE NEWSLETTERS PODCASTS MORE  
**Inside Daily Harvest's alleged food poisoning debacle**  
 BY JESSICA MATHEWS August 17, 2022 at 5:18 AM PDT



Marler Blog  
**Marler Clark files First Lawsuit against Daily Harvest in New York Federal Court**  
**MARLER CLARK**  
 THE FOOD SAFETY LAW FIRM

KFnP55 · 6 days ago  
 I've been in and out of the hospital for 5 days now over the past 2 weeks with extreme abdominal pain, jaundice, elevated LFTs, etc. it would come on strong after eating the crumbles, subside for a few days, then come back even stronger after I tried them again. It wasn't an immediate pain but came on like a freight train about 4 hours afterwards. Doctors have been scratching their heads for 2 weeks, I've given 30+ labs, lost 6 days to the hospital. I didn't put it together until the email DH sent out tonight offering \$10 (ha!). This is incredible...



**Fortune**  
 The vomiting, diarrhea, and gallbladder surgeries were bad enough. Daily Harvest's alleged food poisoning victims say the startup's response made things worse  
 Daily Harvest's alleged food poisoning victims say the startup's response ... including Silverman, who claim the crumbles made them sick.

**Los Angeles Times**  
**Daily Harvest outbreak: Many meal kits aren't FDA regulated**  
 The firms are also not required to follow a slew of FDA safety requirements that aim to limit the spread of foodborne illness, ensure sanitary...

phie Ross  
 Daily Harvest still hasn't posted on their socials that their lentil crumbles are sending ppl to the ER, nearly killing them and in some cases causing organ removal!!!! It's just a 🌟link in bio🌟



**TRUST?**

# GHOST KITCHENS 3<sup>rd</sup> Party Delivery Meal Kits

Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

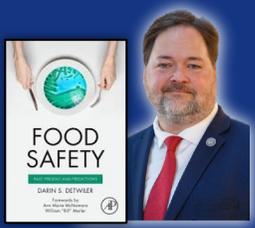
What Data to Collect

When to take Responsibility

Real Stories Behind the Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



TRUST?

*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

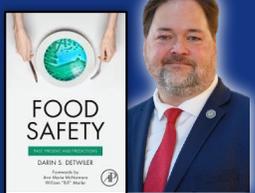
What Data  
to Collect

When to take  
Responsibility

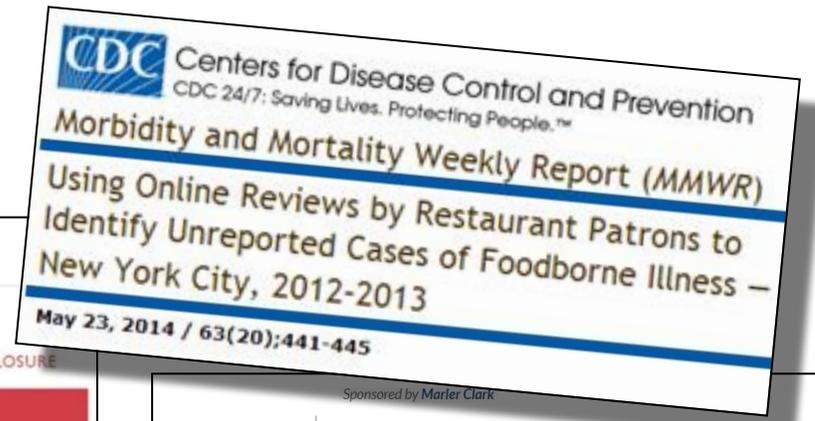
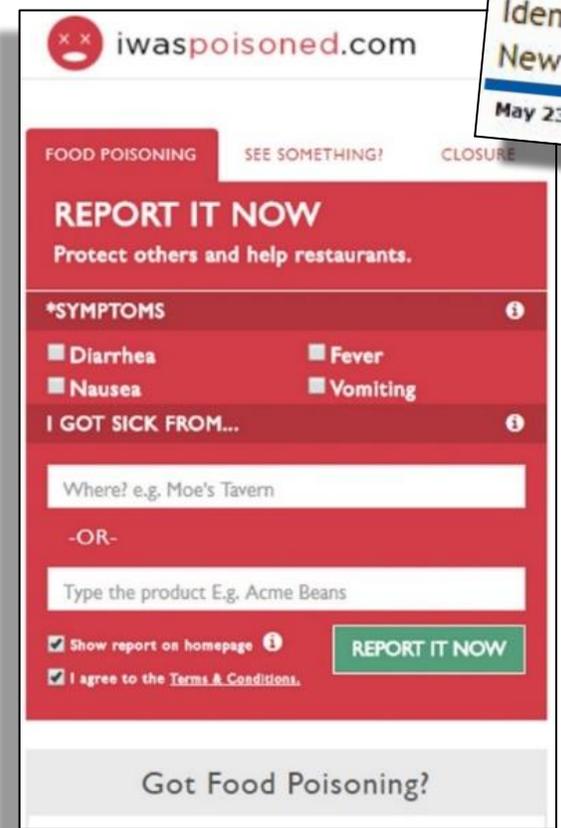
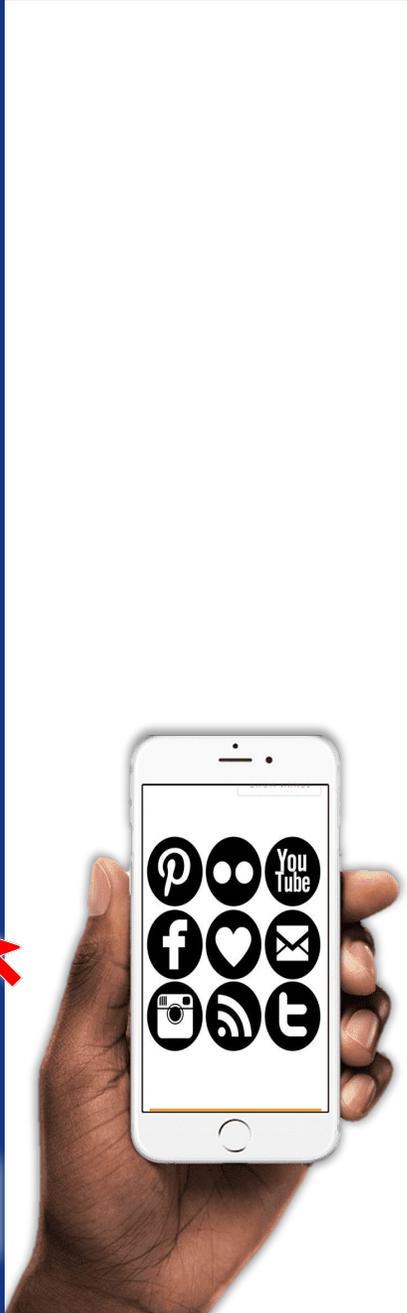
Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler



By News Desk on February 10, 2021

## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

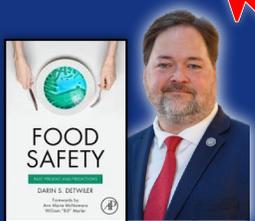
What Data to Collect

When to take Responsibility

Real Stories Behind the Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler

Do not wait to do these until *after* a major outbreak or recall.

That is the *wrong* time to start building trust on what should have been done all along.

*Prioritize*



*Invest*



*Train*



## *Prioritizing the Courage behind Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action



Dr. Darin Detwiler

*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

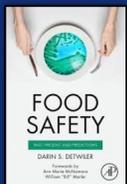
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

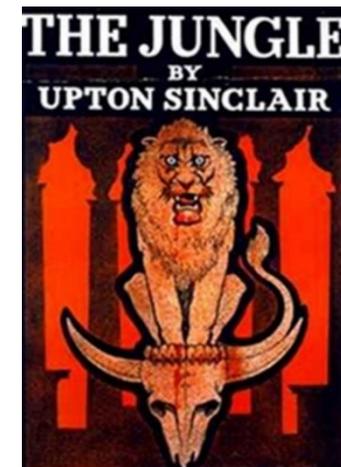
Social Media

Call-to-Action



Dr. Darin Detwiler

“The things described by  
Mr. Sinclair  
happened **yesterday**,  
are happening **today**,  
and will happen **tomorrow**,  
**and the next day**,  
until some Hercules comes  
to cleanse the filthy stable.”



Prioritizing the  
Courage behind  
Food Safety

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

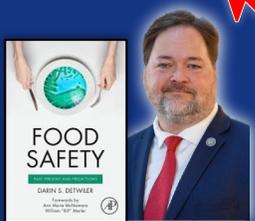
What Data  
to Collect

When to take  
Responsibility

Real Stories  
Behind the  
Numbers

Social Media

Call-to-Action

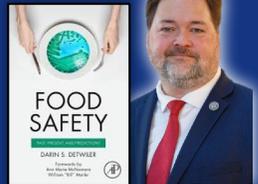


Dr. Darin Detwiler



Food Safety requires  
“**Herculean**” Effort:  
an enormous amount of  
**Work**  
**Strength**  
**Courage**





Dr. Darin Detwiler

*Communicating  
Change in Food  
Safety*

Social Media

How the News  
Landscape has  
Changed

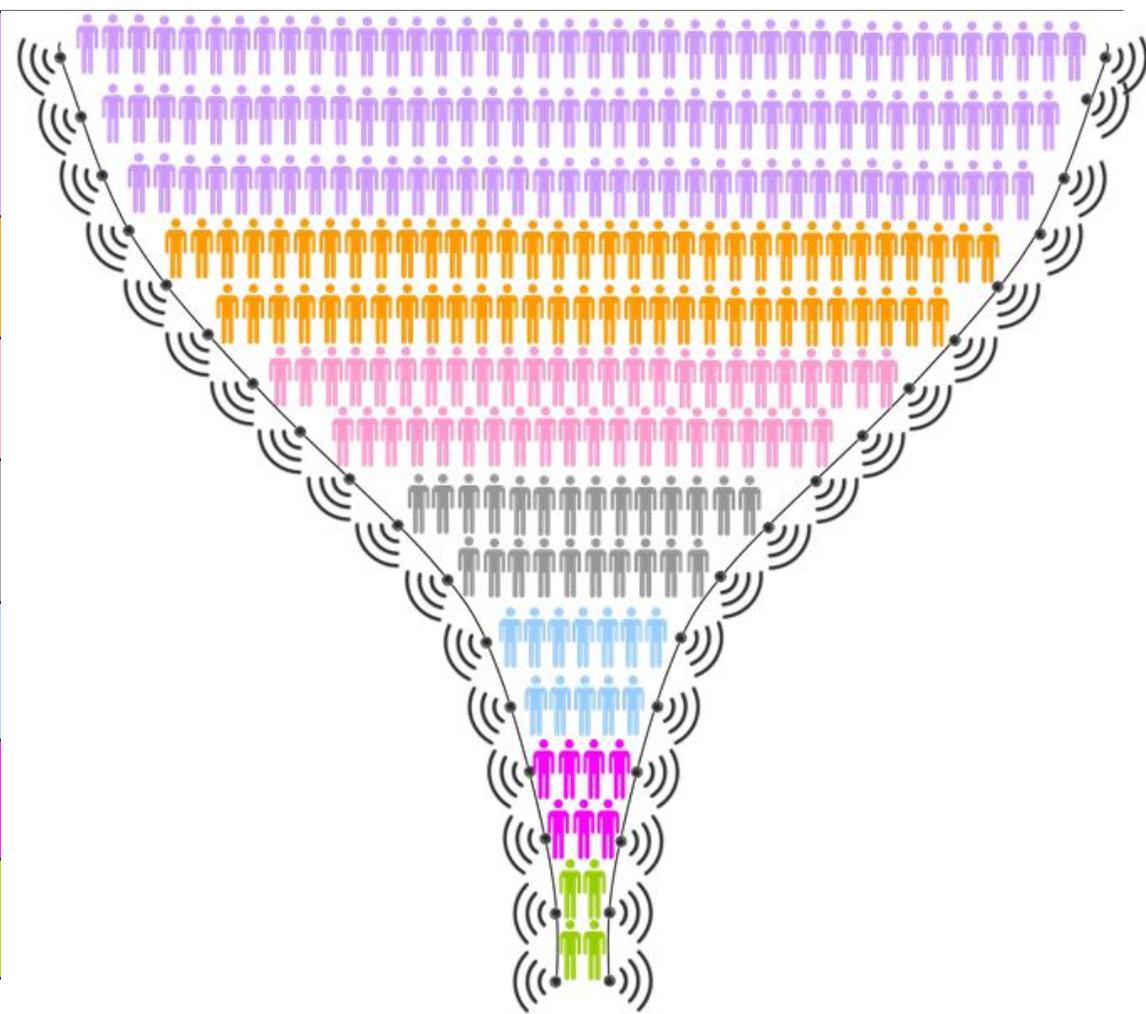
“SOAP”  
Approach”

Theory of Change  
Approach

Call-to-Action



**Dr. Darin Detwiler**



**Passive**

**Active**

**Generative**

*Inspired by Jason Falls, SocialMediaExplorer.com*

© Mark Smciklas, Digital Strategist, IntersectionConsulting.com/blog

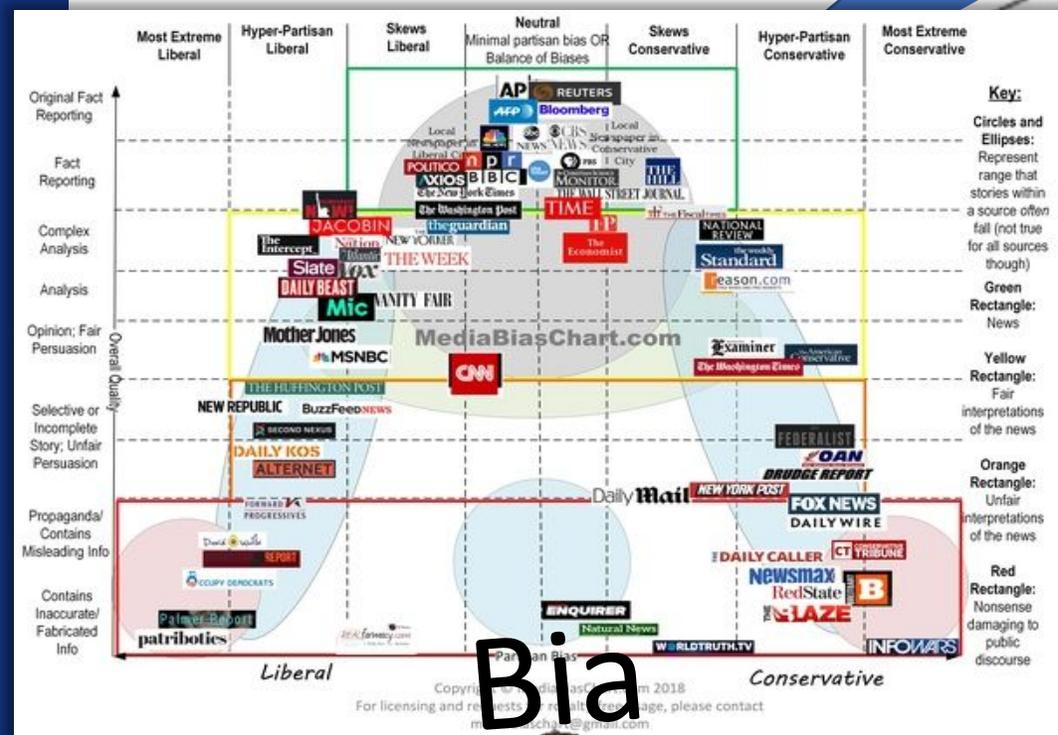
Communicating  
Change in Food  
Safety

National Desk

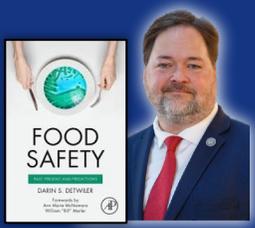
Business Desk

Crime Desk

Food Desk



**Bias**



Dr. Darin Detwiler



## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

What Pressures to Acknowledge

What Data to Collect

When to take Responsibility

How the News and Social Media Landscape has Changed

Call-to-Action



Dr. Darin Detwiler



The Jack in the Box hamburger outbreak last month. The company's sales fell 30 percent in the last month. The outbreak in Seattle — a food-poisoning from Jack in the Box hamburger in January left two children dead and sickened 500 people in Washington state, Idaho, and Nevada.

**NATIONAL NEWSPAPERS**  
*(N.Y. Times, L.A. Times, Washington Post)*

“The past two months have clearly been the most traumatic in the company's 43-year history.”  
 — Jack Goodall, Foodmaker chief executive

“The past two months have clearly been the most traumatic in the company's 43-year history.”  
 — Jack Goodall, Foodmaker chief executive

Foodmaker has borrowed \$17 million from banks. The company said it doesn't anticipate a need to draw on more credit in fiscal 1993, which would leave it with about \$30 million in unused credit.

Foodmaker owns, operates and franchises 1,161 Jack in the Box restaurants throughout the western and southwestern United States. It also operates and franchises 229 Chi-Chi's Mexican restaurants, primarily in the Midwest and mid-Atlantic states.



# MASSACHUSETTS HEALTH OFFICERS ASSOCIATION Annual Conference

Prioritizing the  
Courage behind  
Food Safety

What is Critical  
to Know

What History  
to Consider

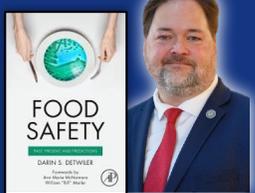
What Pressures to  
Acknowledge

What Data  
to Collect

When to take  
Responsibility

How the News and  
Social Media  
Landscape has  
Changed

Call-to-Action



Dr. Darin Detwiler

**NATIONAL NEWSPAPERS**  
(N.Y. Times, L.A. Times, Washington Post)

“The past two months have clearly been the most traumatic in the company’s 43-year history.”  
— Jack Goodall, Foodmaker chief executive

**STATE / LOCAL NEWSPAPERS**  
(Seattle Times, Seattle Post-Intelligencer, Bellingham Herald)

*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

What Pressures to  
Acknowledge

What Data  
to Collect

When to take  
Responsibility

How the News and  
Social Media  
Landscape has  
Changed

Call-to-Action



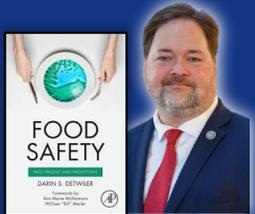
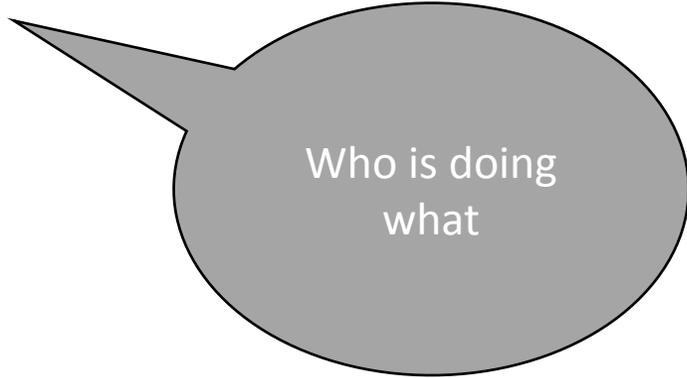
**SOAP**

**S**ituation Status – The “What”

**O**bjectives – Aligned with the “Why”

**A**ssignments – The “Who”

**P**riorities – Key steps



Dr. Darin Detwiler

*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

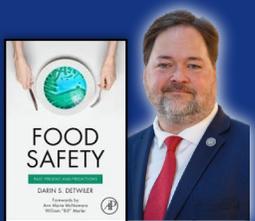
What Pressures to  
Acknowledge

What Data  
to Collect

When to take  
Responsibility

How the News and  
Social Media  
Landscape has  
Changed

Call-to-Action

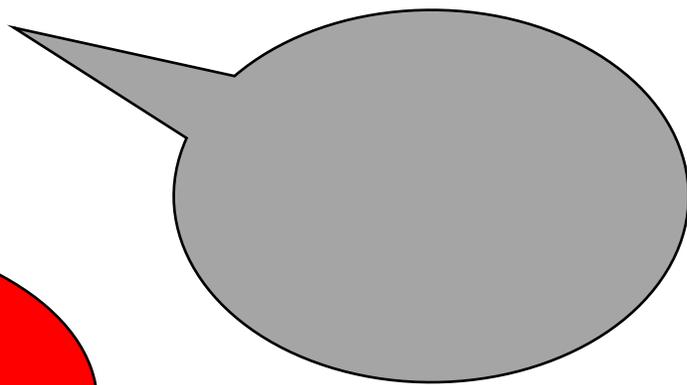
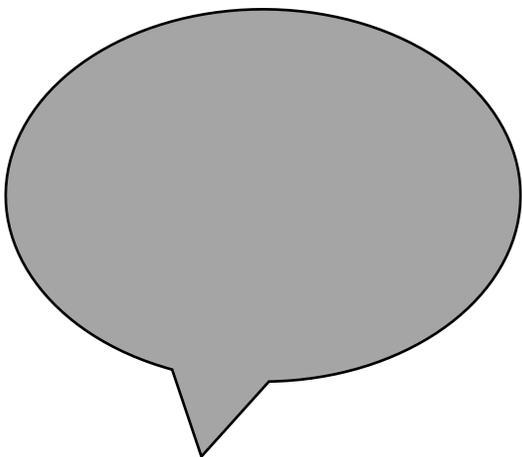


Dr. Darin Detwiler



## **SOAP**

**S**ituation Status – The “What”  
**O**bjectives – Aligned with the “Why”  
**A**ssignments – The “Who”  
**P**riorities – Key steps





## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

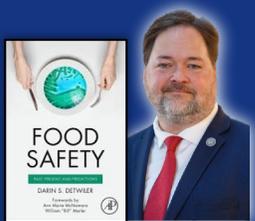
What Pressures to Acknowledge

What Data to Collect

When to take Responsibility

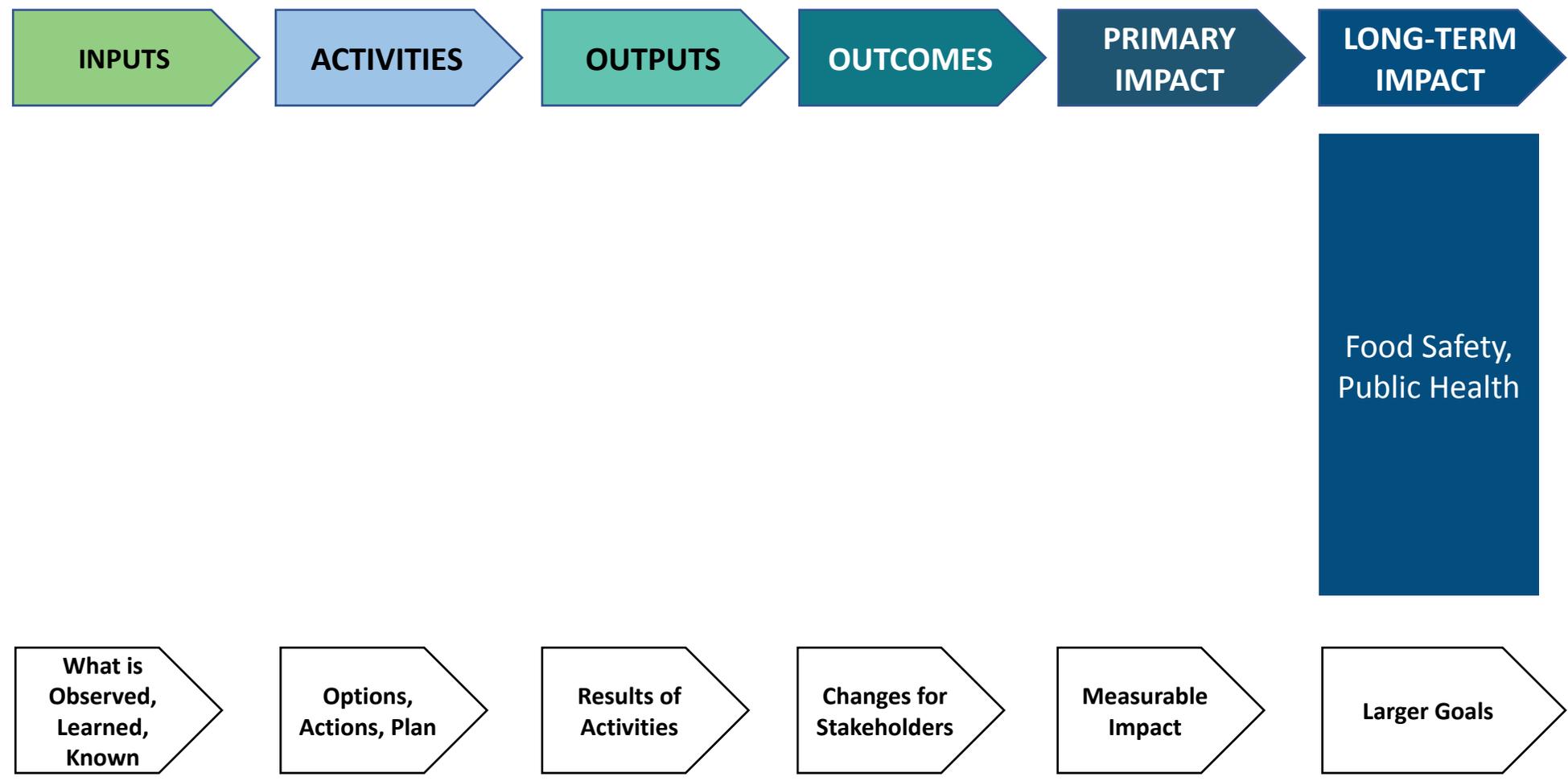
How the News and Social Media Landscape has Changed

Call-to-Action



Dr. Darin Detwiler

## Theory of Change



Food Safety, Public Health

## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

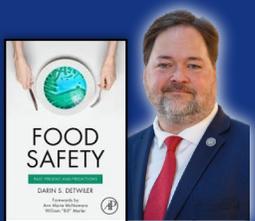
What Pressures to Acknowledge

What Data to Collect

When to take Responsibility

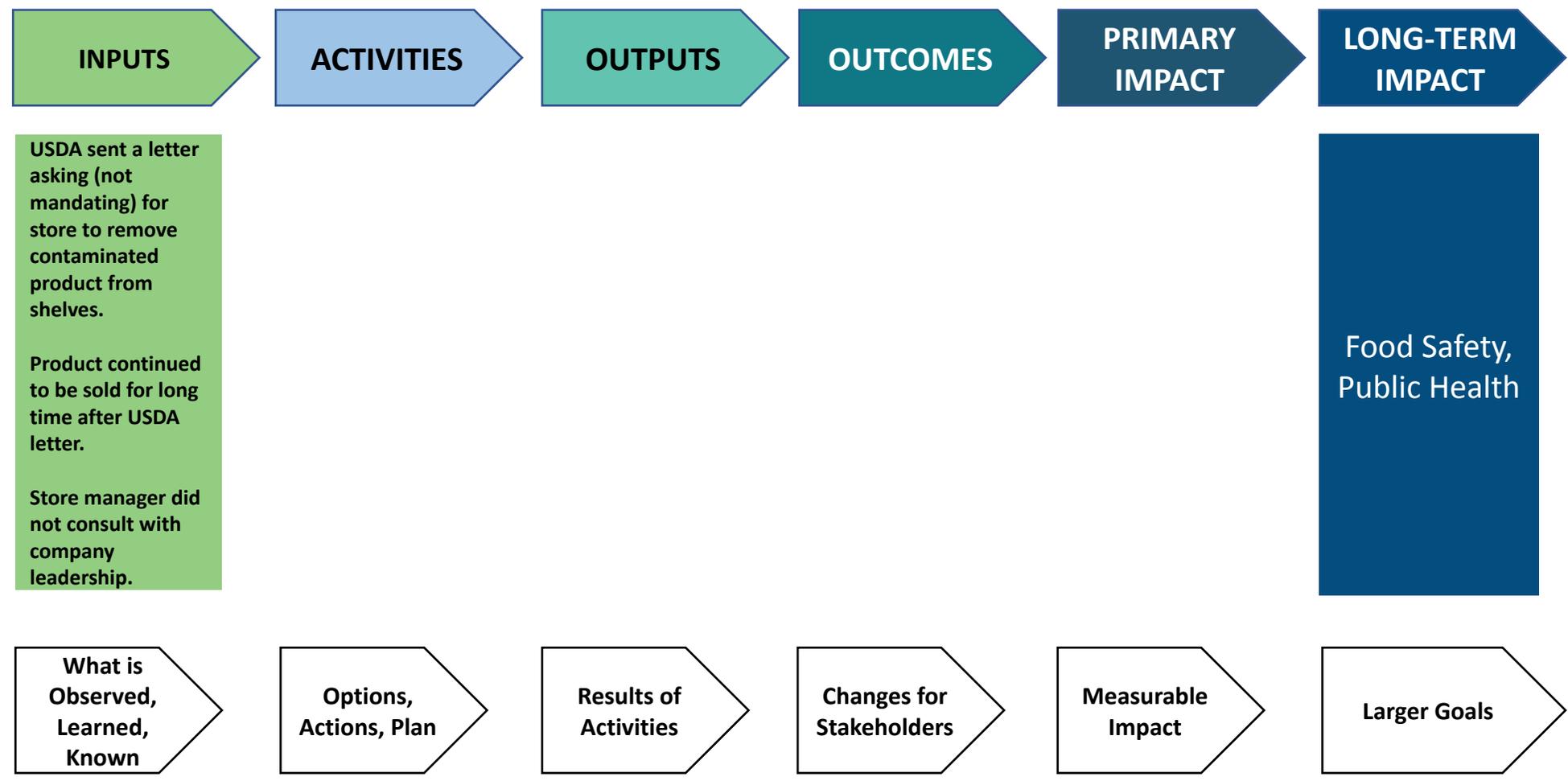
How the News and Social Media Landscape has Changed

Call-to-Action



Dr. Darin Detwiler

## Theory of Change





## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

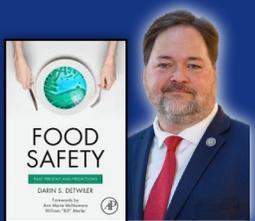
What Pressures to Acknowledge

What Data to Collect

When to take Responsibility

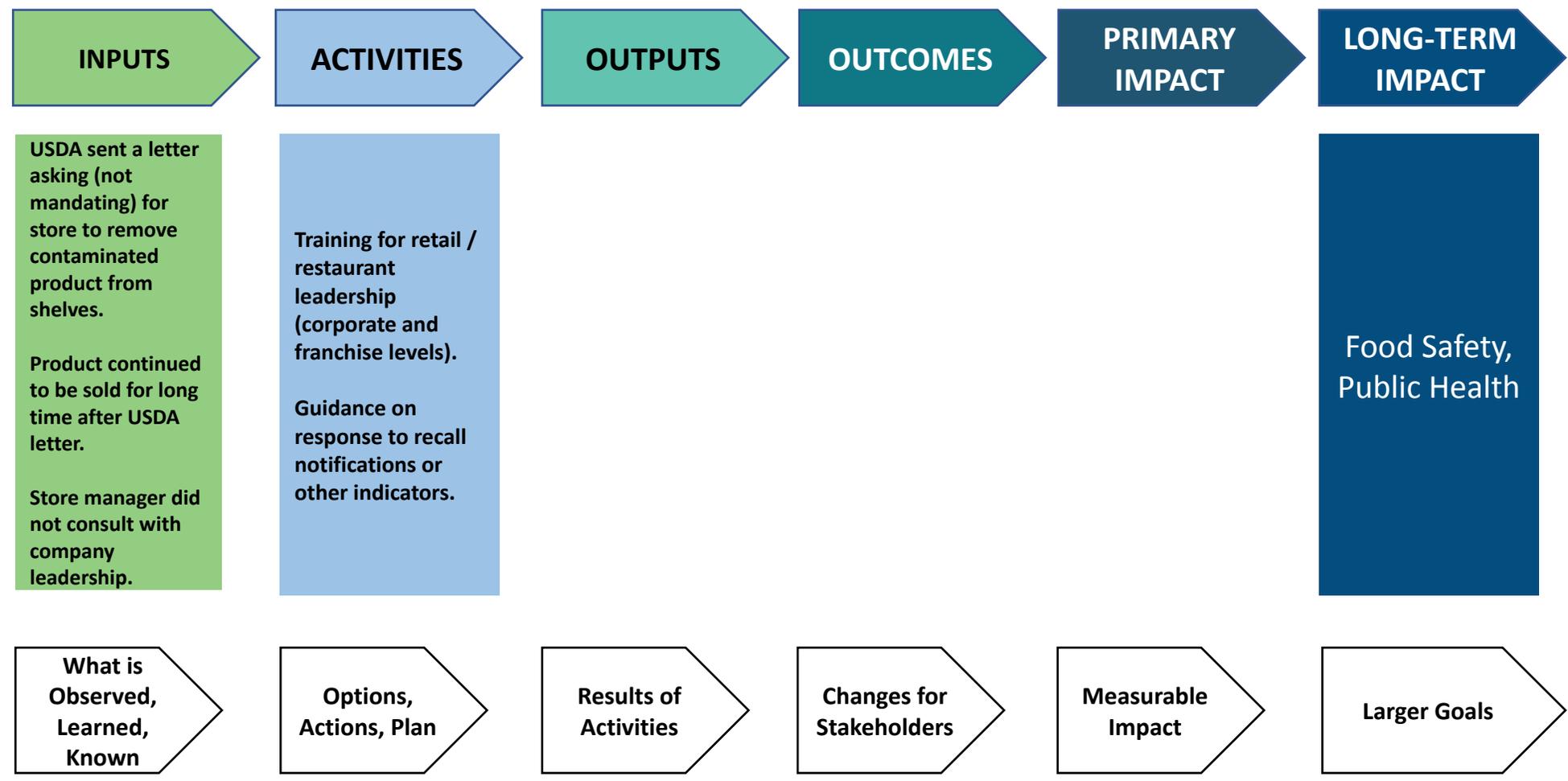
How the News and Social Media Landscape has Changed

Call-to-Action

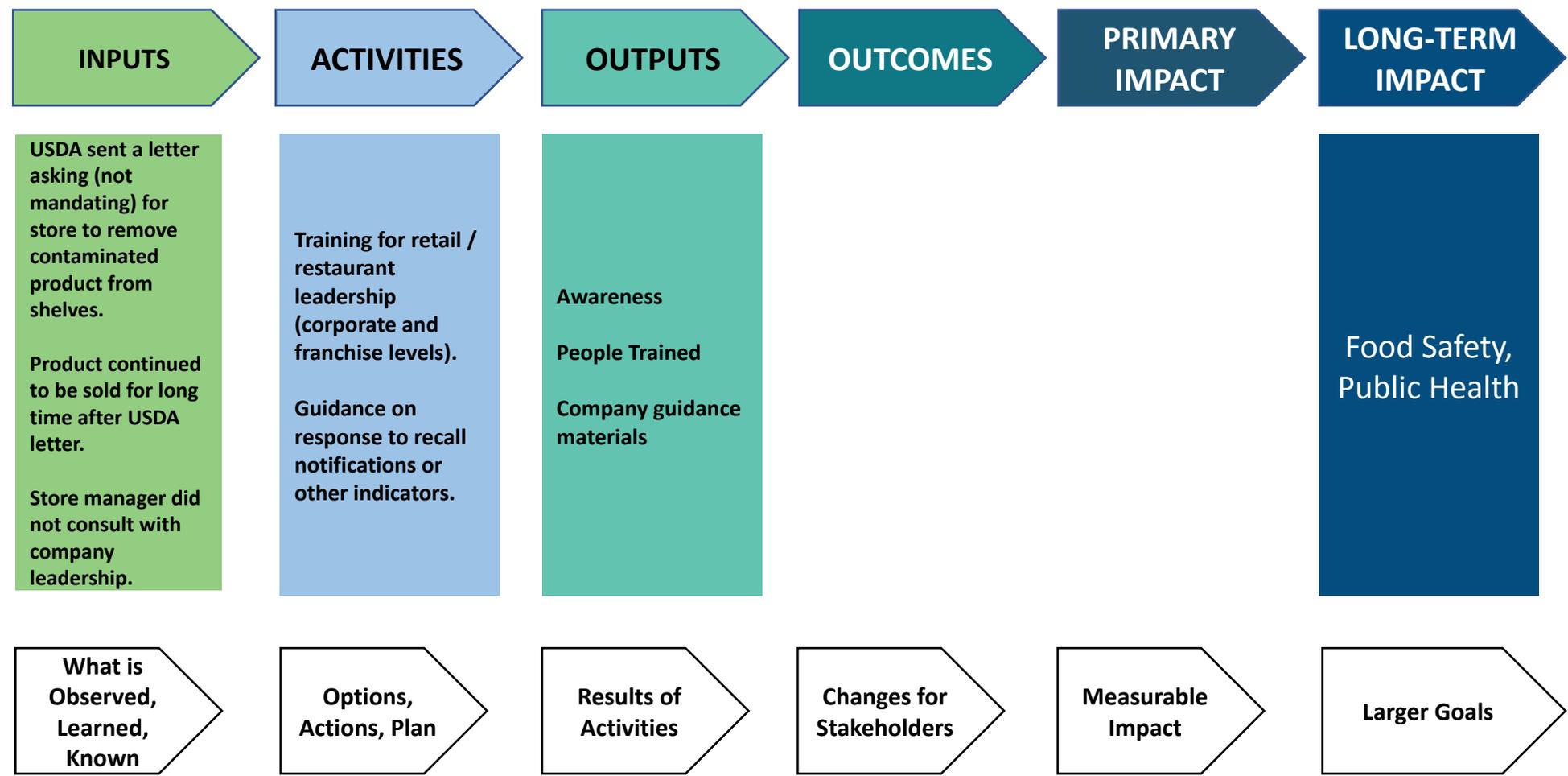


Dr. Darin Detwiler

## Theory of Change



## Theory of Change



*Prioritizing the Courage behind Food Safety*

What is Critical to Know

What History to Consider

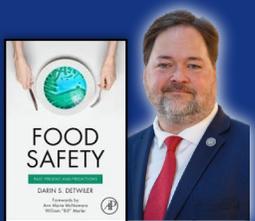
What Pressures to Acknowledge

What Data to Collect

When to take Responsibility

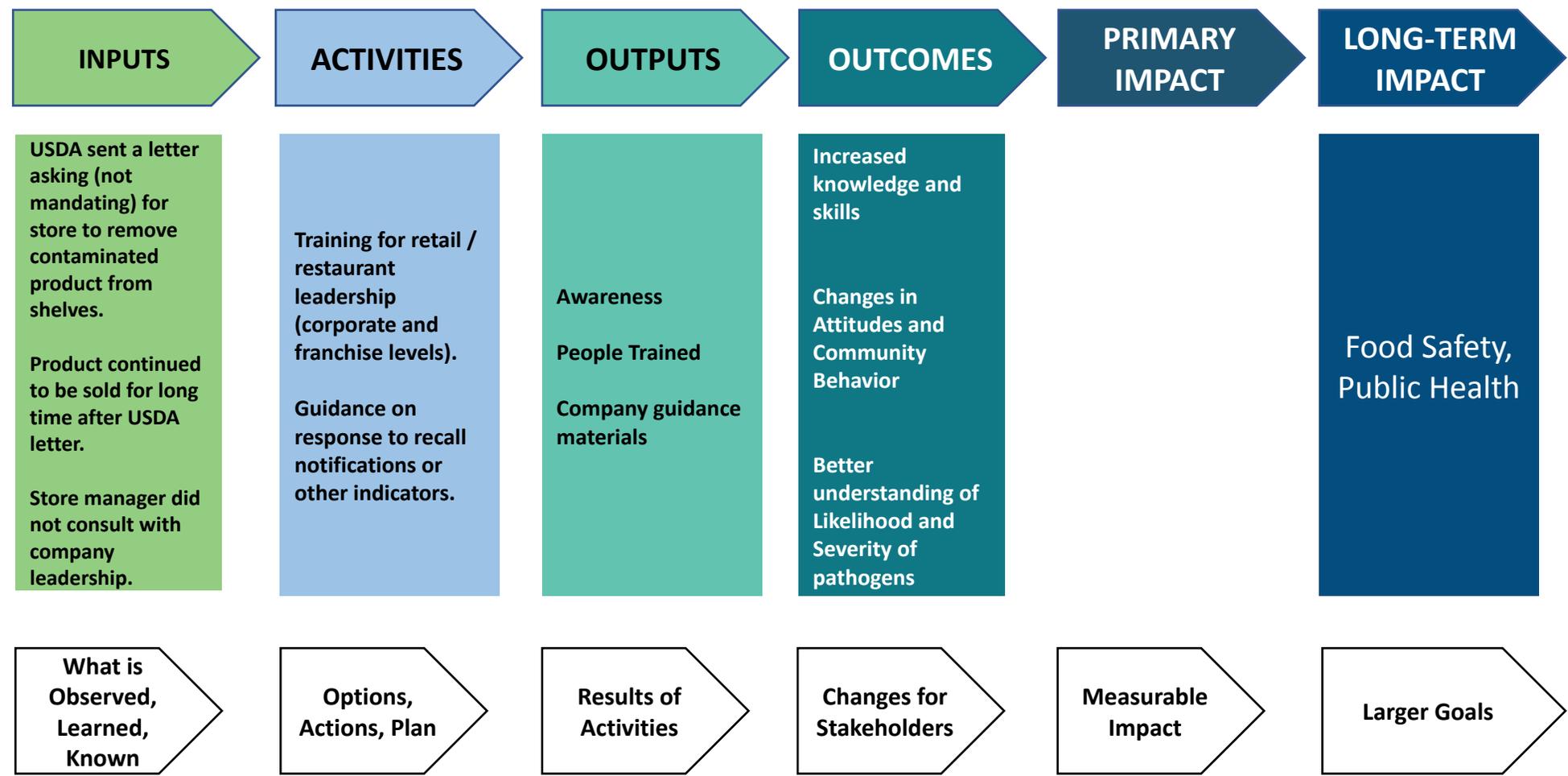
How the News and Social Media Landscape has Changed

Call-to-Action



Dr. Darin Detwiler

## Theory of Change



*Prioritizing the Courage behind Food Safety*

What is Critical to Know

What History to Consider

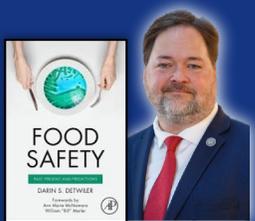
What Pressures to Acknowledge

What Data to Collect

When to take Responsibility

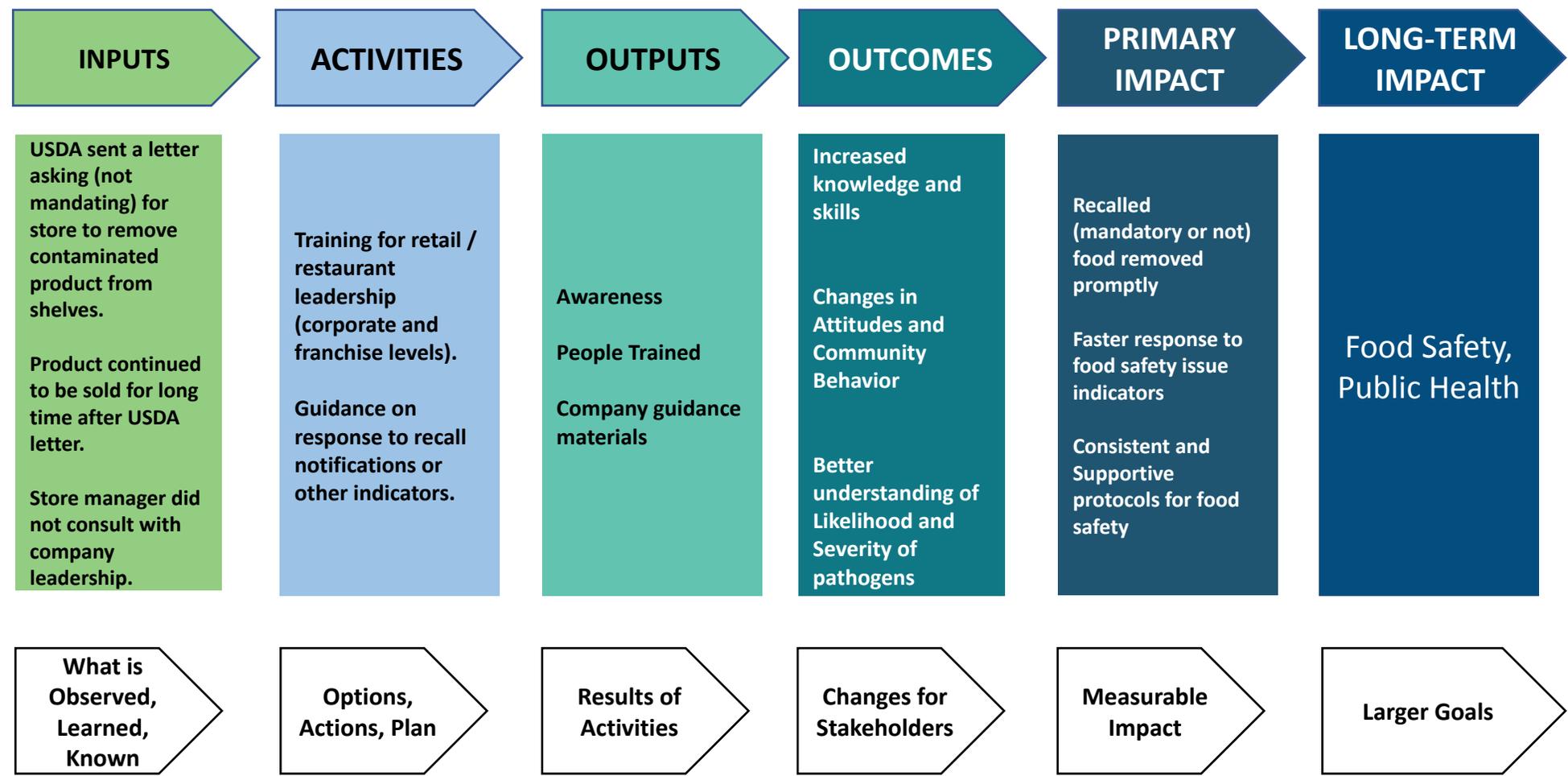
How the News and Social Media Landscape has Changed

Call-to-Action



Dr. Darin Detwiler

## Theory of Change



*Prioritizing the Courage behind Food Safety*

What is Critical to Know

What History to Consider

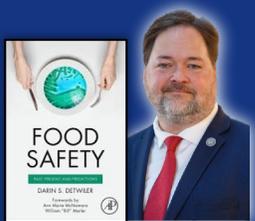
What Pressures to Acknowledge

What Data to Collect

When to take Responsibility

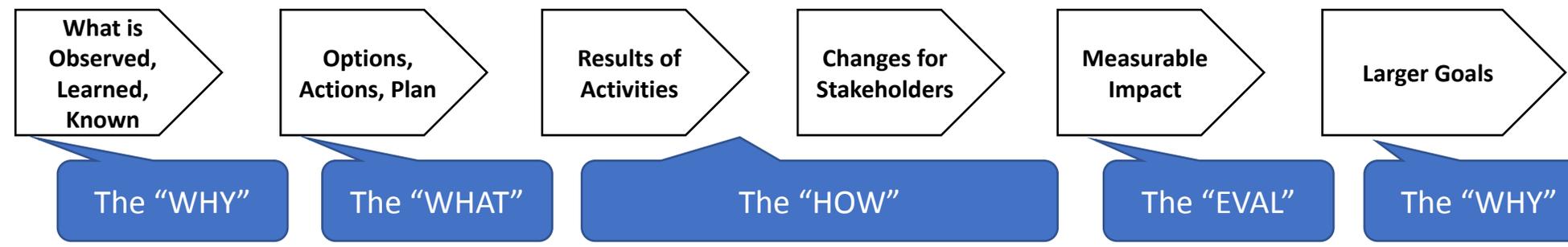
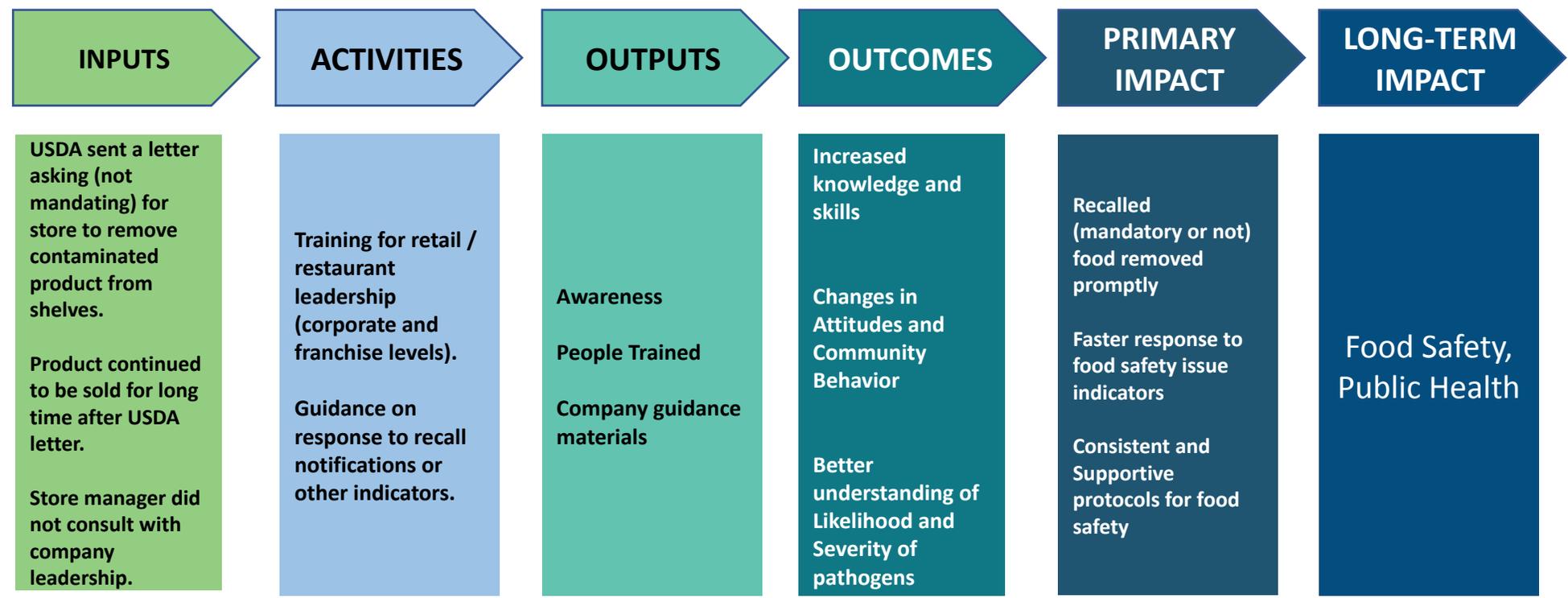
How the News and Social Media Landscape has Changed

Call-to-Action



Dr. Darin Detwiler

## Theory of Change



*Prioritizing the Courage behind Food Safety*

What is Critical to Know

What History to Consider

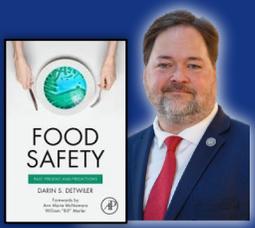
What Pressures to Acknowledge

What Data to Collect

When to take Responsibility

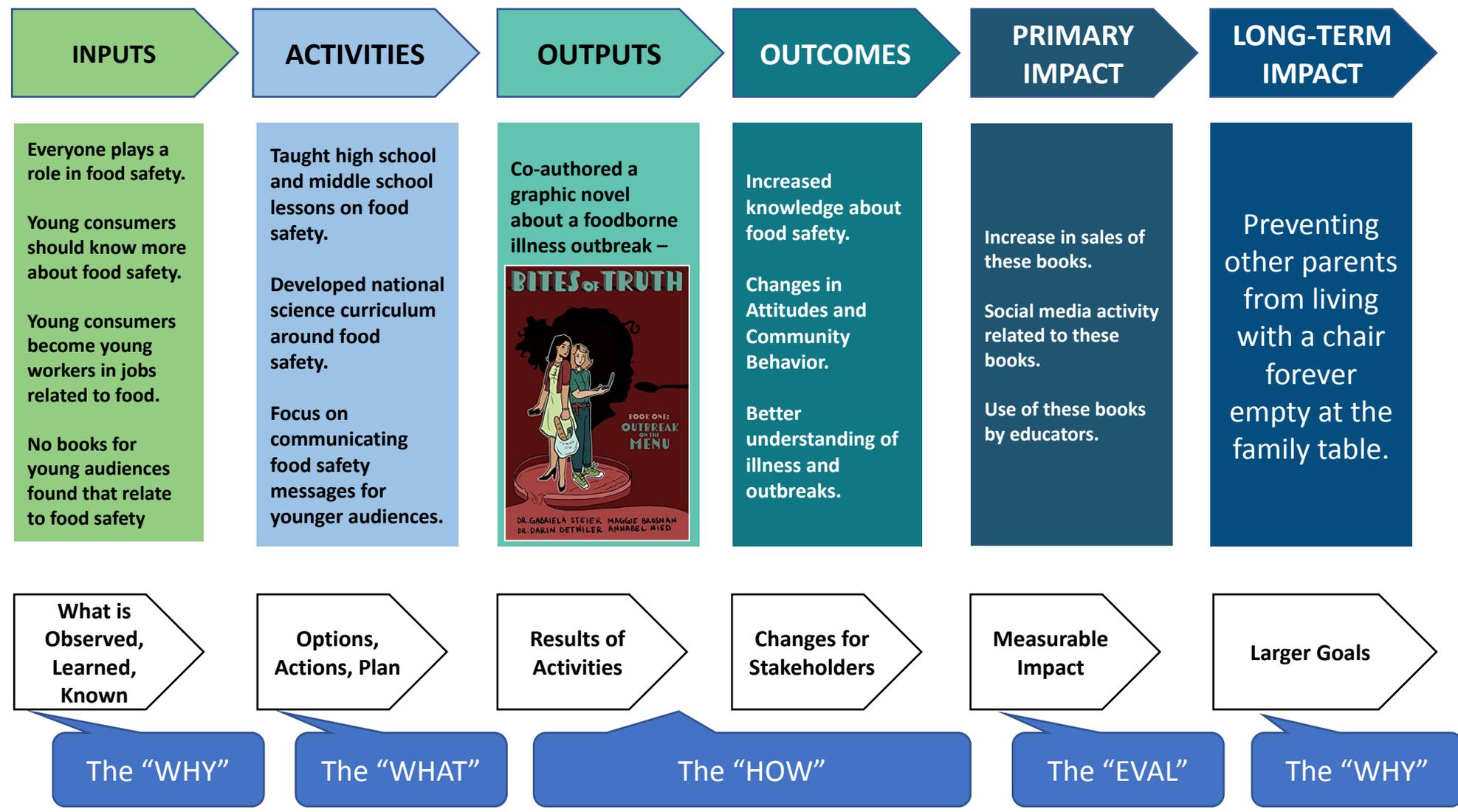
How the News and Social Media Landscape has Changed

Call-to-Action



Dr. Darin Detwiler

## Theory of Change



*Prioritizing the Courage behind Food Safety*

What is Critical to Know

What History to Consider

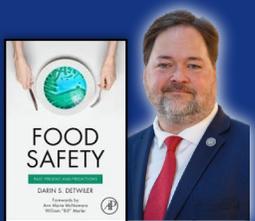
What Pressures to Acknowledge

What Data to Collect

When to take Responsibility

How the News and Social Media Landscape has Changed

Call-to-Action



Dr. Darin Detwiler



## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

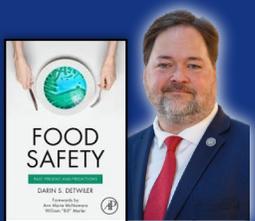
What Pressures to Acknowledge

What Data to Collect

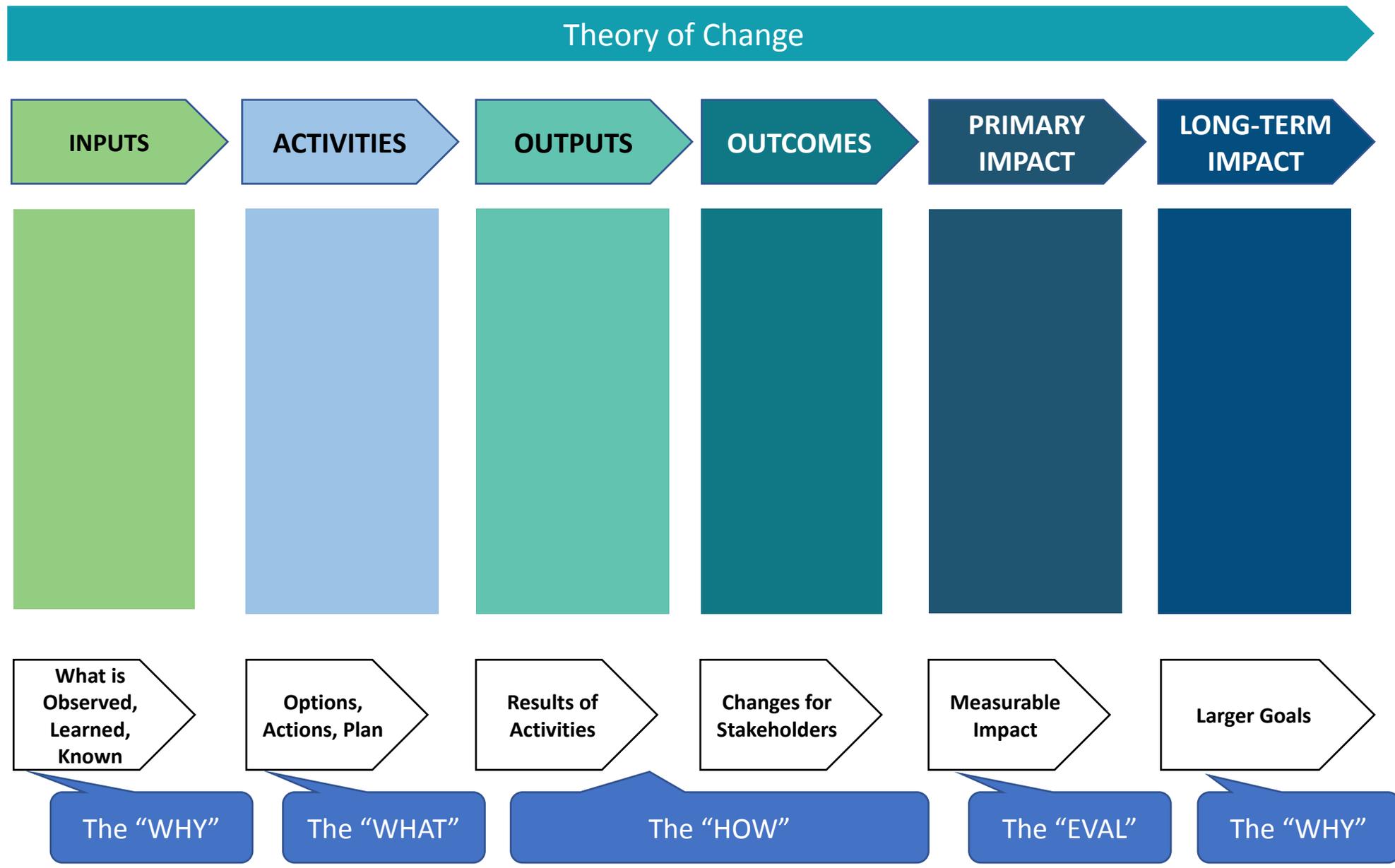
When to take Responsibility

How the News and Social Media Landscape has Changed

Call-to-Action

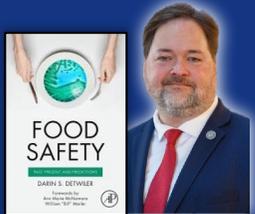
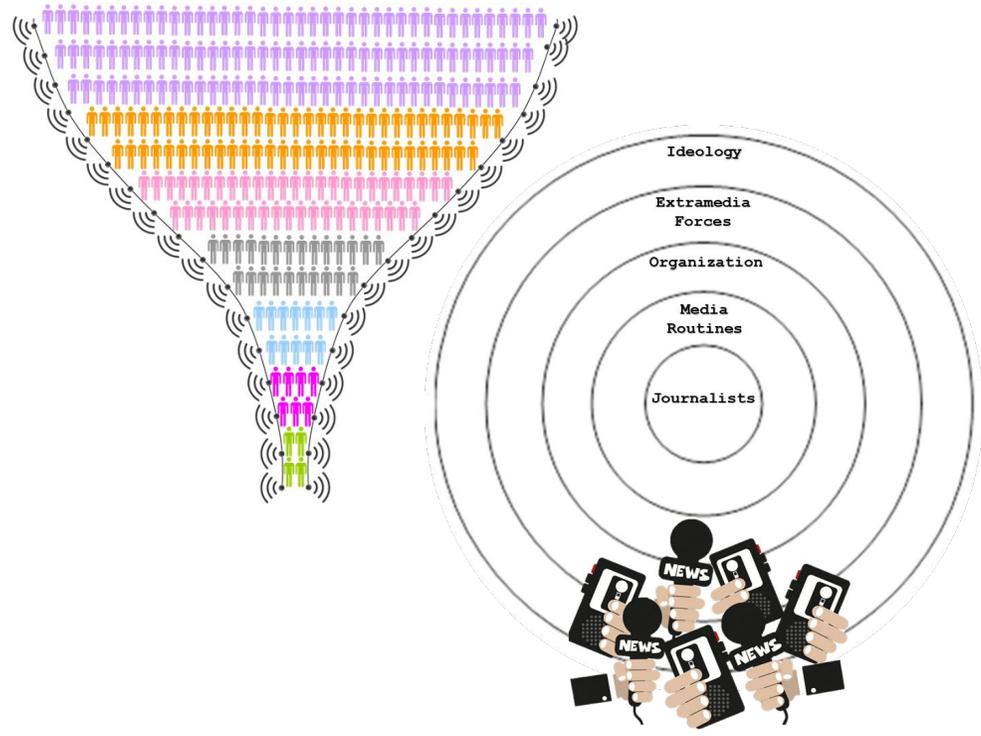


Dr. Darin Detwiler



## Prioritizing the Courage behind Food Safety

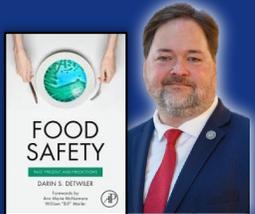
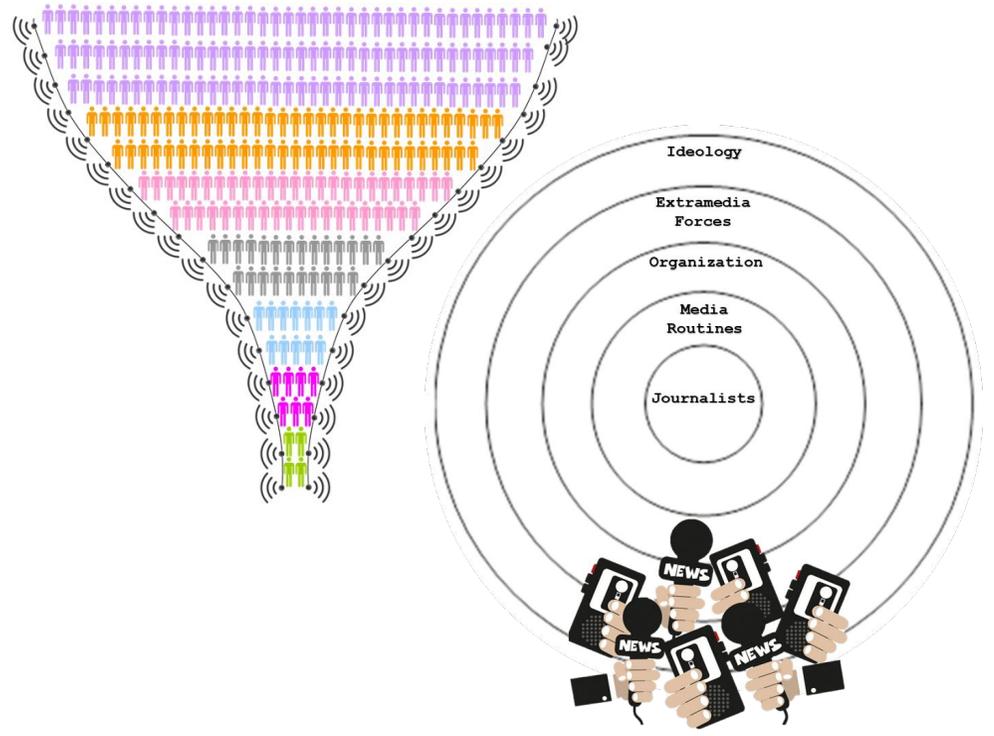
- What is Critical to Know
- What History to Consider
- What Pressures to Acknowledge
- What Data to Collect
- When to take Responsibility
- How the News and Social Media Landscape has Changed
- Call-to-Action



Dr. Darin Detwiler

## Prioritizing the Courage behind Food Safety

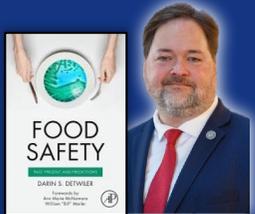
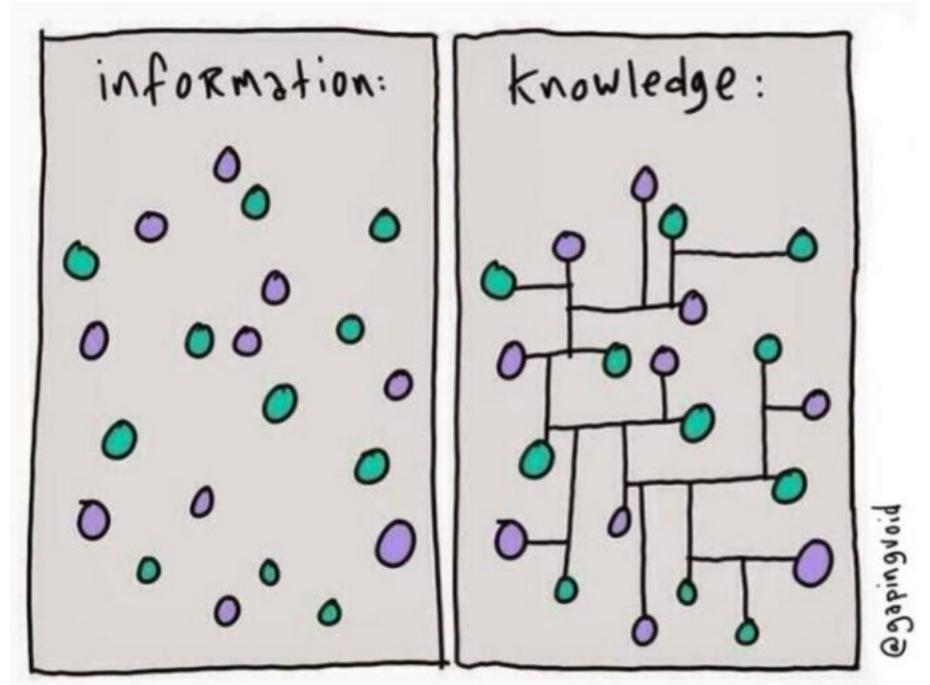
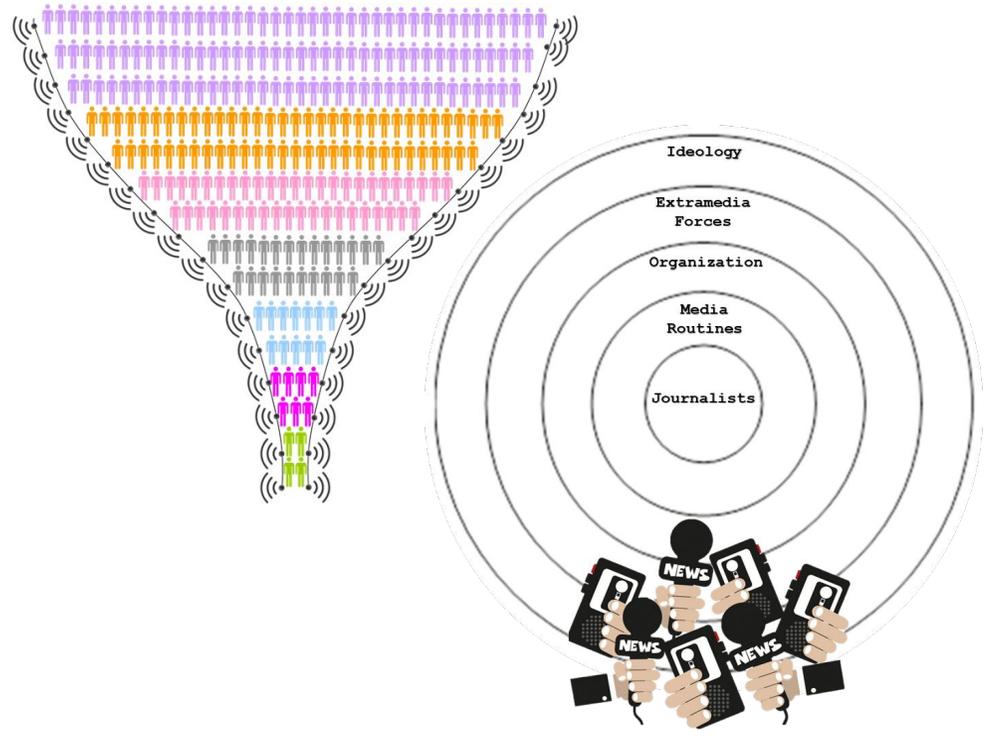
- What is Critical to Know
- What History to Consider
- What Pressures to Acknowledge
- What Data to Collect
- When to take Responsibility
- How the News and Social Media Landscape has Changed
- Call-to-Action



Dr. Darin Detwiler

## Prioritizing the Courage behind Food Safety

- What is Critical to Know
- What History to Consider
- What Pressures to Acknowledge
- What Data to Collect
- When to take Responsibility
- How the News and Social Media Landscape has Changed
- Call-to-Action



Dr. Darin Detwiler

## Prioritizing the Courage behind Food Safety

What is Critical to Know

What History to Consider

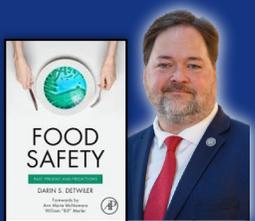
What Pressures to Acknowledge

What Data to Collect

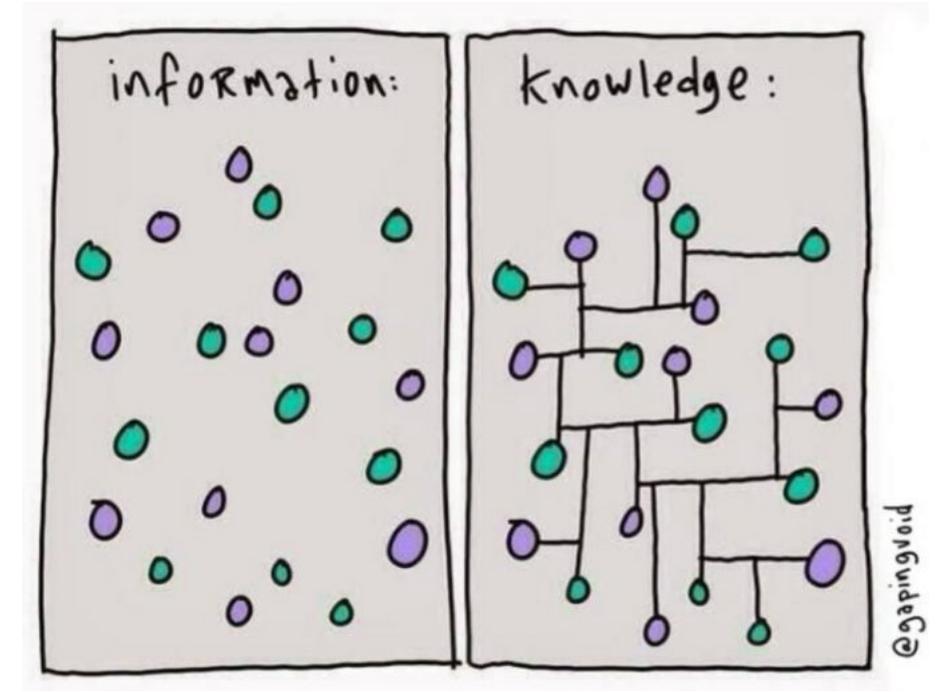
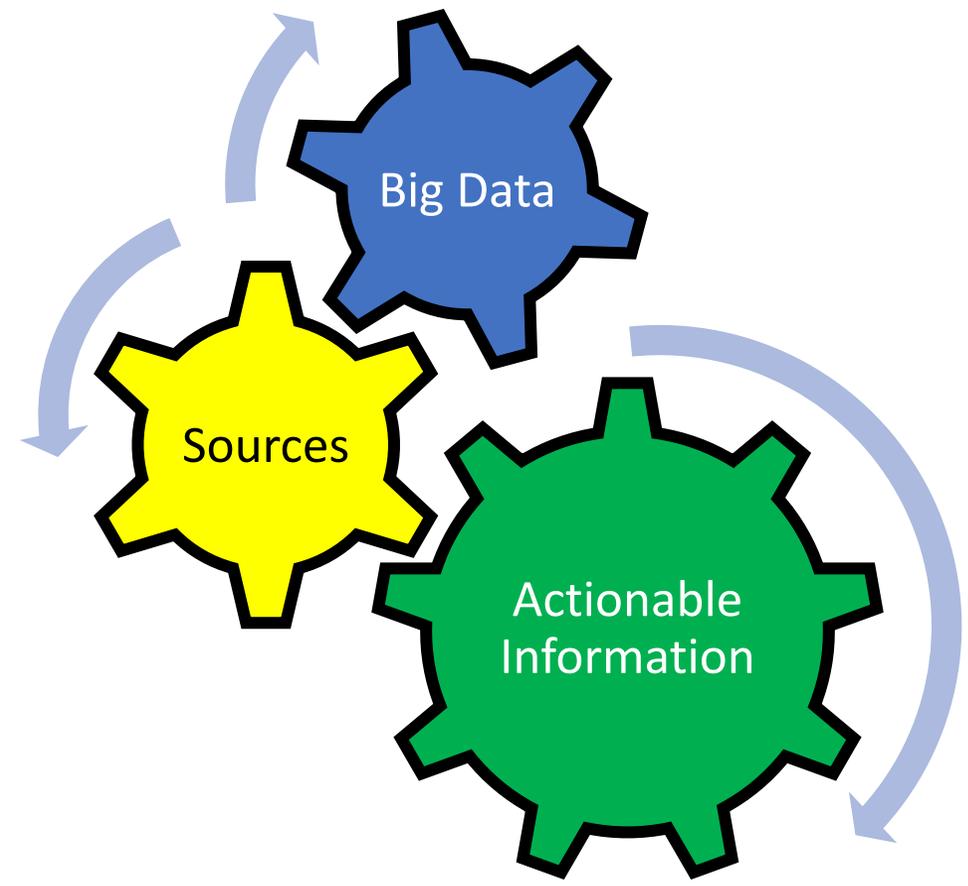
When to take Responsibility

How the News and Social Media Landscape has Changed

Call-to-Action



Dr. Darin Detwiler



*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

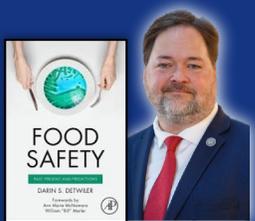
What Pressures to  
Acknowledge

What Data  
to Collect

When to take  
Responsibility

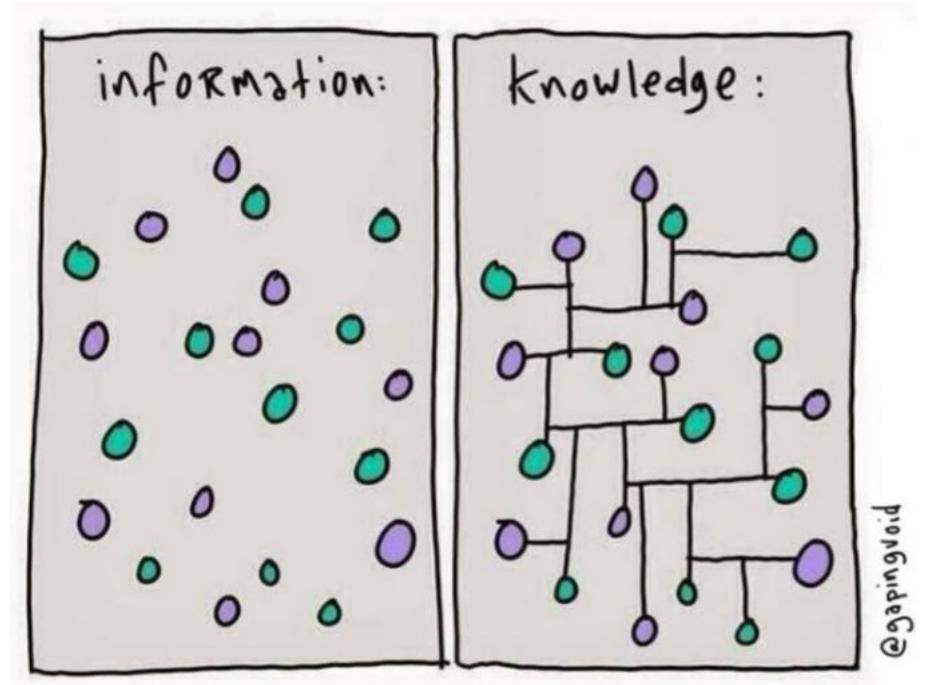
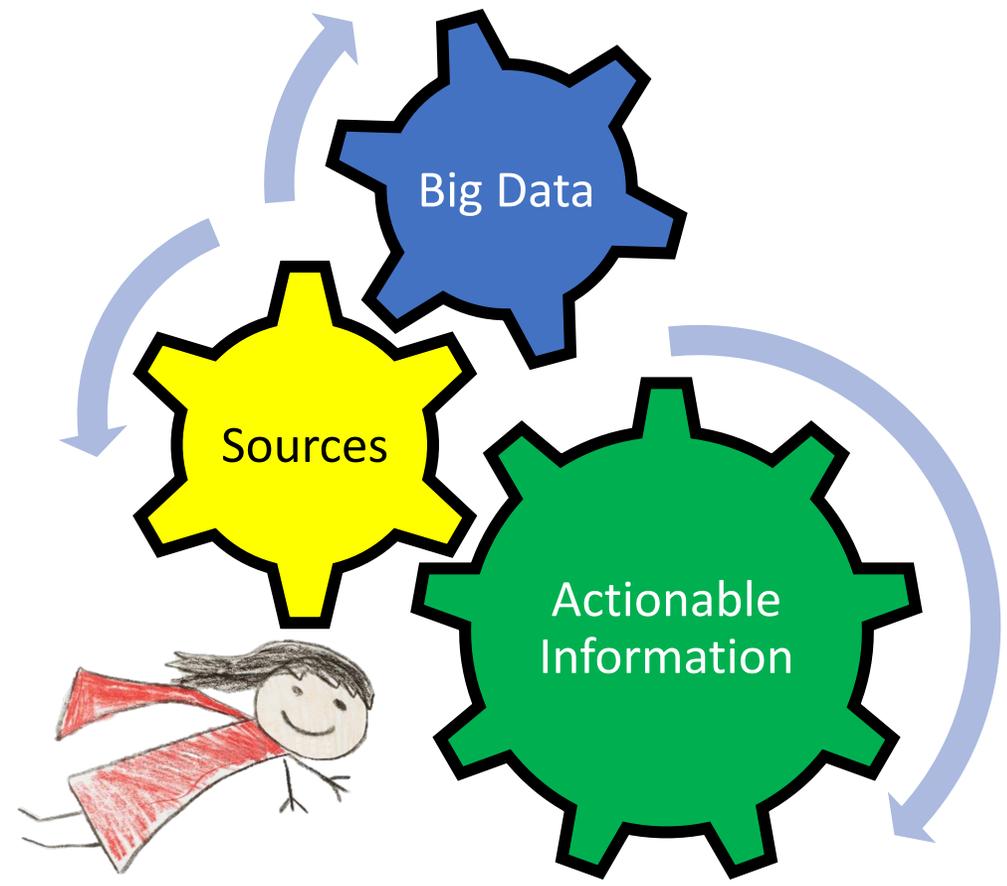
How the News and  
Social Media  
Landscape has  
Changed

Call-to-Action



Dr. Darin Detwiler

# “Herculean” Effort



*Prioritizing the  
Courage behind  
Food Safety*

What is Critical  
to Know

What History  
to Consider

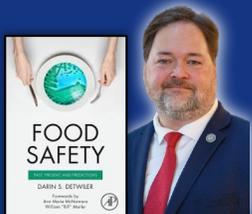
What Pressures to  
Acknowledge

What Data  
to Collect

When to take  
Responsibility

How the News and  
Social Media  
Landscape has  
Changed

Call-to-Action



Dr. Darin Detwiler

# “Herculean” Effort

