A gentle push towards improved hygiene and food safety through 'nudge' interventions



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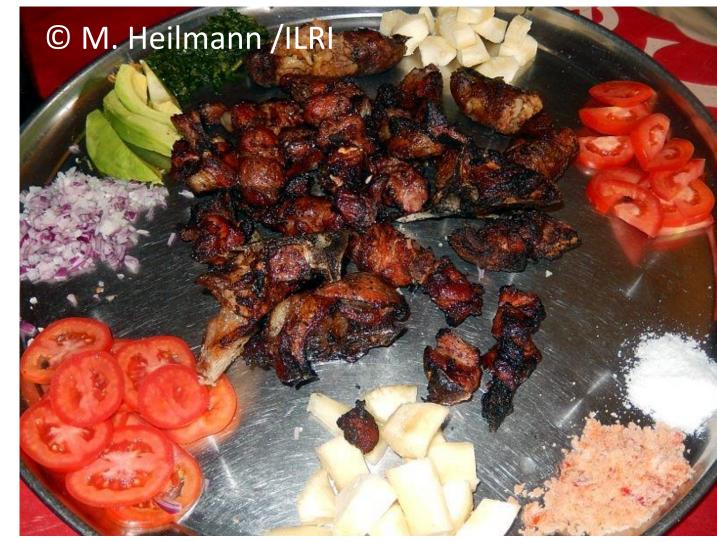


¹International Livestock Research Institute (ILRI); ²Véterinaires sans Frontières Germany (VSF-G); ³17 Triggers

Problem: Cross-contamination between raw and cooked ingredients

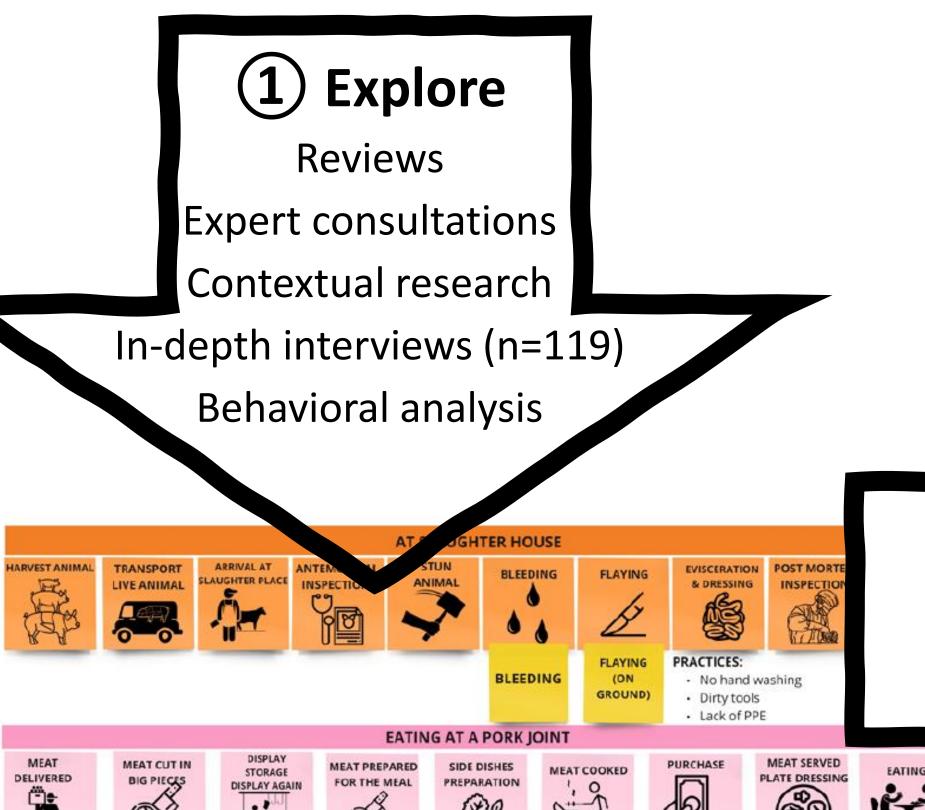


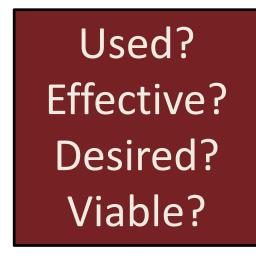




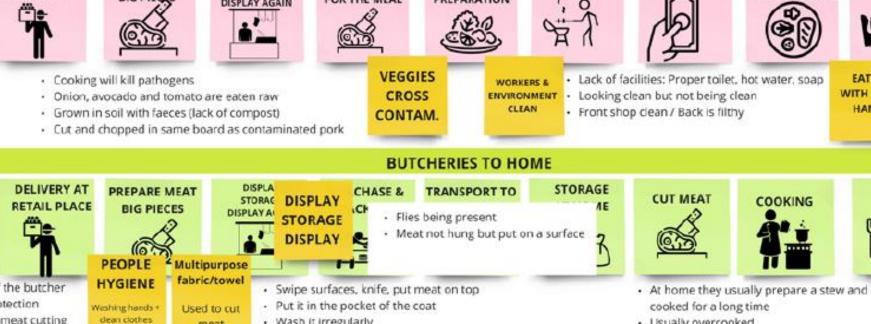
3 bucket

How to get meat handlers to adopt the 5 keys?





2 Experiment Co-creation & testing of 42 prototypes at pork joints









PERSONA: Helen, 29 years

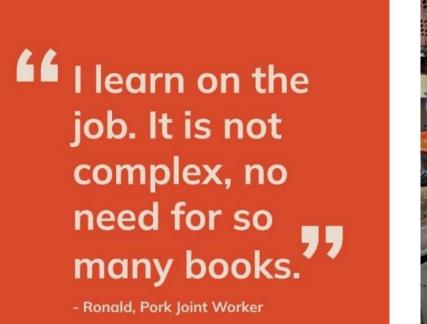
Education: Some secondary Priorities: health, hygiene, education, rent Info channels: TV and radio

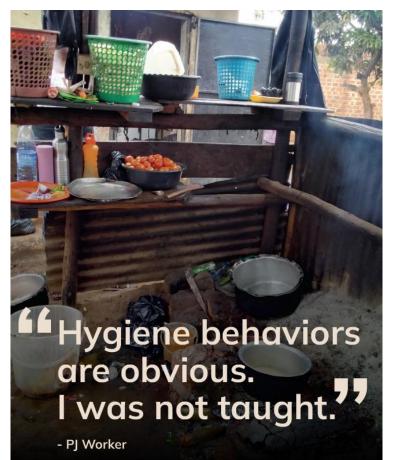
Likes about work: paid on time, well treated, social environment

Dislikes about work: long hours, cuts

66 I want to increase my earnings and open my own pork joint one day! - Andrew, Pork Joint Worker

//peopleimeetandfoodtheyeat.com





(4) Evaluation

Wash hands

Use clean cloth

Clean regularly

eep the back of

Separate utensils

ingredients

Store raw and

separately

Cook meat

thoroughly

cooked ingredients

for raw and cooked

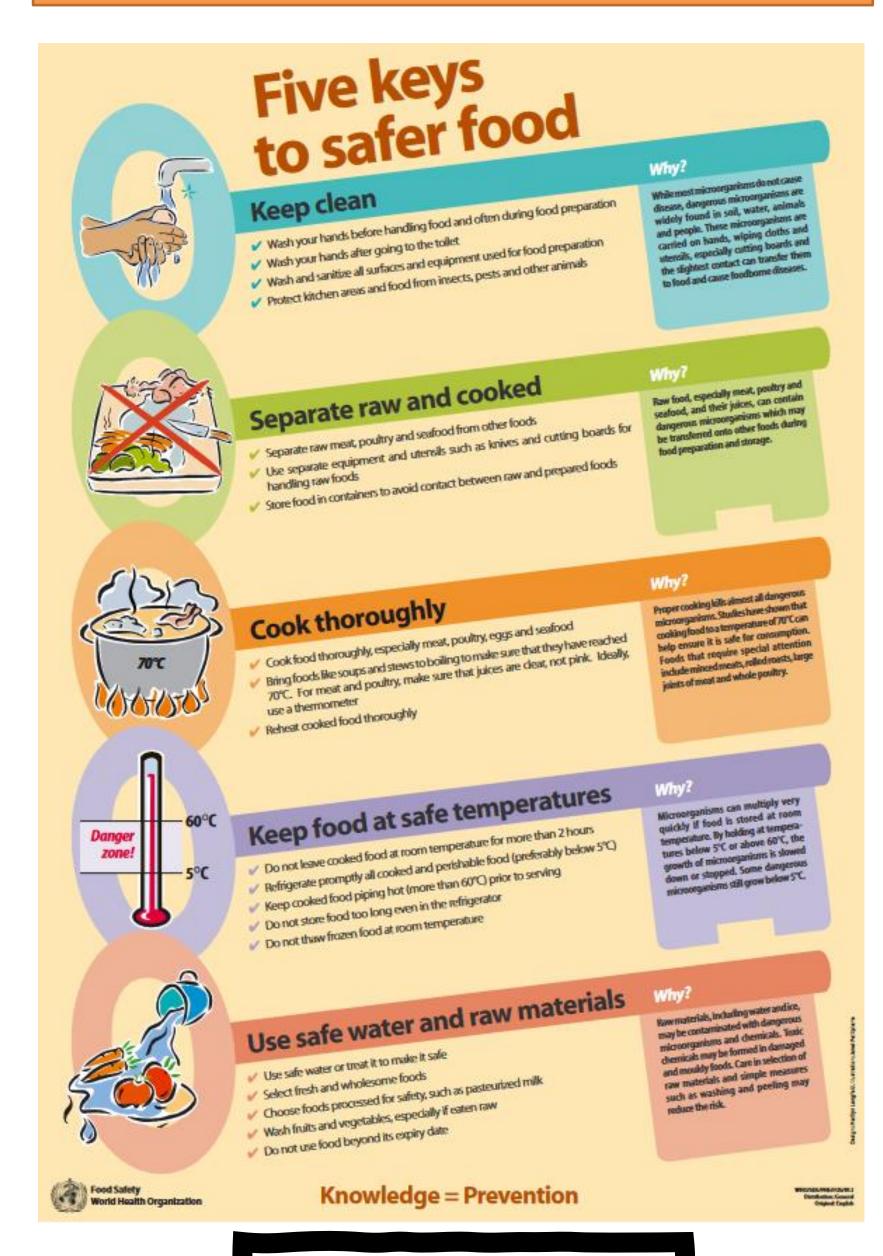
house clean

regularly

- ↓ Coliforms raw pork with training only
- ↓ Coliforms equipment for pork with training + all equipment
- ↓ Coliforms equipment for vegetables with training + all equipment No reduction coliforms on hands, vegetables or kitchen towels.
- ↑ Coliforms in vegetables and towels with training +

incomplete set of equipment

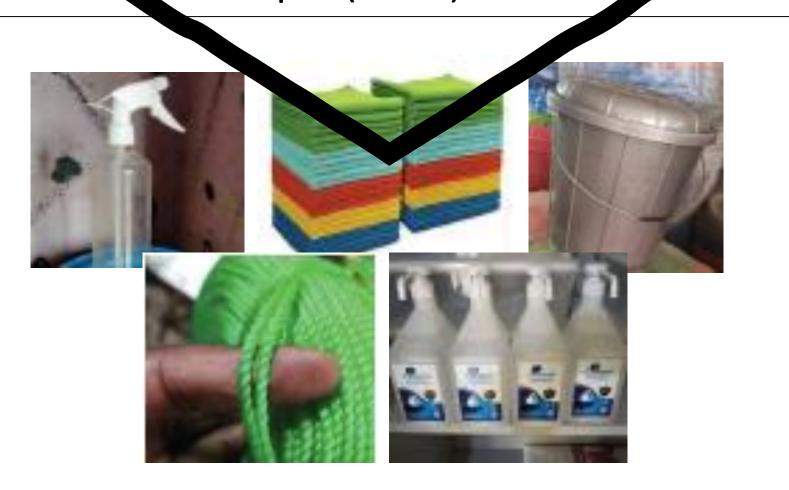
Solution:



(3) Pilot

Group 1 (n=16): 2 Comprehensive kits Group 2 (n=16):

2 tools selected from each kit Group 3 (n=16): control



Nudge kit 1: Keep clean

Nudge kit 2: Tricolor kitchen



(5) Conclusion

Nudges can help re-enforcing training messages but must be contextualized and used as intended

Kristina Roesel

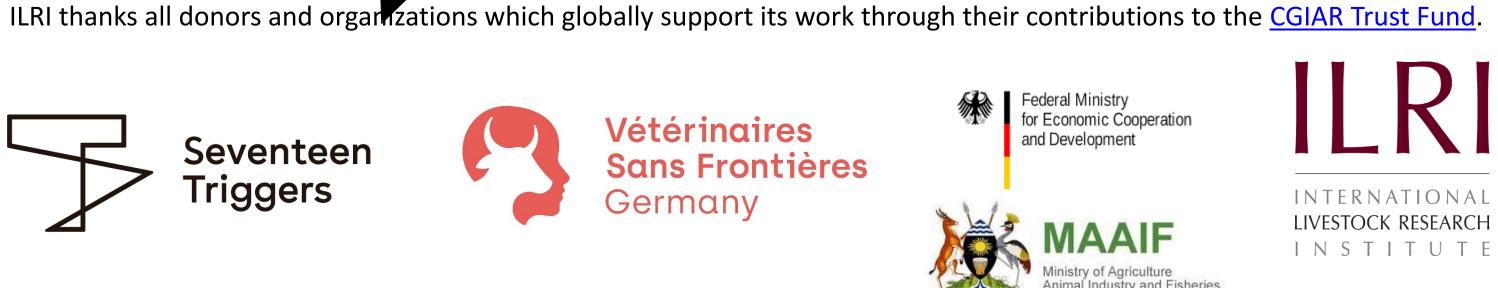
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