

Focus Group Questions: Improve Federal Outreach on Retail Food Safety Best Practices to Control *Listeria monocytogenes* in Grocery Delis

FSIS-OCFO-PEIS/OPHS/OIEA: Stakeholder Input on Federal Outreach via Focus Groups

Objectives	Industry: National/Regional Grocery Chain Question Set	Industry: Independent Grocer Retail Deli Owner Question Set	Public Sector: State or Local Health/Agriculture Department Food Safety Official Question Set	Duration
<p><b>Topic area:</b> Distribution/availability of communication</p> <p><b>Link to NACMPI recommendations [Response to FSIS Questions 1. A. and 1. B.]:</b> <i>Ensure guidance on control of Lm at retail is clear/understandable, practical and available to all audiences.</i></p>	<ol style="list-style-type: none"> <li>How do you generally get information on retail food safety practices to prevent or control <i>Listeria monocytogenes</i> contamination of foods prepared and sold in retail delis?                             <ul style="list-style-type: none"> <li>Prompt – Source: State or local health or agriculture departments, industry associations, conferences (e.g., IAFF or Conference for Food Protection), etc.</li> <li>Prompt – Format: websites, webinars, videos/social media, seminars, hardcopy (brochures), Federal Constituent Updates, etc.</li> </ul> </li> <li>Have you asked questions through FSIS's AskKaren, AskFSIS and/or Small and Very Small Plant Help Desk? If so, was the response helpful? If not, why?</li> </ol>	<ol style="list-style-type: none"> <li>Have you heard of <i>Listeria monocytogenes</i> before? If so, in what way and from whom? Do you know it is a recognized foodborne hazard?</li> <li>Have you received information on how to prevent <i>Listeria monocytogenes</i> contamination of foods prepared and sold in retail delis?</li> <li>How do you generally get information on best retail food safety practices to prevent contamination of foods prepared and served in retail delis?                             <ul style="list-style-type: none"> <li>Prompt – Source: State or local health or agriculture departments, industry associations, conferences (e.g., IAFF or Conference for Food Protection), etc.</li> <li>Prompt – Format: websites, webinars, videos/social media,</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>How do you generally get current information on best food safety practices to prevent or control <i>Listeria monocytogenes</i> contamination of foods prepared and sold in retail delis?                             <p>Prompt: federal websites, public health or food safety associations (e.g., NASDA, NEHA, AFDO, ASTHO, NACCHO, ALP), federal agencies (e.g., FSIS, FDA and/or CDC), etc.</p> </li> <li>Have you asked questions through FSIS's AskKaren, AskFSIS and/or Small and Very Small Plant Help Desk? If so, was the response helpful? If not, why?</li> <li>From what other sources have you received or found current information?                             <p>Prompts:</p> </li> </ol>	<p>15 min</p>

National Advisory Committee for Meat and Poultry Inspection (NACMPI) Subcommittee 1: FSIS Best Practices guidance for Controlling *Listeria monocytogenes* (Lm) in Retail Delicatessens [recommendations](#) and meeting [transcript](#) (March 29-30, 2016).

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	<p>3. From what other sources have you received or found information? Prompts:</p> <ul style="list-style-type: none"> <li>• Do you get information from Cooperative Extension on controlling Lm at retail delis? If so, what do you find most/least useful?</li> <li>• Do you get information on controlling Lm from your state or local health/agriculture department? What do you find most/least useful?</li> </ul> <p>4. How would this information be best distributed to you in the future? OR How could federal organizations (FSIS, FDA, CDC, etc.) or State/Local improve the way we deliver information or communication to you on best practices at retail delis to prevent <i>Listeria monocytogenes</i></p>	<p>seminars, hardcopy (brochures), Federal Constituent Updates, etc.</p> <p>4. Have you asked questions through FSIS’s AskKaren, AskFSIS and/or Small and Very Small Plant Help Desk? If so, was the response helpful? If not, why?</p> <p>5. From what other sources have you received or found information? Prompts:</p> <ol style="list-style-type: none"> <li>a. Do you get information from Cooperative Extension on controlling Lm at retail delis? If so, what do you find most/least useful?</li> <li>b. Do you get information on controlling Lm from your state or local health/agriculture department? Is it helpful? How so?</li> <li>c. How would this information be best distributed to you in the future? OR How could federal (FSIS, CDC, or FDA)</li> </ol>	<ul style="list-style-type: none"> <li>• Do you get information from Cooperative Extensions on controlling Lm at retail delis? If so, what do you find most/least useful?</li> </ul> <p>4. How would this information be best distributed to you in the future? OR How could federal organizations (FSIS, FDA, CDC, etc.) improve the way we deliver or communicate information to you on retail best practices for controlling <i>Listeria monocytogenes</i> in retail delis?</p> <p>5. What specific information on controlling or preventing <i>Listeria monocytogenes</i> contamination of retail deli-prepared foods do you distribute to retail deli operators in grocery stores?</p> <ol style="list-style-type: none"> <li>a) Why have you chosen that specific source?</li> <li>b) How have retailers reacted</li> </ol>	

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	contamination of deli foods?	or State/Local improve the way we deliver information or communication to you on best practices at retail delis to prevent <i>Listeria monocytogenes</i> contamination of deli foods?	to receiving this information? Prompt: It's easy to understand, easily available, etc. 6. From your experience, how would retailers/deli operators prefer to receive this type of information (e.g., brochures, website, etc.)?	
<p><b>Topic area:</b> Lm-specific communication content</p> <p><b>Link to NACMPI recommendations [Response to FSIS Question 1. B.]:</b> <i>Ensure guidance on control of Lm at retail is clear/understandable, practical and available to all audiences.</i></p>	<ol style="list-style-type: none"> <li>1. What Listeria specific information have you received?</li> <li>2. Of the Listeria-specific information you have received,               <ol style="list-style-type: none"> <li>a. Was the information clear/easy to understand? If not, how so?</li> <li>b. Was the information helpful/useful? If not, how so?</li> <li>c. If you found the information to be useful, have you implemented the recommendations in your facility? Why or why not?</li> </ol> </li> <li>3. What would you improve about</li> </ol>	<ol style="list-style-type: none"> <li>1. What Listeria specific information have you received?</li> <li>2. Of the Listeria or Food Safety-specific information you have received,               <ol style="list-style-type: none"> <li>a. Was the information clear/easy to understand? If not, how so?</li> <li>b. Was the information helpful/useful? If not, how so?</li> <li>c. If you found the information to be useful, have you implemented the recommendations in your</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. What Listeria specific information have you received?</li> <li>2. Of the Listeria-specific information you have received,               <ol style="list-style-type: none"> <li>a. Was the information clear/easy to understand? If not, how so?</li> <li>b. Was the information helpful/useful? If not, how so?</li> <li>c. If you found the information to be useful, have you incorporated</li> </ol> </li> </ol>	25 min

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	<p>the information?                      Prompt: the format, the content, the mode of communication, etc.</p> <p>4. What specific aspect of retail food safety best practices would you like more communication on?                      Prompts (based on NACMPI: how to separate raw and RTE foods in retail delis, cleaning of slicers or other equipment, temperature control of deli case, how to monitor and verify temperature control, key areas to look for potential cross-contamination (placement of foods in deli case, glove use, etc.)</p> <p>5. Is the messaging related to the control of Listeria in retail delis consistent with information you receive from other regulatory partners (e.g., state or local health department), trade associations (e.g., FMI, AFDO, NEHA, etc.), and/or academia</p>	<p>facility? Why or why not?                      d. What would you improve about the information?                      Prompt: the format, the content, the mode of communication, etc.</p> <p>e. What specific aspect of Listeria best practices would you like more communication on?                      Prompts: cleaning of equipment, etc.</p> <p>f. Is the messaging related to the control of Listeria in retail delis consistent with information you receive from other regulatory partners (e.g., state health department, trade associations (e.g., FMI, AFDO, NEHA, etc.), and/or academia (such as Cooperative Extension)?</p> <p>g. Is the information received from these other sources</p>	<p>the recommendations into your inspections? Why or why not?                      d. What would you improve about the information?                      Prompt: the format, the content, the mode of communication, etc.</p> <p>a. What specific aspect of Listeria best practices would you like more communication on?                      Prompts: cleaning of equipment, etc.</p> <p>b. Is the messaging related to the control of Listeria in retail delis consistent with information you receive from other regulatory partners (e.g., state health department, trade associations (e.g., FMI, AFDO, NEHA, etc.), and/or</p>	

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	(such as Cooperative Extension)? 6. Is the information received from these other sources clearer/more informative/useful? If so, how?	clearer/more informative/useful? If so, how?	academia (such as Cooperative Extension)? c. Is the information received from these other sources clearer/more informative/useful? If so, how?	
<p><b>Topic Area:</b> Brochure/tool/other communication-specific</p> <p><b>Link to NACMPI recommendations:</b> <i>Tools: FSIS should have stakeholders evaluate FSIS's Listeria Compliance self-assessment tool (and related private sector or other tools) and make them available</i></p>	<p><b>Brochure:</b></p> <p>1. Have you seen the FSIS brochure: Guidance for Controlling Listeria monocytogenes (Lm) in Retail Delicatessens? [<b>Note:</b> <u>FSIS Program Evaluation Facilitator will distribute during Focus Group session</u>] Prompt: If so, where/how? (e.g., FSIS personnel handed to you at retail, conference handout, shared by a trade association or Extension, from FSIS website)</p> <p>2. Overall, how clear was the information provided in the brochure? How practical?</p>	<p><b>Brochure:</b></p> <p>1. Have you seen the FSIS brochure: Guidance for Controlling Listeria monocytogenes (Lm) in Retail Delicatessens? [<b>Note:</b> <u>FSIS Program Evaluation Facilitator will distribute during Focus Group session</u>] Prompt: If so, where/how? (e.g., FSIS personnel handed to you at retail, conference handout, shared by a trade association or Extension, from FSIS website)</p> <p>2. Overall, how clear was the information provided in the brochure? How practical?</p>	<p><b>Brochure:</b></p> <p>1. Have you seen the FSIS brochure: Guidance for Controlling Listeria monocytogenes (Lm) in Retail Delicatessens? [<b>Note:</b> <u>FSIS Program Evaluation Facilitator will distribute during Focus Group session</u>] Prompt: If so, where/how? (e.g., FSIS personnel handed to you at retail, conference handout, shared by a trade association or Extension, from FSIS website)</p> <p>2. Overall, how clear was the information provided in the brochure? How practical?</p>	10 min

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	3. What topic areas need improvement (e.g., break down and cleaning of the equipment)?	3. What topic areas need improvement (e.g., break down and cleaning of the equipment)?	3. What topic areas need improvement (e.g., break down and cleaning of the equipment)?	
	<p><b>Best Practices:</b></p> <p>1. Have you read the FSIS Best Practices for Controlling Listeria monocytogenes in Retail Delicatessens?</p> <p>a. What was most helpful? Least helpful?</p> <p>2. What additional information is needed, if any (e.g., specific areas)?</p>	<p><b>Best Practices:</b></p> <p>1. Have you read the FSIS Best Practices for Controlling Listeria monocytogenes in Retail Delicatessens?</p> <p>a. What was most helpful? Least helpful?</p> <p>2. What additional information is needed, if any (e.g., specific areas)?</p>	<p><b>Best Practices:</b></p> <p>1. Have you read the FSIS Best Practices for Controlling Listeria monocytogenes in Retail Delicatessens?</p> <p>a. What was most helpful? Least helpful?</p> <p>2. What additional information is needed, if any (e.g., specific areas)?</p>	5-10 min
	<p><b>Self-Assessment Tool:</b></p> <p>1. Have you used the FSIS Deli Self-Assessment Tool?</p> <p>a. If so, did your use of the Self-Assessment Tool help you to determine whether there are appropriate procedures in place to control Listeria, or whether you should adopt new procedures?</p> <p>2. Are you familiar with similar</p>	<p><b>Self-Assessment Tool:</b></p> <p>1. Have you used the FSIS Deli Self-Assessment Tool?</p> <p>a. If so, did your use of the Self-Assessment Tool help you to determine whether there are appropriate procedures in place to control Listeria, or whether you should adopt new procedures?</p> <p>2. Are you familiar with similar types</p>	<p><b>Self-Assessment Tool:</b></p> <p>1. Have you seen the FSIS Deli Self-Assessment Tool?</p> <p>a. If so, do you recommend it to retailer? If so, do you know if they use it? Note: The FSIS Self-Assessment Tool is to help retailers determine whether there are appropriate procedures in place to control</p>	5-10 min

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	<p>types of tools developed by others?</p> <ul style="list-style-type: none"> <li>a. If so, what are they?</li> <li>b. Have you used them?</li> </ul> <p>3. Are there particular questions in the assessment tool that are more helpful than others? Why or why not?</p> <p>4. What improvements, if any, are needed to make the Self-Assessment Tool more useful?</p>	<p>of tools developed by others?</p> <ul style="list-style-type: none"> <li>a. If so, what are they?</li> <li>b. Have you used them?</li> </ul> <p>3. Are there particular questions in the assessment tool that are more helpful than others? Why or why not?</p> <p>4. What improvements, if any, are needed to make the Self-Assessment Tool more useful?</p>	<p>Listeria in retail delis, or whether they should adopt new procedures?</p> <p>2. Are you familiar with similar types of tools developed by others?</p> <ul style="list-style-type: none"> <li>a. If so, what are they?</li> <li>b. Are you aware of their use by delis/retailers in your jurisdiction?</li> </ul> <p>3. Are there particular questions in the assessment tool that are more helpful than others? Why or why not?</p> <p>4. What improvements, if any, are needed to make the Self-Assessment Tool more useful?</p>	

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