Background

Distributed to 1900 high and medium-risk premises in Simcoe Muskoka for close to 20 years
Evaluation

- Was it being used?
- Was it effective?
- Should we keep it or use something else?

- Internal survey to PHIs
- External survey to food premise operators
Results - Internal Survey

- 83% of PHIs distributed calendar
- 61% rated it excellent
- 26% rated it acceptable
- Good communication tool
- New content & pictures
- New format magnets or posters
External Survey - Objectives

- Is calendar on display for staff?
- Effectiveness
- Proper use
- Attitudes towards calendar

- Phoned random sample of 600
Results – External Survey

- 29% had received calendar
- 48.5% said they did NOT receive calendar
- 22.5% unsure

- 87% who had received calendar - posted it
- Majority posted in kitchen / prep area

- Everyone who had received it wanted it to continue
Results – External Survey

- 94% said it was an excellent tool for staff
- 89% - graphics grab attention
- 95% liked food safety information
- 64% liked legislative requirements
- 15% said it was a good reminder
- 89% said they liked everything
Limitations

- Power-Over Relationship
- Social Desirability
- Self-Reported
Conclusions

- Calendar is being used
- It is an effective tool
- New information and graphics may be needed
- Methods for evaluation worked well
Questions?

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