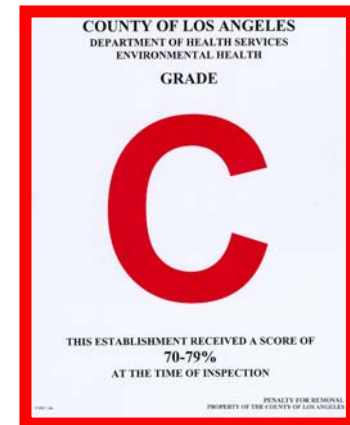
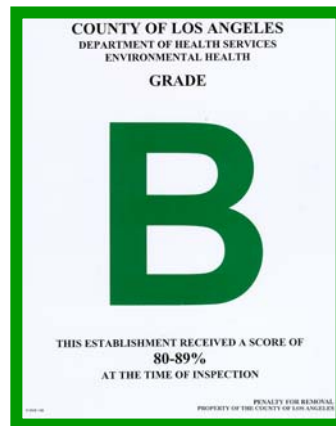
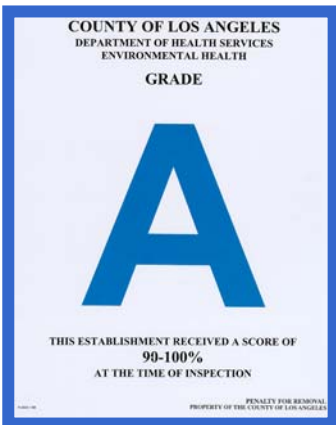
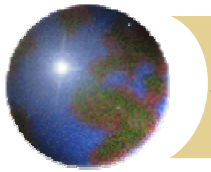


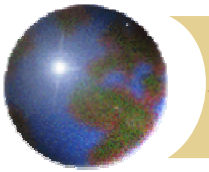
Retail Food Establishment Inspection Program: Grading Restaurants and Public Attitude





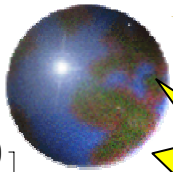
Purpose of the Survey

- ✦ To evaluate residents' awareness of reporting and recognition of food-borne illness (FBI).
- ✦ To assess residents' awareness of the Health Department's sponsorship of programs and services.



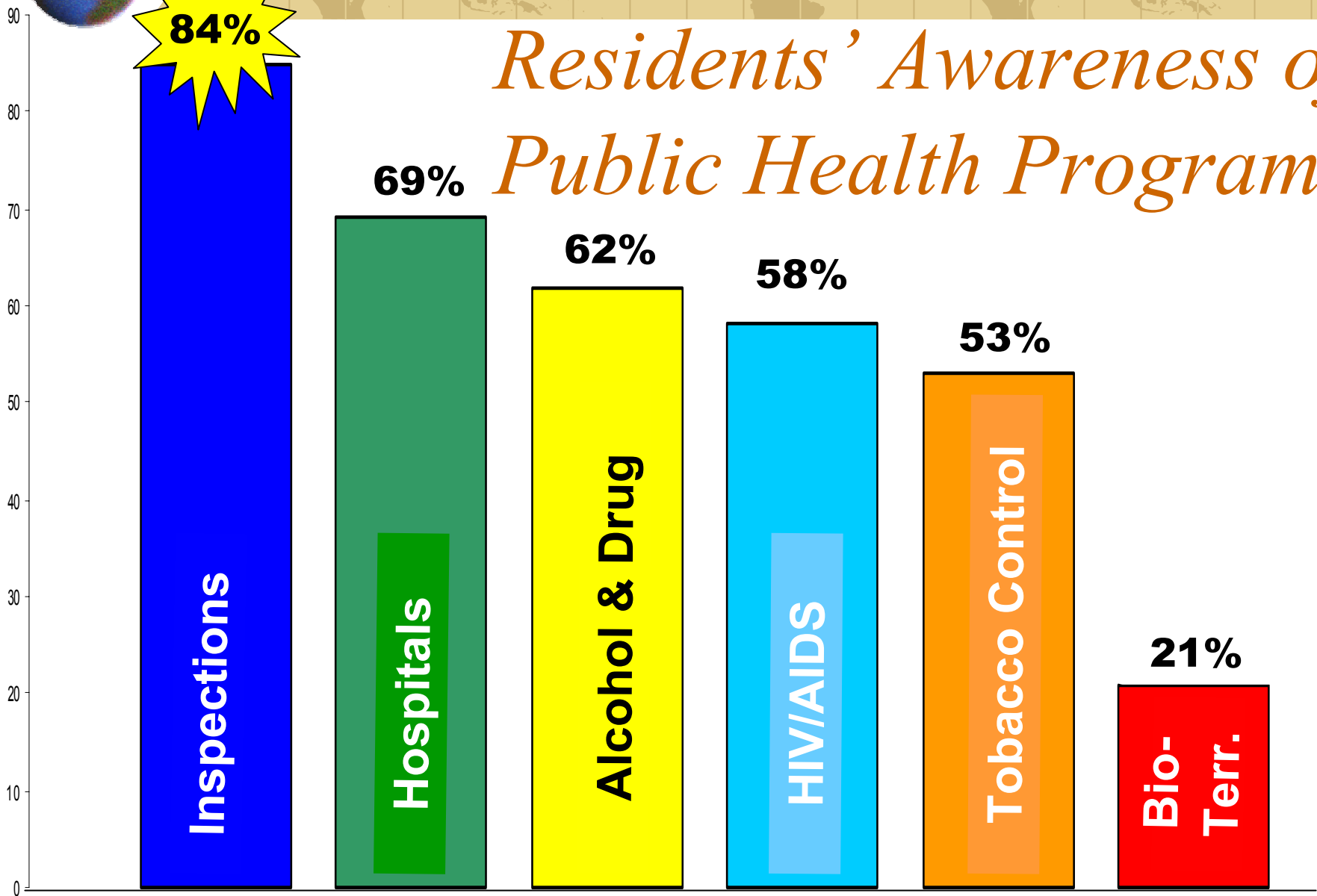
Awareness

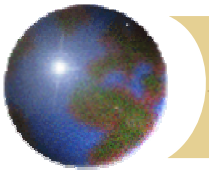
- ❖ The Food Market and Restaurant Inspection program is the most recognized program within Department Health Services.
- ❖ 84% of the residents have heard of the Grading System.
- ❖ Three-quarters of the residents identify the Health Department as being the sponsor of the Grading System.



84%

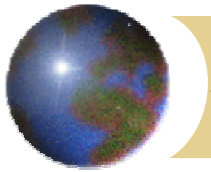
Residents' Awareness of Public Health Programs





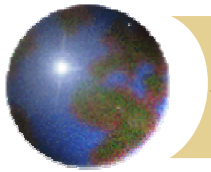
Popularity

- ❖ 91% of the residents like the Grading System.
- ❖ 89% of the residents believe that a good grade helps a food establishment.
- ❖ 86% of the residents believe that Grading System has been effective in improving sanitary conditions in restaurants.



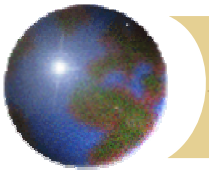
Consumer Behaviors

- ❖ Consumers have confidence in the grading system: 65% of residents say they are influenced by letter grades always or most of the time.



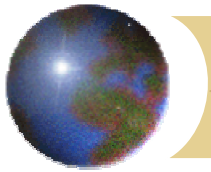
Consumer Behaviors

- ❖ Consumers have become more selective in their choice of patronage:
 - ❑ While 88% of residents say that they would eat at an "A" restaurant, only 25% of residents say they would eat at a "B" restaurant*.
 - ❑ Only 3% of residents say that they would eat at a "C" restaurant*.



High Recognition of Posted Grades

- ✦ 77% of residents notice posted grades always or most of the time.



Health Department Website Visitation

**9% of Those With
Internet Access
Have Visited the
Site**



570,000



**Visited Los Angeles
County Website**

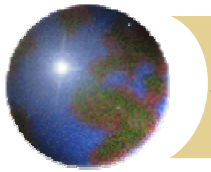
**50% Of Those Who
Visited The Site Have
Utilized The Site For
Restaurant
Evaluation**



380,000

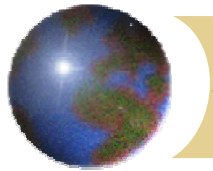


**Utilized Website For
Restaurant Evaluation**



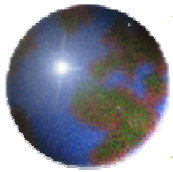
Areas of Concern

- ❖ Asians and Latinos have a lower than average awareness level regarding the Grading System.
- ❖ Young (18-29 years) and low income residents* have a greater tendency to eat high-risk foods (e.g., food containing raw or undercooked eggs, raw or undercooked hamburgers, raw fish and shellfish).



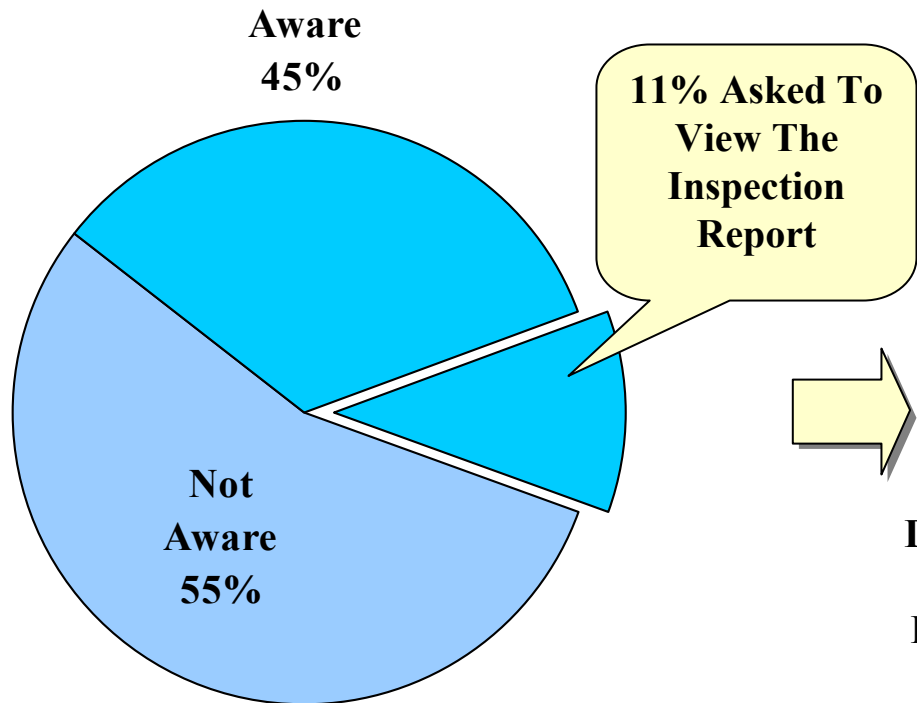
Areas of Concern

- ✦ 97% percent of residents who believed they have experienced gastro-intestinal illness due to the food consumption did not report their illness to the Health Department.

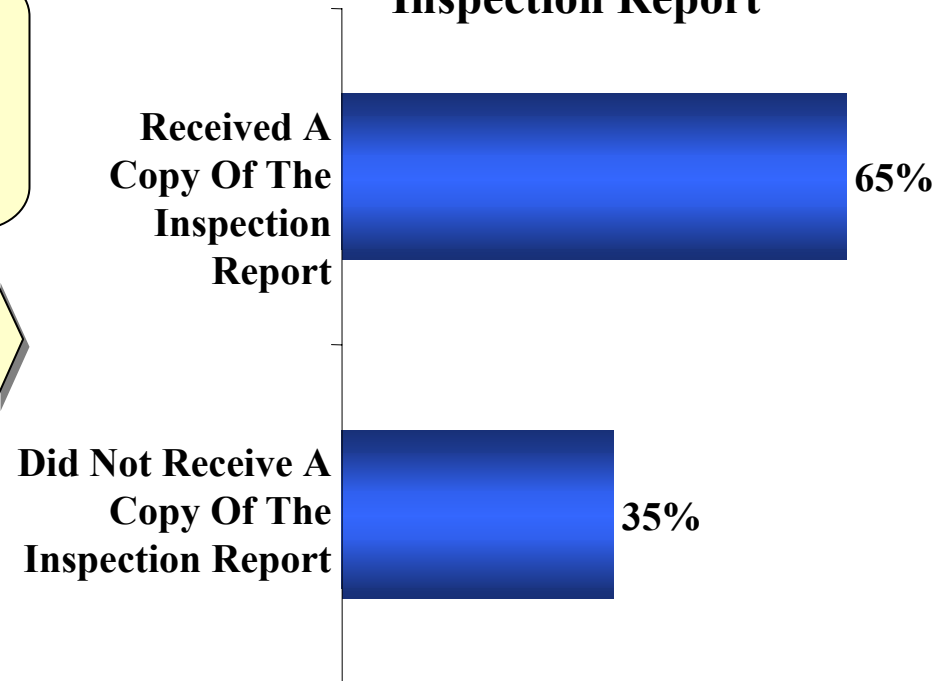


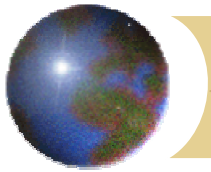
Availability of Inspection Reports in the Field

Awareness of Inspection Report Viewing Requirement



Those Who Asked To View The Inspection Report





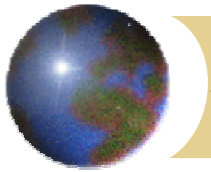
Improvements

Strengthen food safety awareness and knowledge through:

- ✿ Improved outreach and communication efforts.
- ✿ Increased educational resources and outreach activities.

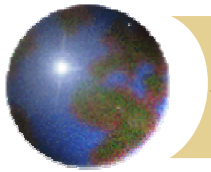
Target populations:

- ▣ Asians
- ▣ Latinos
- ▣ Young*
- ▣ Low-income residents**



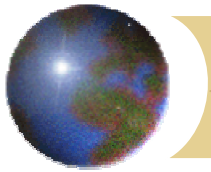
Opportunities

- ✦ Increase illness reporting through cooperative efforts with Los Angeles County Medical Association.
- ✦ Increase distribution of pre-existing pamphlets on food-borne illness and reporting information through health clinics, hospitals, and doctors' offices.
- ✦ Develop public service announcements promoting food-borne illness reporting and high-risk food awareness.



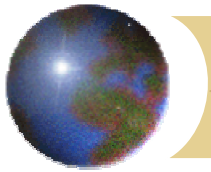
Economic Impact

- ✦ An independent study conducted by Phillip Leslie of the Department of Economics at UCLA and Ginger Jin of the Department of Economics at the University of Maryland regarding disclosure regulation suggests that grading influences restaurant hygiene and revenue.



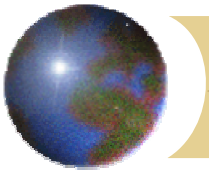
Revenue Increase

- ✦ Mandatory grade posting causes overall revenue to increase by about 3%.
- ✦ For “A” restaurants, mandatory grade posting causes revenue to increase by 5.7%



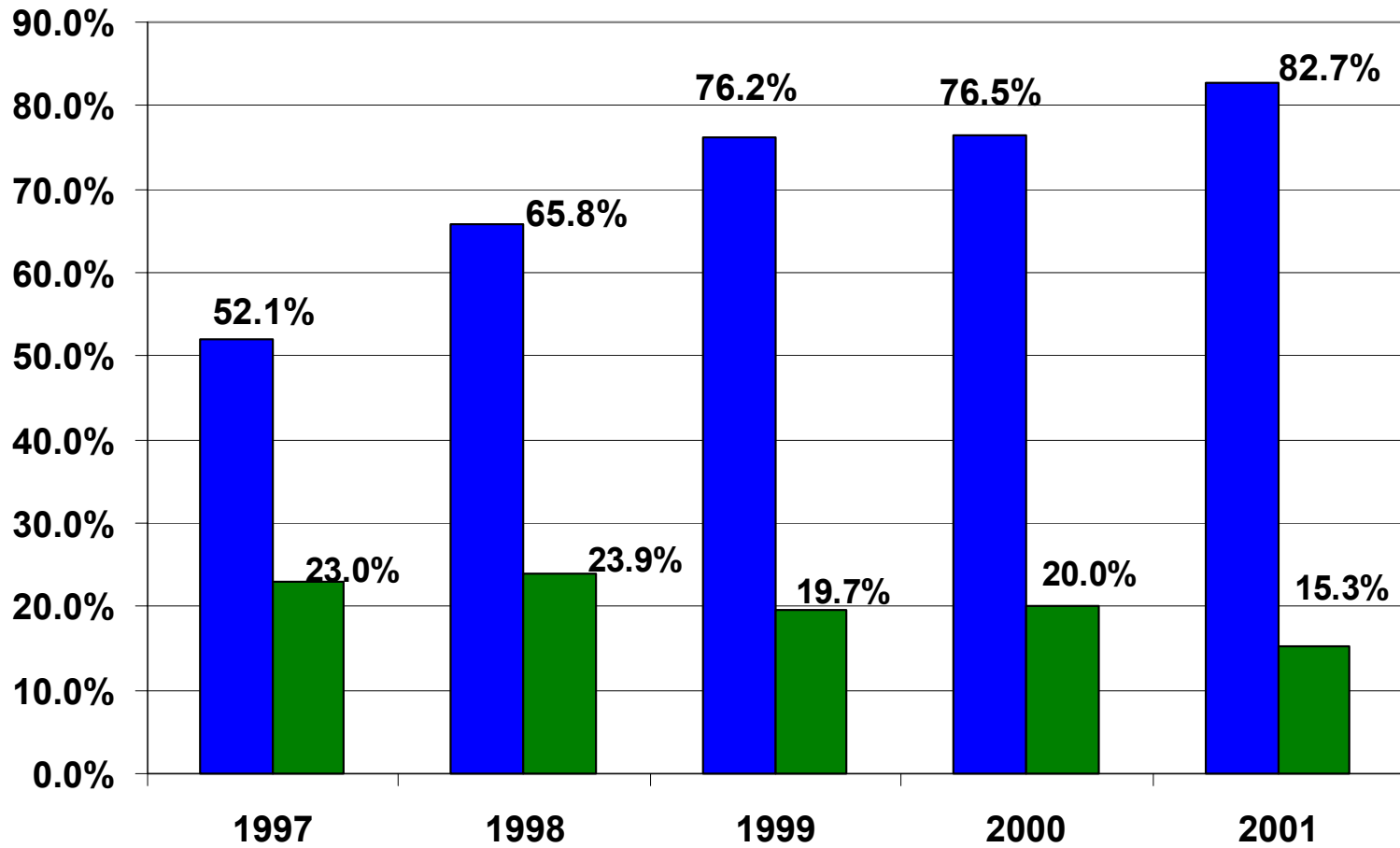
Revenue Increase

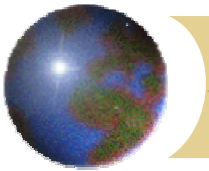
- ✦ Revenue increase for “B” restaurants is 4.97% less than the increase for “A” restaurants*



Letter Grade Comparison "A" and "B"

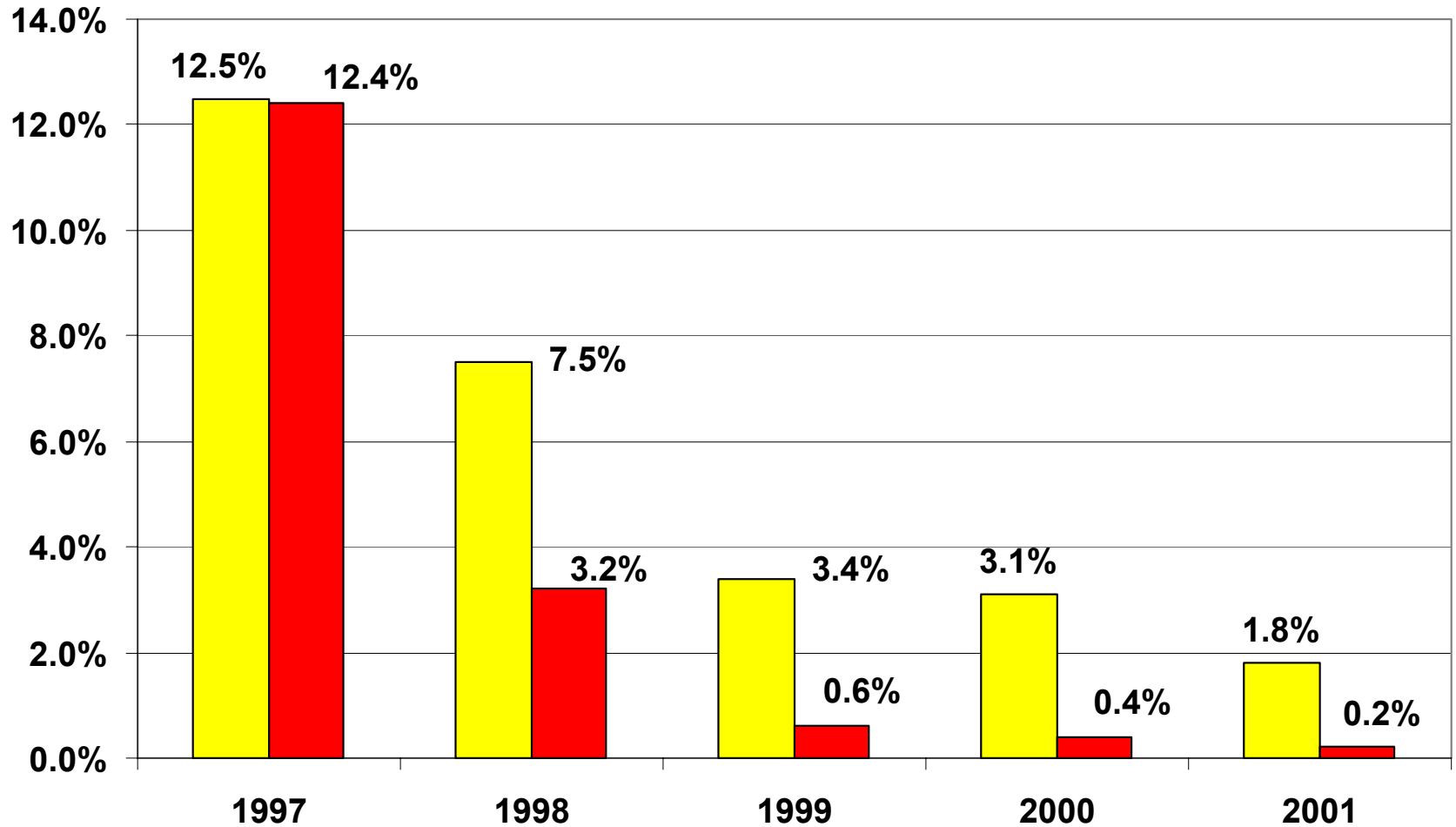
A **B**

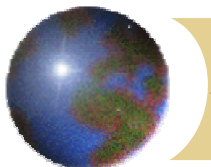




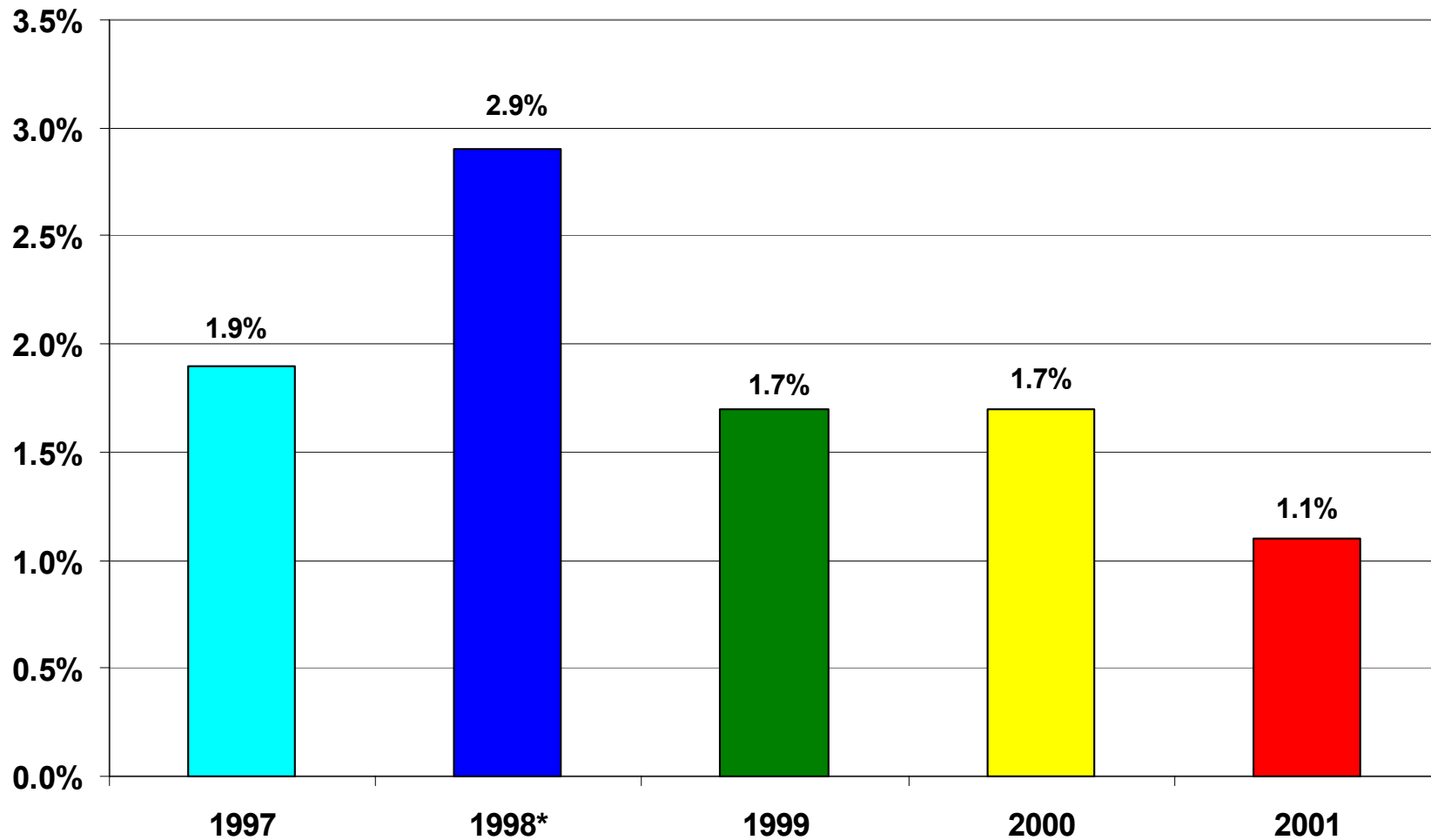
Letter Grade Comparison "C" and "<C"

■ C ■ <C

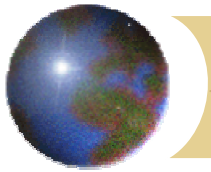




Annual Percentage Of Inspections Resulting In Closure

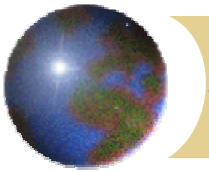


*** 1998: Includes routine, complaint and Foodborne Illness Complaint Inspections**



Conclusion

- ✦ Grading has positively influenced consumers' behavior.
- ✦ Department of Health Services has regained public confidence in Food Inspection Program.
- ✦ Grading has provided strong industry incentives which has improved food safety practices.



Recommendations to B.O.S.

- ✪ Continued support for the grading system
 - ✪ Board letter to encourage non-ordinance cities to adopt the grading system
 - ✪ 15% of cities have not adopted the grading system. (Avalon, Azusa, Duarte, City of Industry, La Habra Heights, Monrovia, Montebello, Redondo Beach, San Marino, Sierra Madre, Signal Hill, Torrance)