



**THE SAMUEL J. CRUMBINE  
CONSUMER PROTECTION AWARD**

**for Excellence in Food Protection  
at the Local Level**

**2010 GUIDELINES**

**Conference for Food Protection**

1302 Silver Spur Circle  
Lincoln, CA 95648-2070  
Phone: (916) 645-2439  
Fax: (916) 645-2439  
E-mail: [jlineber@earthlink.net](mailto:jlineber@earthlink.net)

**Foodservice Packaging Institute**

201 Park Washington Court  
Falls Church, VA 22046  
Phone: (703) 538-3551  
Fax: (703) 241-5603  
E-mail: [ldyer@fpi.org](mailto:ldyer@fpi.org)

## THE CRUMBINE AWARD

*The Samuel J. Crumbine Consumer Protection Award is presented annually for excellence and continual improvement in a comprehensive program of food protection at the local level.*

### ***The Award***

Since 1955, the Samuel J. Crumbine Consumer Protection Award has been presented almost annually to one local governmental health unit that has demonstrated unsurpassed achievement in providing outstanding food protection services to its community. The award, which recognizes the importance of food protection at the local level, is held in high esteem by the public health community. The award is named for Samuel J. Crumbine, M.D. (1862-1954), a renowned health officer and health educator.

### ***Eligibility***

Only local government organizations with the responsibility for food protection in the United States and Canada are eligible to apply for the award. These are understood to be departments or agencies, which have the legal responsibility to protect the health of consumers in a county, district, city, town, township, or like jurisdiction in the United States and Canada. The U.S. Uniformed Services and U.S. Indian Health Service area programs are also invited to compete, if they are not monitored by a state, county or city health unit.

All local environmental health jurisdictions – **no matter how small or large** – are encouraged to apply. State, Provincial, institutional, industry, and private programs are not eligible. Past award winners may apply five years after winning the award.

### ***The Jury***

The Crumbine Award jury is an independent panel of food protection practitioners who are qualified by education and experience to discern excellence in a program of food and beverage sanitation. They represent various interests, including leading public health and environmental health associations, past Crumbine Award winners, consumer advocates and the food industry.

### ***Award Presentations***

The award consists of a bronze medal and engraved plate mounted on a plaque presented to the winning department. Presentations of engraved medallions are also made to key individuals on the winning staff, including the health officer, the immediate supervisor of the food program and the chief sanitarian. The presentations are made at the national meetings of the [International Association for Food Protection](#) (IAFP), the [National Association of County & City Health Officials](#) (NACCHO), and the [National Environmental Health Association](#) (NEHA). In addition, Crumbine Award lapel pins may be distributed to the winning program's staff, at the discretion of the department director.

## ***The Sponsors***

The award is sponsored by the Conference for Food Protection, in cooperation with the [American Academy of Sanitarians](#) (AAS), [American Public Health Association](#) (APHA), [Association of Food and Drug Officials](#) (AFDO), [Foodservice Packaging Institute](#) (FPI), [International Association for Food Protection](#) (IAFP), [International Food Safety Council](#), [National Association of County & City Health Officials](#) (NACCHO), [National Environmental Health Association](#) (NEHA), [NSF International](#), and [Underwriters Laboratories, Inc.](#)

## ***Award Criteria***

Achievement is measured by the following criteria:

- Sustained improvements and excellence, as documented by specific outcomes and achievements, over the preceding four to six years, as evidenced by continual improvements in the basic components of a comprehensive program (see “Baseline and Program Assessment” under “Entry Outline” below);
- Innovative and effective use of program methods and problem solving to identify and reduce risk factors that are known to cause foodborne illness;
- Demonstrated improvements in planning, managing, and evaluating a comprehensive program; and
- Providing targeted outreach; forming partnerships; and participating in forums that foster communication and information exchange among the regulators, industry and consumer representatives.

## ***Entry Requirements***

To apply for the Crumline Award, applicants must submit a description of their comprehensive food and beverage sanitation program, covering activity over the past four to six years in which sustained improvements and excellence are demonstrated over time. These attributes shall be documented by specific examples of outcomes and achievements that reflect enhanced public health protection. **Please note that the entry must include a comprehensive examination of an entire program, and not only one aspect of it.**

[When considering a Crumline Award submittal, it is suggested that units dedicate those staff members working with program standards to the Crumline Award application process, since they are linked in terms of program improvement. However, this is simply a suggestion.]

The description must be submitted on no more than 30 typewritten pages (8½” x 11”), double-spaced. In addition, it must be typed using Times New Roman font; the type size must be no smaller than 12 point; and the margins no smaller than one half inch on all four sides. Any charts, graphs or other supporting material referred to in the text of the entry should be included within the 30-page entry itself, and not in the appendix.

For more details on the content of the entry itself, refer to the “Entry Outline” section, below.

In addition, the entry must also include:

- Contact information (e.g. business card) should be provided for the individual responsible for the entry, to be used by the award organizers for all correspondence concerning the award.
- At least three testimonial letters from authorities and regulated entities who can vouch for the quality of the food program in question. These letters should be dated within six months of the award deadline (i.e. September 15, 2009 – March 15, 2010).
- An appendix containing the most pertinent supporting evidence of program excellence (i.e., examples of creative and innovative approaches, newsletters, press clippings/releases, and other such documentation). Please refer to these items in the program description so that jurors understand the relevance of the materials in the appendix.

*Please note that the entry will be judged solely on the content itself, and while the appendix is an important component of the entry, the volume of such material is not a determining factor and, at some point, may be counter productive. The quality and relevancy of the supporting material is more important than the quantity.*

To reduce costs to applicants, entries (including any supporting documents) may be submitted on CDs, instead of submitted in “hard copy.” If submitting an entry on CD, please note the following:

- Documents on the CDs should be in PDF to allow for easier viewing by the jury and should still follow the guidelines listed above. In addition, all materials on the CD should be compatible with both PC and MAC systems.
- Please include a directory or table of contents so that it is clear to the jury what is on the CD.
- Submissions on CDs should also include one page, on letterhead, that states “[Insert organization’s name] gives permission to the Foodservice Packaging Institute to place this 2010 Crumline Award application on [www.fpi.org](http://www.fpi.org).”

**Sixteen (16) copies – e.g., 16 paper entries or 16 CDs – of all of the above must be submitted for the entry to be considered (these will be mailed to the jurors).**

## ***Entry Outline***

The Crumline jury judges each entry on substance rather than on form. The jury recognizes that every program is unique and that each entry must express its unique character in whatever form most clearly conveys the essence of the individual program. The following outline is offered as a guide to the preparation of an entry and includes elements that the jury traditionally considers in its deliberations.

### **Executive Summary**

The entry must include a one-page executive summary outlining the salient features of the presentation, which serves as the first page of the application.

### **Demography**

A brief demographic profile of the jurisdiction, including population served, number of establishments, and other socio-economic characteristics of the area which may help to place the program in perspective.

### **Resources**

An enumeration of the various resources that were available to the program. This should include, but are not limited to:

- Total budget
- Sources of all revenue
- Number of staff
- Number of food establishments, with a break down by type (foodservice, retail, etc.)
- Fees for establishments

### **Baseline and Program Assessment**

Every food protection program has local circumstances that make it unique. A number of program elements are common to every jurisdiction and, when taken together, constitute what is generally understood to comprise a “comprehensive” program. These may include, but are not limited to, the following elements:

#### **Program Planning**

Vision, Goals and Objectives  
Risk Orientation  
Staff Participation  
Self-Evaluation

#### **External Involvement**

Industry and Consumer Interaction  
Community Educational Outreach  
Manager/Food Worker Training Partnerships

#### **Program Management**

Active Managerial Control  
Epidemiological Capability  
Data Management and Utilization  
Analysis of Outcomes  
Support and Resources

#### **Program Implementation**

Enforcement  
Formal Staff Training Program  
Internal Quality Assurance

Applicants should describe each element of their program as it was at the start of the four to six year period they have elected to cover in the entry. This information will constitute a self-assessment of the program as measured at “Year 1,” or the baseline, in the four to six year period. Each program element can be measured over the four to six year period to assess productivity in program planning, managing, and evaluating the continual improvement from the initial self-assessment.

### **Issues/Challenges**

The entry should include a description of the health and environmental issues and challenges which the program sought to improve in the period selected. They should be identified in the order of priority assigned to them, including the rationale and/or method used in setting the priorities.

### **Objectives**

The objectives established to resolve the challenges presented above should be listed. These objectives should be clear statements of what the program intended to achieve. The entry should describe how the program planned to measure progress or achievement of objectives and how well these objectives were met. (“Objectives” is defined as a specified degree of improvement within a specified period of time.)

### **Methods**

The entry should list and describe the innovative methods and activities employed in the program to measure the occurrence of CDC-identified foodborne illness risk factors, measure the frequency of occurrences and develop strategies to reduce the occurrences.

### **Measurable Outcomes and Achievements**

The entry should present quantitative data attained from baseline surveys/measurements or other valid and reliable assessment methods that demonstrates the success of the program and the impact of the program on the community by showing a reduction of the occurrence of the CDC-identified foodborne illness risk factors.

### **Program Sustainability**

While it is important to measure the success of a program over a preceding four to six year period, it is also important that the program be sustainable. The entry should describe any plans to sustain program improvements in the coming years.

*[Definitions for many of the terms used in this document may be found in the Annex.]*

## ***Deadline***

Entries must be received by March 15, 2010, at the following address:

**The Crumline Award  
Foodservice Packaging Institute  
201 Park Washington Court  
Falls Church, VA 22046**

## ***References***

In developing their program and award entry, applicants are encouraged to consider available references that encompass many of the guiding principles of food safety and protection represented by the Crumline Award. These include:

- Past winning entries of the Crumline Award, available on the FPI Web site at [www.fpi.org](http://www.fpi.org)
- Voluntary National Retail Food Regulatory Program Standards:  
<http://www.fda.gov/Food/FoodSafety/RetailFoodProtection/ProgramStandards/ucm124968.htm>
- Hazard Analysis and Critical Control Point (HACCP) Manuals
  - Managing Food Safety: A Manual for the Voluntary Use of HACCP Principles for Operators of Food Service and Retail Establishments:  
<http://www.fda.gov/Food/FoodSafety/RetailFoodProtection/ManagingFoodSafety/HACCPPrinciples/Operators/default.htm>
  - Managing Food Safety: A Regulator's Manual For Applying HACCP Principles to Risk-based Retail and Food Service Inspections and Evaluating Voluntary Food Safety Management Systems:  
<http://www.fda.gov/Food/FoodSafety/RetailFoodProtection/ManagingFoodSafety/HACCPPrinciples/Regulators/default.htm>
- 2009 Food Code:  
<http://www.fda.gov/Food/FoodSafety/RetailFoodProtection/FoodCode/FoodCode2009/default.htm>

## ***Administrative Responsibilities***

The administration of the Crumline Award is a responsibility shared by the Conference for Food Protection, the other co-sponsors, the jury and the administrator. Their responsibilities are described below:

### **Conference for Food Protection**

The Conference for Food Protection has the primary responsibility for the award's continuation by coordinating with the co-sponsors, collecting their contributions, managing the funds, and disbursing them as necessary, and also soliciting additional co-sponsors as needed.

### **The Co-Sponsors**

The co-sponsors provide the financial support needed to cover the costs of the award. These costs include the jury's travel and honorarium (if any), printing of the promotional materials, and the award plaques and medallions. All announcements pertaining to the award, including presentations and publicity, will identify the co-sponsors by name in alphabetical order.

### **The Jury**

The Crumline Award jury is composed of a total of thirteen jurors: one representative appointed by each of the award sponsors (with the exception of FPI), plus the previous three winners of the award.

- The Conference for Food Protection is responsible for identifying a "consumer" juror, chosen from a consumer advocate organization.
- Co-sponsors are responsible for identifying their representative on the jury each year.
- Jurors appointed by CFP and co-sponsors typically serve a two-year term, but may serve longer as the need dictates.
- Each year, the winner of the award is invited to join the jury for a three-year term. In the third year, he or she holds the position of jury chair and then retires.
- A representative of the FDA Retail Food Protection Program serves as a consultant to the jury, but does not hold any voting rights.

Jurors are responsible for:

- reviewing all applications for the award and participating in the jury deliberations;
- overseeing the guidelines and approving everything that relates to the substance of the award; and
- deciding who will make the award presentations. Presenters may be members of the jury, representatives of the co-sponsoring organizations, or officials of the Conference for Food Protection.

## **The Administrator**

The Foodservice Packaging Institute will provide the staff time necessary to promote and announce the award, convene the jury and publicize the results. Listed by month, these administrative tasks include:

### **November**

Announce the availability of the award guidelines for the coming year, issue press releases and other appropriate notices by mail and by Internet.

### **January**

Send reminder of award deadline to media and applicants.

### **March**

Receive the entries by the deadline and forward them to the jurors with instructions.

Confirm with applicants by e-mail that their entry has been received and sent to the jurors for review.

Once the total numbers of applications has been determined, confer with CFP and jury chairperson to determine if jury deliberations should be held via conference call or in person. Communicate decision to jurors.

Determine date and time for conference call, preferably the week before the first Saturday in May; *or*

Reserve space at a hotel for the jury meeting the first Saturday in May in the Washington, DC. area, beginning at 12:00 p.m.

### **April/May**

Deliberate via conference call or in person.

Notify winner and other applicants by telephone and by mail or e-mail. The communications include brief summaries of the programs' strengths and weaknesses and an encouraging note to try again, if recommended by the jury.

Prepare and mail press release announcing the winner.

Prepare and mail letters to a list of officials provided by the winner, including the governor, mayor, county commissioner, council members and other government officials, state and local restaurant associations, Chamber of Commerce, and others.

Contact the newly-elected jurors to confirm their willingness to serve, to provide information about the award process as needed and requested, and advise them of the next jury meeting.

**June-September**

Presentations made at:

**NEHA** (the Crumline plaque to the winning program);

**NACCHO** (a Crumline medallion to the health director of the winning unit); and

**IAFP** (Crumline medallions to the director of environmental health and the principal sanitarian).

Send to the winning program twenty-five (25) Crumline Award lapel pins, to be distributed at the program director's discretion. Additional Crumline medallions and lapel pins may be purchased at cost by the winning program, if desired.

*For more information about the Samuel J. Crumline Consumer Protection Award, please contact the Foodservice Packaging Institute (703) 538-3551 or the Conference for Food Protection (916) 645-2439.*

## ***ANNEX: DEFINITIONS***

*Provided below are definitions for many of the terms used in the Crumline Award guidelines. These definitions are taken from the FDA.*

**Active Managerial Control** - The purposeful incorporation of specific actions or procedures by industry management into the operation of a business to attain control over foodborne illness risk factors.

**Auditor** - Any authorized city, county, district, state, federal, tribal or other third party person who has no responsibilities for the day-to-day operations of that jurisdiction and is charged with conducting a verification audit, which confirms the accuracy of the self assessment.

**Baseline Survey** - *See Risk Factor Study*

**Candidate** - A regulatory officer whose duties include the inspection of retail food establishments.

**Compliance and Enforcement** - Compliance includes all voluntary or involuntary conformity with provisions set forth by the regulatory authority to safeguard public health and ensure that food is safe. Enforcement includes any legal and/or administrative procedures taken by the regulatory authority to gain compliance.

**Confirmed Foodborne Disease Outbreak** - Means a foodborne disease outbreak in which laboratory analysis of appropriate specimens identifies a causative agent and epidemiologic analysis implicates the food as the source of the illness or epidemiological analysis alone implicates the food as the source of the illness.

**Direct Regulatory Authority (DRA)** - The organizational level of government that is immediately responsible for the management of the retail program. This may be at the city, county, district, state, federal or tribal level.

**Enforcement Actions** - Actions taken by the regulatory authority such as, but not limited to, warning letters, revocation or suspension of permit, court actions, monetary fines, hold orders, destruction of food, etc., to correct a violation found during an inspection.

**Follow-up Inspection** - An inspection conducted after the initial routine inspection to confirm the correction of a violation(s).

**Food Code Interventions** - The preventive measures included in the *FDA Food Code* to protect consumer health stated below:

1. Management's demonstration of knowledge;
2. Employee health controls;
3. Controlling hands as a vehicle of contamination;
4. Time / temperature parameters for controlling pathogens; and
5. Consumer advisory.

**Food-Related Injury** - Means an injury from ingesting food containing a physical hazard such as bone, glass or wood.

**Foodborne Disease Outbreak** - Means the occurrence of two or more cases of a similar illness resulting from the ingestion of a common food.

**Good Retail Practices (GRPs)** - Preventive measures that include practices and procedures to effectively control the introduction of pathogens, chemicals, and physical objects into food, that are prerequisites to instituting a HACCP or Risk Control Plan and are not addressed by the *Food Code* interventions or risk factors.

**Hazard** - A biological, chemical or physical property that may cause food to be unsafe for human consumption.

**National Registry of Retail Food Protection Programs (National Registry)** - A listing of retail food safety programs that have voluntarily enrolled as participants in the *Voluntary National Retail Food Regulatory Program Standards*.

**Person in charge (PIC)** - The individual present at a food establishment who is responsible for the operation at the time of inspection.

**Program Element** - One of the program areas for which a National Standard has been established such as regulations, training, inspection system, quality assurance, foodborne illness investigation, compliance and enforcement, industry and consumer relations, and program resources.

**Program Manager** - The individual responsible for the oversight and management of a regulatory retail food program.

**Quality Records** - Documentation of specific elements of program compliance with the National Standards as specified in each Standard.

**Risk Control Plan (RCP)** - A concisely written management plan developed by the retail or food service operator with input from the health inspector that describes a management system for controlling specific out-of-control risk factors.

**Risk Factors** - The improper employee behaviors or improper practices or procedures in retail food and food service establishments stated below which are most frequently identified by epidemiological investigation as contributing to foodborne illness or injury:

1. Improper holding temperature;
2. Inadequate cooking;
3. Contaminated equipment;
4. Food from unsafe source; and
5. Poor personal hygiene.

**Risk Factor Study** (formerly Baseline Survey) - A study on the occurrence of foodborne illness risk factors within institutional, foodservice, restaurants, and retail food facility types under a jurisdiction's regulatory authority. A study serves two purposes:

1. To identify risk factors most in need of priority attention in order to develop strategies to reduce their occurrence.
2. To evaluate trends over time to determine whether progress is being made toward reducing the occurrence of foodborne illness risk factors. Studies designed to measure trends require analysis of data over a period of time, and no single point in time can be used to derive trend conclusions.

Risk Factor Studies must include at a minimum:

- Data collection, analysis and a written report;
- A collection instrument with data items pertaining to the five foodborne illness risk factors;
- A collection instrument that uses the convention of IN, OUT, NA, and NO to document observations;
- All facility types identified by FDA's national study that are under the jurisdictions regulatory authority; and
- Studies subsequent to the initial study repeated at 5-year intervals.

**Routine Inspection** - A full review and evaluation of a food establishment's operations and facilities to assess its compliance with Food Safety Law, at a planned frequency determined by the regulatory authority. This does not include reinspections and other follow-up or special investigations.

**Self-Assessment** - An internal review by program management to determine whether the existing retail food safety program meets the National Standards.

**Standardization Inspection** - An inspection used to demonstrate a candidate's knowledge, communication skills, and ability to identify violations of all regulatory requirements and to develop a risk control plan for identified, uncontrolled risk factors.

**Suspect Foodborne Outbreak** - Means an incident in which two or more persons experience a similar illness after ingestion of a common food or eating at a common food establishment/gathering.

**Trainer** - An individual who has successfully completed the following training elements as explained in "Auditor" (see above definition) and is recognized by the program manager as having the field experience and communication skills necessary to train new employees. The training elements necessary are:

1. Satisfactory completion of the pre-requisite courses;
2. Completion of a minimum of 25 joint field training inspections; and
3. Completion of 25 independent inspections and satisfactory completion of the remaining course curriculum.

**Training Standard** - A person who has successfully completed the following training elements as explained in “Auditor” (see above) and is recognized by the program manager as having field experience, communication skills, and knowledge of the program’s policies and procedures necessary to conduct field standardization of other employees. The training elements necessary are:

1. Satisfactory completion of the pre-requisite courses;
2. Completion of a minimum of 25 joint field training inspections;
3. Completion of 25 independent inspections and satisfactory completion of the remaining course curriculum; and
4. Completion of a standardization process similar to the FDA standardization procedures.

**Verification Audit** - A systematic, independent examination by an external party to confirm the accuracy of the Self-Assessment.