

1 Problem

Step 1. Outline the Problem

What	Problem(s)	Many sick, 2 deaths
When	Date	1996-2006 (Time studied by CDC)
	Differences	Consumed unpasteurized milk
Where	Physical Location	USA
Impact to the Goals		
	Safety	Two deaths, hundreds ill
		This incident ??
	Frequency	more than 800 sick since 1998
		Annual Total ??

DANGERS OF RAW MILK

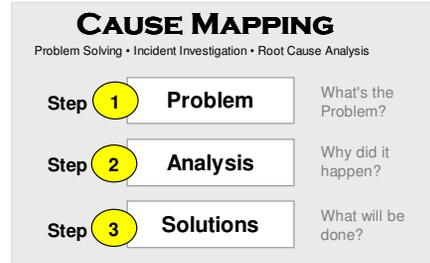
Cause Map

A new study by the Centers for Disease Control and Prevention (CDC) found that unpasteurized milk is 150 times more likely to cause food-borne illness outbreaks than pasteurized milk.

"The intensity with which raw milk supporters believe in this product is almost unheard of, certainly for a food. It's like snake oil."

- said Sarah Klein, an attorney for the Center for Science in the Public Interest

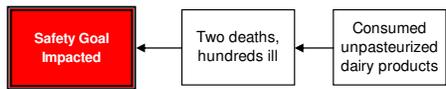
Cause Mapping is a Root Cause Analysis method that captures basic cause-and-effect relationships supported with evidence.



2 Analysis

Basic Level Cause Map - Start with simple Why questions.

Basic Cause-and-Effect



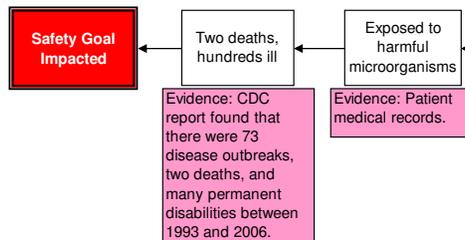
A new report by the CDC found that the consumption of unpasteurized milk (also called raw milk) in the US caused 73 disease outbreaks, two deaths, and many permanent disabilities between 1993 and 2006. When milk is pasteurized, it is heated to 161 degrees for at about 20 seconds to kill any microorganisms that may be present. Without this process, consumers are more likely to be

More Detailed Cause-and-Effect

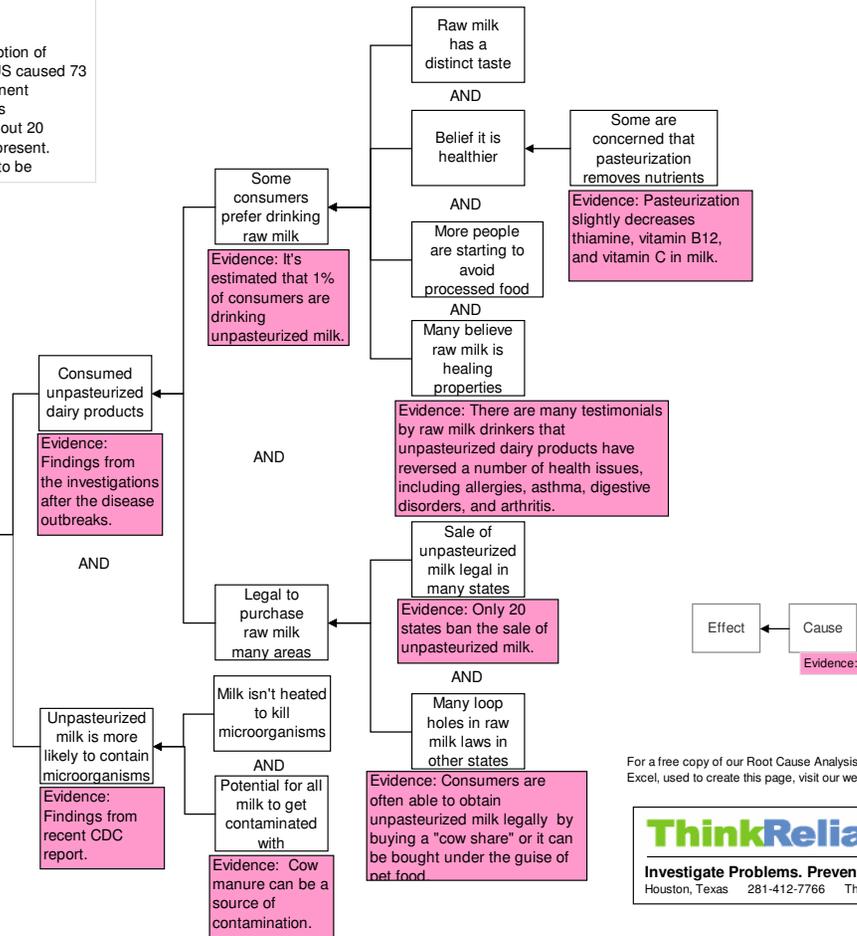
In this example, people got sick because they were exposed to harmful microorganisms. This occurred because unpasteurized milk is more likely to be contaminated with harmful microorganisms and consumers drank unpasteurized milk.

Unpasteurized milk is more likely to be contaminated because by definition it isn't heated to kill microorganisms. During the pasteurization process, milk is heated to 161 degrees and held there for about 20 seconds to kill anything harmful that might be in the milk. There is the potential for all milk to get contaminated because cow manure is a potential source of contamination and it's a constant in the environment where milk is produced.

People drink unpasteurized milk because they prefer it and it's legal to buy in many states. Some consumers prefer unpasteurized milk for a number of reasons. Unpasteurized milk has a distinct taste some people like. There is also a general trend of people moving towards less processed foods. The pasteurization processes decreases the amount of a few nutrients in milk so some people think that unpasteurized milk is healthier for them. There are also a number of people who believe that unpasteurized milk has healing properties.



More Detailed Cause Map - Add detail as information becomes available.



3 Solutions

The final step of the Cause Mapping process is to come up with potential solutions that could be used to prevent the problem from reoccurring. There are some who believe the sale of all unpasteurized dairy should be banned because of the risk of contamination and the resulting illnesses, but unpasteurized dairy has very active, vocal advocates that believe strongly that its sale and consumption should be legal. Both the CDC and the Food and Drug Administration urge consumers to avoid unpasteurized dairy products because of the potential health risks.

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