

be food safe.



Overview of Outreach Tools

Priester National Extension

Health Conference

**Shelley Feist, Executive Director
Partnership for Food Safety Education**

Mission and Core Purpose

Partnership for Food Safety Education

The Partnership for Food Safety Education saves lives and improves public health through research-based, actionable consumer food safety initiatives that reduce foodborne illness.



Core purpose: To amplify clear and concise consumer food safety education messages by engaging a diverse partnership of government, industry and non-profit organizations.

be food safe.

A unified national effort to engage food safety educators, public health professionals, dietitians, retailers and food companies in delivering *be food safe* education messages to consumers.

Generate millions of consumer impressions with a result that **adult awareness** of the importance of safe food handling is **increased**.

consumer confidence

Shoppers saying they were mostly or completely confident in the food safety provided by the industry dropped 16 percentage points from 2006 to 2007.

[Food Marketing Institute Trends, 2007]

75% of shoppers believe food-related illness is a serious threat to their health. Many believe the threat is greater today than in the past.

[Partnership for Food Safety Education, 2007]

Are consumers following recommended food handling practices?

Survey results may overstate actual behavior because of social desirability bias; more observation studies are needed to measure actual behavior.

There is a gap between what consumers know and what they do when cooking at home.

Consumers lack consistency in following practices.

Consumers have improved their food handling practices, (especially for clean and separate) but the job is not yet done!

Areas for Improvement

- handling of fresh produce
- using a food thermometer
- safely defrosting raw meat and poultry
- using a refrigerator thermometer
- safely storing refrigerated foods
- prevention practices for listeriosis among at-risk populations

Overview

- Joint USDA – Partnership for Food Safety Education
- Under initial memo of understanding
 - PFSE working with retailers
 - USDA with public sector/public health
- Complementary platforms – logos, photographs, templates from both USDA and PFSE

Complementary Platforms

Ex.

Logo (USDA)



Primary contact:
Robyn Sadagursky
Robyn.sadagursky@fsis.usda.gov

Ex.

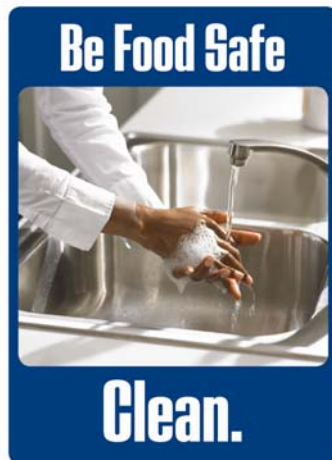
Licensed quad logo (PFSE)



Primary contact:
Shelley Feist
sfeist@fightbac.org

Working in Partnership to place messages where consumers will see them

- Clean
- Separate
- Cook
- Chill



The critical, core messages have not changed but are presented in a fresh new way!

research basis

USDA Formative Research (2005)

USDA looked at:

- Possible changes in audience awareness/understanding of food safety
- Utilizing social marketing concepts to focus on behavior change
- Updating key safe food handling messages for the general public

PFSE (2007)

The Partnership:

- Built on USDA research and campaign tagline to create a campaign of specific interest to food retailers and manufacturers
- Created way for private sector to develop complementary, reinforcing platform around *Be Food Safe* tagline
- Consulted retailers and food companies to create visuals with maximum flexibility for the retail environment

Since 1997 the US Department of Agriculture has joined with the non-profit Partnership for Food Safety Education to reach millions of consumers with the simple Fight BAC!® safe food handling messages of clean, separate, cook and chill. Now, with *Be Food Safe*, USDA and the Partnership are working to bring renewed focus and a fresh new look to the four core messages.

USDA has produced a library of new tools for educators and the media to deliver the *Be Food Safe* messages to consumers. The Partnership has developed a new *Be Food Safe* creative platform specifically for and with input of the retail and manufacturer communities.

USDA expects to add additional new media tools in the near future. Check back at the befoodsafe.gov website often.



You are here: [Home](#) / [Food Safety Education](#) / [Food Safety Education Programs](#) / [Be Food Safe](#) / [News, Video, Photos and Images](#) / [Be Food Safe Photo Gallery](#)

Food Safety Education

Be Food Safe

Be Food Safe Photo Gallery

Usage Notes: Do not graphically alter the *Be Food Safe* photographs. USDA/FSIS allows and encourages reproduction of the photographs for educational purposes without further permission. Permission for any use on packaging, labels, or marketing materials must be granted by USDA/FSIS. USDA/FSIS does not endorse any products, services, or organizations. To contact us for approval of other uses or applications, e-mail: BeFoodSafe@fsis.usda.gov

Download these photos in various formats, both low and high resolution. Each of the 12 photos in the gallery is available in four variations:

- Image only;
- Image with caption (the four behaviors);
- Captioned image with tagline "Be Food Safe;"
- Captioned image with tagline "Be Food Safe...from USDA."

CLEAN - Hands



Photo
 JPG (2.36mb)
 TIF (84.6mb)
 EPS (106mb)



"Clean"
 JPG (90k)
 TIF (1.7mb)



Tagline
 JPG (99k)
 TIF (1.4mb)



USDA Tagline
 JPG (102k)
 TIF (1.4mb)

Food Safety Education

- **Food Safety Education Programs**
 - Be Food Safe
 - Food Safety Mobile
 - Therny™
 - Is It Done Yet?
 - Fight BAC!®
 - Food Safety Education Month
- **USDA Meat & Poultry Hotline**
- **Ask Karen**
- **For Kids & Teens**
- **Fact Sheets**
- **be FoodSafe: The FSIS Magazine**
- **Food Defense & Emergency Response**

USDA Be Food Safe photo gallery - *sample*

Download photos in various formats, both low and high resolution.

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4. Captioned image with tagline "Be Food Safe...from USDA."

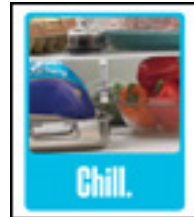


Photo

[JPG \(438k\)](#)

[TIF \(6.4mb\)](#)

[EPS \(8.1mb\)](#)



"Chill"

[JPG \(99k\)](#)

[TIF \(1.6mb\)](#)



Tagline

[JPG \(116k\)](#)

[TIF \(1.6mb\)](#)



USDA Tagline

[JPG \(112k\)](#)

[TIF \(1.6mb\)](#)

Using these Logos: Use either the two-color version or all black. Do not graphically alter the *Be Food Safe* logo. You may use your organization name and logo in specified areas. FSIS allows and encourages reproduction of the logo for educational purposes without further permission. Permission for any use on packaging, labels, or marketing materials must be granted by FSIS. USDA does not endorse any products, services, or organizations.

To contact USDA for approval of other uses or applications, email befoodsafe@usda.gov.



Be Food Safe

[JPEG](#) (95.5k) | [TIFF](#) (1.76MB) | [EPS-CMYK](#) (711k) | [EPS-PMS](#) (713k)



Be Food Safe from USDA

[JPEG](#) (116k) | [TIFF](#) (203MG) | [EPS-CMYK](#) (733k) | [EPS-PMS](#) (734k)



Be Food Safe from USDA and the Partnership for Food Safety Education

[JPEG](#) (148k) | [TIFF](#) (2.21MB) | [EPS-CMYK](#) (777k) | [EPS-PMS](#) (779k)

Guide to Resources



Messages: Clean, Separate, Cook, Chill

[Poster](#) — See the four steps in action. (PDF Only; 654kb)

Radio Spot — tips for all four steps.

[60-second WAV](#) (10.4MB) | [60-second MP3](#) (1.4MB) | [Read the Script](#)

Radio Spot [30-second MP3](#) (945kb) | [Read the Script Advertisement for Professional Printing*](#) (PDF Only; 14.3MB)
[Related Fact Sheets](#)

Clean

[Poster](#) — See how to keep it clean. (PDF Only; 654kb)

Radio Spot — Hear tips for keeping it clean.

[60-second WAV](#) (10.6MB) | [60-second MP3](#) (1.4MB) | [Read the Script](#)

["Clean" Advertisement for Professional Printing*](#) (PDF Only; 8.2MB)

["Clean" Fact Sheets](#)

Separate

[Poster](#) — See what separate means for food safety. (PDF Only; 654kb)

Radio Spot — Hear about cross-contamination.

[60-second WAV](#) (10.6MB) | [60-second MP3](#) (1.4MB) | [Read the Script](#)

["Separate" Advertisement for Professional Printing*](#) (PDF Only; 9.5MB)

["Separate" Fact Sheets](#)

Cook

[Poster](#) — See safe cooking techniques. (PDF Only; 654kb)

Radio Spot — Hear how to tell when food is done.

[60-second WAV](#) (10.4MB) | [60-second MP3](#) (1.4MB) | [Read the Script](#)

["Cook" Advertisement for Professional Printing*](#) (PDF Only; 8.5MB)

["Cook" Fact Sheets](#)

Right-click to
Access these
items

Chill

[Poster](#) — See how to properly refrigerate or thaw food. (PDF Only; 654kb)

Radio Spot — Hear chilling tips.

[60-second WAV](#) (10.4MB) | [60-second MP3](#) (1.4MB) | [Read the Script](#)

["Chill" Advertisement for Professional Printing*](#) (PDF Only; 8.1MB)

["Chill" Fact Sheets](#)

*All ads can be reproduced in color or black and white.

:30 Radio (UPBEAT MUSIC UNDER)

CHORUS: Clean! Separate! Cook! Chill!

ANNOUNCER: Four easy steps keep food safe!

CHORUS: Clean!

ANNOUNCER: Keep hands and utensils clean.

CHORUS: Separate!

ANNOUNCER: Keep raw meat, poultry and seafood away from other food.

CHORUS: Cook!

ANNOUNCER: You can't tell it's done by how it looks! Use a food thermometer.

CHORUS: Chill!

ANNOUNCER: A 40 degree fridge keeps bacteria from spreading.

CHORUS: Clean! Separate! Cook! Chill!

ANNOUNCER: For more information visit befoodsafegov.gov. *Be Food Safe* -- from USDA.



Radio PSA "all behaviors"
produced by USDA FSIS

Click Speaker to Play



be food safe

Food handling safety risks at home are more common than most people think.

The four easy lessons of **Clean**, **Separate**, **Cook**, and **Chill** can help prevent harmful bacteria from making your family sick.



Clean



WASH hands, utensils, and cutting boards before and after contact with raw meat, poultry, seafood, and eggs.

Separate



KEEP raw meat, poultry, and seafood apart from foods that won't be cooked.

Cook



USE a food thermometer — you can't tell food is cooked safely by how it looks.

Chill



CHILL leftovers and takeout foods within 2 hours and keep the fridge at 40 °F or below.

When Cooking At Home

- Cook food to a safe minimum internal temperature. Use a food thermometer to check the internal temperature.
- When cooking food in a conventional oven, set the oven temperature to at least 325 °F.

Food	Internal Cooking Temperature	
Ham	Fully Cooked	140 °F
	Fresh or Cook Before Eating	160 °F
	Reheated	165 °F
Pork: Chops, Roasts, and Steaks		160 °F
Beef, Veal, and Lamb: Roasts, Chops, and Steaks	Medium Rare	145 °F
	Medium	160 °F
	Well Done	170 °F
Ground Beef, Veal, Lamb, and Pork		160 °F
Rolled, Tenderized or Scored Cuts of Beef, Veal, and Lamb		160 °F
Egg Dishes		160 °F
Casseroles/Combination Dishes/Leftovers (Including Gravy)		165 °F
Ground Poultry (Turkey and Chicken)		165 °F
Chicken, Turkey, Duck, and Goose		165 °F
Stuffing (Cooked alone or in a bird)		165 °F

Got Food Safety Questions?



Visit "Ask Karen" at AskKaren.gov to Ask a Food Safety Question.

Call the USDA Meat & Poultry Hotlines: 1-888-MPHOTLINE (1-888-674-6854)



United States Department of Agriculture
Food Safety and Inspection Service
www.fsis.usda.gov

USDA is an equal opportunity provider and employer.



August 2005
Revised September 2007

Message cards. Available for different demographic groups. pdf

Retailer – food company platform

At this time, available only through license with PFSE.



color



b & w

modular Icons – retail platform (w/ text)



Cook.
Cook to safe temperature.
Use a food thermometer –
you can't tell food is cooked
safely by how it looks.



Separate.
Don't cross-contaminate.
Keep raw meat and poultry
apart from foods that won't
be cooked.



Clean.
Wash hands with warm water
and soap for at least 20 seconds
before and after handling food.
Wash cutting boards, utensils,
and counter tops with hot soapy
water after preparing each food
item and before you go on to the
next food.



Chill.
Chill leftovers and takeout
foods within 2 hours.
Keep the fridge at 40° F
or below.

modular icons w/o text



Refer to Platform Guidelines document for information on appropriate use and display. Licensees please download the usage guidelines from www.befoodsafe.org

www.befoodsafe.org

platform in b&w



Cook.
Cook to safe temperature.
Use a food thermometer -
you can't tell food is cooked
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Separate
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Chill.
Chill leftovers and takeout
foods within 2 hours.
Keep the fridge at 40°F
or below.

Modularity allows retailers and suppliers to feature content most appropriate to product, category or store environment.

Icon	Retail Environment - Supplier Partners
Clean	Produce, meat, seafood, deli, cleaning products and consumer goods.
Separate	Produce, meat, seafood, deli, paper products, hand soap (don't cross-contaminate).
Cook	Meat/Seafood (fresh/frozen); eggs, seasonal general merchandise (barbecues, charcoal, food thermometers).
Chill	Meat/Seafood (fresh/frozen), deli, refrigerated foods, dairy, seasonal general merchandise (ie: coolers, insulated lunch bags, gel packs, etc.)

In-store examples



Freezer case cling with recognizable “cook” module and quad module – brief text emphasizes cooking frozen foods to safe internal temperature.



Be Food Safe quad logo and message modules in color w/and w/o accompanying text

Be Food Safe quad logo and message modules in b&w w/and w/o accompanying text

- Guidelines for using the graphics
- PowerPoint: for your company stakeholders
- Sell sheet
- *Be Food Safe* consumer brochure, color
- Be Food Safe consumer brochure b&w
- color flyer CLEAN
- color flyer SEPARATE
- color flyer COOK
- color flyer CHILL
- shelf wobblers, color CLEAN
- shelf wobblers, color SEPARATE
- shelf wobblers, color COOK
- shelf wobblers, color CHILL
- circular ads, space for store logo 4 x 7 color
- circular ads, space for store logo 4 x 7 b&w
- circular ads 2 x 3 color
- circular ads 2 x 3 b&w



Clean.

Bacteria can spread throughout the kitchen and get on hands, cutting boards, knives, and countertops. Frequent cleaning can keep that from happening.



be food safe.



clean

wash hands & surfaces often

Brought to you by
(logo or store name)

- **WASH** hands with warm water and soap for at least 20 seconds before and after handling food.
- **WASH** cutting boards, utensils, and counter tops with hot soapy water after preparing each food item and before you go on to the next food.
- **RINSE** fruit and vegetables under running tap water, including those with skin and rinds that are not eaten.

Partnership for Food Safety Education

Retailers can add their own logo or name to the color flyers – one for each core message

Separate.

Cross-contamination is how bacteria spreads. Keep raw meat, poultry, and seafood and their juices away from ready-to-eat food.



be food safe.



separate

don't cross contaminate

Brought to you by
(logo or store name)

- **KEEP** raw meat, poultry, seafood and their juices apart from other food items in your grocery cart.
- **USE** one cutting board for raw meat, poultry and seafood and another for salads and ready-to-eat food.
- **STORE** raw meat, poultry, and seafood in a container or on a plate so juices can't drip on other foods.

Partnership for Food Safety Education



Shelf wobblers templates for each of the four core messages



Circular ads in color and in b&w

4 x 7 inches

2 x 3 inches



Website at www.befoodsafe.org

Download & print consumer brochure

www.befoodsafe.org



- ▶ Home
- ▶ Messages
- ▶ Consumer Brochure
- ▶ Retailers
- ▶ Suppliers
- ▶ About Be Food Safe



Food handling safety risks at home are more common than most people think.

The four easy lessons of
**CLEAN, SEPARATE,
COOK and CHILL**

can help prevent harmful bacteria from making your family sick.

[Download](#) the *Be Food Safe* Brochure for all the lessons and for a chart of safe cooking temperatures.

To find out more, click on the icons.

Be Food Safe is a joint program of the USDA and the Partnership for Food Safety Education.

be food safe.



clean. separate.
cook. chill.

www.befoodsafe.org

▶ INTRODUCING: BE FOOD SAFE

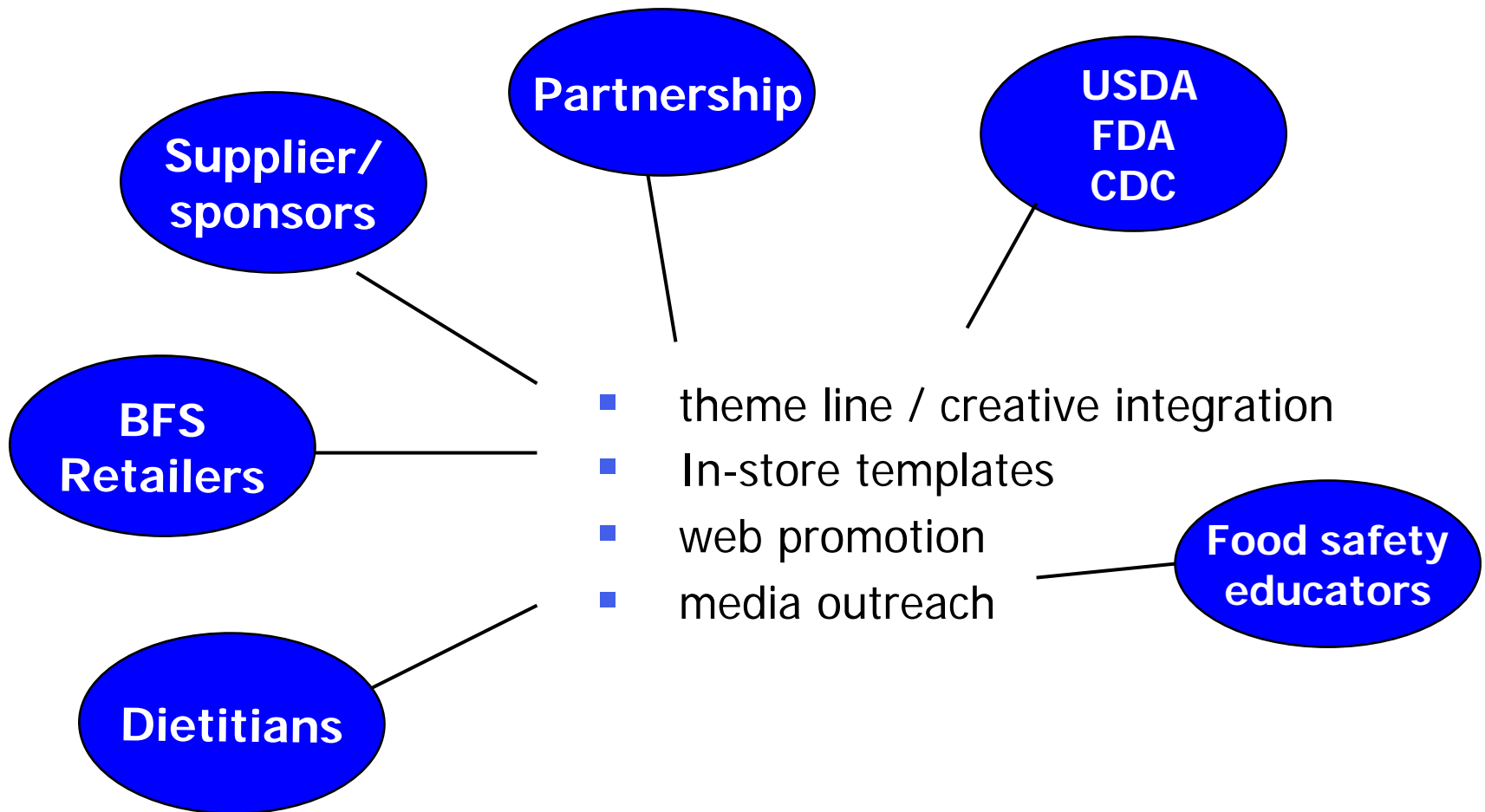


Retailers/Members of FMI

Join our leading retailers for a September announcement of national retailer commitment to *Be Food Safe*.

JOIN NOW →

Outline of a Be Food Safe Promotion



Retailer licensees!

approximately 6,000 retail stores nationwide

Acme Markets
Albertson's LLC
Associated Food Stores, Inc.
Atlantic Food Mart
Big Y Foods, Inc.
Brookshire Grocery Company
Brown & Cole Stores
Buehlers Fresh Foods
Coburn's Inc.
Defense Commissary Agency
Dorothy Lane Market
Fairview Foods / Piggly Wiggly
Fiesta Mart
Food Lion LLC
Giant of Carlisle
Giant Food / Stop and Shop
Giant Eagle Inc.
Haggen, Inc.
Hannaford Bros. Co

Highland Park Market
Ingles Markets Inc.
Kings Super Markets Inc.
Kroger Co., Great Lakes
Lund Food Holdings
Meijer, Inc.
People's Food Cooperative Inc.
Price Chopper
Publix Super Market Inc.
Roundy's Supermarkets, Inc.
Rudy's Markets Inc.
Save Mart Supermarkets
Schnuck Markets
ShopRite
Soelberg's Market
Sweetbay Supermarket
Wegmans
Weis Markets, Inc.



Educating consumers about safe food handling

Separate

Don't cross-contaminate.

• Clean → **Separate** • Cook • Chill

- About Foodborne Illness
- Safe Food Handling
- Education & Outreach
- Press Resources
- Campaigns
- Consumer Research Info
- About PFSE
- FightBAC!® Downloads
- Online Store

PARTNER LOGIN

user name

.....

GO

FRIENDS OF FOOD SAFETY EDUCATION!

LEADING COMPANIES SUPPORTING PFSE

CLICK HERE



Download and print the color Fight BAC®! poster to hang in your kitchen!

Kids! Foodborne bacteria could make you and those you care about sick. In fact, even though you can't see BAC - or smell him, or feel him - he and millions more like him may have already invaded the food you eat. But you have the power to Fight BAC®!

more

NEWS **more**

12.14.07
Electrical Outage - Keeping Food Safe

12.13.07
How Long Has This Been in Here?

09.18.07
Government Officials Applaud Expansion of Education Campaign

SAFE HANDLING OF FRESH FRUITS AND VEGETABLES!

The Partnership for Food Safety Education has specific tips for consumers on how to safely handle fresh fruits and vegetables to reduce the risk of foodborne illness!

more



search our site

Site Map **GO**

BECOME A BAC FIGHTER

Receive information on food safety education tools and programs.

Join our email list **GO**

Myth Busters

If juices run clear then meat and poultry is cooked to a safe temperature.

more

FIGHT BAC!

EDUCATOR RESOURCES

NSF FOR KIDS

Scrub Club

FEATURED PARTNER





Power of Partnership



Association of Food and Drug Officials



US Dept of Agriculture



US Dept of Health & Human Services

Partnership for Food Safety Education

2008 contributing members

Almond Board of California

American Dietetic Association

American Egg Board & Egg Safety Ctr

Association of Food and Drug Officials

Consumer Federation of America

Food Marketing Institute

Food Temperature Indicator Assn.

Institute of Food Technologists

International Food Information Council

National Association of State

Departments of Agriculture

National Chicken Council

National Pork Board

National Turkey Federation

NSF International

Produce Marketing Association

School Nutrition Association

The Soap and Detergent Association

United Fresh Fruit and Vegetable
Association

Federal Government Liaison

U.S. Department of Agriculture

U.S. Food and Drug Administration

U.S. Department of Health and Human
Services, CDC

U.S. Environmental Protection Agency



Questions? Ideas?

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