

BAC Fighter Campaign Orientation



Thursday, October 15 2015





Shelley Feist, Executive Director



The Partnership for Food Safety Education delivers trusted, science-based behavioral health messaging and a network of resources that support consumers in their efforts to reduce risk of foodborne illness.

www.fightbac.org

What we will cover today



Pitches

Tools & techniques to support you in making pitches to local print and broadcast media.



New Tools

We'll walk through the significant new campaign tools available now for you to plan your local campaign!



Share Ideas

Time to share information with each other, and to have your questions answered.

Housekeeping

Welcome!

1. Throughout the webinar we ask you to type into the “chat” box your response to this question – *“What actions are you planning to get out the message of the importance of a home refrigerator at 40 °F or Below?”*
2. At any time, type your questions into the “chat” box. We will answer a few questions later in the webinar.
3. Please take the post-survey! It will help the Partnership to serve you better!
4. For this short orientation webinar we are NOT offering CEUs. However, we do offer CEUs for other webinars throughout the year.

Thank you, BAC! Fighters, for your work to prevent foodborne illness across the United States!

Pitches

Your local print and broadcast media are likely interested in developing stories about consumer health and wellness.

- You are probably already a known resource for local media.
- You play an important role in your community in presenting the Go40orBelow messages and the science behind the messages.
- Your local media are great channels to get the messages out to targets – 1. older adults 2. pregnant women.
- Use the press outreach guide and media pitch sheets.

Start with the Press Outreach Action Guide



Poll

Have you been quoted
in a local print or
broadcast media story
in the last two years?

Media Outreach Tools

PROTECT YOUR FOOD. PROTECT YOUR FAMILY.
KEEP YOUR FRIDGE AT 40 °F OR BELOW.

TEMPERATURE MATTERS

KEEPING YOUR FRIDGE TEMP AT 40 °F OR BELOW HELPS REDUCE YOUR RISK OF FOODBORNE ILLNESS*

USE A FRIDGE THERMOMETER TO MEASURE TEMPERATURE AND STAY FOOD SAFE

EVERY YEAR IN THE U.S. 1 IN 6 PEOPLE GETS SICK FROM CONTAMINATED FOOD

THE CDC ESTIMATES LISTERIOSIS CAUSES ABOUT 1,600 ILLNESSES AND 260 DEATHS ANNUALLY

*PREGNANT WOMEN ARE 10X MORE LIKELY TO CONTRACT FOODBORNE ILLNESS

Bacteria that can cause illness grow rapidly between 40 °F - 140 °F

FOR MORE INFORMATION, VISIT FIGHTBAC.ORG

#go40orbelow

Partnership for Food Safety Education

*According to a USDA/FDA risk assessment

Info Graphic

30 Sec PSA

Dr. Robert Gravani
Professor of Food Service, Cornell University

IN THE KNOW

Pitch Sheets

Older Adults
Pregnant Women
Pregnant Hispanic Women



GO 40 °F OR BELOW

A Cold Fridge Will Help You Reduce Your Risk of Foodborne Illness

Why do pregnant women need to be extra vigilant with home food safety? When pregnant, a woman's immune system is reduced. This places her and her unborn baby at increased risk of contracting a foodborne illness. Certain foods like raw sprouts, smoked seafood, deli meats, hot dogs, soft cheeses and unpasteurized dairy products can be especially risky for pregnant women. Each year, about one in seven (14%) cases of Listeriosis, a common foodborne illness, occurs during pregnancy.¹ Listeriosis can pass from pregnant women to their fetuses and newborns, which can lead to miscarriages, stillbirths and even newborn deaths. A pregnant woman is 10 times more likely to contract Listeriosis than is another healthy adult.



DON'T WORRY! THERE'S GOOD NEWS!

Simple solutions like making sure the refrigerator is set at the right temperature could make all the difference. According to a risk assessment produced by the US Food and Drug Administration and the US Department of Agriculture, refrigeration at 40 °F or below is one of the most effective ways to reduce the risk of foodborne illness. The assessment found that the predicted number of cases of Listeriosis would be reduced by more than 70% if all home refrigerator temperatures did not exceed 41 °F. The only way to be sure the home refrigerator is at or below the recommended temperature of 40 °F or below is to measure the temperature with a refrigerator thermometer. This type of thermometer is usually a separate tool that stays in the refrigerator and displays the actual temperature.

When you understand the cause of foodborne illness and how to prevent it, you can arm yourself with the right tools to protect yourself.

The Partnership for Food Safety Education's new GO 40 °F OR BELOW campaign was launched to educate consumers, like you, about the importance of home refrigeration reducing the risk of foodborne illnesses. To learn more about how you can protect your family and friends from foodborne illness, and to download a GO 40 °F OR BELOW brochure, visit www.fightbac.org.

The Partnership for Food Safety Education delivers trusted, science-based behavioral health messaging and a network of resources that support consumer in their efforts to reduce risk of foodborne infection.

#Go40orBelow to keep food out of the "danger zone" and follow us @Fight_BAC for more food safety tips!

¹Center for Disease Control and Prevention

Let's visit the Website to find these tools!

Reminder!

- Type into the “chat” box your response to this question –

“What actions are you planning to get out the message of the importance of a home refrigerator at 40 °F or Below?”

Idea Sharing

One of two ways –

1. Type your Idea into the Chat box and I will read it.

OR

2. Type into chat that you wish to be unmuted to share a comment. It may take a minute we will try to get to you!

Take to Twitter and use
#go40orbelow



**PARTNERSHIP FOR
FOOD SAFETY EDUCATION**

The Partnership for Food Safety Education offers educational materials, webinars, and more on the topic of safe consumer food handling. Fight harmful bacteria – be a BAC! Fighter.

BAC FIGHTER

A green, anthropomorphic cartoon character with a large, white, stylized 'BAC' on its chest. The character has a grumpy expression, with slanted eyes and a small frown. It is standing on a green, leaf-like base.

Let's go Team Food Safety!



His eyes are on the icebox. I think.

*Home refrigerators are critical to food safety!
Let's keep Eyes on the Icebox leading up to
Thanksgiving!*

N E X T

National Clean Out Your Fridge Day
Sunday, November 15

Join the Fight_BAC Twitter Chat
Friday, November 13
3 p.m. Eastern

**Take to Twitter at any time and use
#go40orbelow**



Thank you BAC Fighters!



**Partnership for
Food Safety
Education**

Together: A Food Safe America

Remember the terrific Holiday Food Safety resources at www.fightbac.org
<http://www.fightbac.org/winter/safe-holiday-meal-tips-and-planning/>

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