

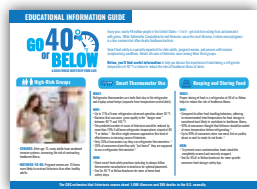
# Go 40 or BELOW

A COLD FRIDGE HELPS KEEP FOOD SAFE

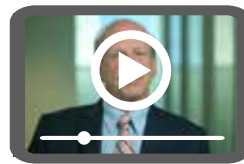
## PREPARE TO SHARE HOME FOOD SAFETY TIPS WITH CONSUMERS!

Maintaining home refrigerators at 40 °F or below is one of the most effective ways to reduce the risk of foodborne illness. We've provided easy tools to help you share this important message with consumers and to help families in your community stay food safe.

### Items and Promotion Ideas:



**Science Behind the Messages**—Arm yourself with facts about foodborne illness and teach consumers how to help prevent it at home. Learn why keeping home refrigerators at 40 °F or below is one of the most effective ways to reduce cases of foodborne illness.



**:30 Advocate Video**—Cornell University's Dr. Robert Gravani discusses the importance of keeping refrigerators at 40 °F or below. Use this video to connect with consumers on the topic of home food safety via social media, online blogs, and websites. Use video to pitch the Go 40 °F or Below campaign to local media. Encourage outlets to conduct on-air wellness segments and to share it on their social networks. As the local BAC Fighter, offer yourself as an advocate media can turn to for interviews and more information.



**Brochures for Pregnant Women (2) and Older Adults (2)**—Educate at-risk groups about foodborne illnesses. Print these brochures to distribute at local community centers and bring them with you to presentations. You can also share online. Brochures are available in English and Spanish.



**Digital Presentation**—Educate your community on the principles of the Go 40 °F or Below campaign. Plug-and-play presentation includes talking points.



**Hashtag**—Join the social media conversation with #go40orbelow. Please include in all posts. Feel free to re-post and follow the Partnership for Food Safety on these social channels:

- Facebook
- Twitter: @Fight\_BAC
- Pinterest
- YouTube
- LinkedIn



**BAC Fighters Press Guide and Press Pitches**—Three distinct pitch documents to share the Go 40 °F or Below story. Refer to the press guide and pitches for tips on pitching the story to local media outlets (includes draft of email introduction that you can cut and paste!).

