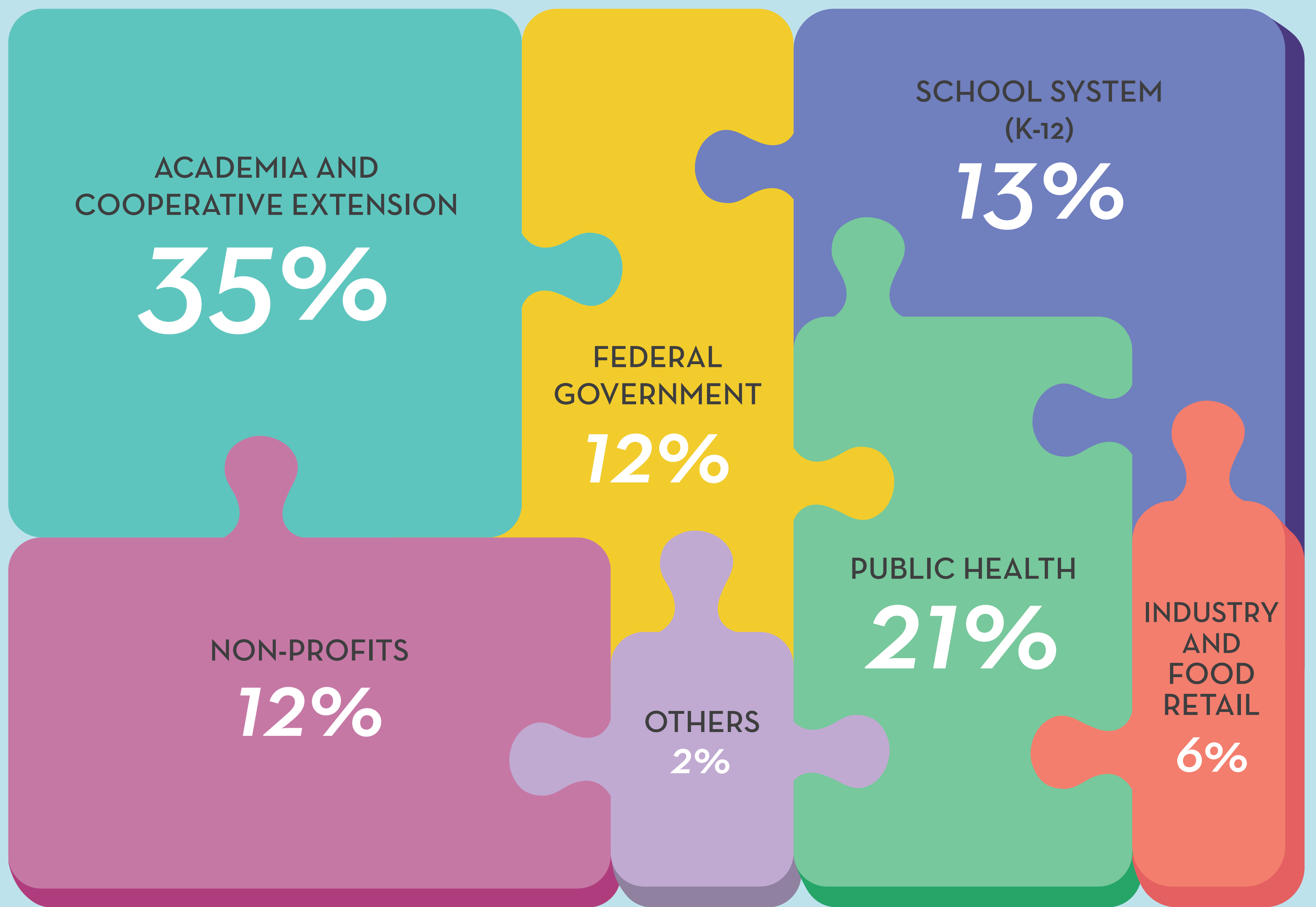


FOOD SAFETY EDUCATORS

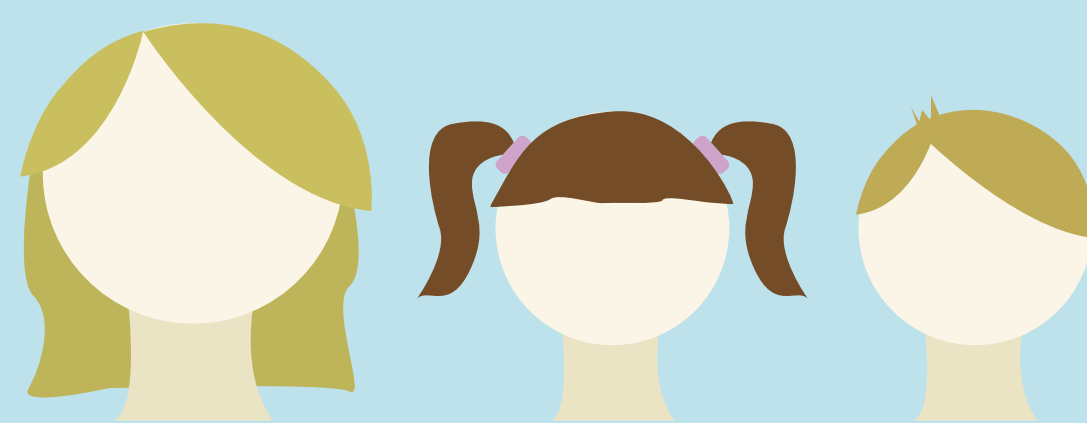
Who is educating consumers about reducing risk of foodborne illness?



ACADEMIA AND COOPERATIVE EXTENSION

Includes: Cooperative Extension, Agricultural and Life Sciences, 4-H, etc.

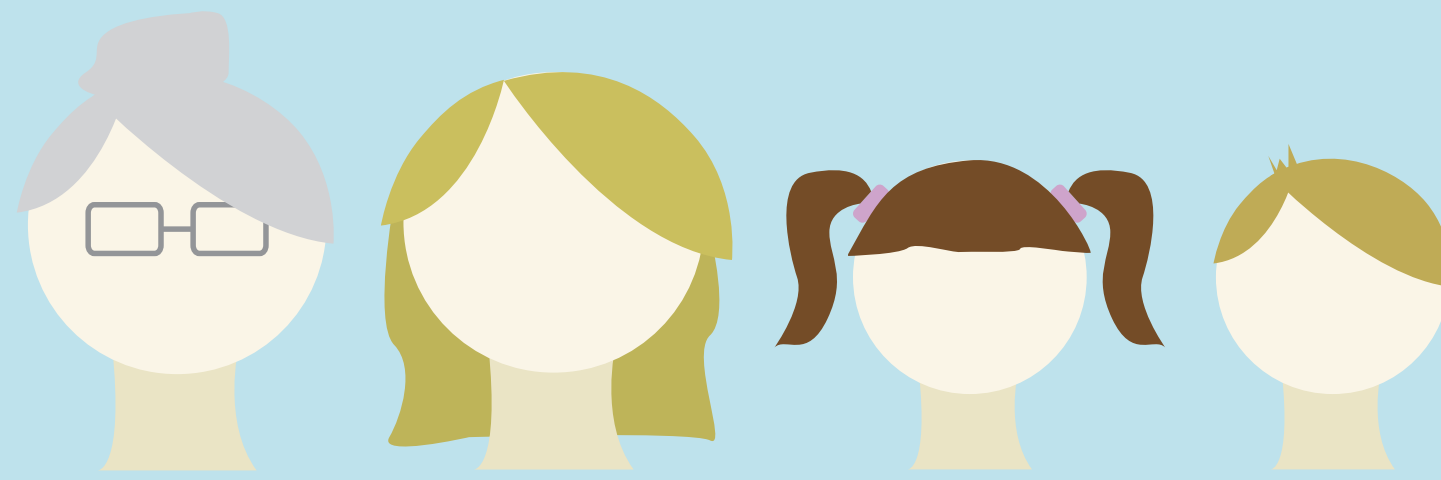
Target Audiences: Adults with children at home/primary meal preparers, children and students, and low-income populations.



PUBLIC HEALTH

Includes: County Public Health Agencies, State Departments of Health, Aging Facilities, etc.

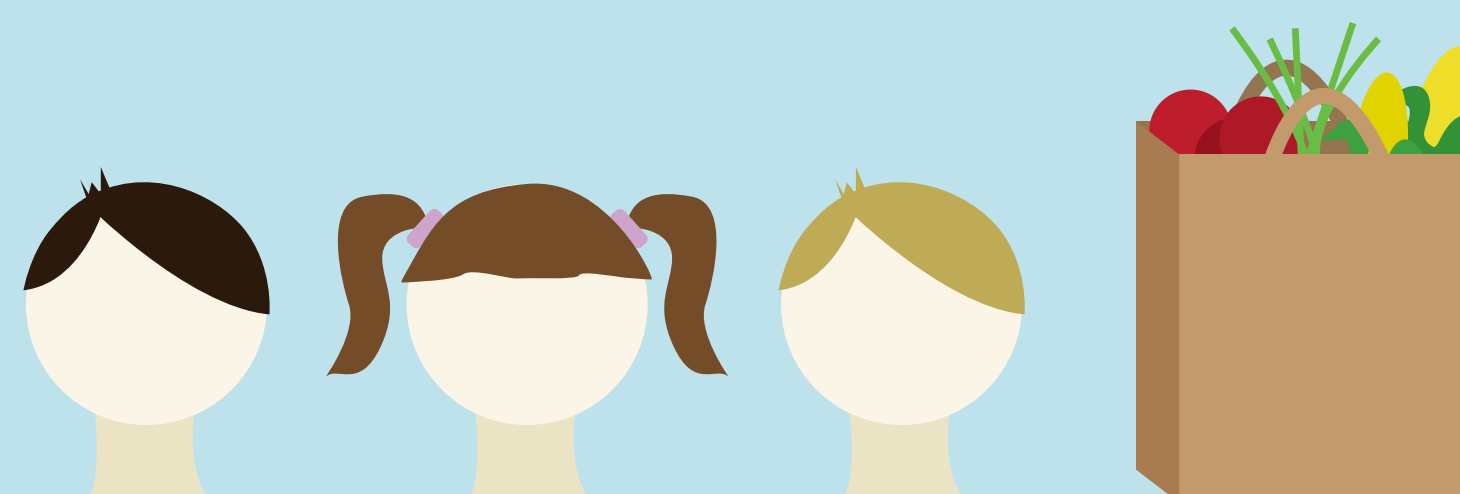
Target Audiences: Elderly and adults with children at home/primary meal preparers.



SCHOOL SYSTEM (K-12)

Includes: Family and Consumer Sciences Teachers, School Food Service, etc.

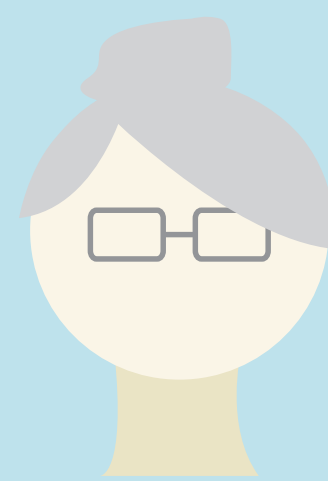
Target Audiences: Children and students, low-income populations, and people who are buying food.



NON-PROFITS

Includes: Food Banks, Congregate Nutrition Programs, etc.

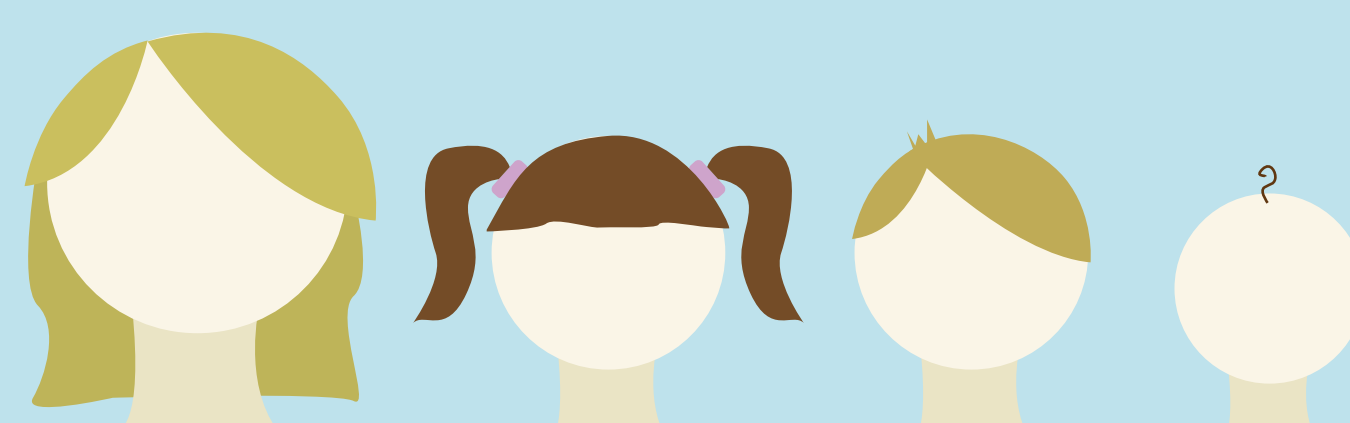
Target Audiences: Elderly and low-income populations.



FEDERAL GOVERNMENT

Includes: FDA, EFNEP, USDA, etc.

Target Audiences: Children and students, adults with children at home/primary meal preparers, and pregnant women.



★★★★ SUPPORTING CONSUMERS IN THE FUTURE ★★★★★

We must measure - more can be done to evaluate the impact of consumer food safety education

Face-to-Face - is great with about 90% of educators making direct contact with consumers; more can be done to deliver messages through additional channels

Children and Students K-12 - while kids should be a lead target for education, there is a need to serve other groups

THE PARTNERSHIP FOR FOOD SAFETY EDUCATION

www.teamfoodsafety.org

Environmental Scan conducted by North Carolina State University