FOOD SAFETY EDUCATORS

Who is educating consumers about reducing risk of foodborne illness?

ACADEMIA AND COOPERATIVE EXTENSION
35%
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
21%
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)
13%
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
12%
Includes: Food Banks, Congregate Nutrition Programs, etc.
Target Audiences: Elderly and low-income populations.

FEDERAL GOVERNMENT
12%
Includes: FDA, EFNEP, USDA, etc.
Target Audiences: Children and students, adults with children at home/primary meal preparers, and pregnant women.

OTHERS
2%
Includes: Expands beyond government and educational institutions to include industries and other entities.

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