The key to successful leadership is influence, not authority.

~ Ken Blanchard
Food safety messengers touch everyone
Lessons from Guinea

Community resistance to Ebola messaging is still responsible for the majority of our cases.
“The first people who show up can’t be wearing spacesuits,” said Michael Kinzer, the CDC’s team leader in the country.
Meaningful Messengers

- Hit home
- Hit the heart
- Hit hard
What About You?

FOOD SAFETY EDUCATORS

Who is educating consumers about reducing risk of foodborne illness?

- Academia and Cooperative Extension: 35%
- School System (K-12): 13%
- Federal Government: 12%
- Public Health: 21%
- Non-Profits: 12%
- Industry and Food Retail: 6%
- Others: 2%
Being locally relevant

HITTING HOME
Targeting your Audience

98% of reported foodborne disease outbreaks involved only one state.

Surveillance for Foodborne Disease Outbreaks United States, 2012: Annual Report

30 sick after Thanksgiving at hotel in New Jersey

Persons infected with the outbreak strains of Salmonella Heidelberg, by State*

For inspection of the restaurant at the hotel by New Jersey officials last month can easily be rectified. Grosser said the issues did not cause the illnesses. About 70 percent of all Norovirus outbreaks are spread by food workers.

Posted in Restaurant Inspection | Tagged food safety, Nassau Inn, Outbreak, Princeton Health Department, Thanksgiving | Leave a reply
Speaking the Language

Multistate Outbreak of Listeriosis from Soft Cheese

La FDA investiga la presencia de Listeria en algunos quesos de tipo hispano

el 12 de marzo 2014

In English

En esta página:
- ¿Qué se está haciendo al respecto?
- ¿Cuáles son los síntomas de la listeriosis?
- ¿Quiénes están en riesgo?
- ¿Cómo se está retirando el mercado?
- ¿Qué deben hacer los consumidores?
- ¿Qué deben hacer los comerciantes minoristas y los restaurantes?
- ¿Con quién es necesario comunicarse?

ACTUALIZACIÓN

La FDA suspende el registro del establecimiento de los alimentos de Rees Foods Inc. en Kenton, Delaware, el 11 de marzo 2014, después de que la FDA determinó que había una probabilidad razonable de que los alimentos elaborados, procesados, envasados o almacenados en Rees Foods causaran consecuencias adversas de salud graves o la muerte a los seres humanos.

La FDA ordenó la suspensión después de una investigación por parte de la FDA, los Centros para el Control y la Prevención de Enfermedades, y socios estatales y locales vincularon un brote multistatal de listeriosis a los queso que estaban contaminados con Listeria monocytogenes y fabricado por esta empresa. Se requiere un registro del establecimiento alimentario para cualquier establecimiento dedicado a la fabricación, procesamiento, embalado o almacenamiento de alimentos para el consumo en los Estados Unidos, y si se suspende el registro de un establecimiento, ninguna persona podrá introducir los alimentos del establecimiento en el comercio interestatal o intraestatal en los Estados Unidos.

La FDA inspeccionó los establecimientos de la empresa desde febrero 10 a 4 de marzo de 2014. Durante la inspección, los investigadores de la FDA encontraron condiciones insalubres, incluyendo:
Don’t Just “Wing It!” Defeat Food Poisoning at Your Super Bowl Party with Food Safety Tips and a Bonus Recipe

Posted by Diane Van, Food Safety Education Staff Deputy Director, USDA Food Safety and Inspection Service, on February 1, 2012 at 2:01 PM

Have plans for the big game? We all know this day is more than just football. It’s also the second largest day for food consumption in the U.S., next to Thanksgiving Day. Chips, wings, guacamole, chili—sounds like a good time right? It should be!

Don’t let this snack-filled day end in food poisoning. Food poisoning has lots of causes, including leaving food out too long. Here are some tips to ensure everyone enjoys the big game between the Giants and Patriots, and all the good food that comes with it!

**FOUR STEPS TO FOOD SAFETY**

1. **Clean**: Clean kitchen surfaces, utensils, and hands often with soap and water while preparing party food.
2. **Separate**: Separate raw meats from other foods by using different cutting boards.
3. **Cook**: Cook foods to the right temperature by using a food thermometer.
4. **Chill**: Chill raw and prepared foods promptly—don’t leave food at room temperature for longer than two hours.

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**USDA Food Safety @USDAFoodSafety · Jan 28**

Ordering pizza or wings for your #superbowl party? Safe handling of take-out foods: ow.ly/36ic

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4:56 PM - 28 Jan 2014 · Details

**Dept. of Agriculture @USDA · Jan 30**

Blog: First Down Food Safety Tips for your #SuperBowl Party ow.ly/t2PZ @USDAFoodSafety #SB48

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10:07 AM - 30 Jan 2014 · Details
 Sharing a story

HITTING THE HEART
Finding Stories and Storytellers

Faces

Behind the Statistics

CDC 24/7™
Testimonials

Barbara Kowalcyk, Ph.D., Founder and CFI Board

In 2001, her focus shifted to food safety when her 2 ½ year old son Kevin died from complications due to an E. coli O157:H7 infection. Her family's story was featured in the 2009 Academy Award nominated documentary Food, Inc.
It began with three babies. It was the middle of August the Babies, who were not related, had been born in the previous two weeks in towns in western part of Pennsylvania. They were not well. Their doctors had ordered tests and ordered cultures. Independently, each had made the same discovery: The babes had an illness called listeriosis. “Maryn McKenna
Standing firm

HARD HITTING
When Science Speaks

2013 Page Views = 10,614,554

Pathogens 86%

Food Safety & Estimates 10%

Data & Nets 4%

Tracking website visits
Making Food Safer to Eat
Reducing contamination from the farm to the table

Each year, roughly 1 in 6 people in the U.S. get sick from eating contaminated food. The 1,500 or more reported outbreaks that happen each year reveal familiar culprits—Salmonella and other common germs. We know that reducing contamination works. During the past 15 years, a dangerous type of E. coli infection, responsible for the recall of millions of pounds of ground beef, has been cut almost in half. Yet during that same time, Salmonella infections, which cause more hospitalizations and deaths than any other type of germ found in food and 56,000 million in direct medical costs annually, has not declined. Each year, 1.2 million people get sick from eating foods contaminated with Salmonella. Applying lessons learned from reducing E. coli O157:H7 infections could help reduce illness caused by Salmonella.

Learn what you can do to reduce contamination from the farm to the table.

--- See page 4 ---

Want to learn more? Visit www.cdc.gov/vitalsigns

Preparation and Consumption (Shoppers/Consumers)

**Preparation**
Cook chicken and meats thoroughly, especially raw meats and poultry. Use a food thermometer to ensure safe internal temperatures.

**Consumption**
Serve fresh fruits and vegetables raw or cooked. Listeria can survive certain cooking temperatures.

Prevention
Use safe handling instructions. Choose and wash fruits and vegetables carefully.

Manufacturing
Don’t use hot water to wash utensils. Use hot water to wash hands after handling raw meats. Use separate cutting boards for raw and cooked food.
Listeria

Recipe for Food Safety
Protecting people from deadly Listeria food poisoning

Many germs can be spread through food. Items like Listeria can be deadly. Listeriosis affects women and their newborns, older adults, and people with weakened immune systems. Listeriosis can cause miscarriages and stillbirths. We have made some progress against Listeria, but it is the third leading cause of deaths from food poisoning. However, we can do more to protect people at higher risk for food poisoning and make food safer for everyone.

1,600
About 1,600 people in the US get sick from Listeria germs each year.

90%
At least 90% of people who get Listeria infections are from pregnant women and their newborns, older adults, or people with weakened immune systems.

3rd
Listeria is the 3rd leading cause of deaths from food poisoning.

Who has a higher risk of getting Listeria food poisoning?

Pregnant women, fetuses, and newborn infants
People with weakened immune systems

Listeria can pass from pregnant women to their fetuses and newborns. It can cause miscarriages, stillbirths, and newborn deaths.

Chancy choose LISTERIA OUTFITTED: Queen Poncho
In soap and suds taken at hospital, 13 people who had other serious health problems. Five of them died as a result.

Contaminated salary LISTERIA OUTFITTED: Monetary salary in unsterile items that hospitals 11 people who had other serious health problems. Five of them died as a result.

Adults 65 or older

What foods are risky?

What it comes to Listeria, some foods are more risky than others. Most are the same foods where Listeria is known to live.

Raw Spinach
Raw Turkey (uncooked)
Cow Meat and Hot Dogs (cold not cooked)
Smoked Seafood
Norovirus


Norovirus outbreaks often get attention for outbreaks on cruise ships, but those account for only about 1% of all reported norovirus outbreaks. Norovirus is a very contagious and outbreaks can occur anywhere at anytime. People with norovirus usually vomit and have diarrhea. Treatment is not a necessary, but home treatment can be helpful. Infected people can spread norovirus to others through close contact or by contaminating food and surfaces. Food service workers who have norovirus can contaminate food and can make many people sick. In norovirus outbreaks for which investigators reported the source of contamination, 70% are caused by infected food workers.

Cook shellfish thoroughly.

Avoid touching food with bare hands.

Wash fruits and vegetables before preparing and serving them.

Cleaning and sanitizing surfaces and utensils. Regularly clean and sanitize kitchen surfaces and frequently touched objects, using a chlorine-based product or other sanitizer approved by the Environmental Protection Agency. Use against norovirus.

Wash your hands. Wash all parts of hands and exposed portions of arms by rubbing them together vigorously with soap and warm water for at least 20 seconds in a designated hand washing sink.

Stay home when sick. Stay at home when sick with vomiting or diarrhea. Stay home for at least 48 hours after symptoms stop.

http://www.cdc.gov/vitalsigns

See page 4. Want to learn more? Visit www.cdc.gov/vitalsigns

Kitchen managers should be trained and certified in food safety and ensure that all food service workers follow food safety practices outlined in the FDA model Food Code and CDC guidelines.
Twitter = #1 way Food Safety Vital Signs Information Was Shared

- Twitter: 49%
- Facebook: 25%
- Blogs: 15%
- Forum Replies: 5%
- Mainstream News: 3%
- Comments: 1%
- Forums: 2%
- Videos: 0%
Most Retweeted

T1: Salmonella infection causes more hospitalizations and deaths in U.S. than other germs found in food.
http://t.co/CloekzQcv4  #abcDrBchat
15 Jul 2014 by CDC

T1: Food safety’s most wanted-Salmonella, Toxoplasma, Listeria-cause the most deaths.
http://t.co/CloekzQcv4  #abcDrBchat
15 Jul 2014 by CDC
What About You?

You don’t have to be THE meaningful messenger, but you must partner with one.
Meaningful Messengers Are Everywhere

Sometimes I get so caught up in the day-to-day minutia that I forget that we are touching humanity in a very profound way.

~ Sioux Henley Campbell, Writer Editor
Thank you

Suzie Heitfeld

Sioux Campbell

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov     Web: http://www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.