Together: A Food Safe America.

An invitation to participate in the Partnership for Food Safety Education
Who We Are

The Partnership for Food Safety Education is the only public-private collaborative that focuses exclusively on the prevention of foodborne illness at the point of consumer handling and preparation in the home.

We deliver trusted, science-based behavioral health messaging and a network of resources that support consumers in their efforts to reduce risk of foodborne illness.

"Together: A Food Safe America."
Our Mission

The Partnership’s mission is to end illness and death from foodborne infections in the United States.

- The Partnership’s mission and its actionable messaging strongly align with national priorities in promoting healthy behaviors and disease prevention.

- The Federal agencies refer to fightbac.org as a resource for consumers, and the USDA and HHS are active liaisons to the Partnership.

- The Partnership’s strategic direction is constructed around two Healthy People 2020 outcomes/goals:
  - FS-1: Reduce infections caused by key pathogens transmitted commonly through food
  - FS-5: Increase the proportion of consumers who follow key food safety practices
The Problem

1 in 6 Americans will acquire a foodborne illness this year.

Most often a person experiences moderate to severe gastroenteritis for a few days, then feels better. But there can be long-term health effects, and an estimated 128,000 experience illness serious enough to require hospitalization.

Food poisoning inflicts significant health and economic costs. The USDA ERS estimates that each year $6.9 billion in costs are associated with five bacterial pathogens, Campylobacter, Salmonella, Listeria monocytogenes, E. coli O157:H7, and E. coli non-O157:H7 STEC (2000). These costs are associated with medical expenses, lost productivity, and even death.

Food poisoning can seriously affect the most vulnerable (very young children, the elderly and others) and result in chronic, long-term health effects or even death.

Educating consumers about food safety is NOT the entire solution to eliminating illness, but it is a critical component in a comprehensive system of prevention.
Our Team

Together: A Food Safe America

Shelley Feist  
Executive Director

Margot Bolon  
Manager of Programs and Outreach

BAC!® Fighters  
13,000+ nationwide educators

Ms. Feist’s leadership on design and execution of a national stakeholder engagement process led to adoption by the PFSE Board, in June 2011, of a new national action plan for consumer food safety education in the United States. Ms. Feist has twice appeared on NBC’s Today on the topic of safe food handling for consumers.

Ms. Bolon facilitates and manages PFSE program initiatives and communications outreach priorities. She employs new and traditional media and marketing tools to inspire field-based educators (BAC!® Fighters) in their outreach work with consumers nationwide.

BAC! Fighters are thousands of food safety and health educators in all 50 states that introduce consumers to the basics of safe food handling and why it is so important to good health.
Our Partners

Together: A Food Safe America

Academy of Nutrition and Dietetics
AIB International
American Beverage Association
American Frozen Food Institute
Association of Food and Drug Officials
Consumer Federation of America
Food Marketing Institute
Grocery Manufacturers Association
Institute of Food Technologists
International Association for Food Protection
International Dairy-Deli Bakery Association
International Food Information Council Foundation
Jetro/Restaurant Depot
Maines Paper & Food Service, Inc.
National Grocers Association
National Chicken Council
National Pork Board

PFSE government liaisons:

USDAGov FDA CDC

June 5, 2012
Our Work

The Partnership brings government agencies, industry associations, professional and scientific non-profits and consumer groups together to develop and endorse program approaches that contribute to important positive health outcomes.

Convenes
We convene and support practitioner communities inside and outside government to work together to improve outcomes in food safety education.

Amplifies
We amplify the collective efforts of thousands of partners/educators and help them to tell the story of the impact their work has on protecting the health of consumers.

Measures Impact
We lead efforts to evaluate the impact of consumer food safety education, and anticipate needed changes in program approaches that will better align programs with intended outcomes.
What We Bring

**SINGULAR FOCUS**
The Partnership has a singular focus – the prevention of foodborne illness in the United States.

**CREDIBILITY & TRUST**
We produce evidence-based messages and materials on basic consumer practices that are proven to reduce risk of infection. These messages and materials are revisited and reviewed by an expert science panel.

**BOOSTING CONNECTIONS**
- We’ve grown our BAC!® Fighter national educator network to 13,000.
- We’ve grown our annual contributing partners by 25% so far in 2012.
- We engage hundreds of registered dietitians in webinars on integrating food safety in their work with clients.
- We communicate regularly with retailers about their internal and external customer communications efforts.

**COLLABORATION**
We are a unique network of resources that can help you prepare and manage your organization’s food safety and consumer education objectives. Joining with other like-minded business, government and non-profit partners makes you part of efforts to align consumer education programming and messaging with important positive health outcomes.

**OPPORTUNITIES**
We provide opportunities for your company to take part in discussions and program planning on emerging issues that affect your customers. As a partner you boost relationships you rely on to extend your company’s values in consumer health and food safety.
Our Value

Health Educators Value Us

- The U.S. Federal agencies (USDA, FDA, and CDC) and many state and local agencies link directly fightbac.org as the trusted, credible resource for consumers.
- **13,000** dedicated BAC!® Fighters receive our e-cards weekly.
- More than **18,000** unique users visit fightbac.org each month.
- **85% of BAC!® Fighters** say the reason they visit fightbac.org is to download food safety education materials. The Partnership has the capability to disseminate messages and material broadly and to ensure pick-up of new materials.
- **50%** of visitors to fightbc.org come directly to us or use “Fight BAC” in a search engine - they know of us, and they are repeat visitors!
- We engage more than **3,000** followers on Facebook and **4,000** on Twitter [February 2012]

Industry Partners Value Us

- **20+** active partner organizations representing the nation’s leading food industry associations, commodity groups, and professional associations in food sciences, health and nutrition, comprise this Partnership.
- **50** leading food retailers have participated in educating consumers through Fight BAC! and Be Food Safe campaigns.
Our Value  Together: A Food Safe America

We represent state and local food safety regulatory officials who routinely use food safety education and training in their enforcement and compliance efforts.

The materials available through the Partnership provide state and local agencies with many of the tools they need to achieve these efforts.

~ Joseph Corby, Executive Director
Association of Food and Drug Officials

PFSE plays a critical leadership role in convening and amplifying the efforts of food safety educators to provide consumers with science-based, actionable messages on safe food handling.

~ Christopher Waldrop, Director
Food Policy, Consumer Federation of America

Government and industry have critical roles in delivering safe foods to consumers. It’s important for us to help consumers understand their role as well. The Partnership has been successfully connecting with consumers and consumer influencers for years. PMA is pleased to support their work.

~ Kathy Means, VP Government Relations & Public Affairs, Produce Marketing Assn.

“The Partnership offers IFT a unique way to engage with other organizations with a common mission to protect the consuming public.”

~ Will Fisher, VP Science & Policy Initiatives
Institute of Food Technologists

We value the Partnership’s mission which enables consumer groups, government and industry to collectively work towards educating consumers about good at-home food safety practices.

~ Sherrie Rosenblatt, VP Marketing & Communications
National Turkey Federation

“Food safety is a shared responsibility for everyone engaged in the production of safe, high-quality food. The Partnership helps extend this shared responsibility by developing standardized safe food handling communications for our customers in an easy to understand format.”

~ Michael Roberson, Director
Corporate Quality Assurance, Publix Supermarkets
Corporate Use

- Vetted content for internal and external customer communications
- Quality links (Fight BAC!; Holiday Food Safety; Recall Basics; Be Food Safe)
- High quality graphics & images
What our educator network has to say ~

“Thank you so much for these wonderful educational materials. There are so many wonderful handouts for health fairs and community education. I would also like to include your information in our quarterly community newsletter. In the spring newsletter issue, I would like to include Six Steps to Safer Fruits and Vegetables.”

Marketing Director, Fayette County Memorial Hospital, Washington C.H., Ohio

“Thank you so much for making the helpful food safety downloads available for consumer education. I work with a Supplemental Nutrition Assistance Program in Mississippi. I get the E-cards and LOVE them.”

Carol, Family Nutrition Program, Mississippi State University
Join Us

Together: A Food Safe America

Become an annual contributing partner.
Support the work of the Partnership!

Sponsoring Partner ($5,000 - $50,000)

Sponsoring partners are industry associations; commodity groups; and private corporations of national or international scope.

Benefits depend upon contribution amount.

Public Partner ($1,000-$10,000)

Public partners are government, academic, allied food and health non-profits, public interest, scientific and professional organizations.

Benefits depend upon contribution amount.
Partner Benefits & Recognition

This e-card was made possible by the Institute of Food Technologists (IFT). Visit [www.IFT.org](http://www.IFT.org)

- Opportunities to be involved in Partner meetings & working groups
- Recognition with multiple links on fightbac.org
- Recognition with link on e-card that goes to 13,000 health and food safety educators
- Acknowledgement on social media
- Others, depending on Tier donor level

June 5, 2012

Partnership for Food Safety Education
Join Us

Together: A Food Safe America

Become a Contributing Partner today!

Experience the value of having a strong national partner in supporting your company’s food safety and consumer education objectives.

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