Food Safety Education:
The way WE See it

Cook Like A Pro -
Use A Thermometer To Know!

TOGETHER: A FOOD SAFE AMERICA
Brenda Watson
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Canadian Partnership for
Consumer Food Safety
Cook Like A Pro – Use A Thermometer To Know!

• The Canadian Partnership for Consumer Food Safety Education launched a #ThelfieCA campaign last summer.

• We encouraged Dieticians, Chefs, and Consumers to post a #ThelfieCA on Twitter, Facebook or Instagram to promote the use of thermometers

• Goal is to reach consumers with key messages around thermometer use – how & why

• The more folks see images of others using the thermometer, the more it becomes ‘normalized’
Take advantage of the #Selfie Craze
Oxford Dictionary Word of the Year 2013

**selfie** noun, informal
(also *selfy*; plural *selfies*)

a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and uploaded to a social media website

Selfies are a worldwide phenomenon

Lots of coinages as well

Thermometer + Selfie + Canadian = #ThelfieCA
Show us you practice good cooking!

selfie + thermometer = #ThelfieCA

#ThelfieCA

Creative Elements
Creative Elements

Show us you practice good cooking!

selfie + thermometer = #ThelfieCA

#ThelfieCA

www.befoodsafe.ca
Good Cooking is a Matter of Degrees

selfie + thermometer =

#ThelfieCA

Creative Elements
Show us you practice good cooking!

selfie + thermometer

#ThelfieCA

Creative Elements
Good Cooking is a Matter of Degrees. Take a #thelfieCA and show us you practice safe cooking.

Goal to work with Partnership members to jointly promote the program.
Partnership members could add their logo to creative elements
Pilot Program with Canada Beef Inc. & Grocery Retailer

Event with Dietitians from a Canadian Grocery Retailer
Thermometer Education Event

- Loblaws® has an In-Store Registered Dietitian program.
- One service offered is “Dietitian Day”.

- On June 21, 2014, The Canadian Partnership for Consumer Food Safety Education partnered up with Canada Beef and Loblaws® for their June Dietitian Days program.
Thermometer Education Event

- At approximately 50 Loblaws® Stores across Canada, Dietitians were on site educating consumer’s on how and why to use a food thermometer when cooking burgers.
- Dietitians handed out an Outreach education booklet developed in conjunction with Health Canada.
- “Your burger’s done at 71 C” fridge magnets were also provided by Health Canada.
- A Multi-channel social media amplification plan was created to promote and document details of the event.
- Canada Beef Inc., promoted details of this event across its national network of Provincial Beef Organizations.
BE FOOD SAFE: 4 SIMPLE STEPS

KEEP THINGS SEPARATE.
Keep raw foods, such as meats, poultry, fish, shellfish and eggs, away from cooked and ready-to-eat foods.

BE TEMPERATURE WISE.
Cook foods to the right internal temperature. Use a digital instant-read food thermometer to check doneness.
- Cook foods to the right internal temperature. Proper cooking eliminates harmful bacteria, reducing the risk of foodborne illness.
- Colour does not indicate if hamburgers, meats, poultry, fish and shellfish are properly and safely cooked.
- Cooking well doesn’t mean overcooking. Check doneness with a digital food thermometer – this essential tool for great cooks!

MAINTAIN THE CHILL FACTOR.
Put perishable foods and leftovers in your fridge (4 °C/40 °F) or freeze quickly.

BE FOOD SAFE:

Barbecue Season Guide

<table>
<thead>
<tr>
<th>Food Type</th>
<th>Internal Temperature</th>
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</thead>
<tbody>
<tr>
<td>Ground beef/pork/chicken (not including hamburgers)</td>
<td>72 °C (160 °F)</td>
</tr>
<tr>
<td>Ground chicken/turkey (including hamburgers)</td>
<td>74 °C (165 °F)</td>
</tr>
<tr>
<td>Beef, lamb and veal (chops and steaks)</td>
<td>63 °C (145 °F) Medium-rare</td>
</tr>
<tr>
<td>Fish (no bones) (either raw or cooked)</td>
<td>71 °C (160 °F) Medium</td>
</tr>
<tr>
<td>Pork chops (bone in or out)</td>
<td>72 °C (162 °F) Medium-rare</td>
</tr>
<tr>
<td>Chicken/turkey (bone in, raw)</td>
<td>74 °C (165 °F)</td>
</tr>
<tr>
<td>Whole chicken, turkey (without stuffing)</td>
<td>85 °C (185 °F)</td>
</tr>
</tbody>
</table>

Handouts: Partnership for Food Safety
Handouts: Recipe for Asian Beef Burgers & Facts about Beef Burgers
Social Posts

Joyce Paraslow @CDNBeefRecipes · Jun 21
Kelly shows how to cook like a pro! #TheFileCA #abflavours @cdnbeefrecipe @cdnbeefid #loveCDNBeef

Vanessa Yanckeysyn @effoodsMB · Jun 9
The perfect roast beef @CDNBeefid @CDNBeefRecipes #TheFileCA #foodie
Social Posts
### Comprehensive Social Amplification Plan

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog Posts</td>
<td>• Blog Posts</td>
</tr>
<tr>
<td>TwineSocial Site</td>
<td>• TwineSocial Site to aggregate all posts from facebook, twitter and instagram that use the #TheflieCA, hashtag</td>
</tr>
<tr>
<td>Facebook</td>
<td>• Pre-event promotion on Facebook pages  &lt;br&gt;• Event day promotion and uploading of images to photo album</td>
</tr>
<tr>
<td>Twitter</td>
<td>• Pre-event tweeting about the events  &lt;br&gt;• Full day tweeting and engaging on June 21, 2014</td>
</tr>
<tr>
<td>Instagram</td>
<td>• Post images to Pinterest Board</td>
</tr>
<tr>
<td>Pinterest</td>
<td>• Post images on Instagram</td>
</tr>
<tr>
<td>Google+</td>
<td>• Pre-event promotion on google+  &lt;br&gt;• Upload images on event day</td>
</tr>
</tbody>
</table>
Key Learnings

- Pilot Program with Canada Beef allowed us to work with a Retailer and educate consumers in a fun way in-store and then share via social media.
- The Selfies craze made it easier to promote the program via social media.
- Great program but required more participation and support from membership.
- If we could have taken advantage of the social footprint of our membership, the program would have been more successful.
- Changed tag line to Cook like a pro. Use a thermometer to know.
Thank you!