Dear Food Safety Educator,

Welcome to the Be Food Safe campaign!

The Be Food Safe partner campaign, developed by USDA using the Fight BAC® messages and endorsed by the Partnership for Food Safety Education, is communications program that delivers specific safe food handling messages to help consumers understand the simple steps that can be taken to prevent foodborne illness. Using an easy to remember theme directed to caregivers of children or older adults, the Be Food Safe campaign empowers consumers with the knowledge to achieve and maintain safe food handling behaviors.

With this partner media toolkit, we invite you to join the campaign to educate the public about safe cooking and handling of food. This toolkit is designed to be a companion to your existing food safety education efforts and provides the tools needed to launch your own local media campaign to spread the Be Food Safe message. It features a CD containing ready-to-use print and radio advertisements, feature articles, and other tools to help you run an effective, co-branded campaign.

As a partner in this program, you will be helping reduce the number of cases of foodborne illness—a serious but little recognized public health issue that causes approximately 13 deaths each day in the U.S.

If you should have any questions concerning the Be Food Safe media campaign, please e-mail befoodsafe@fsis.usda.gov. On behalf of USDA and the Partnership for Food Safety Education we thank you for using the campaign materials.

Together, we can help America Be Food Safe.

Sincerely,

Mike Johanns      Tim Hammonds
Secretary of Agriculture     Chairman
Partnership for Food Safety Education

Did you know...

This year, about 5,000 people will die from foodborne illness.

Approximately 13 men, women, and children die every day from foodborne illness.

More than 325,000 people are hospitalized each year for foodborne illness.

Approximately 76 million cases of foodborne illness occur annually across the United States.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA’s TARGET Center at (202) 720–2600 (voice and TDD).

To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250–9410, or call (800) 795–3272 (voice) or (202) 720–6382 (TDD). USDA is an equal opportunity provider and employer.
Foodborne illness is a serious public health threat. Each year, approximately 76 million cases of foodborne illness occur in the United States alone, according to the Centers for Disease Control and Prevention (CDC). Of those cases of foodborne illness, more than 325,000 people are hospitalized and about 5,000 deaths occur.

Why Be Food Safe?

Preventing foodborne illness is one of the U.S. Department of Agriculture’s (USDA's) top priorities. For more than 100 years, the USDA Food Safety and Inspection Service (FSIS) has worked with our Nation's commercial suppliers to ensure that meat, poultry, and egg products are safe, wholesome, and correctly labeled and packaged for public consumption. USDA recognizes that food safety takes the cooperation of government, scientists, educators, food industry, and consumers to make sure our foods are safe. And because research shows that improper handling, preparation, and storage of food can cause foodborne illness, FSIS has conducted—and is a key stakeholder in—many public education programs to prevent foodborne illness.

While everyone is at risk for foodborne illness, there are those that face a higher risk if they consume unsafe food. One in five Americans are more at risk than most for contracting a foodborne illness that may result in a lengthier illness, hospitalization, or even death. These food safety steps are especially important for these at-risk populations:

- Older adults
- Young, older adults, pregnant women, and those with weakened immune systems
- Children or older adults—consumers, research shows, are those that face a higher risk if they consume unsafe food. One in five Americans are more at risk than most for contracting a foodborne illness that may result in a lengthier illness, hospitalization, or even death. These food safety steps are especially important for these at-risk populations:

What Is the Be Food Safe Campaign?

USDA developed the Be Food Safe campaign in cooperation with FSIS, FDA, and CDC because research shows that Americans are aware of food safety, but they need more information to achieve and maintain safe food handling behaviors. The Be Food Safe campaign, which is grounded in social marketing, behavior change, and risk communications theory, is designed to provide education with the tools to inform consumers about foodborne illness and raise the level of awareness of the dangers associated with improper handling and understanding of food.

With the continued focus on the safe food handling behaviors of Clean, Separate, Cook, and Chill, the Be Food Safe campaign was expanded to category partners who prepare food for children or older adults—commonly consumers, research shows, who not only have the incentive needed to limit to food safety messages, but who also have the motivation to change behaviors.

The Be Food Safe campaign theme is easy to remember and accomplishes other important outreach efforts like Fight BAC!® It is designed to be an “umbrella campaign” that can be incorporated into many existing educational efforts. The eye-catching materials include an area for partners to use their organization name and logo to leverage the credibility of trusted national and local sources for food safety information.

The Be Food Safe national media strategy includes a comprehensive mix of advertising for print and radio. The print advertisements feature colorful, close-up images of the behaviors the campaign is seeking to influence. The spot incorporates fun, upbeat music with a memorable “jingle” that consumers can take action to be food safe.

To further support the advertising campaign, two related feature articles are designed to earn additional coverage in local media outlets. USDA also has created a Be Food Safe Greeting Card to use in correspondence and a Be Food Safe promotional program to sell for a small profit. The Be Food Safe materials are developed and provide style guidelines. These materials and approaches are just some of the building blocks you can use to customize your own outreach efforts.

Here are some of the ways you can use the Be Food Safe materials to reach your community:

- Partner with local businesses to purchase media air time and see story weekends in your area to cover the campaign.
- Work with a media buyer to help you develop a radio, print, and Internet advertising campaign.
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How Can You Help Others Be Food Safe?

According to a study commissioned by the International Food Information Council, local newspapers and news reports report more information on food safety than influence that food safety.

Partnerships with local organizations across the country will factor greatly in the success of this campaign. Partners like you—stakeholders in education, public health, retail, and industry—can achieve a greater positive impact on consumer behavior than one or two organizations alone.

- Stage food safety events at radio stations, grocery stores, shopping centers and malls, restaurants, schools, and camps.

- Prepare and distribute a press release or feature story sharing National Food Safety Education Month.

- Display the Be Food Safe poster prominently in your offices and develop additional promotional materials from the Be Food Safe logo to use in your organization.

- Collaborate with local health departments, schools, food retailers, hospitals, and other community organizations to distribute materials on safe food handling.

- Incorporate the Be Food Safe message on your Web site and provide linkages with other relevant sites including food and friends, autism spectrum of news sites, medical sites, and family sites.

Partners are essential in promoting the Be Food Safe message and generating excitement and attention for this new ad campaign. We look forward to working in partnership with you to help us deliver our goal to help America Be Food Safe.
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What is the Be Food Safe Campaign?

USDA developed the Be Food Safe campaign in cooperation with FSIS, FDA and CDC because research shows that Americans are aware of food safety, but they need more information to achieve and maintain safe food-handling behaviors. The Be Food Safe campaign, which is grounded in social marketing, behavior change, and risk communication theories, is designed to provide educators with the tools to inform consumers about foodborne illness and raise the level of awareness of the dangers associated with improper handling and undercooking of food.

With the continued focus on the safe food-handling behaviors of Clean, Separate, Cook, and Chill, the Be Food Safe campaign uses consumer-centered materials and messages to help consumers change their behavior and maintain those changes. The Be Food Safe campaign is targeted to caregivers who prepare food for children or older adults—commonly, researchers show, when not only have the incentive needed to limit to food safety messages, but who also have the motivation to change behaviors.

While everyone is at risk for foodborne illness, there are those that face a higher risk if they consume unsafe food. One in five Americans are more at risk than most for contracting a foodborne illness that may result in a longer illness, hospitalization, or even death. These food safety steps are especially important for them. At-risk persons include the very young, older adults, pregnant women, and those with weakened immune system.

The Be Food Safe campaign theme is easy to remember and complements other important outreach efforts like Fight BAC®! It is designed to be an “umbrella” campaign that can be incorporated into many existing educational efforts. The eye-catching materials include an area for partners to use their organization name and logo to leverage the credibility of national and local success for food safety information.

The Be Food Safe national media strategy includes a complementary mix of advertising for print and radio. The print advertisements feature colorful, close-up images of the behaviors the campaign is seeking to influence. The radio spot incorporates fun, upbeat music with a memorable “jingle” that consumers can use to take action that is food safe.

To further support the advertising campaign, two related feature articles are designed to earn additional coverage in local media outlets. USDA also has created a Be Food Safe infographic to use in correspondence and in Be Food Safe promotional materials. The Be Food Safe campaign is adopted from a proven approach, the USDA pilot-tested public health public advertising campaign, “Is It Done Yet?” The campaign, conducted in August 2004 in partnership with the Michigan State University National Food Safety and Technology Center, was designed to increase the use of food thermometers in Michigan. “Is It Done Yet?” targeted suburban parents with children under the age of 10. After the 2-week media outreach campaign, 93 percent more of targeted parents thought about using a food thermometer when cooking or grilling, and thermometer usage among the target audience increased by about 9 percent.

On this successful national campaign, the tools needed for partners to use in taking this food safety media campaign nationwide are now created.

How Can You Help Others Be Food Safe?

According to a study commissioned by the International Food Information Council, local newspapers and news broadcast report more news and information on food safety and nutrition than food fatality and murder. Partnerships with local organizations across the country will factor greatly in the success of this campaign. Partners like you—stakeholders in education, public health, retail, and industry—can achieve a greater impact through joining the Be Food Safe movement and taking a greater positive impact on consumer behavior than one or two organizations alone.

Partners are essential in promoting the Be Food Safe message across their audiences. Partners like you, in partnership with local media, can achieve a greater positive impact on consumer behavior than one or two organizations alone. The Be Food Safe partner toolkit is an “umbrella” approach, the USDA pilot-tested public health public advertising campaign, “Is It Done Yet?” The campaign, conducted in August 2004 in partnership with the Michigan State University National Food Safety and Technology Center, was designed to increase the use of food thermometers in Michigan. “Is It Done Yet?” targeted suburban parents with children under the age of 10. After the 2-week media outreach campaign, 93 percent more of targeted parents thought about using a food thermometer when cooking or grilling, and thermometer usage among the target audience increased by about 9 percent.

With this partner toolkit, you are invited to use the campaign materials to work with the media and educate the public about safe food-handling and cooking of food. We encourage you to use these materials to promote safe food handling in your community. The accompanying guide describes the campaign materials is detailed and provides style guidelines. These materials and approaches are just some of the building blocks you can use to customize your own outreach efforts.

Here are some of the ways you can use the Be Food Safe campaign materials to reach your customers.

• Partner with local businesses to purchase media ad time and encourage media outlets in your area to cover the campaign.

• Work with a media buyer to help you develop a radio, print, and Internet advertising campaign.

• Stage food safety events at radio stations, grocery stores, shopping centers and malls, festivals, museums, schools, and camps.

• Prepare and disseminate a press release or feature story using National Food Safety Education Month®.

• Display the Be Food Safe partner prominently in your offices and develop additional promotional items with the Be Food Safe logo to use in your community.

• Collaborate with local health departments, schools, food retailers, hospitals, and other community organizations to distribute materials on safe food handling.

• Incorporate the Be Food Safe message on your Web sites and promote linkages with other relevant sites including food and lifestyle sections of news sites, medical sites, and family sites.

Partners are essential in promoting the Be Food Safe message and generating excitement and attention for this new ad campaign. We look forward to working in partnership with you to fulfill our pledge to help America Be Food Safe.
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The Be Food Safe national media strategy includes a comprehensive mix of advertising for print and radio. The print advertisements feature colorful, close-up images of the behaviors the campaign is seeking to influence. The radio spot incorporates fun, upbeat music with a memorable “jingle” that encourages listeners to take action for food safe. “To further support the advertising campaign, two related feature articles are designed to earn additional coverage in local media outlets.” USDA also has created a Be Food Safe logo to use in correspondence and use it on the Be Food Safe promotional materials. The Be Food Safe campaign’s approach, the USDA pilot-tested public health paid advertising campaign, “It Don’t Stop! The campaign, conducted in August 2004 in partnership with the Michigan State University’s National Food Safety and Technology Center, was designed to increase the use of food thermometers in Michigan. "It Don’t Stop!" targeted suburban parents with children under the age of 10. After the 2-week media outreach campaign, 50 percent more of targeted parents thought about using a food thermometer when cooking or grilling, and thermometer usage among the target audience increased by about 9 percent. On this successful marketing campaign, the tools needed for partners to use in taking this food safety campaign nationwide were created.

With the continued focus on the safe food handling behaviors of Clean, Separate, Cook, and Chill, the Be Food Safe campaign uses consumer-directed materials and messages to help consumers change their behavior and maintain those changes. The Be Food Safe campaign is expanded to categories who prepare food for children or older adults—commonly, researchers show, where not only have the incentive needed to limit to food safety messages, but also who have the motivation to change behaviors.

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How Can You Help Others Be Food Safe?

According to a study commissioned by the International Food Information Council, local newspapers and news broadcasts report more news and information on food safety and nutrition than national news outlets. Partnerships with local organizations across the country will factor greatly in the success of this campaign. Partners like you—stakeholders in education, public health, retail, and industry—can achieve a greater momentum for the Be Food Safe message and have a greater positive impact on consumer behavior than one offefforts.

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Here are some of the ways you can use the Be Food Safe campaign materials to reach your community.

- Partner with local businesses to purchase media ad time and create awareness in your area to your food safety campaign.
- Work with a media contact in your community to promote the campaign messages. The tools needed for partners to use in taking this food safety campaign nationwide were created.
- Use the Be Food Safe logo on your “Web sites and promote linkages with other relevant sites including food and lifestyle sections of news sites, medical sites, and family sites. Partners are essential in promoting the Be Food Safe campaign and generating excitement and attention for this new ad campaign. We look forward to working in partnership with you to fulfill our pledge to help America Be Food Safe.

- Stage food safety events at radio stations, grocery stores, shopping centers and malls, festivals, museums, schools, and camps.
- Prepare and distribute a press release or feature story during National Food Safety Education Month.
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As a partner in this program, you will be helping reduce the number of cases of foodborne illness—a serious but little recognized public health issue that causes approximately 13 deaths each day in the United States. If you should have any questions concerning the Be Food Safe media campaign, please e-mail befoodsafe@fsis.usda.gov. On behalf of USDA and the Partnership for Food Safety Education, we thank you for using the campaign materials.

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Mike Johanns
Secretary of Agriculture
Tim Hammonds
Chairman
Partnership for Food Safety Education

United States Department of Agriculture
Food Safety and Inspection Service

www.befoodsafe.gov

September 2006

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Become a Campaign Partner and Help America Be Food Safe

Partner’s Campaign Guide

For the U.S. Department of Agriculture (USDA) to provide direct technical assistance, all partners agree to actively support the following program activities: participate in national and regional program meetings and teleconferences; provide key messages, visuals, media content, and video or audio files; participate in the program newsletter; report program outcome (Brinks, large print, online, etc). A common program newsletter is delivered to all participating partners.

For USDA and the Partnership for Food Safety Education, USDA, Brinks, and large print are trademarks of USDA. The word Brinks is a registered trademark of The World Braille Council, Inc. USDA is an equal opportunity provider and employer.
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