A Public-Private Outreach Initiative - SE United States
We thank our *sponsors* -- they have made this campaign possible…

**Good Food, Good Life**

[Logos of sponsors]

www.fightbac.org
Speakers
About the Story of Your Dinner

• Unite public and private sectors to raise consumer awareness about simple actions to reduce risk of foodborne illness
• Tell the story through thousands of health educators and directly to millions of consumers
• Put in context the consumer’s role in the chain of prevention by portraying all parties taking responsibility for their own part while also acknowledging they are part of the whole
• Leverage collaboration’s resources through coordinated & centralized efforts of non-profit Partnership for Food Safety Education.
Story of Your Dinner Video

storyofyourdinner.org
Media Relations Program

• Media materials -- news release, Core Fore fact sheet, recipes with food safety steps, campaign video, placemats, spokesperson interviews and more offered to support media in developing holiday-focused coverage.

• Trade and Consumer versions of news release.

• Distribution of the consumer news release via Marketwired and 3BL newswires.

• A dedicated Brand Point matte article (in-kind support) shared with news outlets across the country.
Impressions Goal

Goal -- 5 million+ consumer impressions

ACTUAL -- 217.7 million consumer impressions
Trade Media Relations Results

156,000 Impressions

Consumers a key part of chain of prevention

When the flour recall story dominated the national media, Ms. Feist said PSE communicated about the fact that flour is a raw commodity, cookies need to be cooked, and don’t eat raw dough.

"The evolution of what we have been doing is that it is really best done with individual companies engaged in Nestle USA, Coca-Cola and Publix Super Markets, as well as the public health community, to launch "The Story of Your Dinner" during the 2016 fall holiday season. The campaign will focus on partnering with consumers to promote simple actions everyone may take to reduce the risk of foodborne illness," she said.

"Rather than just coming out to the consumer and saying 'Ok, you need to practice safe handling at home,' we are nurturing them in the chain of prevention," she said. "The chain of prevention extends into the home."

The campaign is set to launch Nov. 1 in the southeastern portion of the United States, targeting Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee.

Useful tips provided

The program will include useful at-home tips throughout the following campaign activities:

- The Story of Your Dinner videos will explain the chain of prevention"
Partnerships with nine popular Southeastern food bloggers. These leading bloggers wove the “two sides of every dinner” story narrative in their popular blog posts and via their social networks.

**Total Blogger Relations Impressions: 1.9 Million**
A Few Blogger Highlights

Total Blogger Relations Impressions: 1.9 Million
Food safety is important when preparing any dish. There are a few simple things we can all do every time. There are FOUR core rules of food safety that are really easy to remember. – Paula Jones

In my opinion, seeking information to educate yourself or your children to prevent sickness is the greatest gift that you can give yourself and your loved ones.
– Sandra Mihic

Go to the PFSE website, The Story of Your Dinner, for more information to keep your family healthy and safe. I love their kid-friendly placemats. You can print them and let your kids color them. It is a fabulous way for your kids to learn about food safety. – Christie Daruwalla
Influential Blogger Post Comments (con’t)

Ensure the temperature in your refrigerator is 40 degrees F or below to reduce the risk of foodborne illness. – Saidah Washington

It is a good idea to have two separate cutting boards in the kitchen. One should be used for raw meats, poultry, and seafood while the other should be used for fresh produce and breads. – Kimberly Moore

And if you have little ones at home like our 6-year-old Little Miss H, it's never too early to involve them in food safety, too! – Tracey Harrelson

You can easily do your part to ensure a safe and delicious holiday meal by following basic home food safety practices of clean, separate, cook and chill. – Rebecca Gordon
Facebook – organic posts - best

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
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<tbody>
<tr>
<td>12/12/2016</td>
<td>StoryofYourDinner.org sponsor Nestlé knows a thing or two abo</td>
<td></td>
<td></td>
<td>4.9K</td>
<td>62/414</td>
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<tr>
<td>10/29/2016</td>
<td>Do you know the steps taken to keep your food safe? Join us sta</td>
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<td>3K</td>
<td>160/19</td>
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<tr>
<td>11/04/2016</td>
<td>Home food safety is all about your handinhealth. If you enter ou</td>
<td></td>
<td></td>
<td>2.3K</td>
<td>17/6</td>
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### Facebook – boosted posts – best

<table>
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<tr>
<th>Published</th>
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<tr>
<td>11/07/2016 2:52 pm</td>
<td>Come along with us as we share the unique journey that your fo</td>
<td></td>
<td></td>
<td>22.1K</td>
<td>185 162</td>
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<tr>
<td>11/07/2016 3:19 pm</td>
<td>La Historia de su Cena! The Story of Your Dinner animated video</td>
<td></td>
<td></td>
<td>10.2K</td>
<td>33 16</td>
<td>View Results</td>
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<tr>
<td>11/04/2016 6:00 am</td>
<td>Home food safety is all about your #handinhealth. If you enter ou</td>
<td></td>
<td></td>
<td>9.6K</td>
<td>128 239</td>
<td>View Results</td>
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<tr>
<td>11/01/2016 4:01 pm</td>
<td>Safe food is tasty food. Come along with us as we share the uni</td>
<td></td>
<td></td>
<td>8.7K</td>
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</tbody>
</table>

Boosted costs: $75.00, $56.54, $75.00, $250.00.
Facebook Performance

Top 5 Boosted Posts
70.1 thousand reached

Top 5 Organic Posts
14.6 thousand reached

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Nestlé
@nestle.USA

Home
About
Photos
Likes
Videos
Posts
Events
Notes
House Rules
Create a Page

Nestlé shared The Partnership for Food Safety Education's photo.

December 12, 2016

Thanks to The Partnership for Food Safety Education for hosting our latest blog, exploring key food safety tips that should come in handy over the holiday season!

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The Partnership for Food Safety Education

Published by Nestlé USA - December 12, 2016

StoryYourDinner.org sponsor Nestlé knows a thing or two about food safety! Read more: ow.ly/7ZkD3 https://www.storyyourdinner.org

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The story of your dinner

Partnership for Food Safety Education

Published by Nestlé USA - October 25, 2016

Do you know the steps taken to keep your food safe? Join us starting Nov 1 for a campaign that shows "The Story of Your Dinner." storyyourdinner.org. We'll show how companies like Cargill, the Frozen Food Foundation, Nestlé USA and Publix Super Markets ensure the safety of your food, as well as what you can do at home to prevent foodborne illnesses. #holidayfoodSafety #StoryOfYourDinner #HandinHealth

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2,984 people reached
19 Reactions, Comments & Shares
14 Likes
1 On Post
5 On Shares
1 Love
1 On Post
0 On Shares
1 Comments
0 On Post
0 On Shares
2 Shares
2 On Post
1 On Shares
160 Post Clicks
30 Photo Views
20 Like Clicks
108 Other Clicks

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NEGATIVE FEEDBACK
1 Hide Post
1 Hide All Posts
1 Report As Spam
0 Unlike Page
Twitter Performance

Best performing Organic Tweets featured #Hand in Health contest promotion, tagged sponsor and retweets by sponsor, question in the text, video link.

One tweet was promoted
Focused on Twitter party promotion and prizes
Downloads – Social Media Assets
Coming in 2017

- National outreach
- Enhanced, creative social media outreach
- More and shorter video content

Contact Shelley Feist, Executive Director, at sfeist@fightbac.org