United States Department of Agriculture

One Team, One Purpose

Food Safety and Inspection Service
Protecting Public Health and Preventing Foodborne Illness
We are the public health agency in the USDA responsible for ensuring that meat, poultry, and processed egg products are safe, wholesome, and accurately labeled.

Our Authority
Through a series of Acts, Congress empowers FSIS to inspect all meat, poultry, and processed egg products in interstate commerce.

- Federal Meat Inspection Act (FMIA), 1906
- Agricultural Marketing Act (AMA), 1946
- Poultry Products Inspection Act (PPIA), 1957
- Humane Methods of Slaughter Act (HMSA), 1958
- Egg Products Inspection Act (EPIA), 1970
Food Safety and Inspection Service: One Team, One Purpose

We work together to accomplish our mission of protecting public health.

More than 9,600 employees strong

- skilled
- committed
- motivated
- diverse
- highly trained
Food Safety and Inspection Service: The Threat of Foodborne Illness

Each year, foodborne illness...
2000-1015 Outbreaks of *Salmonella* and *Campylobacter*

- 22 associated with chicken liver consumption
- 18 single state; 4 multi-state
- Largest: April-November 2011, 190 case patients
- Total case patients: 331 (45 hospitalizations)
Food Safety and Inspection Service:  
2000-2015 Outbreaks of *Salmonella* and *Campylobacter* 

- Primary risk factor: undercooking (91%) 
- Primary location: restaurants (73%) 
- Majority involved cooking for groups (86%) [i.e. restaurant, care facility, school, etc.] 
- Primary products: chicken liver pate’/mousse/spread
Wisconsin

- Total case patients: 17 (8 hospitalizations)
- Associated with raw beef consumption
- Specialty dishes—raw beef, raw egg, spices
Food Safety and Inspection Service: Challenge: actual vs. perceived risk

Continued occurrence of outbreaks = Need for improved risk communication

Risk communication
- Message barriers
- Engagement tactics
Food Safety and Inspection Service: Message barriers

3 Common Barriers to Effective Messaging

1. Social environment (current popular opinion)
2. Sensitivity to cultural or ethnic traditions
3. Longstanding personal preference
Food Safety and Inspection Service: Engagement tactics

- Education
  - Cultural Sensitivity
- Grassroots partnerships
Food Safety and Inspection Service: Message Testing

- Worked in partnership with organizations who are experts with specific cultural groups
  - Example: FSIS partnered with Islamic Relief and the National Network of Arab communities to test new infographic
Food Safety and Inspection Service: Call to Action

What is the best path forward?

FSIS Next Steps

• Various program areas have formed a working group to collaborate on best outreach tactics
• Working group consist of members from FSIS public affairs, policy, public health science offices, and FDA.
• Target groups to be reached out to:
  o Restaurant Chefs
  o State Public Health partners
Food Safety and Inspection Service:
Closing

Thank you!
For question or collaboration opportunities please contact:

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