Dinner Party Food Safety Video: Educational Tools for Public Health Professionals

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Agenda

Who is NSF International
Mission and History

Strategy and Implementation
Video planning

Analytics
Social Media and Webpage

Educational Tools
Food Safety and Cleaning Tips
Who is NSF International

We protect and improve human health to help people live safer.
Our History

In 1944

Today
NSF International provides public health and safety based services

Our Services include:

STANDARDS  TESTING  CERTIFICATION  AUDITING  CONSULTING  TRAINING
Strategy and Implementation for the Video
**Purpose**
- Educate public about food safety: millennials to particular
- Many grew up in households that did not cook
- Unaware of food safety behaviors
- Drive traffic to NS.org

**Communication**
- Man on the street style interviews with college students
- Social Media: YouTube, Facebook, Twitter
- Webpage
- Consumer News

**Budget**
- Local filming/videographer
- Local Venue
- Local Spokesperson

**Metrics**
- Social media analytics including impressions, reach, likes and retweets
- Webpage Analytics including page views.
Implementation

Development of Script:
- Communications Team wrote
- Based on consumer food safety tips on NSF consumer webpages

Distribution Plan:
- Social Media
- Website
**Analytics**

**Video Information**
- Length: 4:30
- YouTube and MP4 format
- Three 2-minute videos and full length version

**Overall**
- Analytics:
  - 240 views in YouTube for full version
  - 7 Likes

**Webpage Posting**
- Feature item and in Newsroom

**Facebook posts**
- Posted three-2 minute videos multiple times over last year

**Twitter**
- Posted three- 2 minute videos as well as direct link to YouTube page.

**YouTube**
- NSF YouTube Channel under Consumer Playlist (three shorts and full length version)
YouTube Analytics - Part 1, 2, 3
Lessons Learned

Past

- This was our first video
- Total YouTube video views averaged 500
- NSF.org video page had 2099 page views in 2016

Future

- Subsequent Dietary Supplements video had Facebook boost (~$100) received +70K views
- Planning to add video shorts on consumer tips for Social Media posts
NSF Materials You Can Use

- Video
- Tips from webpages and downloads
- Sharing social media posts
- Infographics
- Sign-up for consumer e-news
- Scrub Club
Where Germs Lurk
© 2013 NSF International Household Germ Study

Common kitchen appliances and tools harbor unsanitary levels of E. coli, Salmonella, Listeria, yeast, and mold, which may be contributing factors to foodborne illness. According to a recent study by NSF International, an independent global public health and safety organization.

Studies have shown that more than 20% of foodborne illness outbreaks result from food that was contaminated in the home.

Contribution Factors:
1. Improper food storage
2. Food handling
3. Food preparation

Study Results

Because NSF evaluates the cleanliness of common household kitchen tools and appliances under the NSF Home Products Certification Program, it monitored whether consumers actually follow manufacturers' cleaning instructions. As part of the 2013 NSF International E. coli, Salmonella, yeast, and mold, and Listeria.

Risk Populations:
These germ study findings are most concerning for households with at-risk populations such as children, pregnant women, the elderly or those with a compromised immune system.

E. coli
36% of items tested positive for E. coli

Salmonella
36% of items tested positive for Salmonella

Yeast & Mold
43% of items tested at concerning levels for yeast and mold

Listeria
14% of items tested positive for Listeria

Staying Safe

NSF has worked to help ensure the safe design and cleaning of food equipment and appliances used in food preparation since the 1940s. NSF’s Home Product Certification Program began in 2012, addressing key areas of kitchen appliances and tools used in the home.

Cleaning Tips

See each appliance and tool's cleaning instructions to help prevent equipment from harboring pathogens that can cause foodborne illness.

Look for the Mark

Look for the NSF Mark on product packaging.

Contact Us

Call the NSF Consumer Hotline:
1-800-673-8010

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Use a food thermometer

Keep HOT foods HOT

Store all food within 2 hours

NSF’s germ study found 75% of kitchen sponges tested contain BACTERIAL GROWTH that can make you SICK

Wash your hands for at least 20 seconds before preparing food

Keep your countertop CLEAN

DO NOT DEFROST MEAT on the counter
Food Safety at Holiday Parties

Hosting a Holiday Dinner

Holidays are a time of celebration with family and friends. A sure way to dampen the festive mood is the presence of foodborne illnesses. View this video tips to help make sure that you avoid foodborne illness at your dinner parties and keep it from becoming an invited guest at your next holiday gathering.

“Done” Temperatures

WHOLE OR GROUND POULTRY

165°F

Here are the top five things to remember:

- Buy and thaw food safely
- Clean your kitchen
- Prepare the food properly. Avoid cross-contamination
- Cook food to proper temperature

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Cleaning Habits Cheat Sheet

Students can improve their cleaning grade to an “A” by paying attention to wet, textured surfaces that may hide germs.

**Dish sponge:** Microwave for two minutes once per day and replace every week or two.

**Shower/tub drain & shower head:** Disinfect with a bathroom cleaner at least once a week.

**Kitchen sink:** Apply disinfecting cleaner to the sink sides and bottom once or twice a week.

**Faucet handles:** Clean daily with disinfecting cleaner or disinfecting wipes.

**Coffee maker:** Clean with soap and hot water after every use. Once a week, run the machine with equal parts water and white vinegar or cleaning solution.
Food safety and cleaning tips, organic, Non-GMO, gluten free, supplements and vitamins, and water filters.