

# Abundance of Content for Food Safety Education Month



September 12, 2018



# Welcome!

The Partnership for Food Safety Education develops and promotes effective education programs to reduce foodborne illness risk for consumers.

We are a non-profit organization that relies on grants and donations.

# Before We Get Started



To ask a question, please use the question box on the right of the screen.



After the webinar, you will receive a brief survey. Please fill it out.  
**Help us improve!**

# Continuing Education Units

## One hour CEU available from ANFP, CDR and NEHA

- Download certificate from sidebar
- Follow-up email
- Download at [fightbac.org](http://fightbac.org) under “Events” tab and “Webinar Recordings”

# Speakers



**Moderator: Shelley Feist**  
Executive Director  
Partnership for Food Safety Education



**Susan Borra**  
Executive Director, FMI Foundation  
Chief Health & Wellness Officer,  
Food Marketing Institute

# Speakers



**Maya Maroto**

Public Health Educator  
U.S. Food and Drug Administration



**Eric Davis**

VP, Group Director/Creative Strategy  
FLM Harvest

# Learning Objectives

- Learn about the food safety risks and behaviors underlying new consumer outreach campaigns: “Food Safety in the Kitchen” and “The Story of Your Dinner”
- Focus on social media and traditional media strategies that will help you get the attention of key audiences: parents with young children and older Americans

# Learning Objectives

- Help consumers keep food safety top-of-mind by building a strategy for working with your local media to call attention to food safety as Thanksgiving approaches
- Develop a robust communications content calendar for the last two weeks of September

# Susan Borra



Executive Director  
FMI Foundation

Chief Health & Wellness Officer,  
Food Marketing Institute



· F · M · I ·  
FOUNDATION



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives



# National Family Meals Month



Ready  
for



# National Family Meals Month™



· F · M · I ·  
FOUNDATION

-  Created in 2015 by the Food Marketing Institute (FMI) Foundation on behalf of the nation's food retailers.
-  National Family Meals Month™ (NFMM) encourages families to enjoy one more *meal* — *Breakfast, Lunch or Dinner* — at home each week.
-  With the proven benefits of combating obesity and deterring unhealthy behaviors such as substance abuse, family meals contribute to a healthier community and nation.
-  FMI Foundation's promotion of NFMM encourages food retailers, suppliers and community collaborators to provide solutions for more family meals at home.

# Consumer Attitudes about Family Meals

- American Families want to eat at home together more often
- They appreciate the
  - Social
  - Emotional
  - Healthful
  - Financial Benefits

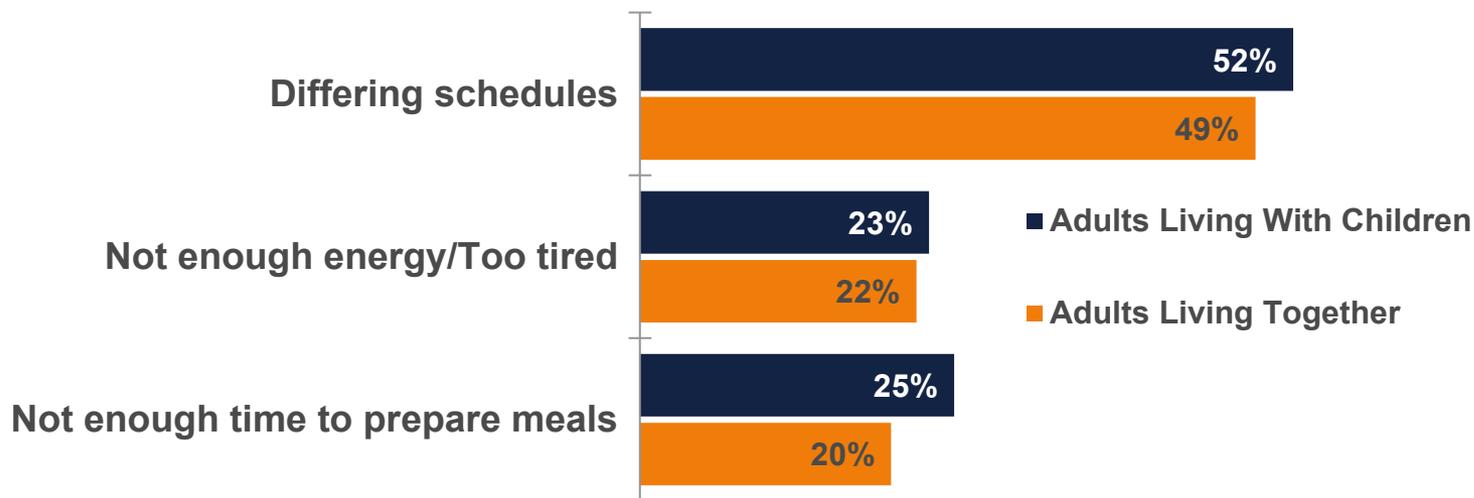
*Source: Hartman Group, 2017*



# Consumer Attitudes about Family Meals

## Only ½ Dinners are now Family Meals

*Top three obstacles to Dinner at home with Family*



Source: FMI U.S. Grocery Shopper Trends 2018

One more family meal each  
week at home



## FMI Foundation

Focus on **WHY** Family meals are important

## Retailers, Suppliers and Community Collaborators

Focus on **HOW** to achieve more family meals

# Easy to Join!

- Key messages for consumers
- Family Meals research
- Incorporating National Family Meals Month into your programming
- Infographics
- Sample Social Media posts
- And much more!



# Food Safety for Family Meals

## *Modifying Recipes to Include Food Safety Instructions*

September 2018

- National Family Meals Month
- Food Safety Education Month



To celebrate National Food Safety Education Month AND National Family Meals Month, the non-profit Partnership for Food Safety Education is happy to present this easy and delicious recipe for your family to enjoy a meal, from scratch, at home! [www.fightbac.org](http://www.fightbac.org)

### Rosemary Turkey Meatloaf

**Ingredients:**

- 2 slices white bread
- 1/4 cup milk
- 2 garlic cloves
- 1 medium carrot
- 1 medium zucchini
- 1 medium onion
- 2 tablespoons butter
- 1 pound ground turkey
- 1 egg
- 1 1/2 teaspoons of salt
- 1/4 teaspoon minced rosemary

**Instructions:**

1. Start by washing your hands with warm water and soap for at least 20 seconds before and after handling food.
2. In a small bowl, soak white bread in milk. Mash into a paste.
3. Break egg into a small clean bowl and beat. **Be sure to wash your hands after handling the raw egg.**
4. Remove the outer skin from the garlic and onion. **Scrub garlic, carrot, zucchini and onion with a vegetable brush while holding under cold running water.** Mince garlic, carrot, zucchini, and onion in a food processor.
5. Melt butter over low heat in a skillet. Add the minced mixture. Cook over medium heat until the butter starts to brown. Place in large bowl and let cool.
6. Add the bread paste, ground turkey, egg, salt, and rosemary. Stir with a wooden spoon until well blended. Form the meat mixture into a loaf on a baking sheet. **Be sure to wash your hands after handling the raw meat mixture.**
7. Heat the oven to 350°F. Insert a cooking thermometer into the center of the meatloaf. **Bake the meatloaf until the internal temperature reaches 165°F** (about 45 minutes). Enjoy!

**Consumer Tip: Essential Kitchen Utensil**  
Food is done when it reaches the **safe internal temperature** as measured with a food thermometer.

Recipe from *Safe and Sound* a collection of recipes, developed by the University of Arkansas System, Department of Family and Consumer Sciences. Copyright © 2017. Author: Sarah L. Spickard, Richard M. Stone

National Family Meals Month™ is designed to challenge all of us to pledge to share one more meal at home per week with our families. #familymealsmonth

September is also National Food Safety Education Month. Home safe food handlers and their hygiene habits your family enjoys safe and healthy meals together! [fightbac.org](http://fightbac.org) for low consumer information on food safety, including coloring pages and other activities for kids.

Research shows that introducing food safety information into recipe significantly improves consumer behavior.\*

\*Research by Tennessee State University and Kansas State University. Sandra Okonko, PhD, MS, LRC

**Partnership for Food Safety Education**  
Together: A Food Safe America

# PFSE in collaboration with FMI Foundation Recipe Modification Project

*Create a new standard for how all food recipes should be written to include food safety instructions and educate recipe developers and publishers why it is necessary to adopt it.*

Focus on behaviors related to:

- Temperature Control
- Handwashing
- Cross-contamination
- Produce washing

# Sample Recipe

**RECIPE**

**THE STORY OF YOUR dinner**  
Partnership for Food Safety Education

**HAWAIIAN BBQ CHICKEN SHEET PAN DINNER**  
4-6 SERVINGS



**INGREDIENTS**

- 32 oz. boneless skinless chicken breasts (4 thick breasts)
- 1/2 c. BBQ sauce
- juice of 1 lime
- 1/4 tsp. chipotle powder, divided
- 1 red bell pepper
- 1 green bell pepper
- 1 red onion
- 3 c. fresh pineapple chunks
- 1 Tbsp. olive oil
- 1/2 tsp. sea salt

**CORE FOUR RULES OF FOOD SAFETY**

- Clean:** Wash hands and surfaces often.
- Separate:** Don't cross-contaminate.
- Cook:** Cook to the safe internal temperature.
- Chill:** Refrigerate or freeze promptly.

**INSTRUCTIONS**

- 1 Wash hands with soap and water.
- 2 Preheat your oven to 350 °F.
- 3 Add the chicken breasts to a large Ziploc bag. (Do not rinse raw poultry or meat.) To the bag, add the BBQ sauce, 1/2 tsp. chipotle powder and lime juice. Seal the bag and squish around until the chicken is well coated. Set the bag in a shallow pan and place on the bottom shelf of the refrigerator. Allow to marinate for 30 minutes.
- 4 Gently rub green bell peppers and the onion under cold running water.
- 5 On a clean cutting board, chop the pineapple, onions and peppers into large chunks. Add everything to a large bowl with the olive oil, 1/4 tsp. chipotle powder and salt. Toss until the veggies and fruit are well coated.
- 6 Add the veggies and pineapple to a sheet pan that has been sprayed with non-stick spray. Create 4 openings with the veggies for the chicken breasts.
- 7 Remove the chicken from the refrigerator and nestle the chicken into the openings on the sheet pan. Wash hands with soap and water.
- 8 Bake at 350 °F for 30-40 minutes, until internal temperature reaches 165 °F on food thermometer. (Bake time will depend on the thickness of the chicken breasts.)
- 9 Serve immediately with extra, fresh BBQ sauce on the side.

RECIPE COURTESY OF: [TheCreativeBite.com](http://TheCreativeBite.com)

Learn more about food safety at [StoryOfYourDinner.org](http://StoryOfYourDinner.org)

BROUGHT TO YOU BY:     

Wash hands with soap and water.

Gently rub green peppers and onions under cold running water.

Wash hands with soap and water.

Cook until internal temperature reaches 165 degrees on a food thermometer

# Food Safety and Family Meals Go Hand-In-Hand!

GOAL

All recipes will include  
food safety instructions



BAC, the Partnership mascot, and Mitty, the Family Meals spokesmitt, encourage families to eat one more meal each week and to use safe food preparation techniques!

#FamilyMealsMonth

#FoodSafetyMonth

# Maya Maroto



Public Health Educator  
U.S. Food and Drug Administration



**U.S. FOOD & DRUG**  
ADMINISTRATION

# Food Safety in the Kitchen



*Tips for cooking with food safety and nutrition in mind*

**Maya Maroto, EdD, MPH, RDN**

**Public Health Educator**

**FDA Center for Food Safety and Applied Nutrition**

# Background

## Selected Results of the 2016 FDA Food Safety Survey

- Consumers are more likely to **wash hands with soap after** touching raw meat (85%) or raw fish (85%), than before preparing food (75% use soap all the time), or after cracking raw eggs (43%).
- Sixty seven (67%) of respondents reported owning a **food thermometer**. Thirty-eight percent (38%) always use a food thermometer for roasts, compared to 19% for chicken parts, 6% for baked egg dishes, and 10% for hamburgers.

# Background

- Research has shown that the inclusion of food safety information in recipes improves food safety behavior during meal prep

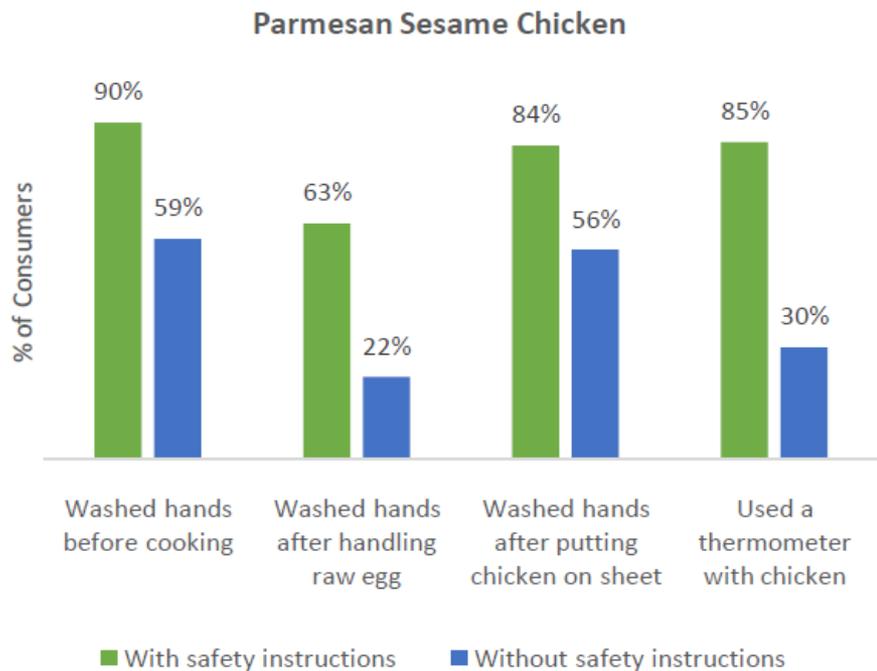
Recipe modification improves food safety practices during cooking of poultry

Curtis Maughan,<sup>1</sup> Sandria Godwin,<sup>2</sup> Edgar Chambers IV<sup>1</sup>

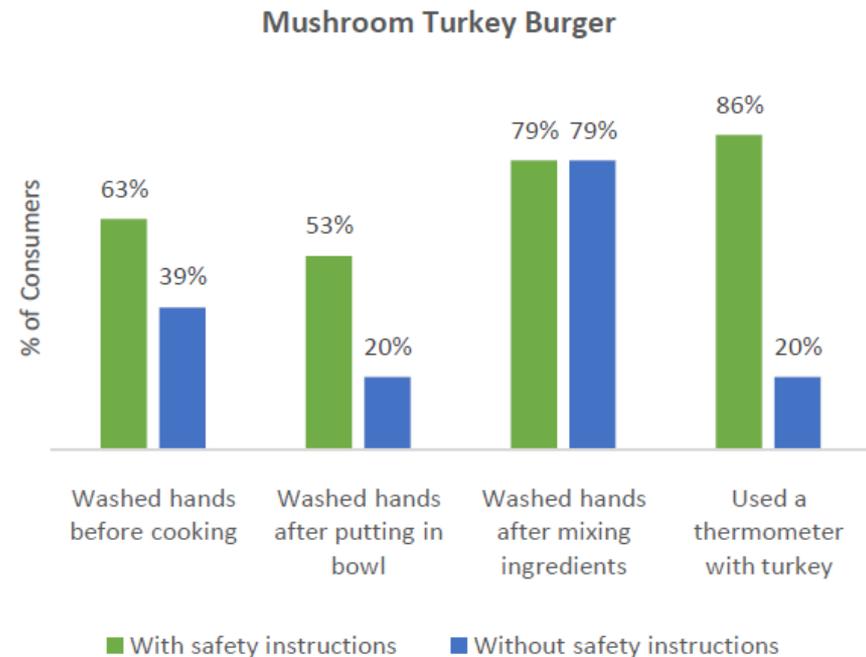
<sup>1</sup>Kansas State University <sup>2</sup>Tennessee State University

*Journal of Food Protection, 2016*

# Background



**Figure 1** Observed consumer behaviors while preparing Parmesan Sesame Chicken recipe. All behaviors were significantly different at  $p < 0.05$ .



**Figure 2** Observed consumer behaviors while preparing Mushroom Turkey Burger recipe. All behaviors were significantly different at  $p < 0.05$  except for washing hands after mixing ingredients.

*Maughan et al, Journal of Food Protection, 2016*

# Food Safety in the Kitchen

## Resources for home cooks and professional chefs!

### *Core messages:*

- Cook with food safety and nutrition in mind.
- Use easy-to-follow recipes and culinary tips featuring healthy ingredients that include food safety steps and key nutrition information.

# Target Audiences

- **Individuals** who are cooking for themselves and/or their families at home.
- **Chefs** who are writing recipes that will eventually be used by individuals who are cooking for themselves and their families at home.



# Food Safety in the Kitchen

Web landing page featuring:

- **Fact sheets** on writing food safe recipes and cooking with nutritious ingredients (*Available in English & Spanish*)
- **Infographics** on food safety and shopping, cooking, preparing, and storing foods (for download or Pinterest); (*Available in English & Spanish*)
- **Recipes** with nutritious ingredients and food safety steps (*Available in English & Spanish*)
- **Streaming “waiting room” video** for consumers with food safety and nutrition tips
- **Social media messages** for food safety educators

# Fact sheet: Cooking with nutritious ingredients

## FOOD SAFETY IN THE KITCHEN

### COOKING WITH NUTRITIOUS INGREDIENTS



As a person who creates recipes, you can play an important role in health promotion by recommending ingredients and cooking methods that support a nutritious diet. Here are a few tips for integrating each of the five food groups into your recipes and some ideas for alternatives to common ingredients.

#### FRUITS AND VEGETABLES

Fruits and vegetables contain important nutrients, including vitamins, minerals, and fiber.

**MyPlate** ([www.ChooseMyPlate.com](http://www.ChooseMyPlate.com)) reminds us to make half our plate fruits and vegetables.



#### When writing recipes:

- Use fruit as the main ingredient in dessert recipes. Fruits like strawberries, apples, and bananas can add sweetness without added sugars.
- Add vegetables like spinach, carrots, tomatoes, sweet potatoes, and corn to soup, stew, and pasta recipes to add nutrients and lower calories per serving.
- Recommend preparing vegetables steamed, baked, sautéed in vegetable oil, broiled, grilled, roasted, or raw.

#### WHOLE GRAINS

Many whole grains—such as brown rice, wild rice, barley, and bulgar—provide fiber and important nutrients. According to MyPlate, whole grain intake may reduce the risk for heart disease and may also help with weight management.



#### Include whole grains in your recipes by:

- Replacing ½ of white flour with whole wheat flour in recipes for baked goods.
- Creating new variations of salad and soup recipes by adding whole grain ingredients.
- Including 100% whole grain breads and pastas as ingredients.

#### PROTEIN FOODS

Eating a variety of protein foods like meats, poultry, seafood, beans, nuts, and seeds can help people meet their protein and nutrient needs.



#### Use these tips to integrate a variety of protein foods into your recipes:

- For recipes with meats or poultry, choose lean ingredients like skinless chicken or turkey breast, pork loin, or lean ground beef (at least 92% lean).
- Use other protein sources, including seafood and non-animal-based sources such as beans, lentils, peas, nuts, tofu, and seeds.

Is your recipe food safe? Find **Tips for Writing Food Safe Recipes** at [www.fda.gov/food](http://www.fda.gov/food).

#### DAIRY

Dairy products are the number one source of calcium in the American diet, and contain vitamin D and potassium.

Fat-free and low-fat dairy products provide the same vitamins and minerals but less fat (and fewer calories) than higher-fat options.



#### When writing recipes that contain dairy products:

- Include low- or non-fat dairy, like 1% or skim milk, low-fat plain yogurt, or lower-fat cheese to reduce saturated fats and sodium.
- Make sure your recipes use only pasteurized dairy ingredients – consumption of unpasteurized dairy products can cause listeriosis and other foodborne illnesses.

#### MORE NUTRITIOUS RECIPE TIPS

Suggest cooking with oils that are high in mono- and polyunsaturated fats such as olive, canola, or sunflower oil.

Instead of frying foods, recommend baking, broiling, grilling, or steaming.

List salt as an optional ingredient, or use herbs and spices like cumin, garlic powder, paprika, black pepper, or oregano to add flavor without adding sodium.

#### NUTRITION CHECK

Ask yourself these questions:

- Does my recipe include a variety of fruits or vegetables?
- Did I include any whole grains in my recipe?
- Did I include a variety of protein sources? If my recipe includes meats or poultry, did I include lean ingredients?
- Are all dairy ingredients pasteurized? Did I include lower-fat dairy options?
- Does my recipe contain alternatives to sugar, and the option to reduce sodium?

Find out how to understand and use the Nutrition Facts label at [www.fda.gov/food](http://www.fda.gov/food).

# Fact sheet: Tips for writing food safe recipes

## FOOD SAFETY IN THE KITCHEN

### TIPS FOR WRITING FOOD SAFE RECIPES



Beyond creating delicious meals, people who write recipes have an important role to play in helping others remember to cook their food safely. Did you know that when recipes include food safety tips, people are more likely to follow those steps and cook their foods safely? Help prevent the spread of foodborne illness by including simple reminders for safe food handling and preparation in all your recipes.

### PREPARING FRUITS AND VEGETABLES SAFELY



All fruits and vegetables not labeled as "pre-washed" should be rinsed under running water and dried, including hard-rind produce like avocados and cantaloupes. Washing these foods helps prevent contaminants from transferring from the outside of the fruit or vegetable to the inside during peeling or cutting.

**Does your recipe include produce? Add these instructions:**

- Cut off bruised or damaged areas.
- Wash fruits and vegetables under running water, even if they will be peeled or cut. Scrub firm skins and rinds with a produce brush. Don't use soap.
- Dry with a paper towel or salad spinner.

March 2018 | 1

### COOKING WITH MEAT, POULTRY, SEAFOOD, EGGS, AND FLOUR

Raw meat, poultry, seafood, eggs, and flour should be stored and handled separately from produce. Remind your recipe readers and followers that it's never safe to eat raw dough or batter (raw flour and raw eggs can contain harmful bacteria), and that a food thermometer is an important tool to ensure that meat, poultry, seafood, and eggs are cooked thoroughly and kept at a safe temperature before serving.



**Add these instructions to your recipes that contain meat, poultry, seafood, eggs, or flour to make them food safe:**

- Wash utensils that have touched uncooked meat, poultry, seafood, eggs, or flour before using them with produce that will be eaten raw.

- Clean kitchen surfaces before, during, and immediately after use when preparing food.
- Wash hands often, especially after touching raw meat, poultry, seafood, eggs, or flour.
- After cooking, use a food thermometer to check the temperature of the thickest part of the food to make sure that it has reached a safe minimum internal temperature:

Beef, pork, veal, and lamb (chops, roasts, steaks)	145 °F (allow meat to sit for 3 minutes between cooking and serving)
Ground meat	160 °F
Fish	145 °F or when flesh is opaque
Egg dishes	160 °F (yolks and whites will be firm)
Poultry	165 °F

- Clean your food thermometer with soap and water before and after use.
- Check that foods containing flour are baked thoroughly before tasting.
- If not serving immediately, place food in a warmer that can keep it at 140 °F or above (as indicated on a food thermometer).

### STORING FOOD SAFELY



Leftovers should be placed in sealed containers and refrigerated or frozen within 2 hours of preparation, or 1 hour if kept in temperatures above 90 °F. Refrigerators should be set to 40 °F or below and freezers to 0 °F or below (as indicated by an appliance thermometer) and not overfilled.

**Add these recipe instructions to keep your leftovers fresh and safe:**

Salads (vegetable, egg, chicken, ham, tuna, and macaroni)	Refrigerate for 3-5 days	Do not freeze
Soups and stews	Refrigerate for 3-4 days	Freeze for 2-3 months
Cooked meat or poultry	Refrigerate for 3-4 days	Freeze for 2-6 months
Casseroles or pies containing eggs	Refrigerate for 3-4 days	Freeze for 2-3 months
Hard-boiled eggs	Refrigerate for up to one week	Do not freeze

Visit [www.fda.gov/food](http://www.fda.gov/food) to find out more about cooking and storing food safely.

March 2018 | 2

# Infographics

**FDA U.S. FOOD & DRUG ADMINISTRATION**

## Food Safe Meal Prep

March 2018

Following these tips when cooking and chilling leftovers can help prevent foodborne illness

DO	DON'T
Wash hands with soap and water for at least 20 seconds before preparing food	Wash meat, poultry, seafood, or eggs
Rinse whole fruits and vegetables under running water and dry with a clean cloth, paper towel, or salad spinner	Use soap or detergent on foods
Wash utensils that have touched uncooked meat, poultry, seafood, eggs, or flour before using them with any food that will be eaten raw	Allow raw meat, poultry, seafood, eggs, or flour to touch any food that will be eaten raw
Clean cooking surfaces and utensils with hot, soapy water after every use	Reuse plates or cutting boards that have touched uncooked meat, poultry, seafood, eggs, or flour unless you wash them first with hot, soapy water
Cook meat, poultry, and seafood to a safe minimum internal temperature	Serve cooked meat, poultry, or seafood without checking the temperature with a food thermometer
<p><b>Beef, pork, veal, &amp; lamb</b> (chops, roasts, steaks): <b>145 °F</b></p> <p><b>Poultry:</b> <b>165 °F</b></p> <p><b>Ground meats:</b> <b>160 °F</b></p> <p><b>Fish &amp; seafood:</b> <b>145 °F</b></p> <p>with a 3-minute rest time</p>	
Keep meat, poultry, and seafood warm (140 °F or above) between cooking and serving	Allow food to cool before refrigerating
Use the USDA FoodKeeper App to check how long foods can be safely stored	Let food sit out for more than 2 hours, or 1 hour in air temperatures above 90 °F

**FDA U.S. FOOD & DRUG ADMINISTRATION**

## Food Safe Shopping & Storage

March 2018

Following these tips when buying and storing food can help prevent foodborne illness

DO	DON'T
Keep produce separate from meat, poultry, seafood, and eggs in shopping carts and bags	Choose meat, poultry, or seafood in damaged or leaking packaging
Place meat, poultry, seafood, and eggs in plastic bags at checkout	Buy eggs with cracked shells or damaged cartons
Keep produce and other ready-to-eat foods in a separate area of the refrigerator from meat, poultry, seafood, and eggs	Remove eggs from carton or keep them in the refrigerator door
Refrigerate food within 2 hours of grocery shopping, or 1 hour if kept in air temperatures above 90 °F	Place raw meat, poultry, or seafood on upper shelves of the refrigerator where they can drip onto other foods
Set refrigerator temperature to 40 °F or below and freezer at 0 °F or below (as indicated by an appliance thermometer)	Overfill the refrigerator or freezer
Defrost food in the refrigerator, in cold water, or in the microwave – and cook immediately	Thaw meat, poultry, or seafood on the counter

# Food Safe Recipes

- Wash hands before cooking
- Wash hands after handling raw fish
- Safe cooking temperature for fish
- Safe storage instructions
- “Food Safety Reminder” tip on cross-contamination

## FOOD SAFETY IN THE KITCHEN



## GRILLED TUNA WITH AND SPINACH SALAD

Tuna is delicious when grilled or broiled and nutritious when prepared with food safety in mind!

Prep Time: 25 minutes Cook Time: 20 minutes  
Yields: 4 servings Serving size: 1 tuna steak, 1 C salad

## NUTRITION INFORMATION

Calories: 282  
Total Fat: 10 g  
Saturated Fat: 2 g  
Total Carbohydrate: 15 g

Protein: 31 g  
Sodium: 418 mg  
Dietary Fiber: 5 g

## INGREDIENTS

- 1 tbsp olive or canola oil
  - 1 tbsp garlic, minced (about 2-3 cloves)
  - 2 tbsp lemon juice
  - 1 tsp dried oregano
  - 12 oz tuna steak, cut into 4 portions (3 oz each)
- For salad:**
- ½ bag (10 oz) leaf spinach
  - 1 medium tomato
  - 1/2 can (15 1/2 oz) low-sodium chickpeas (or garbanzo beans)
  - 1/8 tsp salt
  - 1/8 tsp pepper
  - 1 tbsp lemon juice

## DIRECTIONS

1. Preheat grill pan or oven broiler (with the rack 3 inches from heat source) on high temperature.
2. Wash hands for at least 20 seconds with soap under running water.
3. Combine oil, garlic, lemon juice, and oregano, and brush over tuna steaks. Marinate for 5-10 minutes. Wash hands after handling raw tuna steaks.
4. Using clean cooking utensils and surfaces, wash and dry spinach. Remove any damaged areas from tomato, then wash and cut into wedges.
5. Wash the top of the can of chickpeas with soap and water before opening. Drain and rinse chickpeas.
6. Keeping produce separate from tuna, combine all salad ingredients. (Salad can be made up to 2 hours in advance and refrigerated.)
7. Grill or broil tuna on high heat for 3-4 minutes on each side until the flesh is opaque and separates easily with a fork (to a minimum internal temperature of 145 °F).
8. Serve 1 tuna steak over 1 cup of mixed salad.
9. Within 2 hours, divide leftovers into shallow, sealed containers and place in a refrigerator set to 40 °F or below (as indicated by an appliance thermometer) or freeze at 0 °F or below.

**Food Safety Reminder:** Never allow raw seafood (or other meats) to touch salad ingredients or other produce that will not be cooked.

Recipe adapted from National Heart, Lung, and Blood Institute Deliciously Healthy Eating Recipes and available at: <https://healthyeating.nhlbi.nih.gov/recipe/detail.aspx?cid=0&rid=22>

March 2018

**FDA** U.S. FOOD & DRUG  
ADMINISTRATION

# Food Safe Recipes

- Wash hands before cooking
- Wash hands after handling raw dough
- Wash hands after cracking egg
- Safe storage instructions
- “Food Safety Reminder” tip on eggs and flour

### FOOD SAFETY IN THE KITCHEN



### PUMPKIN PIE

An easy-to-prepare, food-safe recipe that's a holiday classic.

Prep Time: 10 minutes Cook Time: 1 hour  
Serving size: 1 wedge

### NUTRITION INFORMATION (per serving)

Calories: 177  
Total Fat: 8 g  
Saturated Fat: 1 g  
Sodium: 153 mg

### INGREDIENTS

<b>For the pie crust:</b>	<b>For the pie filling:</b>
■ 1 C quick-cooking oats	■ ¼ C packed brown sugar
■ ¼ C whole wheat flour	■ ½ tsp g
■ ¼ C ground almonds	■ ¼ tsp ground nutmeg
■ 2 tbsp brown sugar	■ ¼ tsp salt
■ ¼ tsp salt	■ 1 egg
■ 3 tbsp vegetable oil	■ 4 tsp vanilla
■ 1 tbsp water	■ 1 C canned pumpkin
	■ ½ C fat-free evaporated milk

### DIRECTIONS

1. Preheat oven to 425 °F.
2. Wash hands for at least 20 seconds with soap under running water.
3. To make crust: mix oats, flour, almonds, sugar, and salt together in a small bowl.
4. In a separate bowl, fully mix the oil and water together with a fork or whisk.
5. Add the oil mixture to the dry ingredients, and mix well. If needed, add a small amount of water to hold the dough together.
6. Work the dough into a disk shape. On a washed and lightly floured cooking surface, roll dough into a 12-inch circle.
7. Press into a 9-inch pie pan and bake for 8-10 minutes, or until light brown. Wash hands after handling raw dough.
8. Turn down oven to 350 °F.
9. To make filling, mix sugar, cinnamon, nutmeg, and salt together in a bowl.
10. Crack egg into a separate bowl and beat. Add to the filling mixture, then wash hands.
11. Add vanilla and mix.
12. Wash lid of canned pumpkin with soap and water before opening. Then, add pumpkin and milk, and stir to combine.
13. Pour into prepared pie shell. Bake for 45 minutes or until a knife inserted near the center comes out clean.
14. Within 2 hours, place leftovers in a sealed container or wrap them in plastic wrap or aluminum foil. Chill in a refrigerator set to 40 °F or below (as indicated by an appliance thermometer) or freeze at 0 °F or below.

**Food Safety Reminder:** Raw eggs and raw flour are never safe to eat. Cook dough and batter thoroughly, and wash hands after touching eggs or flour.

Recipe adapted from National Heart, Lung, and Blood Institute  
Deliciously Healthy Eating Recipes and available at: <https://healthyeating.nhlbi.nih.gov/recipe/detail.aspx?cid=0&rid=195>  
March 2018

**FDA U.S. FOOD & DRUG ADMINISTRATION**

# Streaming “Waiting Room” Video



# Social Media Outreach

U.S. FDA Retweeted  
**FDA FOOD** @FDAfood · Dec 5

Do you know the facts about #foodsafety? Visit [landing page URL] to learn more.



1 8 13

U.S. FDA Retweeted  
**FDA FOOD** @FDAfood · Dec 5

Find out how to stay #foodsafety when cooking #heart-healthy fish with Tuna #recipe. [Link to Tip Sheet 3] #healthyeating



1 8 13

U.S. FDA Retweeted  
**FDA FOOD** @FDAfood · Dec 5

Do you know how to stay #foodsafety when shopping for and storing food? Find out here: [Link to Infographic 1]



1 8 13



# Spread the Word!

Visit: [www.fda.gov/food](http://www.fda.gov/food)

- Click on “Consumers” or “Health Educators”
- Share with your social media network or in other outreach!

The screenshot shows the FDA website's 'Food' section. At the top, there's a navigation bar with links for Home, Food, Drugs, Medical Devices, Radiation-Emitting Products, Vaccines, Blood & Biologics, Animal & Veterinary, Cosmetics, and Tobacco Products. A search bar is located in the top right corner. Below the navigation bar, the 'Food' section is highlighted. A large banner for 'NATURAL DISASTERS Food Safety Information' is prominent, with a sub-header 'Protect Food and Water During Hurricanes and Other Storms'. Below the banner, there's a 'Navigate the Food Section' area with various links. A red arrow points to the 'Resources for You' section, which is circled in red and contains links for 'Consumers', 'Health Educators', and 'Healthcare Professionals'. Other sections include 'Popular Topics', 'Food Safety', 'Food Businesses', and 'Contact FDA'.

# Food Safety in the Kitchen

Web landing page featuring:

- **Fact sheets** on writing food safe recipes and cooking with nutritious ingredients (*Available in English & Spanish*)
- **Infographics** on food safety and shopping, cooking, preparing, and storing foods (for download or Pinterest); (*Available in English & Spanish*)
- **Recipes** with nutritious ingredients and food safety steps (*Available in English & Spanish*)
- **Streaming “waiting room” video** for consumers with food safety and nutrition tips
- **Social media messages** for food safety educators

# Poll Question #1

**Which of these “Food Safety in the Kitchen” Resources are you most likely to use?**

1. Fact sheets
2. Infographics
3. Recipes
4. Video
5. Social media messages

# Eric Davis



VP, Group Director/Creative Strategy  
FLM Harvest

FLM / HARVEST



THE  
**story**  
OF YOUR  
**dinner**  
Partnership for  
Food Safety Education

**Campaign**

**Overview**

September 1 – November 30, 2018

# Story of Your Dinner Overview

Dining with family is **precious time**, and the meals you enjoy together should be **treated with care**.

The Story of Your Dinner campaign kicks off in September during National Food Safety Education Month and Family Meals Month and will continue through the holiday season.

Throughout this campaign, we will demonstrate how to **integrate safe food handling** into the **delight of food preparation**.

*Thanks to you, we are able to spread these messages far and wide!*



# Discussion Guide for Today

- Story of Your Dinner Campaign Objective
- Overview of Story of Your Dinner campaign assets
- Share local media strategy
- Share social media strategy
- Q & A



# Story of Your Dinner Objective

**Goal:** To Increase awareness, interest and understanding among parents, families and the elderly on how they can get a delicious, healthy and safe meal on the family dinner table.

**Your Role:** Help share these messages with an even larger audience through media outreach, social media outreach and personal relationships. We couldn't do it alone!



# Download the Toolkit!



We have created a **toolkit** with resources for you to **download** and **share** with your **local communities**, which includes:

- Story of Your Dinner campaign video
- Recipe cards & videos with food safety steps
- Infographic
- Activity placemats for kids
- Downloadable activity sheets for kids
- Social media graphics
- Sample social media posts
- Template press release & media guide



# 6 New Recipe Cards & Videos

Share these **six new fast-motion recipe videos** and **recipe cards** with home cooks, parents and anyone else who needs help getting a safe, healthy meal on the table.



**RECIPE**

**THE story OF YOUR dinner**  
Partnership for Food Safety Education

**HEALTHY CREAMY ITALIAN CHICKEN SKILLET**  
4 SERVINGS

**INGREDIENTS**

- 4 (6 oz.) boneless, skinless chicken breasts
- 1 tsp. Italian seasoning
- 1/2 tsp. kosher salt
- 1/2 tsp. black pepper
- 1 Tbsp. extra-virgin olive oil, divided
- 1/2 c. onion, chopped
- 2 cloves garlic, minced
- 1/2 c. sun-dried tomatoes, sliced
- 1/2 c. low-sodium chicken broth (do not use a dry white wine)
- 4 oz. plain reduced-fat cream cheese
- 1 c. shredded mozzarella cheese
- Grated Parmesan cheese, chopped
- fresh parsley for serving

**INSTRUCTIONS**

- 1 Wash hands with soap and water.
- 2 Heat 2 teaspoons of the olive oil in a large skillet over medium-high heat.
- 3 Season chicken breasts with the Italian seasoning, salt and pepper. (Do not rinse raw poultry or meat.) Add to pan and sear for 4 minutes on each side, until golden brown. Wash hands with soap and water.
- 4 Remove chicken breasts from the skillet to a plate and cover with aluminum foil to keep warm. (They will finish cooking later.)
- 5 Reduce heat to medium and add remaining teaspoon olive oil to pan.
- 6 Add diced onion and cook, stirring occasionally, for 4-5 minutes, until softened. Add garlic and sun-dried tomatoes and sauté for 30 more seconds.
- 7 Add chicken broth and cream cheese and stir until melted.
- 8 Return the chicken breasts to the skillet, along with any accumulated juices, and turn to coat them in the sauce. Top the chicken breasts with the mozzarella cheese (about 1/2 cup for each one).
- 9 Cover the pan, reduce the heat to medium-low and cook for 7-9 minutes, until the internal temperature reaches 165°F on food thermometer. (Exact cook time will depend on how thick your chicken breasts are.)
- 10 Serve chicken breasts with extra sauce spooned over the top and enjoy!

**CORE FOUR RULES OF FOOD SAFETY**

- Clean:** Wash hands and surfaces often.
- Separate:** Don't cross-contaminate.
- Cook:** Cook to the safe internal temperature.
- Chill:** Refrigerate or freeze promptly.

LEARN MORE ABOUT FOOD SAFETY AT [StoryOfYourDinner.org](http://StoryOfYourDinner.org)

BRINGED TO YOU BY:



# Kids' Handouts and Activity Sheets



Share these kid-friendly resources with educators and parents:

- 5 kids' activity sheets
  - ✓ Crossword puzzle
  - ✓ Word search
  - ✓ Chill-in-the-blank
  - ✓ Food safety do's and don'ts
  - ✓ Spot the mistakes
- 4 coloring activity placemats

Use the word bank to complete the sentences below. Place the highlighted letters in the puzzle at the bottom of the page to reveal the mystery phrase.

**WORD BANK:**  
 refrigerator eat instructions food safety  
 below chili oven/stuff  
 microwave cold water rinsed thermometer  
 clean suds up cold spots

1. Start out with a    work surface to avoid foodborne illness.
2. It is best to use a food    to ensure your frozen food has reached a safe internal temperature.
3. Follow stirring steps and standing times to avoid    in foods.
4. After a meal, leftovers and unused food should go into the refrigerator to  .
5. Before cooking,    your hands with warm water and soap for at least 20 seconds.
6. Raw poultry and meat should not be   before cooking.
7. Following all package cooking or recipe    can ensure food is properly cooked.
8. Your   should be kept   40 °F to avoid the growth of harmful bacteria.
9. Do not   your refrigerator! Cold air must circulate to keep food safe.
10. The Core Four are steps to help you practice  .
11. If thawing in   replace water every 30 minutes.
12. If cooking food in the   follow the instructions on the package.
13. One in six Americans get sick from foodborne illness each year. Children and the   are at the highest risk.

**CORE FOUR RULES OF HOME FOOD SAFETY**

**CLEAN**  
Wash your hands, kitchen surfaces and utensils with hot, soapy water before and after handling food.

**SEPARATE**  
Separate produce from raw meat, seafood, poultry, eggs and household chemicals.

**COOK**  
Cook food to a high enough internal temperature to kill the harmful bacteria that cause foodborne illness.

**CHILL**  
Keep your refrigerator at or below 40°F and your freezer at 0°F. Refrigerate or freeze leftovers in shallow containers within two hours.

**TRUE OR FALSE?**  
Thawing at room temperature is the best method for defrosting food.

BROUGHT TO YOU BY:  
Ardent Mills, Costco, Cargill

Learn more about food safety at [StoryOfYourDinner.org](http://StoryOfYourDinner.org)

Learning about food safety can be interactive and fun!

# Share Fact Sheets with All

**FOOD SAFETY BASICS FOR BAKING**

Follow these food safety steps when baking at home to keep your family safe and happy.

**Read and follow package cooking instructions.** The instructions may call for a conventional oven, convection oven, toaster oven or microwave, and it's important to use the proper appliance to ensure even cooking.

**Rinse fresh fruits and veggies** under running tap water, including those with skins and seeds that are not eaten.

**Place meat and poultry in plastic bag provided at the meat counter,** and keep it in the plastic bag in your refrigerator at home.

**Use a food thermometer.** Food is safely cooked when it reaches a high-enough internal temperature to kill the harmful bacteria that causes illness.

**WASH HANDS, BAKING TOOLS AND SURFACES WITH SOAP AND WATER** before and after handling raw flour and eggs.

**DON'T EAT BATTER THAT CONTAINS RAW EGGS OR RAW FLOUR!** Raw eggs and raw flour may contain harmful bacteria that could make you or your family sick.

**KEEP RAW FOODS SUCH AS FLOUR AND EGGS SEPARATE FROM READY-TO-EAT FOODS.** Raw flour can spread easily and contaminate other foods.

**97 percent of consumers** failed to wash their hands properly when preparing a meal.\*

**1 in 6 Americans** get a foodborne illness each year.

Children under age 4 are 4.5 times more likely to get sick from contaminated food compared to adults.

Learn more at [StoryOfYourDinner.org](http://StoryOfYourDinner.org)

Arden Mills, Cargill, Costco, FROZEN FOOD FEEDS, Partnership for Food Safety Education

Share these downloadable tip sheets with your entire network:

- **Infographic** to highlight necessary food safety basics for baking
- **Food safety fact sheet** highlighting key safety steps

# Watch & Share Facebook Live Event

To celebrate **Food Safety Education Month & Family Meals Month**, tune in to our Facebook Live. **Comment** and **share the video** with your network!

**When:** Thursday, Sept. 27 @ 4pm ET

**Where:** @FightBac Facebook Page

**Host:** Toby Amidor, best-selling cookbook author and food safety expert

**Theme:** Toby will demonstrate how to get a simple, safe and delicious meal on the table this month.



TIPS, PRIZES & MORE!

fb LIVE

JOIN US FOR DELICIOUS FOOD AND FUN!

**THURSDAY, SEPT. 27 4 P.M. ET**

**HOST:**  
Toby Amidor, best-selling cookbook author and food safety expert

**WHERE:**  
@Fight\_BAC

Partnership for Food Safety Education  
Together: A Food Safe America



# Join the Twitter Party

In preparation for Thanksgiving, party with us on **Twitter** as we discuss **turkey safety**. **Share** our posts, **answer** the questions and **encourage** your network to watch, too!

**When:** Thursday, Nov. 8 @ 4 p.m. ET

**Where:** @Fight\_BAC Twitter Page

**Host:** Partnership for Food Safety Education

**Theme:** Turkey Talk. How to host an enjoyable Thanksgiving feast and prevent unwelcomed guests – like harmful bacteria – from crashing your dinner.



# Local Market Media Pitching Strategy

Share timely food safety stories with local daily newspapers, radio and television stations!

- **Step 1:** Find local newspaper editors, radio producers and television reporters who have covered similar stories in the past. Google is a great resource.
- **Step 2:** Search the outlet's website for an email address.
- **Step 3:** Email a timely story idea (suggestions to follow). Tip: Offer a food safety expert as a spokesperson.
- **Step 4:** Follow up once via email and once via phone.

The screenshot shows the Gainesville.com website. At the top, there is a navigation bar with the Gainesville.com logo and a 'WIN A SCHOLARSHIP' announcement for \$8,000. Below the navigation bar, there are several content sections. On the left, there is a photo gallery with a 'price drop' tag. In the center, there is a section titled 'Safe food preparation strategies to save your holidays' with a large image of a group of people dining at a table. On the right, there is a 'MOST POPULAR' section with three articles listed.

**WIN A SCHOLARSHIP \$8,000**  
IN THE GAINESVILLE MEDIA NATIONAL SCHOLARSHIP ESSAY COMPETITION

PHOTOS: Best of the Best Gainesville Winners

Sessions defends himself to Congress, says he never lie

price drop

The Reformation

**Safe food preparation strategies to save your holidays**

**9.99**  
HD Duvet  
Luxury Beds  
Throws

Valid Until Nov 18

Fred Meyer

**MOST POPULAR**

- 1 Historical artifacts stolen from Silver Springs museum  
Nov 10 at 7:10 AM
- 2 Spencer group's \$10K check for UF event bounced, records show  
Nov 9 at 1:38 PM
- 3 Examiner guilty in quadruple murder  
Nov 9 at 10:21 AM



# Local Market Media Pitching Strategy: Potential Angles

- **Turkey safety tips:** In preparation for Thanksgiving, share tips on how to prepare a safe turkey.
- **Food safety basics:** 1 in 6 get sick with food poisoning because many don't know the food safety basics. Share widely unknown food safety steps including use a food thermometer, separate to avoid cross-contamination, chill within 2 hours, etc.
- **Baking 101:** Many don't know the risks associated with raw flour and raw eggs. Share these timely messages when many plan to bake over the holidays.
- **Leftovers:** There is typically a lull in coverage after Thanksgiving and this is a great time to discuss leftovers. Share leftover tips and discuss how planning and safely managing leftovers can reduce food waste.



# Local Market Media Pitching Timeline

- **Early October:** Pitch holiday stories to local daily newspapers, radio stations, news sites and local television stations (Tip: Offer a food safety expert as a spokesperson)
- **Mid-October:** Continue holiday pitching efforts
- **Late October:** Follow up with pitches via email
- **Early November:** Follow up with pitches via a phone call
- **Mid-November:** Pitch Thanksgiving leftover story angle



# Social Media Strategy

- **Share key messages on your social channels** in one of two ways:
  - ✓ Copy and paste the **suggested posts** from the Social Media Calendar with the accompanying image or video. Note: You can customize the text to fit your brand and content strategy.
  - ✓ **Share or re-post PFSE's posts** from Facebook and/or Twitter.



FightBAC



@Fight\_BAC

- You can also use this content for other social channels such as **Instagram, LinkedIn, Pinterest, Snapchat, Tumblr** and **YouTube**.
- Always use the hashtag **#StoryofYourDinner** to unify all BAC Fighters' messages and help track conversations.



## Poll Question #2

Which of these “The Story of Your Dinner” resources are you most likely to use?

1. Videos
2. Infographic
3. Kids’ activities
4. Social media graphics and posts
5. Press release template

# Questions?



**PROTECT YOUR FOOD. PROTECT YOUR FAMILY. KEEP YOUR FRIDGE AT 40 °F OR BELOW.**

TEMPERATURE MATTERS

**KEEPING YOUR FRIDGE TEMP AT 40° OR BELOW HELPS REDUCE YOUR RISK OF FOODBORNE ILLNESS\***

USE A FRIDGE THERMOMETER TO MEASURE TEMPERATURE AND STAY FOUR SAFE

EVERY YEAR IN THE U.S. 1 IN 6 PEOPLE GETS SICK FROM CONTAMINATED FOOD

THE CDC ESTIMATES LISTERIOSIS CAUSES 1,600 ILLNESSES AND 260 DEATHS AN YEAR

PREGNANT WOMEN ARE 10X MORE LIKELY TO CONTRACT FOODBORNE ILLNESSES

Bacteria that can cause illness grow rapidly between 40 °F - 140 °F

FOR MORE INFORMATION, VISIT [FIGHTBAC.ORG](http://www.fightbac.org)

#Go40orBelow

**FIGHT FOODBORNE ILLNESS AT HOME**

DIVIDE LEFTOVERS BETWEEN SMALL CONTAINERS

FIGHT BAC! LIKE A **producepro**

**CHECK**  
For Bruising or Damage

**CLEAN**  
Hands, Surfaces and Utensils

**RINSE**  
Fresh Fruits and Vegetables

**SEPARATE**  
From Contaminants

**CHILL**  
Away

Rinse fresh fruits and veggies under running tap water

THE STORY OF YOUR DINNER  
Partnership for Food Safety Education

**SAFE GRILLED HAMBURGER?**

www.fightbac.org

**160°F**

Is the temp for safe grilled hamburger. Please pass the food thermometer!

Why do pregnant women need to be extra vigilant with home food safety? When pregnant, a woman's immune system is reduced. This places her and her unborn baby at increased risk of contracting a foodborne illness. Certain foods like raw sprouts, smoked seafood, deli meats, hot dogs, soft cheeses and unpasteurized dairy products can be especially risky for pregnant women. Each year, about one in seven (14%) cases of Listeriosis, a common foodborne illness, occurs during pregnancy.<sup>1</sup> Listeriosis can pass from pregnant women to their fetuses and newborns, which can lead to miscarriages, stillbirths and even newborn deaths. A pregnant woman is 10 times more likely to contract Listeriosis than is another healthy adult.



**DON'T WORRY! THERE'S GOOD NEWS!**

Simple solutions like making sure the refrigerator is set at the right temperature could make all the difference.

According to a risk assessment from the Partnership for Food Safety Education, refrigeration at 40°F or below reduces the risk of foodborne illness. The assessment found that 70% of all home refrigerators are set at or below the recommended temperature. This type of refrigerator is the most common type of refrigerator.

When you understand the tools to protect yourself.

The Partnership for Food Safety Education's new GO 40 °F OR BELOW can refrigeration reducing the risk of foodborne illnesses. To learn more about downloading a GO 40 °F OR BELOW brochure, visit [www.fightbac.org](http://www.fightbac.org).

The Partnership for Food Safety Education delivers trusted, science-based their efforts to reduce risk of foodborne infection.

#Go40orBelow to keep food out of the "danger zone" and follow us @FightBac

<sup>1</sup> Center for Disease Control and Prevention

**Don't WING IT**  
PRACTICE SAFE POULTRY HANDLING

**PLACE POULTRY IN A PLASTIC BAG PROVIDED AT MEAT COUNTER**

Help avoid cross-contamination

**Don't WING IT**  
PRACTICE SAFE POULTRY HANDLING

**IN-STORE SAFE POULTRY HANDLING**

IN STORE

**DISINFECT YOUR SHOPPING CART HANDLE**

**PLACE POULTRY IN PLASTIC BAG**  
Provided at meat counter.

**USE HAND SANITIZER**  
After touching raw and packaged poultry.

More home food safety tips at [www.fightbac.org](http://www.fightbac.org)



# The Story of Your Dinner Sponsors



THANK YOU!



# Sponsoring Partners



# PFSE Partners 2018

Academy of Nutrition and Dietetics  
American Beverage Association  
American Frozen Food Institute  
Association of Food and Drug Officials  
Cargill, Inc.  
Center for Food Integrity  
Conagra Brands  
Consumer Federation of America  
Food Marketing Institute Foundation  
International Association for Food Protection  
International Dairy-Deli-Bakery Association  
International Food Information Council  
Foundation  
McDonald's Corporation  
Meijer, Inc.  
National Chicken Council  
National Grocers Association

National Pork Board  
National Restaurant Association  
National Turkey Federation  
North American Millers' Association  
NSF International  
Produce Marketing Association  
Publix Super Markets Charities  
Tyson Foods  
United Fresh Produce Association  
Wegmans

## **Federal Government Liaisons**

Centers for Disease Control and Prevention  
U.S. Food & Drug Administration, CFSAN  
U.S. Department of Agriculture, FSIS FSES  
U.S. Department of Agriculture, NIFA

# Our Next Event

## 2018 Behavior Change Webinar Series for Food Safety Educators



Social Marketing – Feb. 15

Behavioral Economics – April 18

Design Thinking – June 20

Recap of All Concepts – Oct. 4



[WWW.FIGHTBAC.ORG](http://WWW.FIGHTBAC.ORG)

**\*\*CEUs available\*\***



# Hold the Date!



**2019 Consumer Food Safety  
Education Conference**  
[cfsec2019.fightbac.org](http://cfsec2019.fightbac.org)

*From Consumers to Chefs*

**FOOD SAFETY  
EDUCATION MATTERS**

**MARCH 6-8, 2019**



# Continuing Education Units

**\*\*FINAL REMINDER\*\***

## Get your CEU certificate – 3 ways

1. Download certificate from sidebar now
2. Follow-up email
3. Download at [fightbac.org](http://fightbac.org) under “Events” tab and “Webinar Recordings”

# Survey

A **survey** will pop up immediately following this webinar.



**Please respond to it.**

Then we'll know how to serve you better!

**Thank you!**

# Thank You!



**Susan Borra**

Food Marketing Institute, FMI Foundation

[sborra@fmi.org](mailto:sborra@fmi.org)



**Maya Maroto**

U.S. Food and Drug Administration

[Maya.Maroto@fda.hhs.gov](mailto:Maya.Maroto@fda.hhs.gov)



**Eric Davis**

FLM Harvest

[eric@flmharvest.com](mailto:eric@flmharvest.com)



**Shelley Feist**

Partnership for Food Safety Education

[sfeist@fightbac.org](mailto:sfeist@fightbac.org)