

BAC Fighter Community Connectors

2021 EVENT LEADERSHIP OPPORTUNITIES



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You're THE link in the chain of prevention. Become a BAC Fighter Community Connector!

Imagine walking into your neighbor's house for a cookout and you witness them washing their hands prior to handling the food and using a food thermometer.

Great! You won't need to have that conversation about hand washing, nor will you have to wonder as you try to fall asleep whether a foodborne illness might take away your tomorrow.

This is the Partnership for Food Safety Education's dream — that people consistently practice safe food handling and proper hand hygiene, and that friends take care of their friends!

How will this dream be realized? Through your leadership. **YOU.**

Every day, 13,000 community-based health and food safety educators in the U.S. rely on access to free, science-based materials and events to prepare them to effectively reach 8.5 million Americans each year on safe food handling and hand hygiene practices. We affectionately refer to these outstanding health professionals as BAC(teria) Fighters.

YOU can help ensure and build the connection between BAC Fighters and the people in their communities — linking families, new parents, teachers, food bank and senior meal volunteers to science-based food handling and hand hygiene information.

With more people eating at home and organizational budgets slashed, now more than ever, BAC Fighters need YOU to make possible their work to raise awareness of safe food handling and hand hygiene practices at home.

YOUR investment as a BAC Fighter Community Connector makes possible this critical community-building work:

- 2021 Consumer Food Safety Education Conference
- BAC Fighter Ambassador communications group
- Science-based training and online events in 2021

But your investment goes beyond a series of community building events. YOU are ultimately investing in the success of health and food safety educators nationwide.

The Partnership for Food Safety Education is a 501c3 non-profit with a public health mission to reduce the rate of foodborne illness in the U.S.

We are not a membership association, and we do not receive routine federal funding.

It's people like YOU that make it possible to serve 13,000 BAC Fighters.

100% of your investment directly supports our efforts to best serve BAC Fighters as amplifiers in consumer food safety education in their communities.*

YOU are a BAC Fighter Community Connector.

*Once campaign revenue goals are met, funds can be applied to general operating needs.



At this eighth, biannual conference hosted by the non-profit **Partnership for Food Safety Education (PFSE)**, we'll explore influences on consumers and the way forward to better engaging everyone in modeling proper food preparation and hand hygiene practices.

The 2021 Consumer Food Safety Education Conference (CFSEC) on March 9-12, 2021, is expected to draw 500 community-based health and food safety educators across the U.S. who are involved in educating people about food safety.

CONFERENCE FEATURES

- A focus on behavior change which is at the heart of improved food safety practices at home and at work.
- An opportunity to network and engage in collaborative dialogue with health and food safety educators from federal agencies, non-profit organizations, higher education, and the food industry.
- Planning partnership of federal, non-profit, higher education and industry professionals.
- A solution-based program designed to equip participants with the tools and resources to address their biggest food safety challenges of today and tomorrow.

CONFERENCE AUDIENCE

The conference gathers a unique group of professionals from public and private sectors that support consumer health:

- Food safety educators and food safety communicators
- Public health and environmental health professionals
- Cooperative Extension professionals
- Consumer advocates
- Food and beverage industry professionals
- Local, state and federal government and military personnel
- Educators, both K-12 and college/university

CONFERENCE CO-CHAIRS

Steven Mandernach

Executive Director
Association of Food and Drug Officials



Cindy Jiang

Senior Director, Global Food Safety
Risk Management
McDonald's Corp.



"CFSEC 2019 WAS TRULY ONE OF THE GREATEST FOOD SAFETY CONFERENCES I'VE EVER ATTENDED! EVERYONE THERE WAS SO PASSIONATE ABOUT FOOD SAFETY EDUCATION. THANK YOU FOR ALL OF THE HARD WORK YOU DO EVERY DAY!"

"THE 2019 CFSEC WAS ONE OF THE BEST CONFERENCES I'VE ATTENDED IN MY 33-YEAR CAREER WITH EXTENSION!"



The **BAC Fighter Ambassadors** apply their unique talents, networks, and skills to build connections among professionals in their fields and boost consumer outreach.

Specifically, they:

- Bring visibility to the successful food safety education work of BAC Fighters
- Amplify the BAC Fighter collective voice in safe food handling programming and outreach
- Encourage information sharing among their peer networks.

In 2021, these Ambassadors will be key to developing relationships with leading social media food influencers to enlist their platforms for advancing basic hand hygiene and food safety information.

YOU will make their work possible.

BAC Fighter Listening Sessions

Ever wonder what it takes to serve a diverse group of professionals that represent and serve unique communities across the nation? Listening.

Three times a year, we convene BAC Fighters in various regions of the U.S. for an intimate conversation on what it takes for them to influence safe food handling and hand hygiene behaviors of households in their community.

"What information do you need? What formats do you need it in? What are some of the challenges you face?"

These are just a few examples of the questions we dig into to better understand how to better serve BAC Fighters so that they may be more effective at reducing foodborne illness.

YOU would make these listening sessions possible.

Inspiring with Data

With YOUR support as a Community Connector you will also make possible formal data gathering through surveys of BAC Fighters and how they use PFSE programming. The survey data will be used to inform programming tactics and to also inspire BAC Fighters with story sharing.



It's no secret that we are in the age of virtual events. PFSE excels at online learning events that offer continuing education units — free of charge — to BAC Fighters.

What makes these year-round community-building events so important?

- BAC Fighters stay up to date on the latest research and be are able to explain the “why” behind food handling and hand hygiene recommendations.
- Their learning doesn't end with the bi-annual Conference. PFSE online events continue to improve BAC Fighters' effectiveness in influencing people's food handling behaviors.
- Free access through your support provides important continuing learning opportunities for BAC Fighters who often work with small organizational budgets that do not allow for travel and continued learning expenditures.

In addition to the 2021 CFSEC, PFSE will conduct four online events. These events typically are attended live by 300+ BAC Fighters per event and are positively reviewed.



"Very good information. I'm always looking for new ways to teach safety and sanitation."

I have participated in several of your webinars. I always enjoy them and learn useful information."

"Very informative with great resources to use in programming."

"The webinar was upbeat, and the panelists were very well informed!"

Investment: \$20,000

YOUR Platinum investment supports the 2021 Consumer Food Safety Education Conference, Beyond Conference Community Building, and four online learning events for one year.

YOUR IMPACT has a face. Meet Debbie!

Debbie is a caring, passionate extension agent at Tennessee State University. She has a great sense of humor and an uncanny way of warming your heart when you chat with her. Debbie has spent more than eight years of 80% face-to-face events to help people in Tennessee stay healthy.



Now, once a month, she conducts virtual events with low-income people on how to cook with safe food handling guidance. She always includes at-home activities, like safe recipes her participants can do on their own.

When needed, Debbie learns new technology to teach to the families she serves. And she's not worried about where she will get the support to prepare for improving her teaching on safe food handling.

She has YOU to help her stay connected to her Tennessee households and her peers. She has PFSE as a partner to be as effective as she can be at breaking through misinformation and sharing preventive health information.

Your investment of \$20,000 will help BAC Fighters like Debbie who reach thousands directly each year.

PLATINUM BENEFITS

- Mentioned as a Science Convening Supporter with early commitment in 2020
- 20 second video message to participants (company provided)
- 4 Complimentary Conference Registrations
- Full page Ad in Conference Program Book
- Exclusive Banner Logo
- Mention in event invitation
- Mention in event communications
- Exhibit "Table"- attendees can make appointments with you
- Logo Visibility in "waiting rooms" between events
- Logo on Conference website
- Electronic "Goodie Bag" Placement
- Mention in opening and closing events
- Receive attendee contact information
- Logo Recognition on post conference webinars
- Logo Recognition in 2021 Ambassador meetings
- Logo in E-newsletter mention to 13,000 health educators (3X)
- Social Media Mention to 16,000 total followers (3X)

Investment: \$10,000

YOUR Gold investment supports the 2021 Consumer Food Safety Education Conference and Beyond Conference Community Building.

YOUR IMPACT has a face. Meet John!

Before the COVID outbreak, much of John's work involved in-person presentations and consumer information in paper formats. Now John's work with students is online.

John is a Family Consumer Science Teacher to 800 middle school students. He's a Fight BAC! Fan and a well-deserved Teacher of the Month (October 2019).



"I love the Fight BAC! video. I tell the kids it's my favorite. I even have posters of it all over my room!"

After 24 years of teaching safe food handling and hand hygiene in person, John is adapting to virtual learning. John was desperately seeking food safety materials that could be used online. So he asked PFSE for help and we were able to respond because of people like YOU.

The demand for electronic, effective resources that are free of charge is only increasing. BAC Fighters are asking for help to stay connected to their communities and their classrooms.

YOUR investment of \$10,000 will help formerly classroom-based BAC Fighters like John stay connected to his students.

GOLD BENEFITS

- Mentioned as a Science Convening Supporter with early commitment in 2020
- 3 Complimentary Conference Registrations
- Half page Ad in Conference Program Book
- Exclusive Banner Logo
- Mention in event communications
- Exhibit "Table" – attendees can make appointments with you
- Name Listed – visibility in "waiting rooms" between events
- Logo on Conference website
- Electronic "Goodie Bag" Placement
- Mention in opening and closing events
- Receive attendee contact information
- Name Listed – recognition on post conference webinars
- Name Listed – recognition in 2021 Ambassador meetings
- Logo in E-newsletter mention to 13,000 health educators (2X)
- Social Media Mention to 16,000 total followers (2X)

Investment: \$5,000

YOUR Silver investment supports the 2021 Consumer Food Safety Education Conference.

YOUR IMPACT has a face. Meet Robyn!

Robyn attended the 2019 Consumer Food Safety Education Conference as a student scholarship recipient.

A Ph.D. food science student from Rutgers, The State University of New Jersey, eager to learn more about food safety, Robyn described her conference experience as “invaluable.”

She was able to connect with food safety professionals in a way that went beyond the walls of the conference.



“I was also able to network during lunch breaks with food safety representatives of Walt Disney World, Nestle and the U.S. Army to name a few, with whom I have had several phone calls and email correspondence with following the conference,” Robyn shared. “I am so grateful for the opportunity to attend CFSEC 2019.”

This is the power of the Consumer Food Safety Education Conference. It brings together everyone that is working to reduce foodborne illness, from all professions.

YOUR investment of \$5,000 will help to connect up and coming food safety leaders with seasoned food safety professionals, and continue enhancing their food safety knowledge.

SILVER BENEFITS

- Mentioned as a Science Convening Supporter with early commitment in 2020
- 2 Complimentary Conference Registrations
- 1/4 page Ad in Conference Program Book
- Name listed on Conference website
- Electronic "Goodie Bag" Placement
- Mention in opening and closing events
- Name Listed – recognition on post-conference webinars
- Logo in E-newsletter mention to 13,000 health educators (1X)
- Social Media Mention to 16,000 total followers (1X)

National Conference Behind-the-Scenes Video Series

*discounted add-on only for Community Connectors

Investment: \$3,000 (limited to 4; first come, first serve)

BAC Fighters are often the first point of contact when a person in their community has a food safety question. They see themselves as partners to consumers, food retailers, farmers and others in food safety. Your video can help BAC Fighters learn more about what it takes behind the scenes to keep food safe and wholesome for all Americans. We will promote these videos at exclusive viewing events leading up to the 2021 Consumer Food Safety Education Conference.

This is an opportunity to connect, with transparency, to the community of food safety educators on the topic of food safety and health.

Your company will provide the video. PFSE will drive educators to the video.

- 2 Complimentary Conference Registrations
- Name Listed in Conference Program Book
- Mention in event communications
- Name Listed on Conference website
- Electronic "Goodie Bag" Placement
- Receive attendee contact information
- Logo in E-newsletter mention to 13,000 health educators (1X)
- Social Media Mention to 16,000 total followers (1X)



Media Sponsor for 2021 Consumer Food Safety Education Conference

Investment: In-kind

Media sponsors will promote the 2021 Consumer Food Safety Education Conference to their readers to help raise awareness and drive participation.

- 1 Complimentary Conference Registration
- 1/4 page Ad in Conference Program Book
- Name Listed on Conference website
- Electronic "Goodie Bag" Placement
- Social Media Mention to 16,000 total followers (1X)



Thank you for being a BAC Fighter Community Connector!

Contact Brittany Saunier at bsaunier@fightbac.org to pledge your support or to ask questions.



Partnership for
Food Safety
Education

