

Don't



WING IT

PRACTICE SAFE POULTRY HANDLING

## BAC FIGHTER GUIDE

### Easily Share Safe Poultry Handling Tips with Consumers

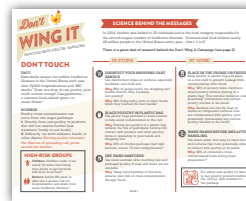
[www.fightbac.org](http://www.fightbac.org)

Sharing the Do's and Don'ts of Touch and Temp for safe poultry handling is an effective way to help your community reduce the risk of foodborne illness. We've created a robust collection of easy tools to help you share this important message and help everyone stay food-safe.



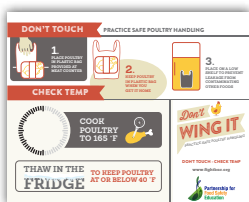
#### CONSUMER BROCHURES: (X2)/PARENTS AND SENIORS

Handouts full of simple, action-oriented messaging to help educate older adults and parents of young children on how to stay safe when handling poultry in the store and at home.



#### SCIENCE BEHIND MESSAGES

Arm yourself with scientific facts and talking points about foodborne illness and safe poultry handling so you can teach your community how to prevent cross contamination when shopping and at home.



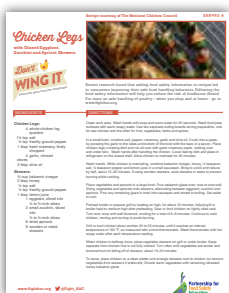
#### INFOGRAPHIC

At a glance, this fun and easy-to-understand visual gives community members the critical steps to safely handle poultry. Share on social media.



#### ARTICLE/BLOG POST

A quick and easy-to-read article detailing the Dos and Don'ts of Touch and Temp you can share via your blog, social media outlets and newsletter.



#### RECIPE BOOKLET

Simple poultry recipe cards featuring safe handling tips to share with your community.



#### EMAIL TEMPLATE

To get BAC Fighters started with local outreach to rec centers, senior centers, doctors' offices, etc.



Visit [FightBac.org](http://FightBac.org) for more information and to download these free resources.

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