

# Food Safety for the Reel World



# Welcome from PFSE



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# Today's Line Up



- **Welcome / About PFSE / Housekeeping**
- **Background on the Safe Recipe Style Guide** with Katie Weston, Partnership for Food Safety Education
- **How to Make Food Safety Videos** with Dr. Ellen Shumaker, North Carolina State University
- **NEW! Safe Recipe Style Guide for Video Creators** with Chef Leslie Owens, Partnership for Food Safety Education



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# Housekeeping



Join the chat! Or send a question during the webinar.



After the webinar, you'll receive a brief survey. Please complete it.

**Help us improve!**

# Continuing Education Units



## One-hour CEU available from ANFP, CDR, NCHEC & NEHA

- Download certificate from chat box
- Follow-up email tomorrow
- Download at [fightbac.org](http://fightbac.org) under “Free Resources” tab and “Recorded Webinars”
- Educators seeking NCHEC must complete online questionnaire **by April 27**



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# About the Partnership



## We are an active network of...

- 13,000 health and food safety educators
- 40 Partner organizations
- Federal liaisons (CDC, FDA, USDA)

All working together to advance trusted, consistent, science-based behavioral health messaging.



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# Did You Know?



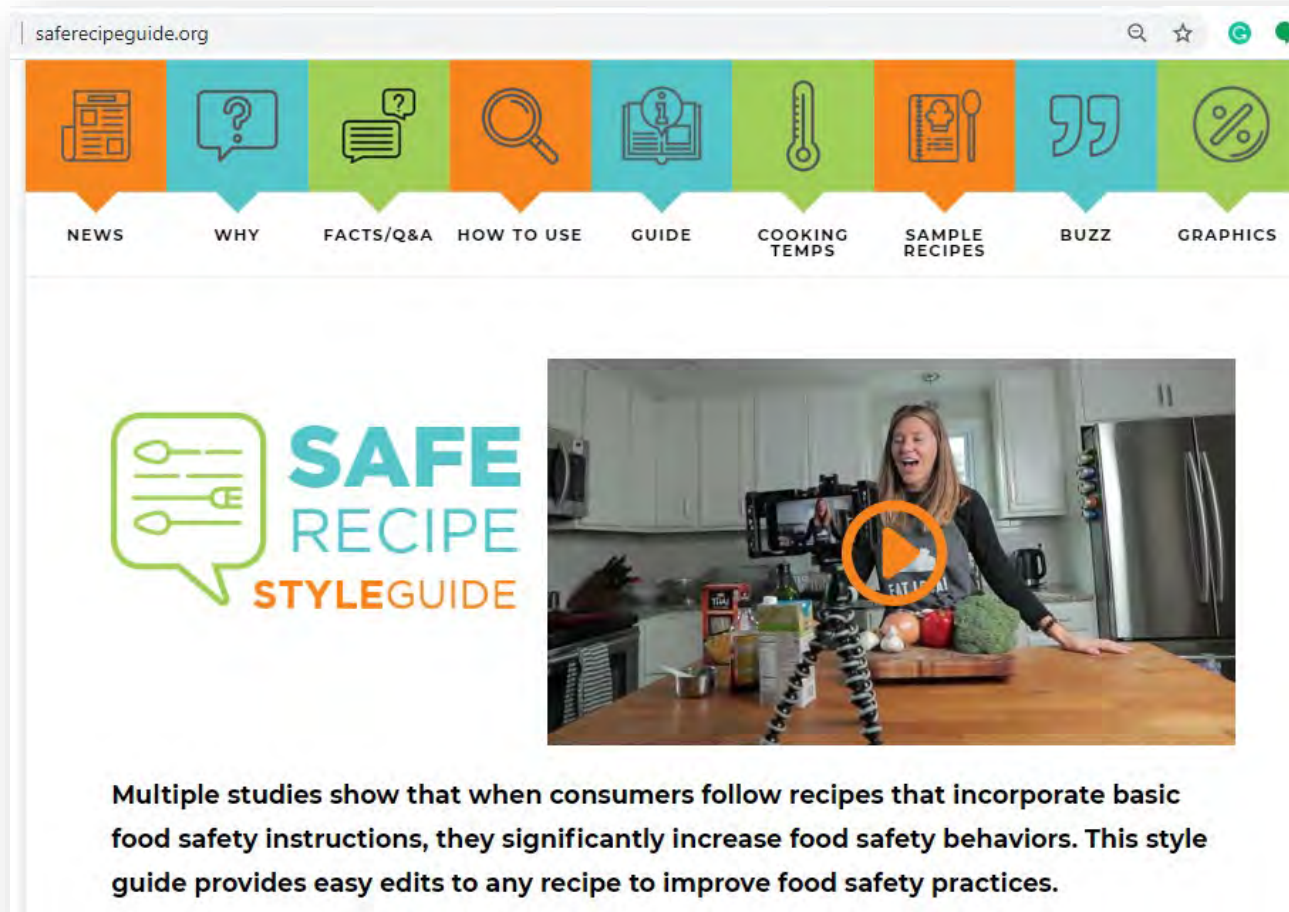
## Every year in the United States...

- 1 in 6 people (or 48 million people) get sick from foodborne illness, commonly called food poisoning
- 128,000 are hospitalized
- 3,000 die from eating contaminated food

The core four food safety practices — clean, separate, cook, chill — are effective ways to prevent foodborne illness and the spread of germs.



# Safe Recipe Style Guide



saferecipeguide.org





# Research Behind the Guide



## Journal of Food Protection



J Food Prot. 2016 Aug;79(8):1436-9. doi: 10.4315/0362-028X.JFP-15-468.

### Recipe Modification Improves Food Safety Practices during Cooking of Poultry.

Maughan C<sup>1</sup>, Godwin S<sup>2</sup>, Chambers D<sup>1</sup>, Chambers E<sup>IV</sup><sup>3</sup>.

#### Author information

#### Abstract

Many consumers do not practice proper food safety behaviors when preparing food in the home. Several approaches have been taken to improve food safety behaviors among consumers, but there still is a deficit in actual practice of these behaviors. The objective of this study was to assess whether the introduction of food safety instructions in recipes for chicken breasts and ground turkey patties would improve consumers' food safety behaviors during preparation. In total, 155 consumers in two locations (Manhattan, KS, and Nashville, TN) were asked to prepare a baked chicken breast and a ground turkey patty following recipes that either did or did not contain food safety instructions. They were observed to track hand washing and thermometer use. Participants who received recipes with food safety instructions (n = 73) demonstrated significantly improved food safety preparation behaviors compared with those who did not have food safety instructions in the recipe (n = 82). In addition, the majority of consumers stated that they thought the recipes with instructions were easy to use and that they would be likely to use similar recipes at home. This study demonstrates that recipes could be a good source of food safety information for consumers and that they have the potential to improve behaviors to reduce foodborne illness.

PMID: 27497133 DOI: 10.4315/0362-028X.JFP-15-468

[Indexed for MEDLINE]



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# Observed Behavior Change



## THE MUST-HAVE INGREDIENT FOR SAFE RECIPES = INSTRUCTIONS

When recipes contain food safety instructions, people follow them.<sup>1</sup>

### HANDWASHING BEFORE COOKING

Observed Consumer Behavior



**90%**  
of people wash hands using  
recipes WITH safety instructions.



**59%**  
of people wash hands using recipes  
WITHOUT safety instructions.



## THE MUST-HAVE INGREDIENT FOR SAFE RECIPES = INSTRUCTIONS

When recipes contain food safety instructions, people follow them.<sup>1</sup>

### THERMOMETER USE

Observed Consumer Behavior



**86%**  
of people use thermometers using  
recipes WITH safety instructions.



**20%**  
of people use thermometers using  
recipes WITHOUT safety instructions.



# Purpose of the Guide



- Create a new standard for how all food recipes should be written to include food safety instructions
- Educate recipe developers and publishers on the value of adopting the new standard



# The Guide & Temp Chart



Multiple studies show that when consumers follow recipes that incorporate basic food safety instructions, they significantly increase food safety behaviors. This style guide provides easy edits to any recipe to improve food safety practices.

[saferecipeguide.org](http://saferecipeguide.org)



## TEMPERATURE

Cook until internal temperature reaches XX (fill in the blank and include chart with specific foods) on food thermometer.



## HAND WASHING

Wash hands with soap and water. (Include this at beginning of recipe and after each touch of raw meats, poultry, seafood or eggs)



## CROSS CONTAMINATION

Wash (insert cutting board, counter, utensil, serving plate) after touching raw meats, poultry, seafood or eggs)

Do not reuse marinades used on raw foods.

Do not rinse raw poultry or meat.



## PRODUCE

Gently rub produce under cold running water.

Scrub firm produce with a clean vegetable brush under running water.

## SAFE MINIMUM INTERNAL TEMPERATURES as measured with a food thermometer

Beef, pork, veal and lamb (roast, steaks and chops)	<b>145°F</b> With a three-minute "rest time" after removal from the heat source
Beef, pork, veal and lamb (ground)	<b>160°F</b>
Poultry (whole, parts or ground)	<b>165°F</b>
Eggs and egg dishes	<b>160°F</b> Cook eggs until both the yolk and the white are firm; scrambled eggs should not be runny
Leftovers	<b>165°F</b>
Finfish	<b>145°F</b>
Shrimp, lobster, crabs	Flesh pearly and opaque
Scallops	Milky white, opaque and firm
Clams, oysters and mussels	Shells open during cooking

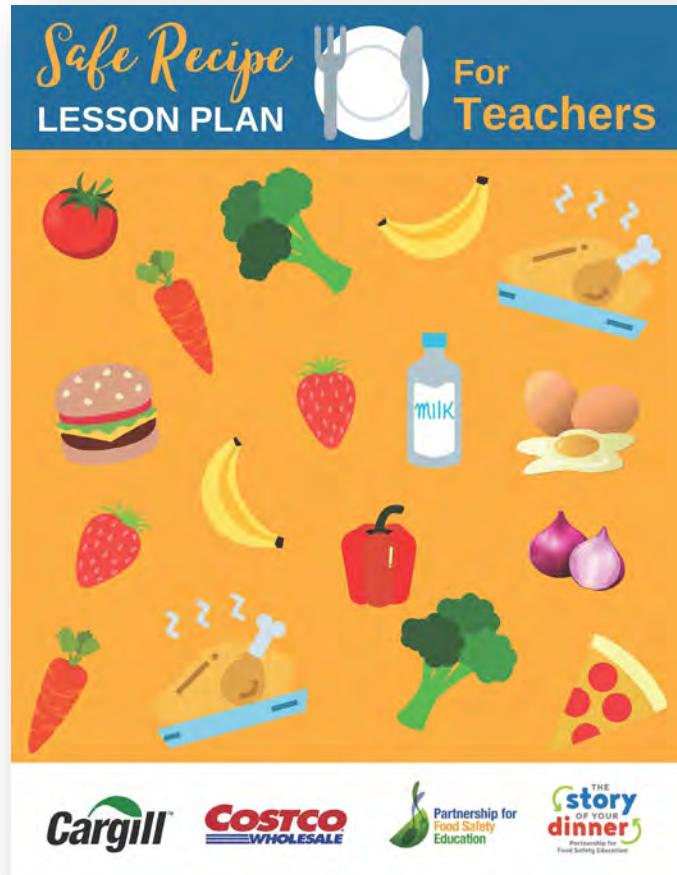
Source: United States Department of Agriculture



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# Safe Recipe Lesson for Middle School



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# Safe Recipes & Cookbooks



## Safe Recipes

Download free recipes here! Our recipes build in food safety and hand hygiene steps. [Research](#) shows that adding food safety instructions to recipes improves consumer food safety behaviors. Give these delicious dishes a try at home!

Appetizers

Side Dishes

Entrees

Desserts



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# Poll Question



**Do you create recipe videos?**

1. Yes, as part of my job.
2. Yes, for fun and personal use.
3. No, but I'm considering it.
4. I'm not interested in creating videos.

# Evolving the Safe Recipe Guide for Content Creators



- Developed a new version of the guide by adding visual cues and tips specific to recipe video creators
- Assembled a team of experts
- Conducted interviews



# What the Experts Said



- Cooking and food videos aren't going away
- Bloggers and influencers may not have formal culinary or food safety backgrounds; resources are needed to help them
- Food safety stock image library to make things easy





# Benefits to Content Creators



- Adds value to content
- Shows viewers you care about their health
- Provides audience with evidence-based guidance to improve the quality of their cooking





# Guest Speaker



**Dr. Ellen Shumaker**

Director of Outreach, Safe Plates

Department of Agricultural and Human  
Sciences

North Carolina State University

# Safe Plates



- Evidence-based food safety programming and resources for retail, community and home-based food safety
- Incorporate the best science available
- Videos, social media, articles, in-person trainings

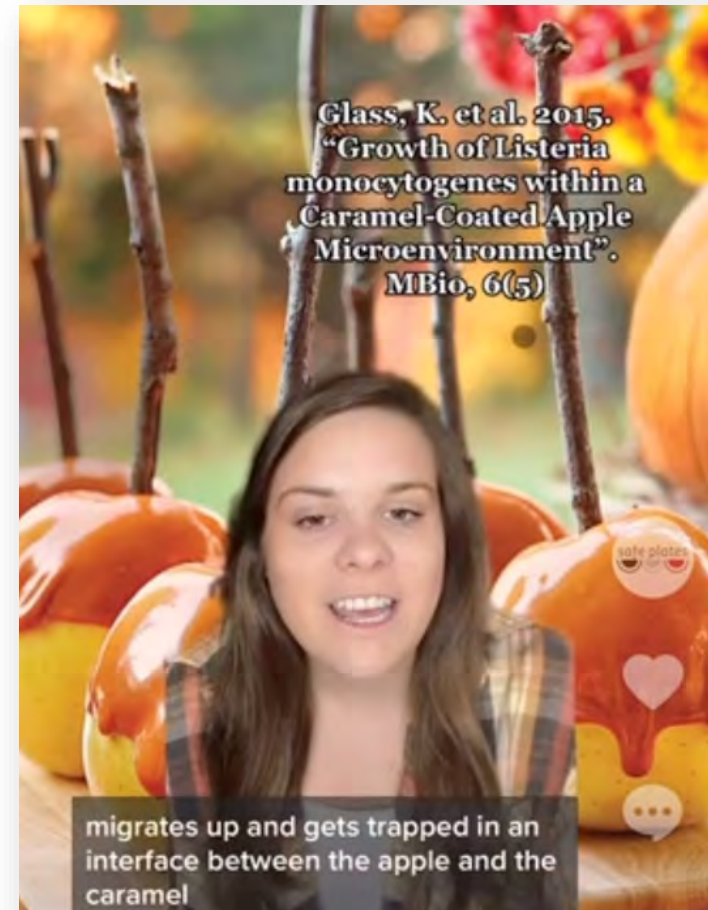




# TikTok



- 20,000 views in 2 days
- 2 weeks later
  - 115K+ views
  - 20K+ likes
  - 391 shares





# Platform Makes a Difference



- Varies with audience
  - Who are you targeting?
- Instagram vs. Pinterest vs. TikTok
- Timing





# Incorporating Food Safety Steps



- Text captions to highlight points
- Handwashing – 7 to 10 seconds at a time of a 1:20 video
- Zoom in on temperature
- “Behind the Scenes”
- Links to sources



# Learn More



- **Web page:** [foodsafety.ces.ncsu.edu](https://foodsafety.ces.ncsu.edu)
- **Twitter:** @SafePlatesFSIC
- **Instagram:** @safeplatesfsic
- **Facebook:** Safe Plates Food Safety Information Center



Dr. Ellen Shumaker  
[ellen\\_shumaker@ncsu.edu](mailto:ellen_shumaker@ncsu.edu)

A close-up photograph of a snare drum. The drum has a polished metal rim and a light-colored, textured drumhead. A hand is visible on the left, holding two light-colored wooden drumsticks. The sticks are positioned over the drumhead, with one stick slightly raised. The background is dark and out of focus, showing some blurred shapes that could be other drums or parts of a drum set. The lighting is warm, highlighting the metallic rim and the texture of the drumhead.

**\*\* drumroll \*\***



# Safe Recipe Style Guide for Video Creators



- Introduction
- Food safety research
- Safe Recipe Style Guide for Video Creators
- Examples and tips



# Food Safety Stock Library



## Free to access!

- 600 downloadable images
- 100 short video clips
- Organized by food safety step
- Zip files for easy download

### Welcome to the Food Safety Image Library

Adding food safety steps to recipe videos is easy!

Video on right shows example food safety prompts throughout recipe.



Food Safety Prompt





# Plenty of Image Options



# Two Different Models





# Food Safety Steps Included



# Temperature & Thermometers



**COOK TO  
165 °F**



**COOK TO  
160 °F**

**UNTIL EGG YOLK AND WHITE ARE FIRM**



# Poll Question



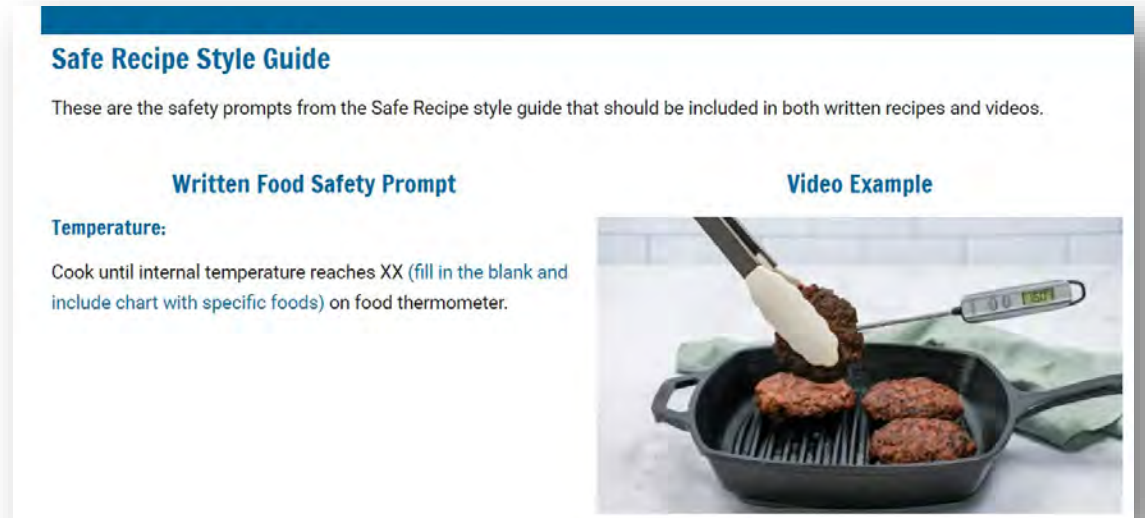
**Do you plan to use the Food Safety Stock Library?**

1. Yes, I plan to use everything!
2. Yes, I plan to use only the video clips.
3. Yes, I plan to use only the images.
4. Maybe/not sure yet
5. I don't plan to use these resources.

# How to Access Resources



- Safe Recipe Style Guide for Video Creators
- The Food Safety Image Library



[Access Library Files](#)

# Thanks for Your Help!



- **Alex Connett**, Foodist Films
- **Dr. Shauna Henley**, University of Maryland/ PFSE Board of Directors
- **Lynn James**, MS, RDN, LDN, Pennsylvania State University Extension
- **Annette Lawler**, MS, CFCS, CNWE, Purdue University Extension
- **Sharon McDonald**, MEd, RD, LDN, University of Pennsylvania Extension
- **Dr. Jennifer Quinlan**, Drexel University/ PFSE Board of Directors
- **Raeanne Sarazen**, MA, RD, Food & Nutrition Communicator
- **Kathy Savoie**, MS, RD, University of Maine Cooperative Extension
- **Dr. Wenqing Xu**, Louisiana State University AgExtension



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QUESTIONS?



# Get Cooking Times!



- Monthly e-newsletter
- Delicious, safe recipes
- Food safety tips
- Cooking trivia & food facts
- Sign up today!

[getcookingtimes.fightbac.org/home](http://getcookingtimes.fightbac.org/home)



# Help Us Be Top Rated!



- Go to [GreatNonprofits.org](https://greatnonprofits.org)
- Search: “Partnership for Food Safety Education”
- Leave a brief review
- Takes less than 3 minutes

<https://greatnonprofits.org/org/partnership-for-food-safety-education>



# What's Coming Up?



- PFSE will celebrate 25 years of collaboration in consumer food safety education on **May 12, 2022!**
- Special Anniversary webinar in May
- Thank you for your support and help in keeping families healthy!



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# PFSE Contributing Partners



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Consumer Federation of America  
Consumer Reports, Inc.  
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**\*\*FINAL REMINDER\*\*** Get your CEU certificate!

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4. Educators seeking NCHEC must complete online questionnaire **by April 27**



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# Thank You!

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