

PFSE Anniversary Webinar: BAC(k) to Basics

## Welcome from PFSE





Britanny Saunier

Executive Director

Partnership for Food Safety Education

bsaunier@fightbac.org



# Today's Line Up



- Welcome / Housekeeping with Britanny Saunier, Partnership for Food Safety Education
- Honoring 25 Years with Harold Chase, PFSE Vice Chair of the Board, NSF International
- About the Core Four with Britanny Saunier, Partnership for Food Safety Education
- FDA's Food Safety and Nutrition Survey with Amy Lando, U.S. Food and Drug Administration
- NEW! Coloring Pages / Safe Recipe Style Guide for Video Creators / Updated Fight BAC! Brochure with Britanny Saunier, Partnership for Food Safety Education



# 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 certificates from chat box
- Follow-up email tomorrow
- Download at <u>fightbac.org</u> under "Free Resources" tab and "Recorded Webinars"
- Educators seeking NCHEC must complete online questionnaire by July 7



# 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.





## 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

Following simple food safety steps can help prevent foodborne illness and the spread of germs.





# Honoring 25 Years of Food Safety





Harold Chase Vice-Chair, PFSE Board Member

Director, Legislative and Regulatory Affairs
NSF International



# History of PFSE



- Established May 12, 1997
- Memorandum of Understanding signed
- Federal and state government, industry, and consumer leaders

 Fight BAC!® Keep Food Safe from Bacteria released in 1998





## Poll Question #1



## What are the core four food safety practices?

- 1. Wipe, rinse, microwave, refrigerate
- 2. Rinse, dry, cook, thaw
- 3. Clean, sanitize, refrigerate, freeze
- 4. Clean, separate, cook, chill
- 5. I don't know the core four.



## About the Core Four



### Clean

- Wash hands and surfaces often
- > Rinse fresh fruits and vegetables with water

## Separate

> Don't cross-contaminate

## Cook

Cook to the safe internal temperature with a food thermometer

## Chill

> Refrigerate promptly at 40 °F or below









# FSANS FDA's Food Safety and Nutrition Survey

Amy Lando, MPP
Consumer Studies Branch
Division of Public Health Informatics and Analytics
Office of Analytics and Outreach
CFSAN, FDA

May 12, 2022



## **FSANS** Project Team



Amy Lando, MPP



Linda Verrill, Ph.D.



Fanfan Wu, Ph.D.



Martine Ferguson, MS





## **FSANS Background**



Food Safety Survey (FSS), since 1988



Health and Diet Survey (HDS), since 1982

RDD Phone Surveys



Food Safety and Nutrition Survey (FSANS)

ABS Web & Paper

RDD Comparison





Shopping

#### **Nutrition Facts** label

- General use
- Serving size
- %DV
- Perceptions

#### Food package claims

- Low/lower
- Healthy
- Natural
- Organic

#### Organic

- Purchase behavior
- Beliefs related to:
  - Harmful germs
  - Environment
  - Long-term health
  - Nutrition

#### **GE** foods

- Knowledge
- Beliefs related to:
  - Harmful germs
  - Environment
  - Long-term health
  - Nutrition

# **FSANS Topics**

**Preparing** 

#### **Food handling**

- Hand washing
- Thermometer use
- Cutting board cleaning
- Grilling meat and chicken
- Raw meat and chicken

#### Raw foods

 Following cooking instructions for frozen vegetables

### **Recipes and cooking** ability

- Use of recipes
- Cooking frequency and ability

#### Restaurant

- Frequency / types
- Menu labeling
- Health inspection scores
- Consumer advisory

#### Diet knowledge & practice

- Overall diet
- Label related
- Dietary fiber
- Calories
- Salt & sodium

#### Food safety

- General risks
- Who's at risk
- Knowledge

#### Food allergies

• Prevalence

### **Risky foods**

 Consumption of raw and undercooked foods – meat, fish, vegetables, eggs, raw milk, raw flour

## Eating

### **Proper storage of refrigerated foods**

Meat and chicken dishes



Storing



## A Comparison of Pre-Covid and Mid-Covid Self-Reported Food Handling Behaviors Using Two Comparable Surveys (2019 FDA FSANS and 2020 Porter Novelli FallStyles)

Amy Lando, MPP
Martine Ferguson, MS
Yu Cao, MS
FDA/CFSAN/OAO





## Background

- CDC has noted declines in foodborne illness reporting during the COVID-19 pandemic
  - > FoodNet 2020 Preliminary Data Report September 24, 2021
    - "Infections monitored by FoodNet markedly decreased in 2020."
    - "The COVID-19 pandemic likely played a role in the decrease."





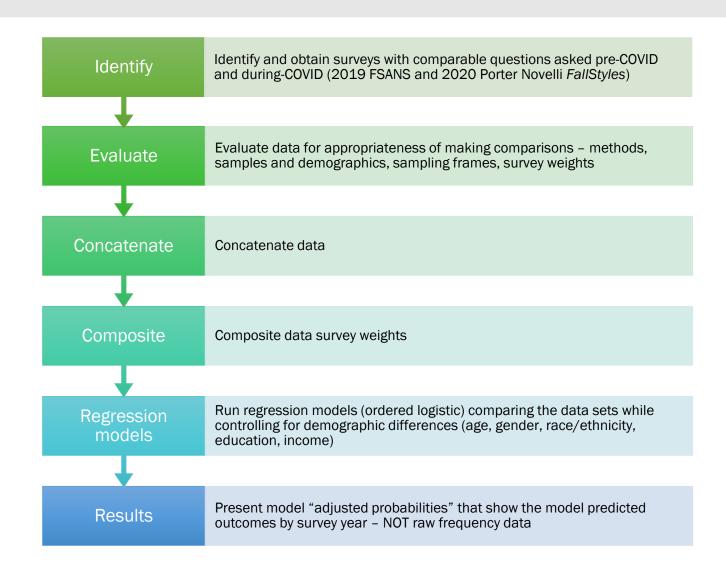
## **Research Question**

"Have consumer home hygiene practices changed during the COVID-19 pandemic?"





## **Analytical Approach**







# **Survey Methods**

	FSANS (Fall 2019)	Porter Novelli <i>FallStyles</i> (2020)*
Sampling frame	Addressed-based sample (ABS) from the US Postal Service Computerized Delivery Service file	<ul><li>Sampled from Ipsos' KnowledgePanel®;</li><li>FallStyles is a subsample of SpringStyles</li></ul>
Survey method	Mail-push-to-web  responses online or via paper/pencil	Online responses
Population	General population; U.S. adults 18+	General population; U.S. adults 18+
Sample size	4,398	3,625
Timeframe	October to November 2019	September to October 2020
Language	English and Spanish	English
Incentive	\$2 advance token of appreciation	5,000 cash-equivalent points; sweepstakes
Response/cooperation rate	28% (AAPOR RR3)	46% (Cooperation rate**)

<sup>\*</sup>The FallStyles data were obtained at no charge to FDA under a Material Transfer Agreement between FDA, CDC, and Porter Novelli.

<sup>\*\*</sup>Cooperation rate calculated as (((number of respondents to *SpringStyles*)/ (number of respondents sent *SpringStyles* survey)) \* ((number of respondents to *FallStyles*)/(Number of respondents sent *FallStyles*))).



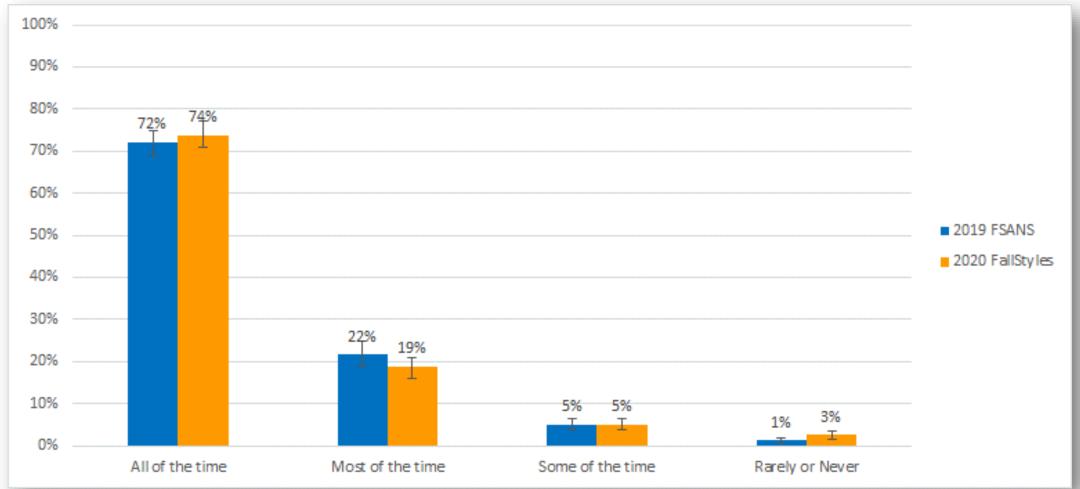
## **Food Handling Questions**

- 1. Before you begin preparing food, how often do you wash your hands with soap?
  - ➤ All of the time, Most of the time, Some of the time, Rarely or Never
- 2. After handling raw meat or chicken, what do you usually do?
  - Continue cooking without washing hands, Rinse or wipe hands, Wash hands with soap, or Something else
- 3. How often do you wash raw whole chickens or turkeys before cooking them?
  - ➤ Always, Often, Sometimes, Never, or Don't cook whole chickens or turkeys





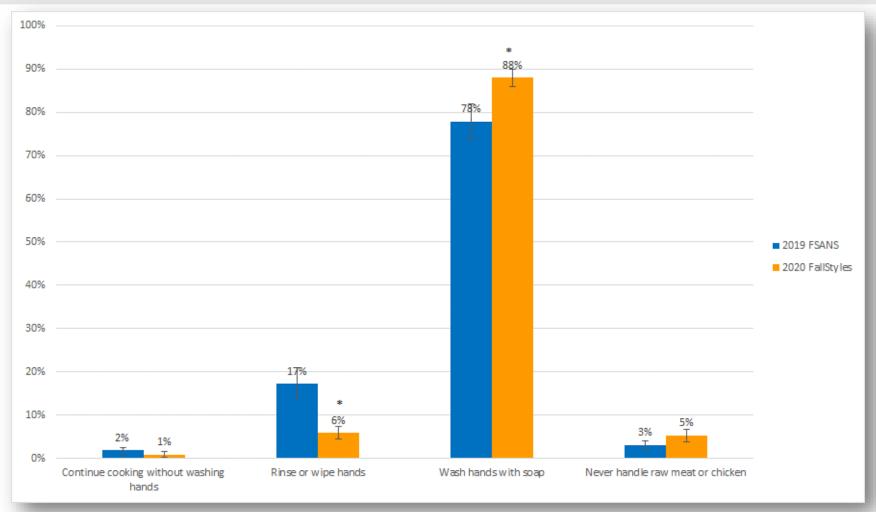
# Before you begin preparing food, how often do you wash your hands with soap? (model adjusted probabilities)







# After handling raw meat or chicken, what do you usually do? (model adjusted probabilities)





<sup>\*</sup> non-overlapping 95% Cl's

<sup>++</sup>The *FallStyles* question order was: "Continue cooking, Wash with soap, Rinse or wipe, Something else, Never handle." This could have affected the response differences.

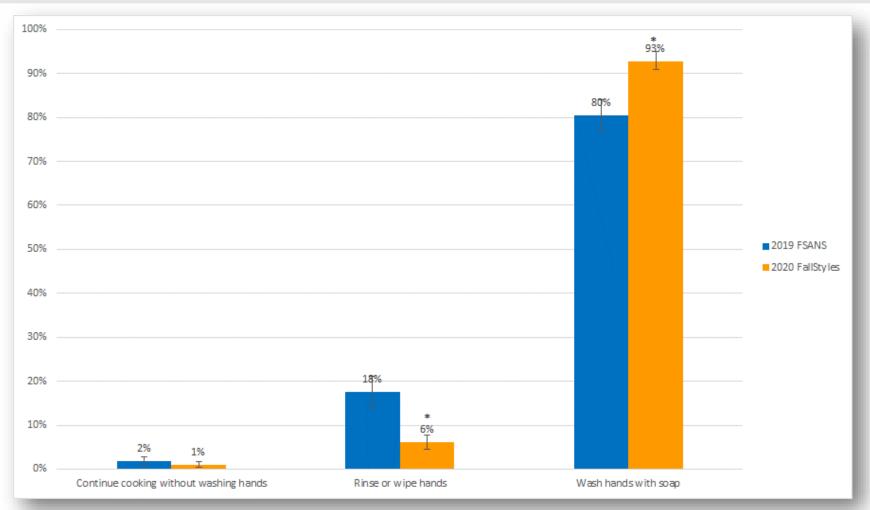
<sup>+++ &</sup>quot;Something else" was selected by less than 1% for each survey.

## FDA

## After handling raw meat or chicken, what do you usually do?

(model adjusted probabilities)

(Those who don't cook raw meat/chicken were removed from analysis.)



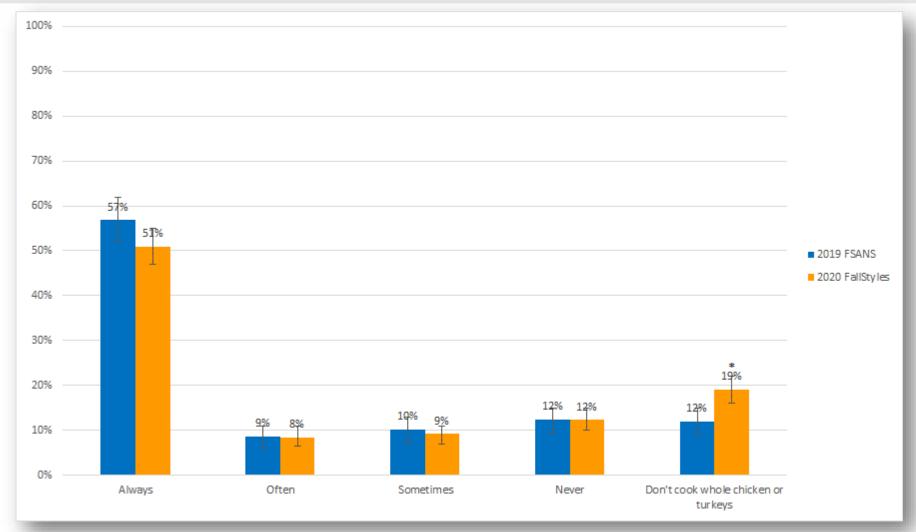


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# How often do you wash raw whole chickens or turkeys before cooking them? (model adjusted probabilities)





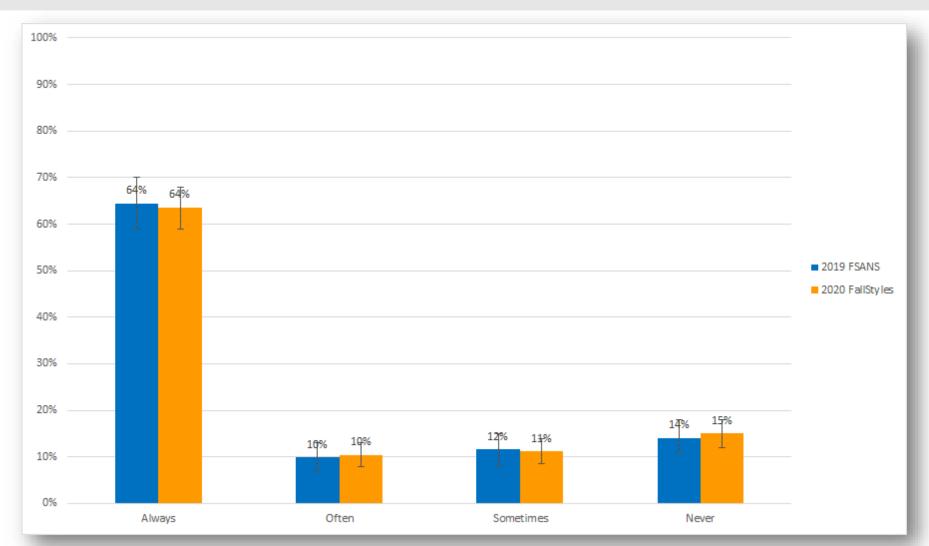
<sup>\*</sup> non-overlapping 95% Cl's



## After handling raw meat or chicken, what do you usually do?

(model adjusted probabilities)

(Those who responded, "Don't cook whole chicken or turkey" removed from analysis.)







## Summary

- Handwashing behavior
  - > No significant change for washing hands before meal preparation.
  - ➤ Sizeable increase in handwashing after touching raw meat/chicken.
- Preparing meat and poultry\*
  - Fewer people report preparing whole chickens and turkeys during the pandemic (availability, less get-togethers (holidays)).
  - ➤ Of those who do cook, there has been no change in the percent reporting washing their while chicken/turkey before cooking.

<sup>\*</sup>Consumers who reported not preparing any raw meat/chicken increased from 3% to 5%, approaching statistical significance.





## Discussion

- Improved consumer food handling of raw meat/chicken at home and changes to the percent of consumer who cook certain types of raw meat/chicken prepared "may" have contributed to the decrease in foodborne illness reported during 2020\*
- Value of asking the same question on multiple surveys tracking trends over time
  - > The data were limited by only having three measures of consumer home food safety behavior.
  - > The order of responses to the handwashing after touching raw meat/chicken question may have influenced the outcome. This should be studied in future surveys.
- Demographic results available upon request.
  - ➤ No surprising demographic results.







## Where to Find FSANS

#### **Summary report**

https://www.fda.gov/food/science-research-food/2019-food-safety-and-nutrition-survey-report

#### **FSANS** data explorer

https://fsans-explorer.fda.gov/

#### **Peer reviewed publications**

- Lando, A.M., Ferguson, M.S., Verrill, L., Wu, F., Jones-Dominic, O.E., Punzalan, C., Wolpert, B.J. (2021) Health Disparities in Calorie Knowledge and Confidence Among the U.S. Adult Population. *Journal of Primary Care & Community Health*, 12:1-9.
- Verrill, L. Lando, A. Wu, F., Tatavarthy, A., Obenhuber, D. 2021. Consumption of Raw Flour in the United States: Results from the 2019 FDA Food Safety and Nutrition Survey. *Journal of Food Protection*, 85(1), 31-35. <a href="https://doi.org/10.4315/JFP-21-256">https://doi.org/10.4315/JFP-21-256</a>
- Lando, A.M., Bazaco, M., Parker, C. C., & Ferguson, M. (2022). Characteristics of U.S. Consumers Reporting Past Year Intake of Raw (Unpasteurized) Milk: Results from the 2016 Food Safety Survey and 2019 Food Safety and Nutrition Survey. *Journal of Food Protection*. <a href="https://doi.org/10.4315/JFP-21-407">https://doi.org/10.4315/JFP-21-407</a>
- Ferguson, M.S., Lando, A.M, Wu, F., Verrill, L. (2022). Transitioning the FDA Food Safety and Nutrition Survey from RDD to ABS. Survey Practice. <a href="https://www.surveypractice.org/article/34118-transitioning-the-fda-food-safety-and-nutrition-survey-from-rdd-to-abs">https://www.surveypractice.org/article/34118-transitioning-the-fda-food-safety-and-nutrition-survey-from-rdd-to-abs</a>



A Home

i User Tips

Frequencies

■ Multi-part Questions

Advanced Features

#### About FSANS Explorer

version 1.1.1.9005

2019 FSANS Survey

U.S. Food & Drug Administration

Center for Food Safety and Applied Nutrition (CFSAN)

## **FSANS Explorer**



#### FDA's Food Safety and Nutrition Survey (FSANS)

FDA's premier, national probability consumer survey designed to elicit consumers' knowledge, understanding, and reported behaviors on a variety of food safety and nutrition-related topics.

This application can be used to display survey question and demographic frequencies, and to run chi-square tests of independence, by using the "Frequencies" tab.

Several questions in FSANS are multi-part (i.e., grid) questions. These questions can be visualized as a bar chart by using the "Multi-part Questions" tab.

Note: Please zoom your browser if needed. Mozilla Firefox or Google Chrome is recommended for the best user experience.

#### Explore the Data

i Go to User Tips

♣ Go to Frequencies

■ Go to Multi-part Questions

Go to Advanced Features

#### Survey Methods

- FSANS uses an address-based sampling method
- General population; U.S. adults 18+
- Fielded October to November 2019
- Sample size = 4,398
- Response rate 28%
- English and Spanish
- Some questions versioned half the sample received primarily food safety questions and half nutrition related questions. Survey version for each question is indicated on the "Frequencies" tab.
- All data are weighted by default. To display unweighted data frequencies, use the "Advanced Features" tab.

Visit the <u>CFSAN Consumer Behavior Research webpage</u> for more information about the survey design and to view the full survey report.

## FSANS Shiny app - https://fsans-explorer.fda.gov/





## **Thank You!**



Amy Lando
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U.S. Food and Drug Administration
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## Poll Question #2



# Which resources are most helpful in your food safety education outreach?

- 1. Brochures
- 2. Flyers
- 3. Kids activities
- 4. Social media posts
- 5. Videos



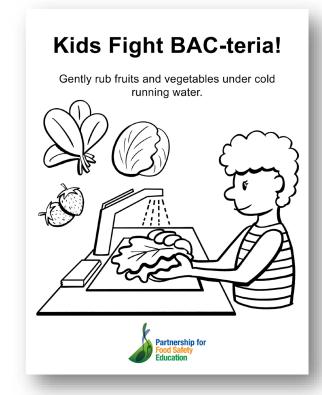
# **NEW!** Coloring Pages

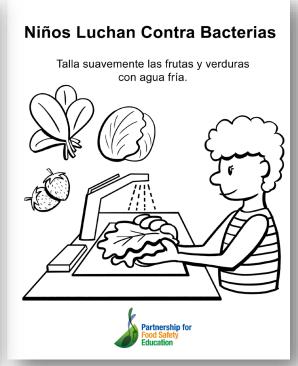


## Food safety activities for kids

- 8 coloring pages
- Printable & online formats
- Available in English & Spanish

Download coloring pages online!







## Redesigned Fight BAC! Brochure





**Download English version** 



**Download Spanish version** 



# **NEW!** Safe Recipe Style Guide for Video Creators



## Free to access!

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



Access materials at saferecipeguide.org!



# Plenty of Image Options

















# 2023 Consumer Food Safety Educations Conference



- Only conference in the U.S. dedicated to consumer food safety education
- March 1-3, 2023 in Arlington, VA
- Special rate for government, educators, nonprofit and students
- Early bird rate until June 1

Register online at <a href="mailto:cfsec.org">cfsec.org</a>!





# 

# Sign Up Today!



## **Cooking Times**

- Monthly e-newsletter
- Delicious, safe recipes
- Food safety tips & cooking trivia
- getcookingtimes.fightbac.org/home

### **Lasting Lessons**

- Monthly e-newsletter for educators
- Educational resources
- Food safety tips
- fightbac.org/sign-up/





# 25th Anniversary Cookbook



### Join our celebration!

- Submit your favorite breakfast, lunch or dinner recipe (no desserts, please)
- Include ingredients, measurements and instructions
- Email recipe and photo to <a href="mailto:mysaferecipe@fightbac.org">mysaferecipe@fightbac.org</a>
- Watch your inbox for permission form

Recipes received by May 31 will be entered to win a \$100 gift card from Blue Bottle!





# Coming Up!



June 7 is World Food Safety Day



- New poultry handling resources
- Thank you for your support and help in keeping families healthy!





# Help Us Be Top Rated!



- Go to 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





## PFSE Contributing Partners



Academy of Nutrition and Dietetics

Amazon

American Beverage

American Frozen Food Institute

Ardent Mills

Association of Food and Drug Officials

Big Y Foods, Inc.

Boar's Head Provisions Co.

Cargill, Inc.

Conagra Brands

Consumer Federation of America

Consumer Reports, Inc.

Costco Wholesale Corporation

**FMI** Foundation

HelloFresh

Instacart

Institute of Food Technologists

International Association for Food Protection

International Food Information Council Foundation

McDonald's Corp.

Meijer, Inc.

MilliporeSigma

National Association of Convenience Stores

National Chicken Council

National Consumers League

National Frozen & Refrigerated Foods Association

**National Grocers Association** 

National Pork Board

National Turkey Federation

North American Millers' Association

**NSF** International

Publix Super Markets Charities, Inc.

Refrigerated Foods Association

Sysco Corporation

Tyson Foods, Inc.

**Uber Eats** 

**USPOULTRY** 

Wakefern Food Corp.

Walmart



## Continuing Education Units



## \*\*FINAL REMINDER\*\* Get your CEU certificate!

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## Thank You!

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