

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

**PREP  
YOURSELF**  
FOOD IS ON THE WAY!

---

**2022 COMMUNICATIONS TOOLKIT  
FOR BAC FIGHTERS**



# THANK YOU!



Thank you for supporting *The Story of Your Dinner* and *Prep Yourself* campaigns! We appreciate your hard work in reaching millions of Americans on the importance of safe food handling to good health during the holiday season.

In this toolkit, you will find resources and sample social media posts that you are welcome to use in your outreach this holiday season.

If you have any questions, please feel free to contact **Shawnte Loeri** at [sloeri@fightbac.org](mailto:sloeri@fightbac.org).



# FOOD DELIVERY

[Prep Yourself](#) is a new national campaign to help food delivery users ensure the safety of their delivered foods. This campaign encourages safe food handling of meal kits, groceries, and prepared food deliveries.

**You can help spread the word!** Digital ads, printable pamphlets, social media graphics, and sample social media posts are now available for download and sharing.

You can access the free materials at [fightbac.org/prep-yourself](http://fightbac.org/prep-yourself). Please use the hashtag **#prepyourself** in your social media posts.



## Receipt Image



## Flyer



## Bag Tags



## Pamphlets



## Holiday Food Delivery Flyer in English and Spanish language



# SOCIAL MEDIA

## November 2022

November messages will focus on comfort foods, meal occasions (including the big Thanksgiving meal) and how food is kept safe before getting to your table.

Hashtags: #StoryofYourDinner #foodsafety #turkey #prepyourself

Safe poultry handling starts at the grocery store! Place meat & poultry in plastic bag at the meat counter. Learn more: [StoryofYourDinner.org](http://StoryofYourDinner.org) #foodpoisoning #homecooks

Looking for a unique holiday dish? Check out these delicious recipes that include #foodsafety steps to keep your family healthy! [StoryofYourDinner.org](http://StoryofYourDinner.org) #StoryofYourDinner #Thanksgiving

Do you know how to safely #thaw your #turkey? Check out this infographic for step-by-step instructions. Download here: [StoryofYourDinner.org](http://StoryofYourDinner.org) #StoryofYourDinner #Thanksgiving #foodsafety

Your #turkey must be cooked to 165 °F. Always use a food thermometer to ensure turkey is done and safe to eat! More info: [StoryofYourDinner.org](http://StoryofYourDinner.org) #StoryofYourDinner #foodsafety #Thanksgiving #foodsafety

Are holiday meal kits making your life easier? Be sure you know how to keep those delicious foods in your meal kit safe! Get tips at [fightbac.org/prep-yourself](http://fightbac.org/prep-yourself). #prepyourself #foodsafety

When your groceries are being delivered, be sure to #prepyourself to help keep your food safe. Learn more at [fightbac.org/prep-yourself](http://fightbac.org/prep-yourself). #foodsafety

Still have #Thanksgiving #leftovers hanging around in your fridge? Now is the time to eat, freeze or discard any leftovers. Learn more: [StoryofYourDinner.org](http://StoryofYourDinner.org) #StoryofYourDinner #foodsafety



# SOCIAL MEDIA

## December 2022

December messages will focus on comfort foods, holiday meals and gatherings, how to safely handle leftovers, and safe holiday baking.

Hashtags: #StoryofYourDinner #foodsafety #baking #prepyourself

Want to try a new holiday dish? Check out these delicious recipes that include #foodsafety steps to keep your family healthy! StoryofYourDinner.org #StoryofYourDinner #familymeals

Planning a #holiday party? Keep your guests safe by brushing up on safe food handling practices using this Buffets & Parties Tip Sheet. Download here: StoryofYourDinner.org #StoryofYourDinner #foodsafety

During this #holiday season, take time to learn how to keep your delivered foods safe! Get more info at [fightbac.org/prep-yourself](https://fightbac.org/prep-yourself). #prepyourself #foodsafety

Planning a #holiday gathering and using a delivery service? Make sure germs don't end up on the guest list! Get tips on how to keep your delivered foods safe. Learn more: [fightbac.org/prep-yourself](https://fightbac.org/prep-yourself) #prepyourself #foodsafety

Prep now, bake later — but don't eat raw dough! Cookie dough can be stored in an airtight container in the fridge for 3 to 4 days before baking. Learn more: StoryofYourDinner.org #StoryofYourDinner #foodsafety

While baking cookies for the #holidays, say NO to raw dough! Consuming unbaked flour and eggs could result in #foodpoisoning. More info: StoryofYourDinner.org #StoryofYourDinner #foodsafety

Leftovers can be enjoyed for 3 to 4 days. After this, toss them to avoid harmful bacteria! Learn more: StoryofYourDinner.org #StoryofYourDinner #foodsafety



# SOCIAL MEDIA

## Spanish Language Messages

There's no place for bacteria at your dinner table during the holiday season! Enjoy delicious recipes with easy food safety instructions.

StoryofYourDinner.org

#StoryofYourDinner



¡No hay lugar para las bacterias en tu mesa durante los días festivos! Disfrute de deliciosas recetas con instrucciones sencillas de seguridad alimenticia.

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

#HistoriaDeSuCena #StoryofYourDinner

Each of the Core Four steps in food safety (clean, separate, cook, chill) is essential to helping you fight harmful bacteria and stay healthy.

StoryofYourDinner.org

#StoryofYourDinner



Cada uno de los cuatro pasos básicos en seguridad alimenticia (limpiar, separar, cocinar, enfriar) es esencial para ayudarlo a combatir las bacterias dañinas y mantenerse saludable.

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

#HistoriaDeSuCena #StoryofYourDinner

This holiday season and throughout the year, follow these 11 tips to reduce your risk of food poisoning at home. StoryofYourDinner.org

#StoryofYourDinner



En esta temporada navideña y durante todo el año, siga estos 11 consejos para reducir el riesgo de intoxicación alimenticia en el hogar.

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

#HistoriaDeSuCena #StoryofYourDinner

Preparing a holiday buffet? Save time preparing your side dishes & entrees by using delicious frozen ingredients! Always follow package instructions to ensure food safety.

StoryofYourDinner.org

#StoryofYourDinner



¿Preparando un buffet festivo? ¡Ahorre tiempo preparando sus platos de acompañamiento y platos principales usando deliciosos ingredientes congelados! Siempre siga las instrucciones del paquete para garantizar la seguridad alimenticia.

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

#HistoriaDeSuCena #StoryofYourDinner



# SOCIAL MEDIA

## Spanish Language Messages

Throwing a party? When using delicious frozen options for appetizers or desserts, remember to serve them safely. Always follow package and preparation instructions. [StoryofYourDinner.org](http://StoryofYourDinner.org)  
#StoryofYourDinner



¿Celebrando una fiesta? Cuando use deliciosas opciones congeladas para aperitivos o postres, recuerde servirlos de manera segura. Siempre siga las instrucciones del paquete y la preparación. [lahistoriadesucena.org](http://lahistoriadesucena.org) #HistoriaDeSuCena #StoryofYourDinner

Have a teething toddler? Remember, frozen vegetables should NOT be used to ease baby's achy gums. Frozen vegetables must be cooked for safety. [StoryofYourDinner.org](http://StoryofYourDinner.org)  
#StoryofYourDinner



¿Tiene un niño con dientitos recién nacidos? Recuerde, las verduras congeladas NO deben usarse para aliviar las encías doloridas del bebé. Las verduras congeladas deben cocinarse por seguridad. #HistoriaDeSuCena #StoryofYourDinner [lahistoriadesucena.org](http://lahistoriadesucena.org) #HistoriaDeSuCena #StoryofYourDinner

Is your baby teething? Frozen vegetables won't help — they must be cooked for safety before eating. [StoryofYourDinner.org](http://StoryofYourDinner.org)  
#StoryofYourDinner

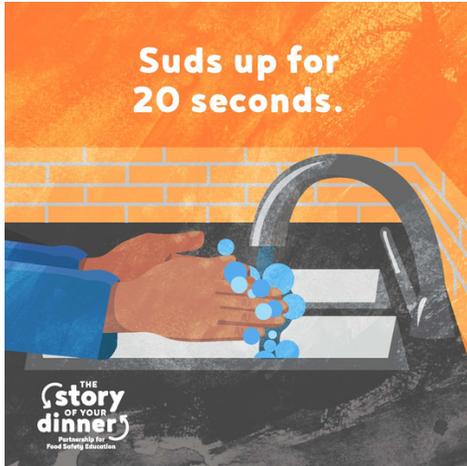


¿Está su bebé adolorido por sus dientitos nuevos? Las verduras congeladas no ayudarán: deben cocinarse por seguridad antes de comerlas. [lahistoriadesucena.org](http://lahistoriadesucena.org) #HistoriaDeSuCena #StoryofYourDinner



# SOCIAL MEDIA

## The Story of Your Dinner Graphics



## Spanish Language Graphics



Find social media images here: <https://www.fightbac.org/food-safety-education/the-story-of-your-dinner/social-media/>

# ADDITIONAL RESOURCES

Here are links to more *The Story of Your Dinner* resources:

- [Holiday Meal Flyer](#)
- [Baking Tips Infographic](#)
- [Buffets & Parties Flyer](#)
- [Frozen Foods Tips Flyer](#)
- [Kid-Friendly Placemats](#)
- [Activity Sheets for Kids](#)
- [Fight BAC! Brochure](#)
- [Spanish Language Resources](#)
- [Social Media Graphics](#)
- [SOYD Videos](#)
- [SOYD Recipes](#)
- [SOYD Logos](#)



If you need help accessing these materials, please contact [Shawnte Loeri](#).

**Thank you for helping us promote safe food handling during the holiday season!**

