



2022 ANNUAL REPORT

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JOINT MESSAGE

PFSE CHAIRMAN & EXECUTIVE DIRECTOR



As we reflect on the year 2022, we're filled with gratitude for the many people involved in keeping households safe from foodborne illness.

We're grateful for an outstanding [Board of Directors](#) who gave their time to ensure that our resources are used wisely for maximum impact.

We're thankful for our [Contributing Partners and federal liaisons](#) who have not only given their resources, but also their expertise toward advancing consumer food safety education.

Thank you to our individual donors, who selflessly provided financial resources to help keep food safety education resources free to access.

Most of all, we thank our BAC Fighters — the national network of health and food safety educators — who are out every day on the frontlines of food safety education. BAC Fighters educate and teach young kids, parents, adults aged 65+ and millions of households across the country how to keep themselves safe while preparing and eating food at home.

The impact and metrics shared in this report are the result of this collective effort in the year 2022. It takes every single one of you to be able to reach **9,765,006** households with life-saving food safety information.

2022 highlights include:

- Honoring 25 years of collective efforts across sectors in reducing foodborne illnesses;
- Refreshing resources and adding more Spanish language content for community dissemination;
- Adding [digital assets](#) showing safe food handling steps that can be used by content creators; and
- Helping home cooks understand the “why” behind poultry handling guidance through the [Don't Wash Your Chicken!](#) campaign in partnership with Drexel University and New Mexico State University

There is much to look forward to this year, including the [2023 Consumer Food Safety Education Conference](#) which will be held March 1-3 in Arlington, Virginia. The conference theme is “The Future of Food Safety: Everyone Has a Seat at the Table.”

This year it is critical to raise awareness of safe food handling. Households in the U.S. will be dealing with rising food prices and securing food for their families. They will try to make their food stretch and last longer. It's our job to collectively support families with foodborne illness prevention strategies as they navigate these critical health, economic and social challenges.

We are looking forward to Fighting BAC(teria) with you. Thank you!



HAROLD CHASE
CHAIRMAN
BOARD OF DIRECTORS

A handwritten signature in black ink, appearing to read "Harold Chase".



BRITANNY SAUNIER
EXECUTIVE DIRECTOR

A handwritten signature in black ink, appearing to read "Brittany Saunier".



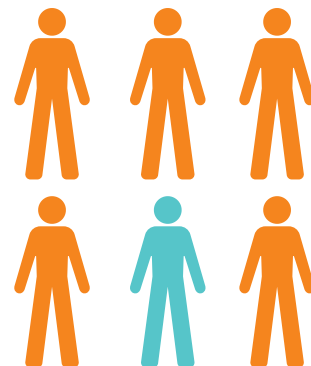
FOODBORNE ILLNESS

Each year, 1 in 6 people in the United States gets sick by consuming contaminated foods or beverages.

The Centers for Disease Control and Prevention (CDC) estimates that each year 128,000 hospitalizations and 3,000 deaths in the U.S. can be traced to foodborne pathogens.

We're on a mission to change that.

With an active network of 13,000 health and food safety educators called BAC Fighters, we help connect with and educate millions of households on safe food handling and hand hygiene.



Our food safety messages for consumers are rooted in science. We convene scientific and communications experts to develop concise, actionable food safety educational materials.



OUR MISSION

The Partnership for Food Safety Education is a non-profit organization that **develops and promotes effective education programs to reduce foodborne illness risk for consumers.**



2022 METRICS AT A GLANCE

BAC Fighters Served

13,000

Total Social Media Followers

23,166

Total Visits to PFSE Websites

651,290

Total Social Media Impressions

613,716

BAC Fighter Biweekly E-cards

38%

average
open rate

3%

average
click rate

Online News Media Impressions

119

number of online
news articles

13 billion+

number of combined viewership
of online news articles

Total Households Reached

9,765,006*



*A 3% increase over 2021

IMPACT OF YOUR INVESTMENT

We rely on the generosity of the food industry, scientific associations, consumer groups, retailers, private grants, and individuals to provide science-based consumer food safety education resources free of charge to BAC Fighters.

The Partnership receives federal grants periodically in support of special convening activities that allow us to bring BAC Fighters together to advance consumer food safety education.

PFSE staff leads our programs by creating content and supporting the BAC Fighter network with convening activities.

For information on PFSE's 2022 financials, contact Executive Director [Britanny Saunier](#) for publicly available audits and 990s.



PFSE TURNS 25 YEARS OLD!

On **May 12, 2022**, the Partnership for Food Safety Education celebrated 25 years of collaboration in consumer food safety education.

On **May 12, 1997**, federal and state government, industry, and consumer leaders signed a Memorandum of Understanding pledging cooperation in the development of science-based, consumer-oriented messages to promote safe food handling practices in the United States.

Born out of a recognition that “no single private or public entity commands the creative, human and financial resources to mount a major, high-impact safe food handling campaign,” the Partnership for Food Safety Education was conceived to “bring together the necessary resources to create, launch and maintain such a broad food safety educational effort.”

The Partnership did not waste time in getting started on this critical mission. By the end of 1997, the Partnership’s experts had settled on the “core four” food safety messages of Clean, Separate, Cook and Chill as the cornerstone of the new national consumer outreach campaign. The campaign — Fight BAC!®, Keep Food Safe from Bacteria — was released in 1998.

The Partnership held its 25th anniversary celebration on Wednesday, Oct. 5 in Arlington, Va. [Click here to view photos from the event.](#)

Thank you to all contributing partners, federal liaisons, BAC Fighters, and friends who support our consumer food safety education efforts.



FEDERAL LEADERS HONOR 25 YEARS OF COLLABORATION



“PFSE is a valued partner in the FDA’s work to bend the curve of foodborne illness in this country, and around the world.”

[Honoring 25 Years of PFSE’s Dedication to Consumer Food Safety Education](#)

Authored by **Frank Yiannas**, Deputy Commissioner for Food Policy and Response with the U.S. Food and Drug Administration

“PFSE has been an indispensable part of USDA’s efforts to tackle foodborne illness and helps provide the tools necessary for informed food handling.”

[A Quarter Century of Educating Consumers about Food Safety](#)

Authored by **Sandra Eskin**, Deputy Under Secretary for Food Safety with the U.S. Department of Agriculture’s Food Safety and Inspection Service



“CDC looks forward to continued collaboration with PFSE and other partners to protect the public’s health.”

[Our Shared Goal of Reducing Foodborne Illness](#)

Authored by **Dr. Robert Tauxe**, Director of the Division of Foodborne, Waterborne and Environmental Diseases in the National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention

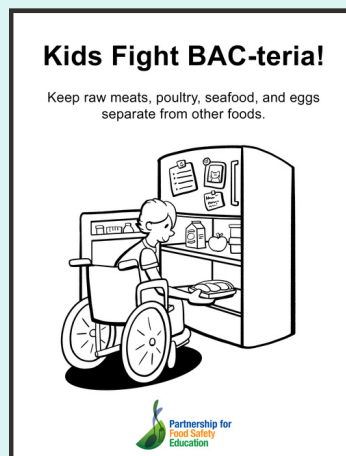


2022 MAJOR PROGRAMS

COLORING PAGES FOR KIDS NOW DIGITAL

Young ones can have fun learning how to wash their hands and handle food properly in the kitchen. That's why PFSE updated its [coloring pages](#) to teach kids food safety steps!

These coloring pages are available for download in [English and Spanish language](#). Plus, kids can use their mobile devices to access them on the [virtual coloring page](#)!



2023 CONSUMER FOOD SAFETY EDUCATION CONFERENCE

The [2023 Consumer Food Safety Education Conference](#) will be held March 1-3, 2023 at the Renaissance Arlington Capital View in Arlington, Virginia. The conference theme is "The Future of Food Safety: Everyone Has a Seat at the Table."



This event is co-chaired by [Howard Popoola](#), vice president of corporate food technology and regulatory compliance with Kroger, and [Dr. Shauna C. Henley](#), family and consumer sciences educator with the University of Maryland Extension and PFSE board member.

[Keynote expert speakers](#) including [poster presenters](#) will address hundreds of public health, nutrition, and food safety educators at this event – the only conference in the U.S. dedicated to consumer food safety education.

Attendees will explore the latest research on food safety and information delivery in the digital age, the intersection between sustainability and food safety, and much more.

The 2023 Consumer Food Safety Education Conference is supported in part by Costco Wholesale, USDA FSIS, Beef Checkoff, International Association for Food Protection, Chipotle, Ecolab, Hormel, International Fresh Produce Association, McDonald's Corporation, and in-kind media partners Food Safety Magazine and Food Safety News.

The conference planning is supported by the Food and Drug Administration(FDA) of the U.S. Department of Health and Human Services(HHS) as part of a financial assistance award R13FD007697 totaling \$50,000 with 17% funded by FDA/HHS and \$246,603 and 83% funded by nongovernment source(s).The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by FDA/HHS, or the U.S. Government.

2022 MAJOR PROGRAMS

DON'T WASH YOUR CHICKEN!

Launched in September, [Don't Wash Your Chicken!](#) is a national campaign aimed at home cooks preparing and cooking raw chicken at home and informed by research from Drexel University in partnership with New Mexico State University.

This program features four animated videos to help home cooks stay healthy while preparing and cooking raw chicken.



PFSE created a [special toolkit](#) for educators that contains the animated videos, social media messages and social media graphics. Share these items on your social networks!

Don't Wash Your Chicken! is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, Agriculture and Food Research Initiative Competitive Grant No. 2019-68008-29908. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

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MISSION MOMENT: BAC FIGHTER IN ACTION

“These outreach efforts allow me to change the lives of individuals and families by sharing preventive health messaging on safe food handling practices.”

BAC Fighter **Tracey Saxton** is a family and consumer sciences educator at the University of Georgia Cooperative Extension. Known as the “Queen of Germs,” she is at the forefront of supporting families in keeping their food safe at home.



Tracey wanted to create a Halloween costume that would be kid-friendly, fun and educational. The “Queen of Germs” costume is visually appealing for the students and keeps them engaged during the lesson. It also allows her to educate kids about the importance of proper handwashing in the classroom as well as reach families at wellness/health fairs and community events.

Tracey has seen an improvement in food safety behaviors. She feels the best part of the “Queen of Germs” is being active in the community and educating families with science-based safe food handling information — all while having fun!

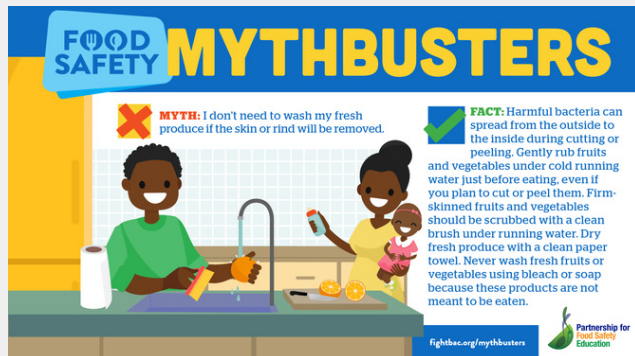
[Learn more about the amazing work Tracey is doing in Georgia.](#)

2022 MAJOR PROGRAMS

FOOD SAFETY MYTHBUSTERS

Common food safety myths originate from the misapplication of science, family tradition or misinformation on social media.

In September PFSE unveiled 25 social media graphics in English and Spanish language for consumers and educators to help debunk common home food safety myths. Access and share the graphics at fightbac.org/mythbusters.



MISSION MOMENT: BAC FIGHTER IN ACTION

“My work in food safety needs the support of PFSE to increase the impact by training the trainers.”

To celebrate Asian American and Pacific Islander Heritage Month (AAPI) in May 2022, PFSE shared the experience of community-based food safety educator **Dr. Yaohua “Betty” Feng**, assistant professor/ extension food safety specialist with Purdue University.



“My research and extension programs are closely integrated with a focus on decision making and behavior change in food safety,” says Dr. Betty Feng. “It’s widely known that increased knowledge level does not necessarily result in food handling behavior changes among food workers. Behavior change is the ultimate goal for food safety education and extension.”

Betty currently leads the Food Safety Human Factor Lab (also called Feng’s Lab) at Purdue University. This program was created in 2018 to bridge gaps between knowledge and practice in consumer food safety.

[Learn more about Betty's commitment](#) to using sociological approaches to explore cultural, social and environmental factors that affect food safety behavior at home.



2022 MAJOR PROGRAMS

SAFE RECIPE STYLE GUIDE FOR VIDEO CONTENT CREATORS

Everyone's making food videos these days! What's missing in nearly all visual cooking mediums is food safety. Even simple things, like handwashing or washing cutting boards with soap and water after handling raw poultry, are hit or miss... but mostly miss.

With prompts based on the Safe Recipe Style Guide, PFSE launched [Safe Recipe Style Guide for Video Content Creators](#) for use by people who develop video cooking and recipe videos. This tool provides the [images, text and video clips](#) needed to add food safety prompts to written recipes and cooking videos. Below are examples of images that recipe content creators can access for free.

More than 100 health educators, FACS teachers and chefs have accessed the materials since its launch in March 2022. PFSE is currently working with recipe content creators and influencers to further promote this new resource.



MISSION MOMENT: BAC FIGHTER IN ACTION

“Representation matters because our audience is diverse.”

PFSE celebrated Black History Month in February by sharing the experience of community-based food safety educator **Dr. Shannon Coleman**, assistant professor/ state extension specialist with Iowa State University Extension and Outreach.

She helps lead conversations about properly incorporating Diversity, Equity and Inclusion into food safety education efforts.



Shannon has shared food safety education with diverse audiences, such as gardeners, 4-H judges, fresh produce growers, cottage food producers, and small food processors. She is starting to incorporate cultural competency in programming, especially when working with a diverse audience.

[Learn more about Shannon's thoughts on representation](#) in food safety and what excites her the most about her work to prevent foodborne illnesses in her community.

2022 MAJOR PROGRAMS

COMMUNICATIONS WORKING GROUP

On June 27-28, the Partnership convened a working group of academics, federal agencies, and communications experts to review recommendations from the Science Working Group that convened in 2021.

This Communications Working Group was tasked with creating message frameworks for consumers that were easy to understand and based on science.

Key takeaways included a need for plain language and heavy use of visuals in messaging to increase consumer understanding and a need for additional information around consumer perception of key terminology.

The next step in the process will be to conduct a series of consumer perception surveys and a final report forthcoming in 2023.



FOOD & TECH ADVISORY COUNCIL

The Partnership convened a Food & Tech Advisory Council on July 18-19 and September 8, to assist in developing an action plan for the future of food safety education. The purpose of this council was to help the Partnership and its network of partners and educators be ready to support households with timely, relevant food handling and hand hygiene guidance.

The council was comprised of food safety experts from the food industry, academia, governmental agencies and non-profit sectors. Three preliminary reviews that included topics on trends in home technology, expansion of food sources, and emerging food products were completed and used, along with a set of prompts, to support the discussions among council participants.

Key recommendations from the council centered around using social media to raise awareness of safe food handling, targeting key audiences with messaging crafted for them, preventing consumer misinformation, and growing the next generation of BAC Fighters. Next steps will include publishing a guidance paper and sharing the findings with the consumer food safety education community.

PFSE BOARD OF DIRECTORS



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**Federal liaison agencies do not provide annual financial support.*

THANK YOU, INDIVIDUAL DONORS!

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PFSE FELLOWS AND CONSULTANT



Chinwendu Ilonzo | Evaluation Fellow

Chinwendu served as PFSE's Evaluation Fellow in 2022. In this role, she developed a plan for executing a needs-based assessment, program evaluation, list segmentation of stakeholders, and general metrics reporting for impact assessment to ultimately advance PFSE's mission in preventing future foodborne illnesses. She is currently an MPH student at the University of South Florida, focusing on Epidemiology and Maternal and Child Health.



Mari Schroeder | Food & Tech Council Fellow

Mari served as PFSE's Food & Tech Council Fellow in 2022. She developed an action plan for the future of food safety education, helping educators support households with timely, relevant food handling and hand hygiene guidance. She is currently a Food Science Ph.D. student at the University of Florida with a focus on produce safety.



Melanie Safi | Marketing Consultant

Melanie first joined PFSE in 2022 as a Communications and Marketing Intern, focusing on social media messages development, media relations and blog posts. She now serves as a Marketing Consultant to plan, manage and execute programs related to securing registrations for the 2023 Consumer Food Safety Education Conference and raising awareness of PFSE resources. Melanie is pursuing a bachelor's degree in Health & Nutrition Sciences with a concentration in Foods and Nutrition at Brooklyn College, City University of New York (CUNY).

PFSE TEAM



Britanny Saunier | Executive Director | bsaunier@fightbac.org

As executive director, Britanny focuses on leveraging the Partnership's historical leadership in cross-sector collaboration and ensuring organizational effectiveness to realize its mission to develop and promote effective education programs to reduce foodborne illness risk for consumers. She earned a master's degree in public administration with a health policy focus from the School of Public Affairs at American University.



Shawnté Loeri | Communications Associate | sloeri@fightbac.org

Shawnté serves as Communications Associate for the Partnership for Food Safety Education. For the Partnership, she develops and edits copy for the website, e-newsletters and social media as well as designs and edits food safety educational materials. Shawnté graduated from Virginia Commonwealth University with a bachelor's degree in mass communications and master's degree in strategic public relations/non-profit management.



Katie Weston | Program Manager | kweston@fightbac.org

As Program Manager for the Partnership for Food Safety Education, Katie leads the development of programs and engagement strategies for the health and food safety educator community. She has a bachelor's degree in Elementary Education and more than 10 years of experience working with non-profit organizations.



Stephanie Darilus | Development Manager | sdarilus@fightbac.org

Stephanie serves as Development Manager for the Partnership for Food Safety Education. In this role, she executes and evaluates the Partnership's annual fundraising plan and stewardship activities. Stephanie earned a bachelor's degree in political science at the University of Florida as well as a master's degree in public administration at Barry University.

