

How to Market Your Food Safety Campaign on a Shoestring Budget



Welcome from PFSE



Katie Weston

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saferecipeguide.org | fightbac.org

Today's Line Up



- **Welcome / Housekeeping** with Katie Weston, Partnership for Food Safety Education
- **Building a Food Safety Campaign Using a Systems Approach** with Julie V. Wood, CPM and Joseph A. Smith III, Florida Department of Agriculture
- **Tools for Creating a Food Safety Video on a Budget** with Mychelle Garrigan, Firelink Digital Marketing
- **PFSE Analytics & Resources for Campaign Marketing** with Katie Weston, Partnership for Food Safety Education
- **Q&A with Guest Speakers**



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
- Download at fightbac.org under “Free Resources” tab and “Recorded Webinars”
- Educators seeking NCHEC must complete online questionnaire by **Monday, August 7**



About the Partnership



We're 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.



Marketing and Outcomes: A Method for Determining Effective Food Safety Outreach



Julie V. Wood, CPM
Joseph A. Smith III



Objectives

Today, we will discuss:

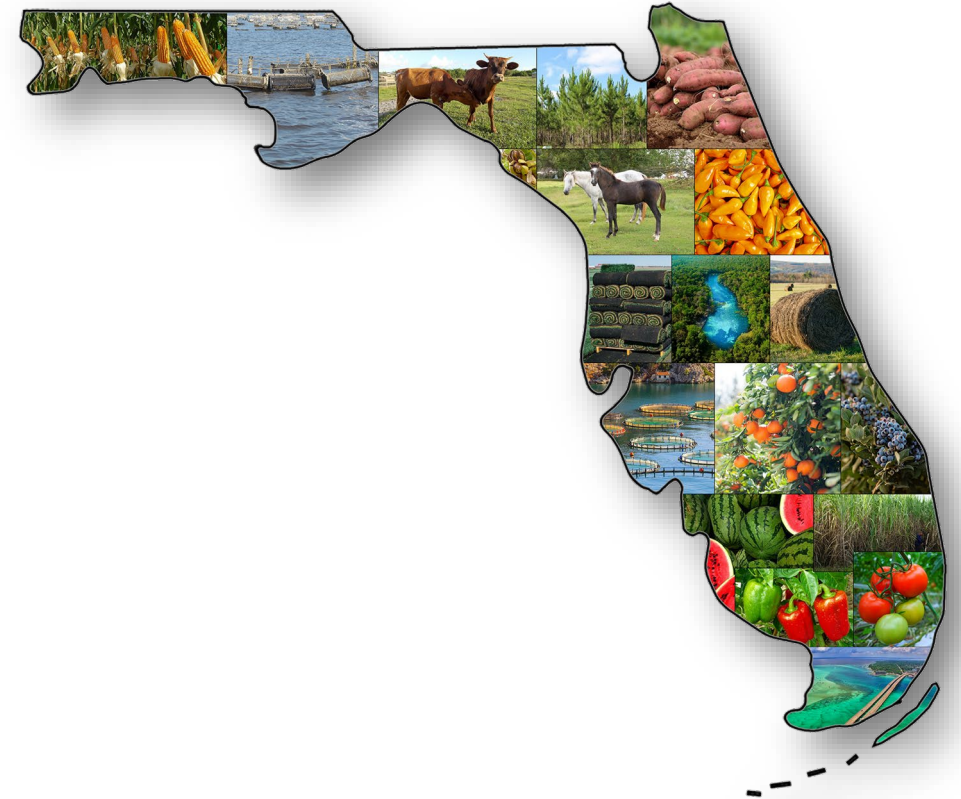
- How to apply a systems thinking approach for a consumer food safety digital outreach campaign.
- How to apply an effective and accessible campaign and digital communication strategy.
- Marketing best practices to increase consumer food safety digital outreach effectiveness.



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Florida Department of Agriculture and Consumer Services

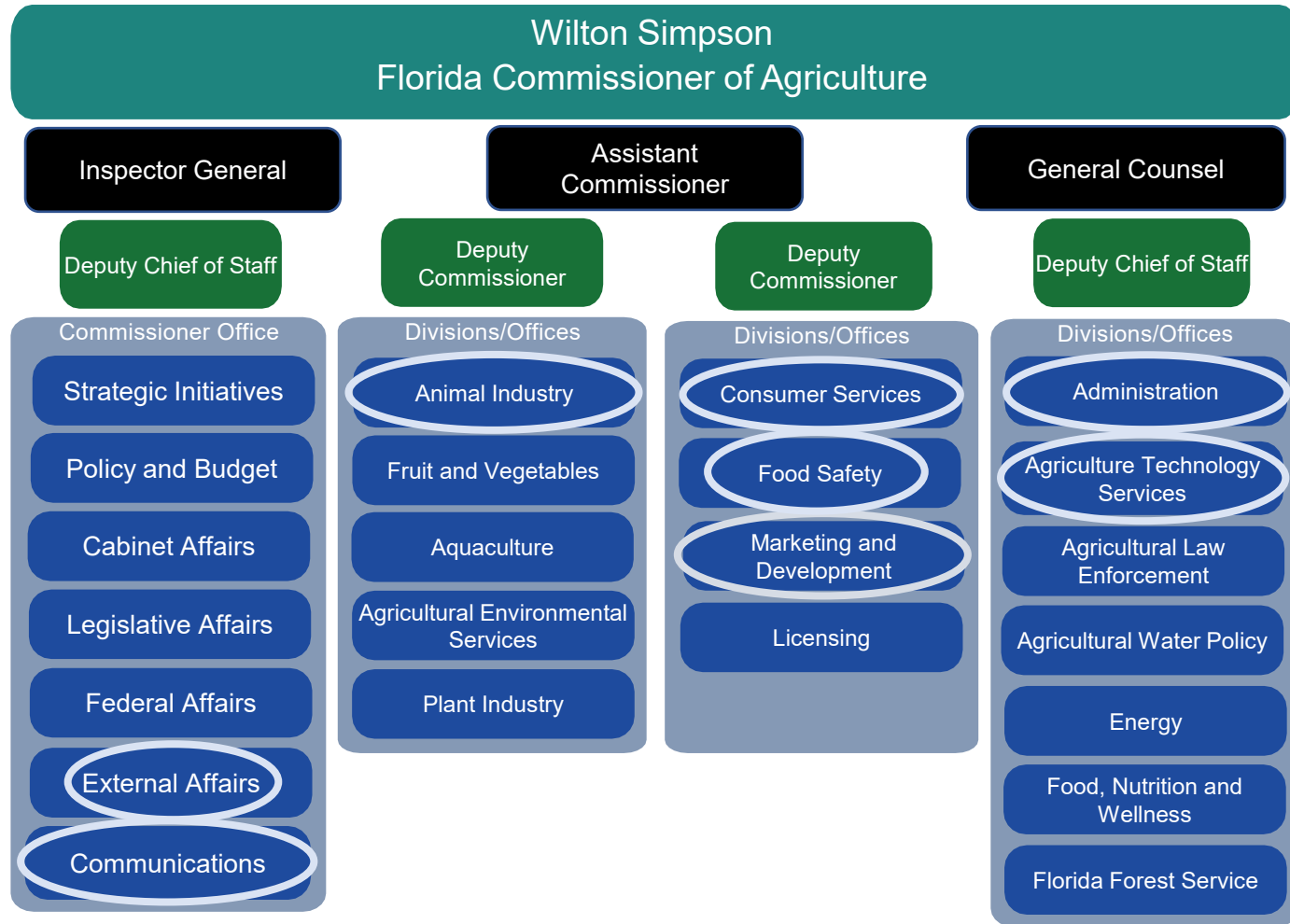
Florida Facts

- Third Largest State in Population
- Averages Over 100 Million Yearly Visitors (15.2% increase from 2021 to 2022)
- Largest Industries are Tourism and Agriculture



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Systems Thinking



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Food Safety Outreach Campaign



Food Safety
Outreach Campaign



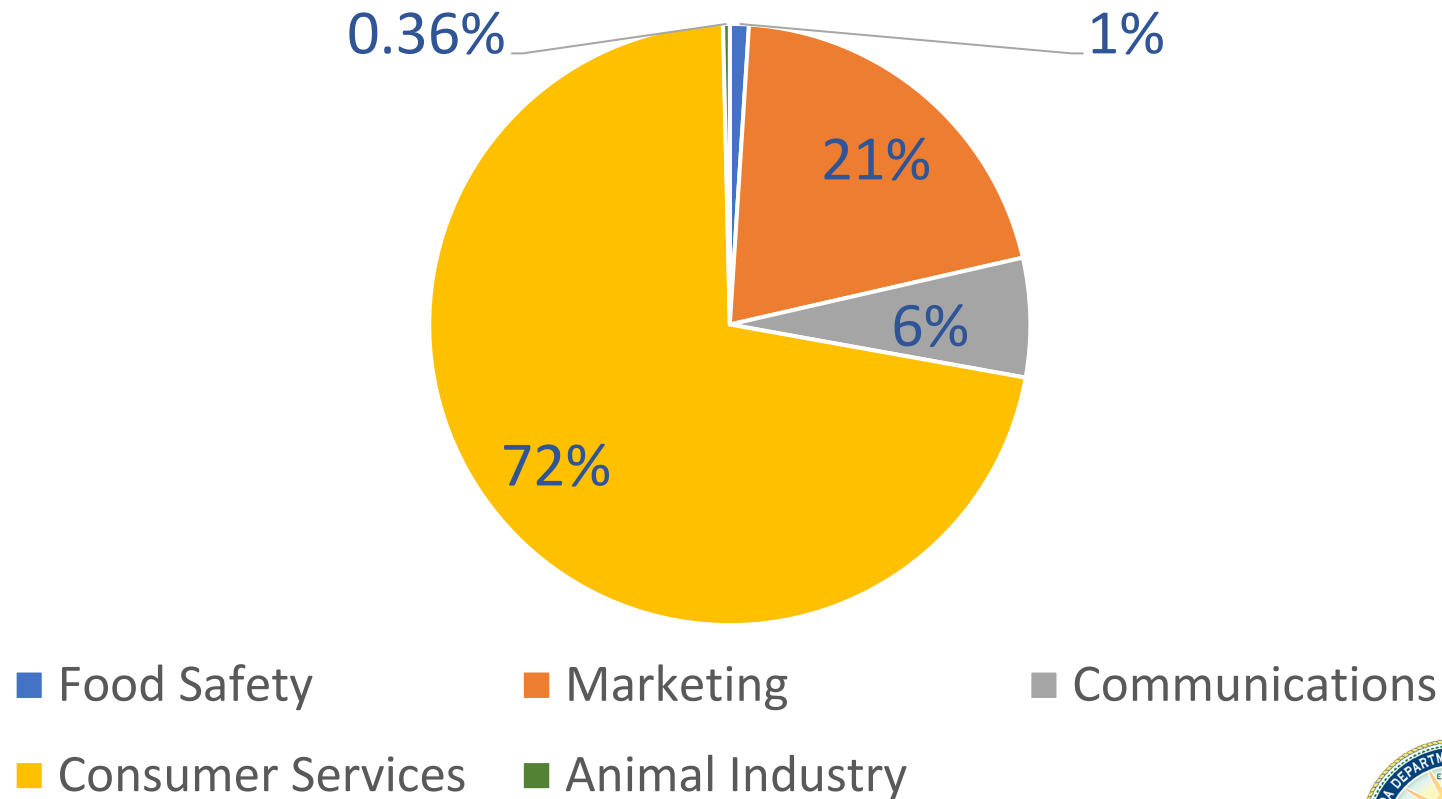
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Digital Marketing Strategy



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Food Safety Digital Media Campaign



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Digital Media Campaign Results

Digital Medium	People Reached
Social Media/Website	89,177
Email Distribution	234,003
Indirect Effect (Average Family Size 2.6) (ESRI 2022/2027 Updated Demographics)	840,268



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Digital Media Campaign Results

Digital Medium	People Reached
Social Media/Website	89,177
Email Distribution	234,003
Indirect Effect (Average Family Size 2.6) (ESRI 2022/2027 Updated Demographics)	840,268
TOTAL REACH	1,163,448



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Next Steps



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Summary

Today, we discussed:

- How to apply a systems thinking approach for a consumer food safety digital outreach campaign.
- How to apply an effective and accessible campaign and digital communication strategy.
- Marketing best practices to increase consumer food safety digital outreach effectiveness.



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Thank You!



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Poll #1



How often do you make videos about food safety?

1. All the time / Often
2. Sometimes
3. Rarely
4. Never



Tools for Creating a Food Safety Video on a Budget





Mychelle Garrigan

About Me

- WordPress Web Design Specialist
- Digital Marketing & Local SEO Consultant
- Specialize in small business and non-profit organizations
- Master's Degree in Social Welfare Administration



Step 1 – Always Start with a Plan!

- Planning your videos out will save you time and money
- Plan should include:
 - Target audience – who are you trying to reach?
 - What is the objective/goal of your video(s)?
 - What is your budget?
 - What equipment and software will you use?
 - Who will do what? (shoot video, edit video, etc.)
 - Content calendar

Target Audience

- Who is the primary audience(s) for your video?
 - Define audience behavior and characteristics clearly
 - Different audiences may need different versions of a video depending on the messaging and call to action
 - Determine where they “live” on the Internet
 - Keep in mind the social media platforms’ preferred video specs

Objectives & Goals of the Video

- Having a clear set of goals and objectives can help you to save time crafting a video message that works for your audience
- Make an outline or “storyboard” your video to develop how you will present your message and call to action

Determining Budget

- Make sure you know how much you have to spend (if anything) to create your videos. You should have an idea of the costs for:
 - Video editing software
 - Special equipment (microphones, lights, camera, props)
 - Video editor

Equipment & Software

- You can shoot excellent quality video using a smartphone, but depending on your location, you may need additional equipment:
 - Microphones to improve sound quality from speakers
 - Lighting to improve video quality
 - Tripod for camera stability
 - Photo backdrops if filming objects, food, etc.
 - Video editing software

Roles & Your Team

- Who will do what functions for the video creation?
- You will need someone to:
 - Plan the video, including writing script and storyboarding
 - Shoot the video
 - Edit the video and add graphics
 - Create the content calendar and post to social media and website

Content Calendars

- Where are you going to post?
- When are you going to post?
- Ways to repurpose video:
 - Post on social media platforms
 - Post on website
 - Cut “snippets” for more specific social media posts and blogs
 - Use in tabling displays, trade shows, email news, Google Business Profile

Step 2 – Create Your Content

- Prepare a storyboard (keep it simple!)
 - If you need multiple versions for different audiences, you can work those shoots into the storyboard and edit the video later to match
- Prepare a written script and PRACTICE!
- Make sure messaging in the script and video fits your organization's "brand voice" and will resonate with your intended audience(s)

Step 3 – Choose Your Tools - Equipment

- You can take great videos with your smartphone. If you prefer to use a digital camera, they range in price from about \$50 to \$800
 - <https://www.amazon.com/Digital-Vlogging-Students-Seniors-Pink/dp/B0BRM31SQ1/>
 - <https://www.amazon.com/Digital-Vlogging-Batteries-Portable-Beginner/dp/B0BJ2LW8LW/>
 - <https://www.amazon.com/gp/product/B07JR1XZ78>

Step 3 – Choose Your Tools - Equipment

- If you're going to be in an area with background noise, or have speakers, invest in a good microphone
 - <https://www.amazon.com/AIKELA-Microphone-Camera-Cordless-Plug-Play-Two-Person/dp/B0BMDZ6HG5/>
 - <https://www.amazon.com/BZXZB-Wireless-Microphone-Professional-Recording/dp/B0BMPCW88F/>
 - <https://www.amazon.com/Microphone-Reduction-Omnidirectional-Recording-Interview/dp/B0BFX2R3BP/>

Step 3 – Choose Your Tools - Equipment

- Tripods will help stabilize your camera, and are especially useful for overhead cooking shoots
 - <https://www.amazon.com/Extendable-Detachable-Wireless-Shutter-Samsung/dp/B07W65SVXY>
 - <https://www.amazon.com/Fugetek-Integrated-Professional-Lightweight-Bluetooth/dp/B075WQYN3B/>
 - <https://www.amazon.com/Aureday-Wireless-Compatible-Projector-Spotting/dp/B09YV4RBPL/>

Step 3 – Choose Your Tools - Equipment

- Professional videos are often made by simply adding in good lighting. Light kits are fairly cheap too!
 - <https://www.amazon.com/gp/product/B07YGQJR3S>
 - <https://www.amazon.com/Dimmable-Photography-Adjustable-Conference-Streaming/dp/B09HZRMXTQ/>
 - <https://www.amazon.com/Photography-Unicucp-2500-8500K-Streaming-Recording/dp/B0BW5GXWXH/>
 - <https://www.amazon.com/Cyezcor-Conference-Broadcasting-Streaming-Conferencing/dp/B08LZKSMRH/>



Step 3 – Choose Your Tools - Equipment

- Other useful items:
 - Photography light box (for shooting objects)
<https://www.amazon.com/gp/product/B099Z94MQP/>
 - Compact teleprompter
<https://www.amazon.com/gp/product/B07BF5T1BC/>
 - Overhead camera mount (for shooting cooking videos)
<https://www.amazon.com/Overhead-Flexible-Articulating-Compatible-Recording/dp/B09ZNNY165/>

Step 3 – Choose Your Tools – Free Software

- YouTube Studio (<https://studio.youtube.com/>)
- Apple iMovie (<https://www.apple.com/imovie/>)
- DaVinci Resolve
(<https://www.blackmagicdesign.com/products/davinciresolve/>)
- Lightworks (<https://lwks.com/lightworks/>)
- ClipChamp (<https://clipchamp.com/en/>)
- Canva (<https://www.canva.com/>)

Step 3 – Choose Your Tools – Paid Software

- Adobe Premiere Pro (<https://www.adobe.com/products/premiere.html>) – free 30-day trial - \$20.99/month, \$19.99/month for students, teachers and schools
- Filmora (<https://filmora.wondershare.com/>) \$9.99/month and up
- DaVinci Resolve Studio (<https://www.blackmagicdesign.com/products/davinciresolve/>) (\$295)
- Lightworks Pro (<https://lwks.com/lightworks/>) (\$23.99/month or \$239.99/year or \$389.99 lifetime)
- Movavi Video Editor (<https://www.movavi.com/>) \$94.95/year
- ClipChamp Essentials (<https://clipchamp.com/en/>) \$11.99/month
- Canva Pro (<https://www.canva.com/>) – \$119.99/year per person or free for non-profit organizations



Step 3 – Choose Your Tools – Stock Video

- You can add in “b-roll” video and images from royalty-free stock sites.
- Some sites provide free video and others charge a small rate for use of video:
 - Pixabay - <https://pixabay.com/>
 - Pexels - <https://www.pexels.com/>
 - Unsplash - <https://unsplash.com/>
 - Canva - <https://www.canva.com/>
 - And don't forget the Partnership for Food Safety Education's library of high-quality food safety videos! <https://www.saferecipeguide.org/>

Remember Accessibility!!!

Caption your videos

Include transcripts



THANKS!

You can find me at:

- Mychelle@firelinkdigital.com
- <https://firelinkdigital.com>
- <https://www.facebook.com/firelinkdigital/>
- <https://www.linkedin.com/in/mychellefirelink/>





Building an Effective Food Safety Education Campaign

Katie Weston
Program Manager, PFSE



saferecipeguide.org | fightbac.org

Influencing Behavior



- From consumer research conducted in May 2021:
 - People want to be seen as protectors of their family and friends
 - Statistics, relatable case studies and stories matter, especially when tied to something personal or local
 - Family and healthcare organizations and research institutions are influential
- From the 2022 survey of health and food safety educators:
 - Direct, person-to-person contact is most influential in changing behavior
 - Print materials serve as an important method of reinforcement



Social Media Best Practices



- Know the best times to post for your audience
- Make use of relevant hashtags
- Build relationships and engagement through tagging, replies and calls-to-action
- Use compelling images, photos of people are especially compelling
- Keep text at an eighth-grade level for general audiences



Social Media Usage (Pew Research Center)



- YouTube – 81% of Americans; 95% of 18 to 29-year-olds*
- Facebook – 69% of Americans; 77% of 30 to 49-year-olds*
- Instagram – 40% of Americans; 71% of 18 to 29-year-olds*
- Pinterest – 31% of Americans; 38% of 50 to 64-year-olds*
- LinkedIn – 28% of Americans; 36% of 30 to 49-year-olds*
- Twitter – 23% of Americans; 42% of 18 to 29-year-olds*
- TikTok – 21% of Americans; 48% of 18 to 29-year-olds*

**indicates age group with largest percentage of users*



Poll #2



Do you currently evaluate your programming?

1. Yes, all the time
2. Yes, sometimes
3. Yes, but rarely
4. No, never
5. Not sure



Incorporate Evaluation

- Utilize the Evaluation Toolbox & Guide to build evaluation into your campaign from the planning stages
- [FightBAC.org/evaluation-toolbox-and-guide/](https://fightbac.org/evaluation-toolbox-and-guide/)



Video Resources

Find food safety videos for a general audience that you can incorporate into your campaign at [YouTube.com/@FoodSafetyForEveryone](https://www.youtube.com/@FoodSafetyForEveryone)



Don't Wash Your Chicken:
Risk



Frittata de espinacas con
queso de cabra, pera y...



Burgers - what's the safe internal
temperature for grilling?



Kids Resources

Find resources for kids that you can incorporate into your food safety programming at FightBAC.org/kidsfoodsafety/



CATERPILLARS, BUTTERFLIES AND SNAILS

INGREDIENTS

- 1 apple
- 1 orange
- 2-3 strawberries
- ½ pint of blueberries
- ½ cup grapes
- 1 bag of pretzels
- 1 head of celery or a package of pre-cut celery sticks
- 1 package of candy eyes or raisins (for eyes)
- 8 ounces cream cheese spread or peanut butter

DIRECTIONS

1. Wash hands with soap and water.
2. Gently rub apple, orange, celery, strawberries, grapes and blueberries under cold running water.
3. Cut celery into sticks of varying sizes between 2 and 4 inches.
4. Spread cream cheese spread or peanut butter inside each celery stick.
5. Slices strawberries, oranges, and apples into thin slices (about 1/8 in thick).
6. Assemble your creatures!

- **Caterpillars:**
 - Attach two candy eyes or raisins to a grape using cream cheese or peanut butter as glue.
 - Gently press grape into the filled celery stick to make a head.
 - Gently press 3-5 blueberries in behind the grape to make a body.
- **Snails:**
 - Press two candy eyes or raisins onto the end of a filled celery stick.
 - Press an apple, strawberry or orange slice onto the stick behind the eyes to make the snail's shell (use strawberries for smaller sticks and apples or oranges for larger sticks).
- **Butterflies:**
 - Press two candy eyes or raisins on the end of a filled celery stick.
 - Press two pretzels onto the celery stick behind the eyes to make the butterfly wings.

Get more recipes at www.fightbac.org/saferecipes

Partnership for Food Safety Education



the story of your dinner

CORE FOUR RULES OF HOME FOOD SAFETY

CLEAN

Wash your hands, kitchen surfaces and utensils with hot, soapy water before and after handling food.

SEPARATE

Separate produce from raw meat, seafood, poultry, eggs and household chemicals.

COOK

165°F

Cook food to a high enough internal temperature to kill the harmful bacteria that cause foodborne illness.

CHILL

Keep your refrigerator at or below 40°F and your freezer at 0°F. Refrigerate or freeze leftovers in shallow containers within two hours.

TRUE OR FALSE?

Thawing at room temperature is the best method for defrosting food.

Learn more about food safety at StoryOfYourDinner.org

BROUGHT TO YOU BY:

Cargill, Costco, Publix, National Partnership for Food Safety Education



Safe Recipe Lesson Plan For Teachers

Illustrations of various food items: tomato, broccoli, banana, carrot, strawberry, milk, eggs, onion, pepper, pizza, and a cooking pot.

Partnership for Food Safety Education

Costco Wholesale, Cargill, National Partnership for Food Safety Education



Additional Resources

Find more free and ready-to-use resources for any of your food safety education campaigns or programs at [FightBAC.org](https://fightbac.org)



Q&A



Food Safety Campaign with Systems Approach



Julie V. Wood, CPM

Research & Teaching Specialist
FL Department of Agriculture



Joseph A. Smith III

Business Consultant
FL Department of Agriculture

Video Creation



Mychelle Garrigan

Digital Marketing Consultant
Firelink Digital Marketing

Campaign Marketing



Katie Weston

Program Manager
PFSE



saferecipeguide.org | fightbac.org

Coming Up!

- **August 17:** PFSE Webinar (details soon)
- **September:** National Food Safety Education Month
- **October 15:** Global Handwashing Day



Thank You, Community Connectors!



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PFSE Contributing Partners



Academy of Nutrition and Dietetics
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
International Fresh Produce Association
Kroger Company
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
Southeast Produce Council
Sysco Corporation
Tyson Foods, Inc.
Uber Eats
USPOULTRY
Wakefern Food Corp.
Walmart
Wayne Farms
Whole Foods Market

Federal Liaisons

Centers for Disease Control and Prevention
U.S. Food and Drug Administration, CFSAN
U.S. Department of Agriculture, FSIS / NIFA



Support PFSE's Efforts



Stay involved with us!

- **Pay it forward — make a \$10 charitable gift**
- Work with PFSE as a Contributing Partner
- Follow us on [Facebook](#), [Twitter](#) and [LinkedIn](#) to share our food safety messages
- Sign up for our biweekly e-card and monthly *Cooking Times* and *Lasting Lessons*

fightbac.org/get-involved/



Continuing Education Units



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

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