



Food Safety Education for Everyone: Building Inclusive Messages



Welcome from PFSE



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saferecipeguide.org | fightbac.org

Today's Line Up



- **Welcome / Housekeeping** with Shawnté Loeri, Partnership for Food Safety Education
- **Importance of Inclusion & Basic Concepts** with James Rogers, Ph.D., Consumer Reports
- **CDC Recent Research & Sensitivity Examples** with Kelsey Schwarz, Ph.D. and Sara Bresee, MPH, Centers for Disease Control and Prevention
- **Inclusivity in Graphics & Videos** with Barbara Chamberlin, Ph.D., New Mexico State University
- **Q&A with Guest Speakers**



Housekeeping



Join the chat! Or submit questions in Q&A box 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 **Tuesday, Oct.17**



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 work 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.



Poll #1



Does your organization/workplace currently have any policies to help promote Diversity, Equity, and Inclusion?

1. Yes, several
2. Yes, some
3. No, none
4. Maybe / I'm not sure





James E. Rogers, Ph.D.

Director, Acting Head of
Product Safety Testing
Consumer Reports

Diverse Food Safety Messaging

The U.S. Continues to Become More Diverse

	2022	Change from 2000
Native Hawaiian and other Pacific Islander	878.8k	+120.3%
American Indian and Alaska Native	4.4m	+77.0%
Two or more races	10.1m	+47.5%
Asian	21m	+104.6%
Black	45.4m	+31.0%
Hispanic (any race)	63.7m	+80.3%
White	251.6m	+19.0%
Overall	333.3m	+18.4%

Data: [U.S. Census](#); Note: Estimates include people reporting one race alone; Hispanic individuals are also included in other categories, as they may be of any race; Chart: Kavya Beheraj/Axios

Such demographic data is a vital snapshot of how the racial and ethnic makeup of the U.S. is changing over time, and **can inform policies and programs nationwide.**

Who Is Consumer Reports?

Consumer Reports is an independent, nonprofit organization that works side by side with consumers to create a fairer, safer, and healthier world

CR's science-based food safety research and testing advances our mission by:

- Testing where there is little to no testing being performed.
- Providing information to consumers on the food safety system.
- Requiring accountability of:
 - Food producers
 - Governments
 - Label claims

Frame Your Food Safety Message on Multiple Levels



General Audience
Magazine and Website

- This is what we did
- This is what we found
- This is how it could affect you
- This is what you can do

↓
“If you want additional information”
Deeper Dive via links to more information

Facebook
Twitter
LinkedIn
Instagram
Pinterest
TikTok

CR Video for the web/~~Consumer 101 TV Show~~

Interviews on national TV

Social Media

Scientific
Presentations and
Publications

CR Consumer
Reports™

General Principles

- Ensure that the balance of images in your media reflects both the population you are seeking to influence and, when needed, are specific/targeted for that audience
- Always consider the multicultural population and possible language needs
 - Translation of messaging into Spanish (French, Arabic, etc.)
 - Writing at the appropriate level
- Employ a diverse cadre of presenters when pushing your outward messaging
 - Media training

General Principles

- Avoid a “rising tide lifts all boats” philosophy
 - AKA one size fits all
- Engage Social/Cultural Centers of Power
 - The Black Church
 - Divine 9
 - Community Groups
- Leverage social media
 - Experts tend to be younger
 - Depending on the platform, so is the audience
 - Include diversity

Use Social Media

- **Risk communication and social media during food safety crises: a study of stakeholders' opinions in Ireland** – “The ability to effectively manage future crises may depend on stakeholders' willingness to adapt to the changing communication landscape, namely – their willingness to adopt social media and use it effectively.”
- <https://www.tiktok.com/@consumerreports/video/7128448002254966062>

Use Traditional Media for Public Health Communication

- Skews older
- Extensive coverage during COVID



<https://www.nbcnews.com/nightly-news/video/e-coli-outbreak-in-several-states-possibly-tied-to-wendy-s-146645573524>

What We Learned From The Influencers

- **Food Safety Presentation with Jim Rogers**
 - Moms wanted to know more about how people get sick from food
 - Meats, egg, dairy vs. plant-based diet
 - Organic vs. Non-organic
 - Pesticides
 - GMOs
 - Wild-caught fish and seafood
 - Store brand vs. National Brand
- **Maternal Health with Doris Peter**
 - Did not know that CR covered c-sections, hospitals, drugs, and maternal health
 - Wanted information on vaccines, autism, MRIs



Be Aware of Cultural Differences Regarding Food and Food Safety



Don't Wash Your Chicken vs.
My Mom/Grandmother/Abuela always washes poultry

- Resonated (negatively) across many cultures
- “Negotiated” for alternatives
- A considerable amount of rejection of the message

Food Safety Education Will Be Important

- Climate Change may lead to an increase in foodborne illnesses
 - <https://www.foodsafetynews.com/2023/08/rise-in-foodborne-diseases-expected-due-to-climate-change/> (Impact of climate change on foodborne infections and intoxications)
 - Conclusions: The expected increase in foodborne infections and intoxications presents a growing public health risk in Germany.

“Multicultural Marketing is needed to grow a brand.”
— **Courtney Couch of C.luxe Creative**

Contact Information



James E. Rogers, Ph.D.

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Product Safety Testing
Consumer Reports

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Using Mixed-Method Data to Create Tailored Consumer Food Safety Education Content



Kelsey Schwarz, Ph.D.



Sara Bresee, MPH

Demographics of interest

Higher risk of severe food poisoning

- People older than 65
- Children under the age of 5 (message to caregivers)
- Immunocompromised status
- Pregnant people

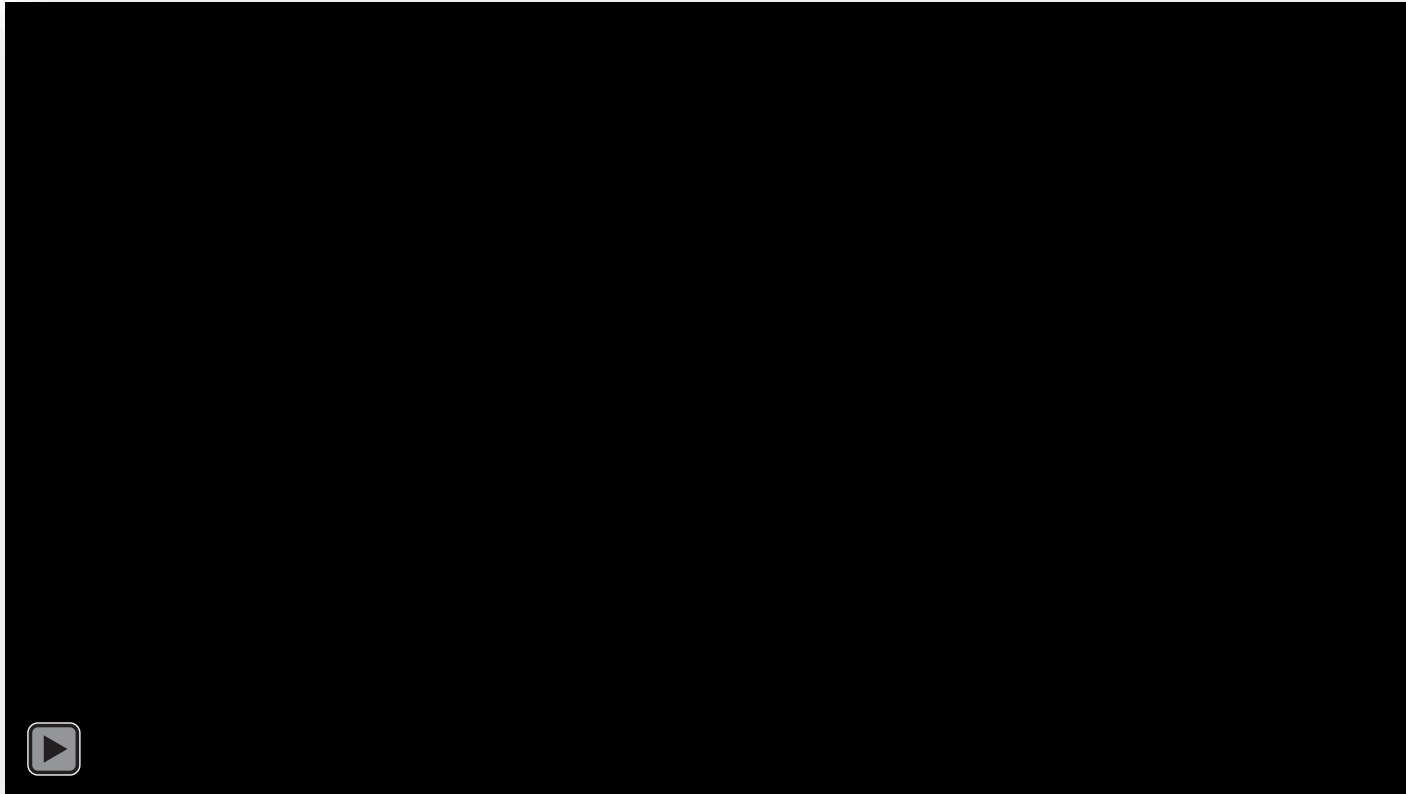
Health equity

- Race/ethnicity
- Socioeconomic status
- Geographic location (urban/rural)

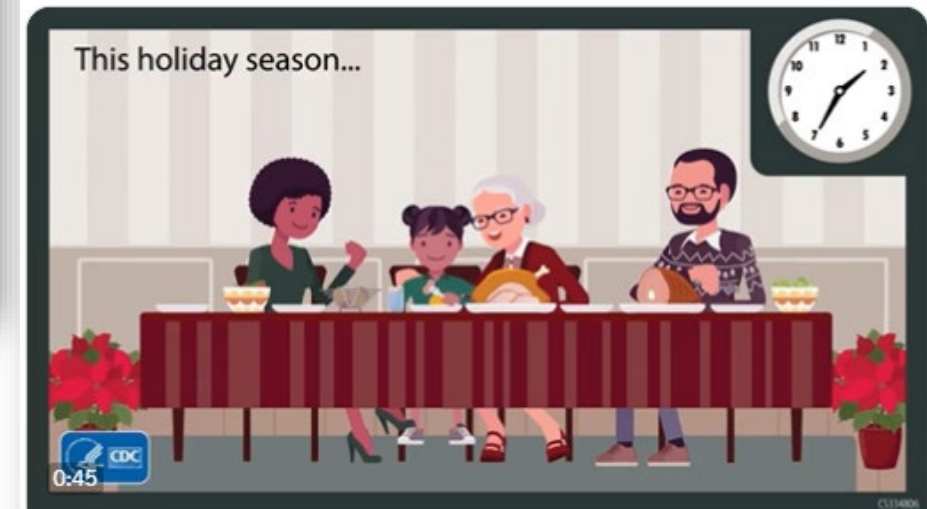


Implementation

Focusing on behaviors



After cooking your [#holiday](#) meal, you should refrigerate perishable food within 2 hours. If you are refrigerating a big cut of meat, cut it into smaller pieces so it cools quickly. Learn more about holiday food safety: bit.ly/2pRsuD0



Refrigerate leftovers quickly

Focusing on behaviors

DYK? It's OK to put small portions of hot food in the refrigerator in clean, shallow containers. To prevent food poisoning, refrigerate food within 2 hours after preparing it (or 1 hr if exposed to temps above 90°F, like at a picnic).

#SummerOfFoodSafety



Perishable foods (meat, seafood, dairy, cut fruit, some veggies, & cooked leftovers) need to be refrigerated promptly.

Dangerous bacteria can multiply rapidly on food if it's left out for more than 2 hours, or 1 hour in temperatures above 90°F. #SummerOfFoodSafety



Focusing on behaviors



Do your kids like to lend a hand in the kitchen? Help them avoid food poisoning—wash hands for 20 seconds with soap and water after touching raw meat, poultry, seafood, flour, or eggs.

More info: bit.ly/3B3u1YT
#SummerOfFoodSafety



Trying a new healthy recipe to start out 2023? Remember to include this key step - wash hands after handling uncooked meat, chicken and other poultry, seafood, flour, or eggs. Learn more: bit.ly/3B3u1YT







**WASH HANDS FOR AT
LEAST 20 SECONDS
WITH SOAP AND WATER.**

Focusing on behaviors

Are you preparing a holiday meal? Cooking meat to a safe internal temperature is an important step to prevent food poisoning. Learn more about food safety: bit.ly/2pRsuDO

Cook Holiday Meat to a Safe Temperature 

www.cdc.gov/foodsafety

165°F  Turkey	145°F  Beef Brisket Pork Roast Raw/Fresh Ham Rack of Lamb After cooking, let meat rest for 3 minutes before serving.
145°F  Fish Fillet	140°F  Cooked Ham (Packaged in USDA-inspected plants)
0:19	165°F  Cooked Ham (Not packaged in USDA-inspected plants)

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE EST. 38

Getting ready for the #holidays? Food safety is important year-round, but especially when you are feeding family and friends! Always cook meat, chicken, turkey, seafood, and eggs to a safe internal temperature. Learn more: bit.ly/2LmnRQv



This #GrillingSeason is a great time to start using a food thermometer if you don't already. Color and texture won't tell you if food is safely cooked. Learn more grilling tips: bit.ly/2KSJ9ez

Get Ready to Grill Safely

Cook Use a food thermometer to ensure meat is cooked hot enough to kill harmful germs. When smoking, keep temperature inside the smoker at **225°F** to **300°F** to keep meat at a safe temperature while it cooks.

145°F	Whole cuts of beef, pork, or lamb (let rest 3 minutes before serving)
145°F	Fish (whole or fillet)
160°F	Hamburgers, sausage, and other ground beef, pork, or lamb
165°F	Chicken, turkey, and other poultry



www.cdc.gov/foodsafety

302-2004

Focusing on behaviors



Make sure turkey reaches a safe internal temperature of 165°F. Use a food thermometer to check in three places, avoiding bone: (1) thickest part of the breast, (2) where body and thigh join, aiming toward thigh, and (3) where body and wing join, aiming toward wing.



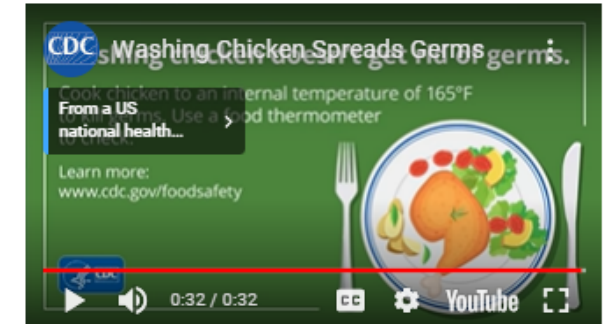
Updated content



You Can Take Steps to Prevent Food Poisoning

If chicken is on your menu, follow these tips when shopping, cooking, and eating out to help prevent food poisoning:

- Place chicken in a disposable bag before putting it in your shopping cart or refrigerator to keep raw juices from getting onto other foods.
- [Wash hands](#) with soap and water for at least 20 seconds before and after handling chicken.
- Raw chicken is ready to cook. It doesn't need to be washed first. According to a USDA study [\[1\]](#), 1 in 7 people who cleaned their sink after washing chicken still had germs in the sink.
 - If you choose to wash chicken, do so as safely as possible:
 - Run the water gently over the chicken to reduce splashing.
 - Then immediately clean the sink and area around the sink with hot soapy water and sanitize them thoroughly.
 - Wash your hands for 20 seconds.
- Use a separate cutting board for raw chicken.
- Never place cooked food or fresh produce on a plate, cutting board, or other surface that previously held raw chicken.
- Wash cutting boards, utensils, dishes, and countertops with hot soapy water after preparing chicken and before you prepare the next item.
- [Use a food thermometer](#) [\[2\]](#) to make sure chicken is cooked to a safe internal temperature of 165°F.
- If cooking a microwaveable meal that includes frozen raw chicken, handle it as you would fresh raw chicken. Follow cooking directions carefully to prevent food poisoning.
- If you think the chicken you are served at a restaurant or anywhere else is not fully cooked, send it back for more cooking.
- Refrigerate or freeze leftover chicken within 2 hours (or within 1 hour if the food is exposed to temperatures above 90°F, like a hot car or picnic).



[Low Resolution Video](#)

Content and topics

Parents: Take extra care to protect your children from food poisoning during the summer. Hot and humid weather creates an ideal environment for bacteria to grow. Properly clean, separate, cook, and chill to prevent food poisoning. #SummerOfFoodSafety



Parents: Wash produce to help keep your family healthy. Rinse fruits and veggies under running water, scrub firm produce with a vegetable brush, and don't use soap, detergent, produce wash, or bleach. #SummerOfFoodSafety

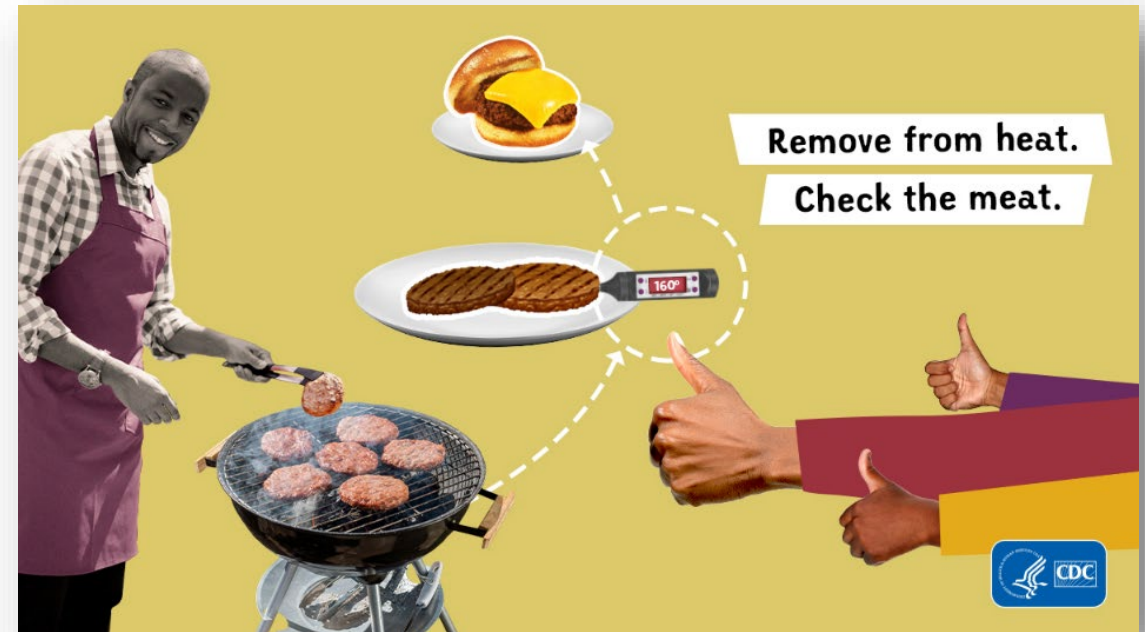


Content and topics

Parents, do you know when to see a doctor for food poisoning? If your child, or anyone else in the family, has bloody diarrhea, diarrhea for more than 3 days, high fever (over 102°F), frequent vomiting, or dehydration, contact a doctor. #SummerOfFoodSafety



Grilling out for your family? Use a food thermometer to make sure your burger is cooked to a safe internal temperature. Cook hamburgers to 160°F to kill germs. #SummerOfFoodSafety



Content and topics

Old

Pregnant Hispanic women are 24 times more likely to get a *Listeria* infection.



Learn how to protect your baby from this infection at www.cdc.gov/foodsafety



CS314795A

Las mujeres hispanas embarazadas tienen una probabilidad 24 veces mayor de contraer una infección por *Listeria*.



Sepa cómo proteger a su bebé de esta infección en www.cdc.gov/foodsafety



CS314795A

New

Pregnant Hispanic women are **24 times** more likely to get a *Listeria* infection. *Listeria* can cause pregnancy loss, premature birth, or a life-threatening infection in their newborn.



Protect yourself and your baby from food poisoning by making safer food choices: www.cdc.gov/foodsafety



CS 339368-C

Las mujeres hispanas embarazadas tienen una probabilidad 24 veces mayor de contraer una infección por *Listeria*. La *Listeria* puede causar pérdida del embarazo, nacimiento prematuro o una infección que puede poner en riesgo la vida del recién nacido.



Protégete y protege a tu bebé de la intoxicación alimentaria eligiendo alimentos más seguros: <https://www.cdc.gov/foodsafety/es>



CS 339368-C / MGL 34180

Updated content



SAFER FOOD CHOICES FOR PEOPLE WITH WEAK IMMUNE SYSTEMS

Always follow the four steps to food safety—[clean](#), [separate](#), [cook](#), and [chill](#)—to protect yourself from food poisoning. Learn about [current foodborne outbreaks](#) and the foods linked to them.

FOODS	POULTRY & MEAT	DELI SALADS	VEGETABLES & FRUITS	JUICE	MILK	CHEESE	EGGS	SEAFOOD	FLOUR
	Raw or undercooked poultry or meat Poultry includes chicken and turkey Meat includes beef, pork, lamb, and veal Unheated deli meat, cold cuts, hot dogs, and Refrigerated pâté or meat spreads	Premade deli salads, such as: coleslaw potato salad tuna salad chicken salad egg salad	Any raw or undercooked sprouts, such as alfalfa and bean Unwashed fresh fruits and vegetables, including lettuce and other leafy greens Cut melon left out for more than 2 hours (1 hour if it's exposed to temperatures hotter than 90°F, such as a picnic or hot car)	Unpasteurized juice or cider	Unpasteurized (raw) milk, and dairy products made from pasteurized milk	Soft cheese made from unpasteurized (raw) milk—for example, queso fresco, brie, camembert, and blue-veined cheese	Raw or undercooked (runny) eggs, such as Caesar salad dressing Raw cookie dough or raw batter Homemade eggnog	Raw or undercooked fish or shellfish, including sashimi, sushi, and ceviche Refrigerated smoked seafood (except in a cooked dish). Refrigerated smoked seafood is usually labeled as "nova-style," "lox," "kippered," "smoked," or "jerky"	Raw dough or raw batter made with raw (uncooked) flour

SAFER FOOD CHOICES FOR PREGNANT PEOPLE

Always follow the four steps to food safety—[clean](#), [separate](#), [cook](#), and [chill](#)—to protect yourself from food poisoning. Learn about [current foodborne outbreaks](#) and the foods linked to them.

FOODS	POULTRY & MEAT	DELI SALADS	VEGETABLES & FRUITS	JUICE	MILK	CHEESE	EGGS	SEAFOOD	FLOUR
	Raw or undercooked poultry or meat Poultry includes chicken and turkey Meat includes beef, pork, lamb, and veal Unheated deli meat, cold cuts, hot dogs, and fermented or dry sausages Refrigerated pâté or meat spreads	Premade deli salads, such as: coleslaw potato salad tuna salad chicken salad egg salad	Any raw or undercooked sprouts, such as alfalfa and bean Unwashed fresh fruits and vegetables, including lettuce and other leafy greens Cut melon left out for more than 2 hours (1 hour if it's exposed to temperatures hotter than 90°F, such as a picnic or hot car)	Unpasteurized juice or cider	Unpasteurized (raw) milk, and dairy products made from pasteurized milk	Soft cheese made from unpasteurized (raw) milk—for example, queso fresco, brie, camembert, and blue-veined cheese Unheated cheese sliced at a deli	Raw or undercooked (runny) eggs, and foods that contain raw or undercooked eggs, such as Caesar salad dressing Raw cookie dough or raw batter Homemade eggnog	Raw or undercooked fish or shellfish, including sashimi, sushi, and ceviche Refrigerated smoked seafood (except in a cooked dish). Refrigerated smoked seafood is usually labeled as "nova-style," "lox," "kippered," "smoked," or "jerky"	Raw dough or raw batter made with raw (uncooked) flour

Old Content

Old



Get Ready to Grill Safely

Separate

When shopping, pick up meat, poultry, and seafood last and separate them from other food in your shopping cart and grocery bags.



www.cdc.gov/foodsafety

CS008155-A



Always use a food thermometer to make sure turkey is cooked thoroughly, to 165°F.



www.cdc.gov/foodsafety



New



FOR A SAFE PLATE DON'T CROSS-CONTAMINATE

Wash hands for 20 seconds with soap and water after touching raw meat, poultry, seafood, or eggs.



LEARN MORE: cdc.gov/foodsafety

122860-A



FOR A SAFE PLATE DON'T CROSS-CONTAMINATE

Wash your utensils, cutting boards, and countertops with hot, soapy water after preparing raw meat, poultry, seafood, or eggs.



LEARN MORE: cdc.gov/foodsafety

122861-A

Contact Information



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Poll #2



How often do you make videos about food safety?

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

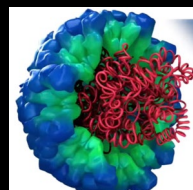




Food Safety
Education for
Everyone:

Building Inclusive Messages

Inclusivity *in graphics & videos*



learninggameslab.org

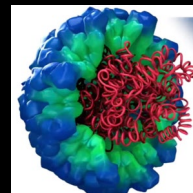
Barbara Chamberlin, Ph.D.
bchamber@nmsu.edu



Inclusivity *in graphics & videos*

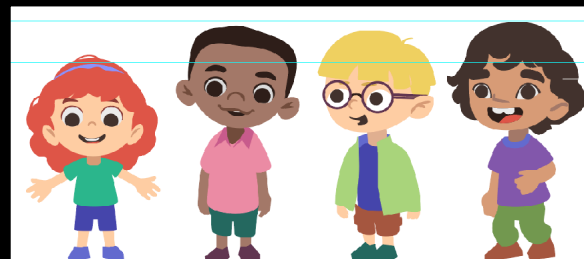
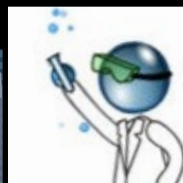
Food Safety
Education for
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Building Inclusive Messages



Barbara Chamberlin, Ph.D.
Matheus Cezarotto, Ph.D.
Pamela N. Martinez, Ed.D.
Amanda Armstrong, Ph.D.





**MATA
SNACKS**





All About Microgreens

Your guide to the world of Microgreens



Microgreens vs. Sprouts

While they are both similar in that they are both "baby" plants, there are differences in both biology and how they are grown.



Washing Microgreens

The right way! If not, you may actually increase that risk. So when should you wash your microgreens?



Keeping Microgreens Fresh


Storing and handling microgreens properly can greatly extend their shelf life.



Produced in collaboration with the University of Arkansas and the University of Houston as part of research supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture (USDA) under award number 2019-70020-30350.







Search...>

DON'T WASH YOUR CHICKEN!

VIDEOS & PHOTO NOVELLASRESOURCESCONTACT US

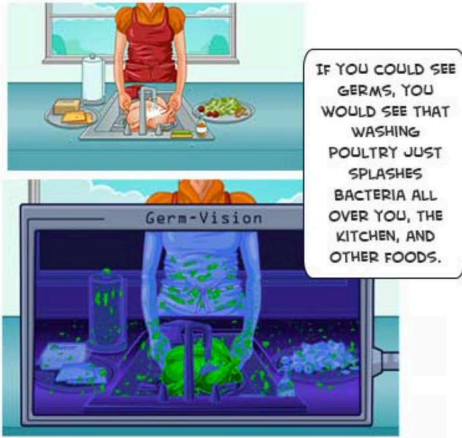
DON'T WASH YOUR CHICKEN

Although raw chicken and turkey can carry bacteria on their surfaces, research has shown that washing raw poultry under running water in your kitchen sink is a bad idea.

If germs were visible to the naked eye, you would see that washing poultry just splashes bacteria all over you, your kitchen towels, your countertops, and any other food you have nearby, such as raw foods or salads. This can make people sick, especially young children, pregnant women, older adults and the immunocompromised.



Instead, just take raw poultry straight from the package into the cooking pan. The heat from the cooking process will kill any bacteria that are present. Then simply clean up any splashes and wash your hands with soap and hot water.

To learn more, explore the four [mini dramas](#) or the [photonovellas](#).



Stir-Fry Chicken



Mini Drama | Stir-Fry Chicken



Fotonovela and Recipe (PDF) Not Foldable - Stir-Fry Chicken

Chicken Mole (Nutty Chocolate Sauce)



Mini Drama | Chicken Mole



Not Foldable - Fotonovela and Recipe (PDF) - Chicken Mole

Oven Fried Chicken



Mini Drama | Oven Fried Chicken



Not Foldable - Fotonovela and Recipe (PDF) - Oven Fried Chicken

Lemon Roasted Chicken



Mini Drama | Lemon Roasted Chicken



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Stir-Fry Chicken



Cooking Demo | Stir-Fry Chicken



Not Foldable - Fotonovela and Recipe (PDF Spanish) Stir-Fry Chicken

Chicken Mole (Nutty Chocolate Sauce)



Cooking Demo | Chicken Mole



Not Foldable - Fotonovela and Recipe (PDF Spanish) - Chicken Mole

Oven Fried Chicken



Cooking Demo | Oven Fried Chicken



Not Foldable - Fotonovela and Recipe (PDF Spanish) Oven Fried Chicken

Lemon Roasted Chicken

Cooking Demo | Lemon Roasted Chicken



Not Foldable - Fotonovela and Recipe (PDF Spanish) - Lemon Roasted Chicken

This material is based on work that is supported by the United States Department of Agriculture National Institute of Food and Agriculture, Agriculture and Food Research Initiative Competitive Grants 2009-51110-05853





This materials is based upon work supported by the SPECA Challenge Grant, National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 2015-38414-24223



“Do the best you can until you know better.

Then,
when
you know better,
do better.”

— Maya Angelou





What needs to be fixed?



What needs to be fixed?

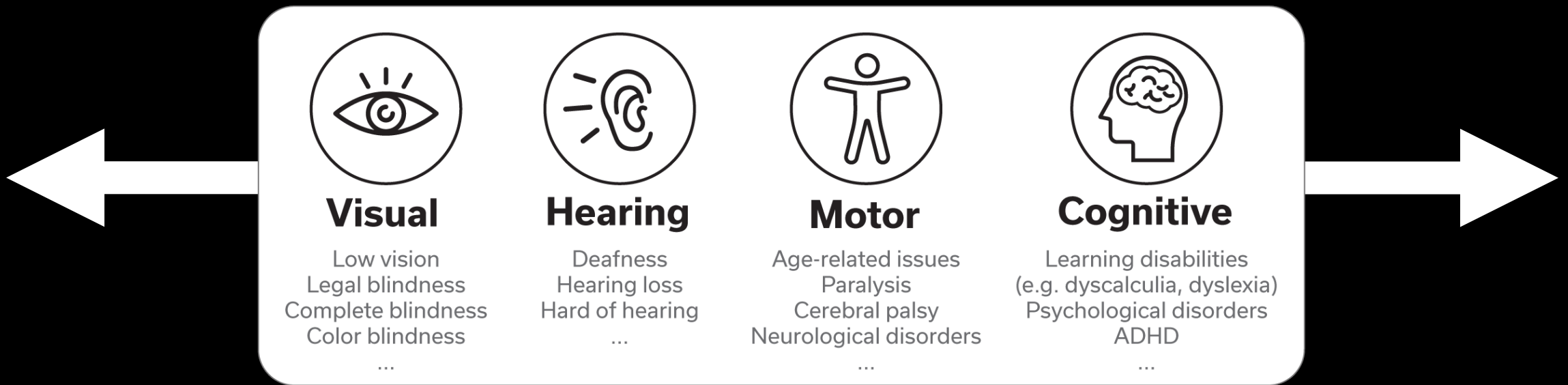


What needs to be fixed?

Our Guiding Principles for Inclusive Design of Educational Media

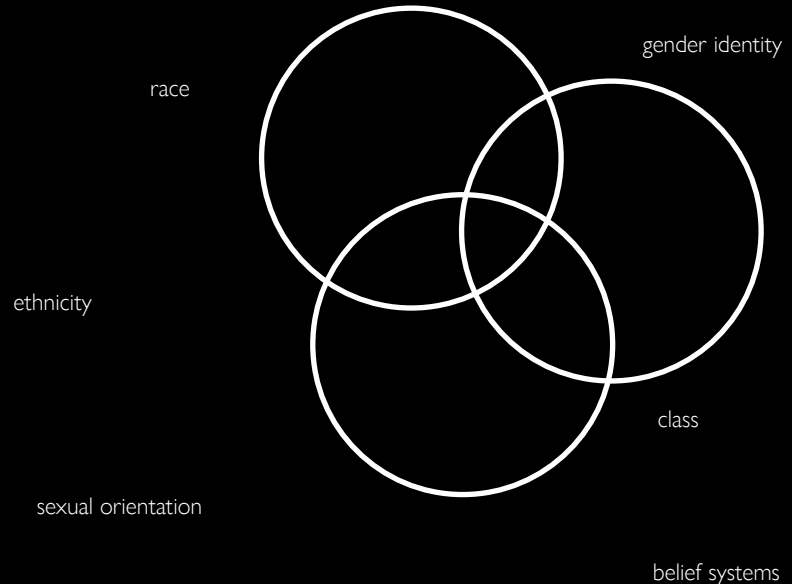
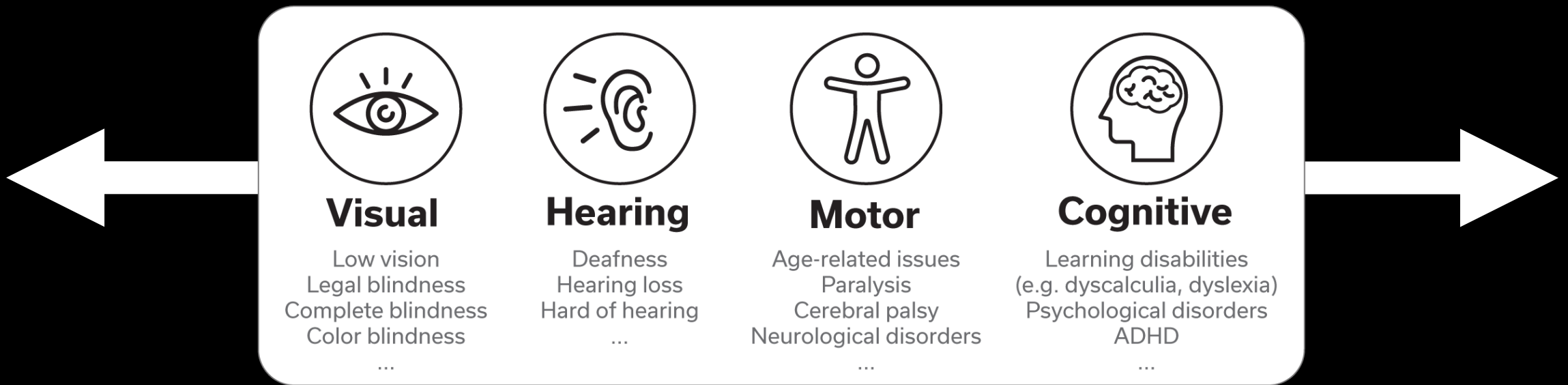
We are all on a spectrum of need.

We all **have multiple identities.**

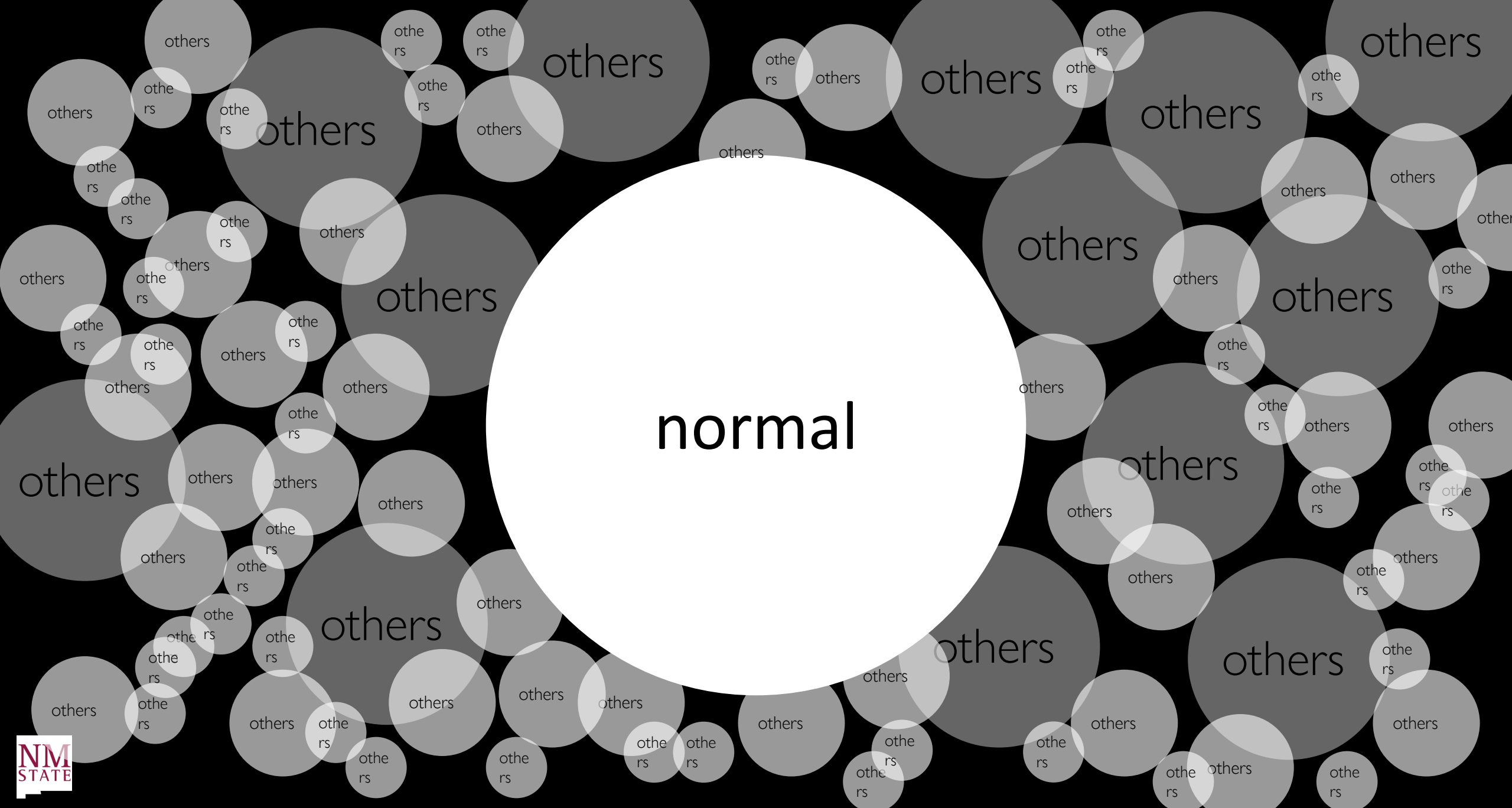


We are all on a **spectrum of need.**

We all **have multiple identities.**



We are all on a **spectrum of need.**
We all **have multiple identities.**





normal

Our Guiding Principles for Inclusive Design of Educational Media

evolving

framework



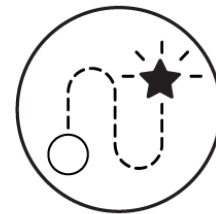
We think about inclusive design
in four stages:



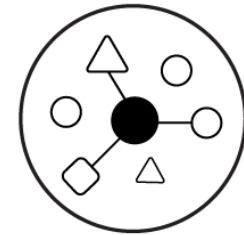
**World
Building**



**Team
Building**



**Intent &
Inspiration**



**Access &
Support**

PD &
support



**World
Building**



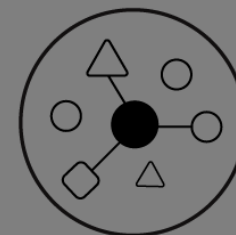
**Team
Building**

employees

others...



**Intent &
Inspiration**



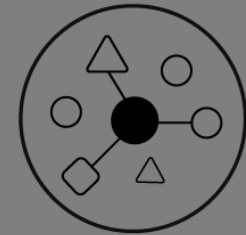
**Access &
Support**



**World
Building**

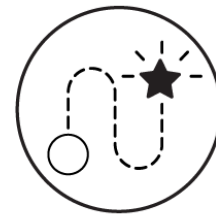


**Team
Building**



**Access &
Support**

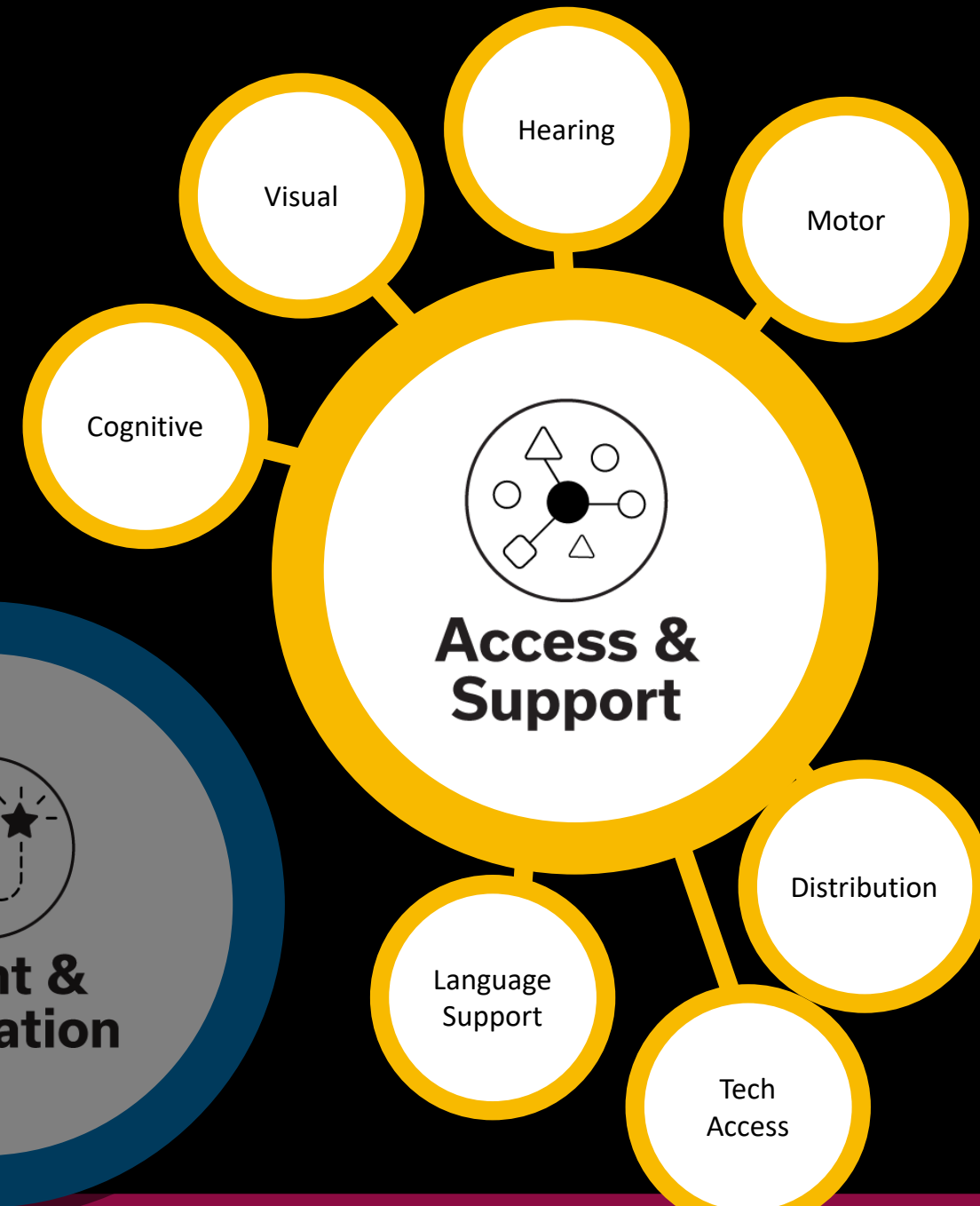
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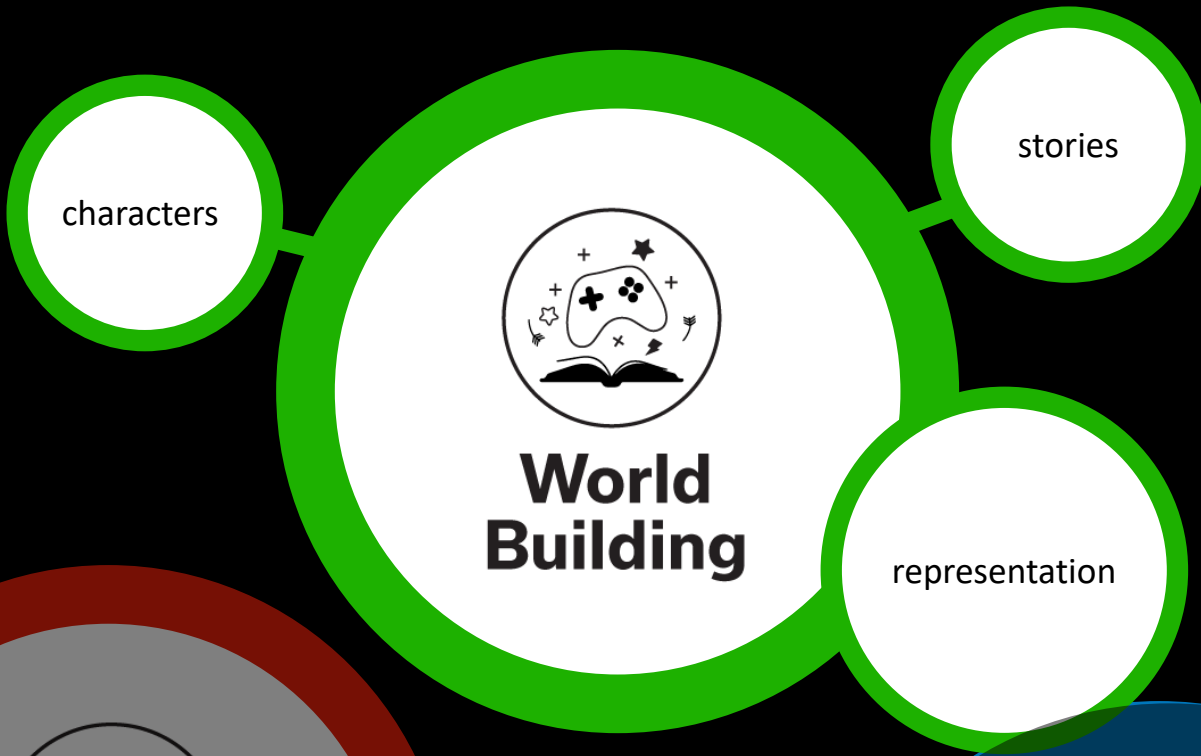


**Intent &
Inspiration**

biases

needs







Innovative Media Research and Extension

We research and produce animations, videos, games, apps, interactive modules and websites. We conduct research on media development in our Learning Games Lab, and we support meaningful uses of technology in New Mexico Cooperative Extension.

See our work at YouTube:

- **Learning Games Lab:** Educational animations for K-12, college students, and agricultural producers nationwide.
- **College of ACES:** Educational videos and animations focused on agricultural topics relevant to New Mexico.
- **NMSStateU:** NMSU's channel, including faculty presentations and other professional activities.

IMRE Home

Products

About Us

Core Values, DEI and Accessibility

Our Region

Our Team

Presentations

In the Press



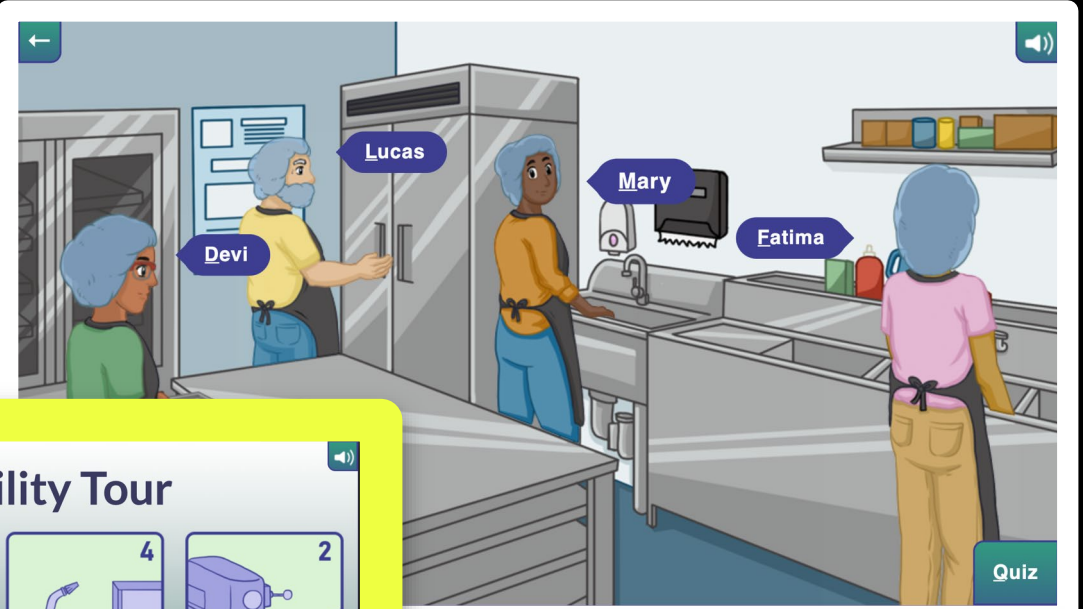
innovativemedia.nmsu.edu

Our Guidelines for Representation

In our products, we seek to produce media that offers diverse representation, promotes acceptance, includes all learners, and counteracts stereotypes. Individual differences and attributes may include:

- **gender** (acknowledging the spectrum);
- **sexual orientation**;
- **body shape** (weight, height, development, anthropometrics);
- **voice**, accent, dialect, way of speaking, vocabulary;
- **skin, eye color, and hair color and style**;
- **clothing and vestments**, including culturally specific or faith-based;
- **age**;
- **social class**;
- **national origin, location** (city, suburban, rural);
- **social relationships** such as living arrangements or family structure;
- **abilities and preferences** (such as physical, cognitive, motor or social); and
- **beliefs** (such as religious or atheist).







fightbac.org/poultry



Partnership for Food Safety Education

Search here...

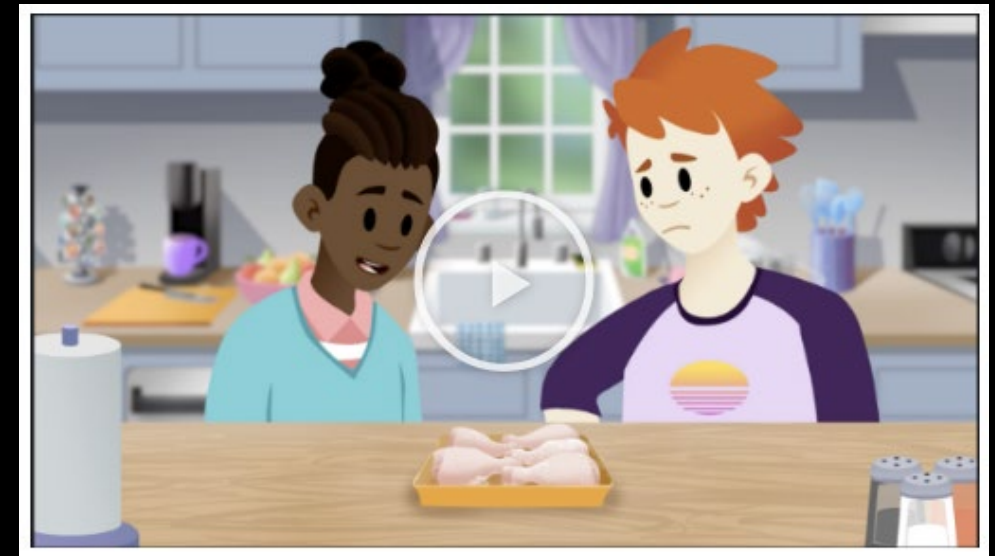
FOOD SAFETY BASICS FOOD POISONING FOOD SAFETY EDUCATION K-12 EDUCATION CHILD CARE SAFE RECIPES FREE RESOURCES

NEWS & BLOGS EVENTS GET INVOLVED ABOUT US

Safe Poultry Handling

Don't Wash Your CHICKEN!

- It's risky
- It's unnecessary
- There's a better way
- Educator Resources



This material is based on work that is supported by the United States Department of Agriculture National Institute of Food and Agriculture, Agriculture and Food Research Initiative Competitive Grant number 2019-68008-29908.

“ We are going to

look back at our work

and realize
we got it **wrong.**

That's what *growth*
looks like.”

— Dr. Barbara Chamberlin



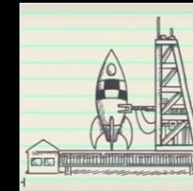
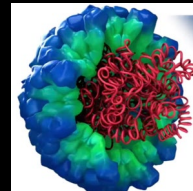


Inclusivity

in graphics & videos

Food Safety
Education for
Everyone:

Building Inclusive Messages



learninggameslab.org

Barbara Chamberlin, Ph.D.
bchamber@nmsu.edu

Q&A



Importance of Inclusion & Basic Concepts



James E. Rogers, Ph.D.

Director, Acting Head of
Product Safety Testing
Consumer Reports

CDC Recent Research & Sensitivity Examples



Kelsey Schwarz, Ph.D.

Health Communications
Specialist
CDC



Sara Bresee, MPH

Health Communications
Specialist
CDC

Inclusivity in Graphics & Videos



Barbara Chamberlin, Ph.D.

Director, Innovative Media
Research and Extension
Department
New Mexico State University

Q&A Session Moderator



Shawnté Loeri

Communications Associate
Partnership for Food
Safety Education



Coming Up!

- **September:** National Food Safety Education Month & BINGO activity
- **October 15:** Global Handwashing Day
- **November 1:** PFSE Webinar on flour food safety (details soon)



Thank You, Community Connectors!



saferecipeguide.org | fightbac.org

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.
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Cargill, Inc.
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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!**

1. Download certificates from chat box
2. Follow-up email
3. Download at fightbac.org under “Free Resources” tab and “Recorded Webinars”
4. Educators seeking NCHCEC must complete online questionnaire by **Tuesday, Oct. 17**



Thank You for Joining Us!

Dr. James Rogers
Consumer Reports

Kelsey Schwarz, Ph.D.
Centers for Disease Control and Prevention

Sara Bresee, MPH
Centers for Disease Control and Prevention

Dr. Barbara Chamberlin
New Mexico State University

Shawnté Loeri
Partnership for Food Safety Education

