

THE story OF YOUR dinner

Partnership for
Food Safety Education

2023 COMMUNICATIONS TOOLKIT FOR BAC FIGHTERS



THANK YOU!



Thank you for supporting ***The Story of Your Dinner*** campaign! 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.



SAFE FLOUR HANDLING

During this holiday baking season, households need to know that [flour and other ingredients](#) may contain harmful bacteria that are only killed during the cooking process. Young children are especially vulnerable to serious foodborne illness from raw ingredients.

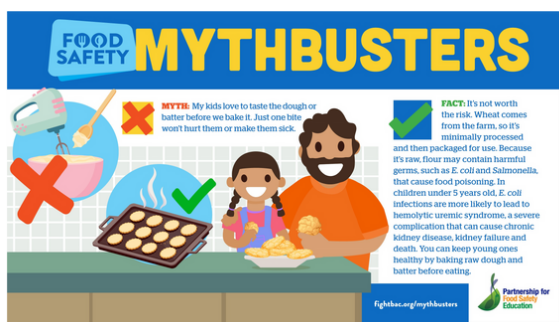
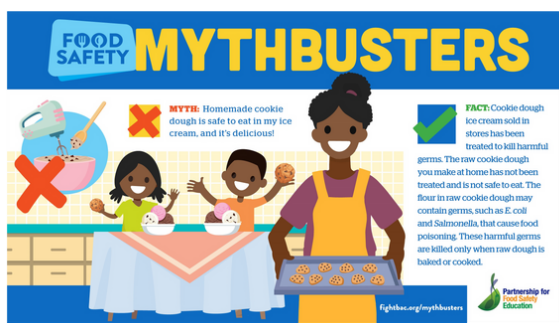
NEW! This [short video](#) explains why flour is a raw ingredient that needs to be handled safely when baking at home.

Feel free to share this fun holiday baking video (and the [Spanish language version](#)) in your food safety outreach!



NEW! Flour Handling Mythbusters Graphics

Food safety myths originate from family tradition, the misapplication of science, or misinformation on social media. Use these [new social media graphics](#) to debunk food safety myths about baking with raw flour and eating raw dough. Available in Spanish language.

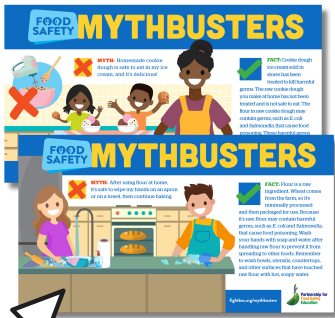




How to Use Flour Resources in Your Outreach

Flour is a raw ingredient. Wheat comes from the farm, so it's minimally processed and then packaged for use. Because it's raw, flour may contain harmful germs, like *E. coli* and *Salmonella*, that cause food poisoning. Proper cooking and baking kill harmful germs that may be in raw flour, dough and batter. Wash your hands with soap and water after handling raw flour to prevent it from spreading to other foods. Remember to wash bowls, utensils, countertops, and other surfaces that have touched raw flour with hot, soapy water.

Social Media Graphics & Videos



NEW! Flour Safety Mythbusters
Use these four graphics to debunk food safety myths about baking with raw flour. These myths originate from the misapplication of science, family tradition, or misinformation on social media. Available in Spanish language.



Baking Tips Infographic
Families baking at home should be aware that there are additional risks associated with eating raw batter and dough, such as harmful strains of *E. coli* and *Salmonella* that may be in raw eggs and flour. Following these food safety steps when baking at home will help keep families safe and happy. [Available in Spanish language.](#)



NEW! Flour Safety Video
This video explains why flour is a raw ingredient that needs to be handled safely when baking at home. [Available in Spanish language.](#)



Keep Children Safe Graphics
Use these graphics about raw dough and handwashing to educate parents of children under age 5. Young ones are at an increased risk for foodborne illness and related health complications because their immune systems are still developing.



Protect Your Child Graphics
Share these graphics about common harmful pathogens *Campylobacter*, *E. coli* and *Salmonella*. Young children represent half of all foodborne illness hospitalizations in the United States each year.



Feel free to follow the Partnership for Food Safety Education on these social networks:



NAMA's Raw Flour Video
This video explains why flour is a raw ingredient. Wheat comes from the farm and is minimally processed. Then it is packaged for use.



fightbac.org/flour-safety

SOCIAL MEDIA

November 2023

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 #foodpoisoning #homecooks

Looking for a unique holiday dish? Check out these delicious recipes that include #foodsafety steps to keep your family healthy! 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 #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 #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. #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. #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 #StoryofYourDinner #foodsafety



SOCIAL MEDIA

December 2023

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](#). [#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](#) [#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

#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

#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

#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

#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
#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 #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
#StoryofYourDinner



¿Tiene un niño con dentitos 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 #HistoriaDeSuCena #StoryofYourDinner

Is your baby teething? Frozen vegetables won't help — they must be cooked for safety before eating. StoryofYourDinner.org
#StoryofYourDinner

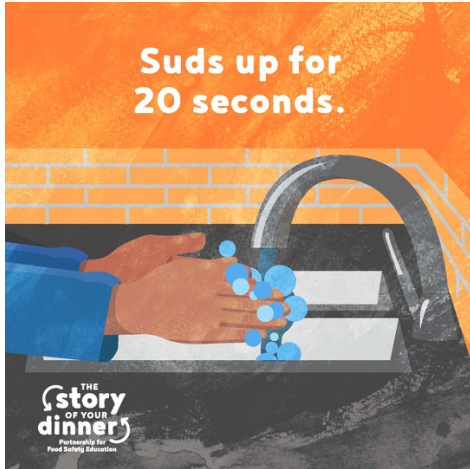


¿Está su bebé adolorido por sus dentitos nuevos? Las verduras congeladas no ayudarán: deben cocinarse por seguridad antes de comerlas. lahistoriadesucena.org #HistoriaDeSuCena #StoryofYourDinner



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!

