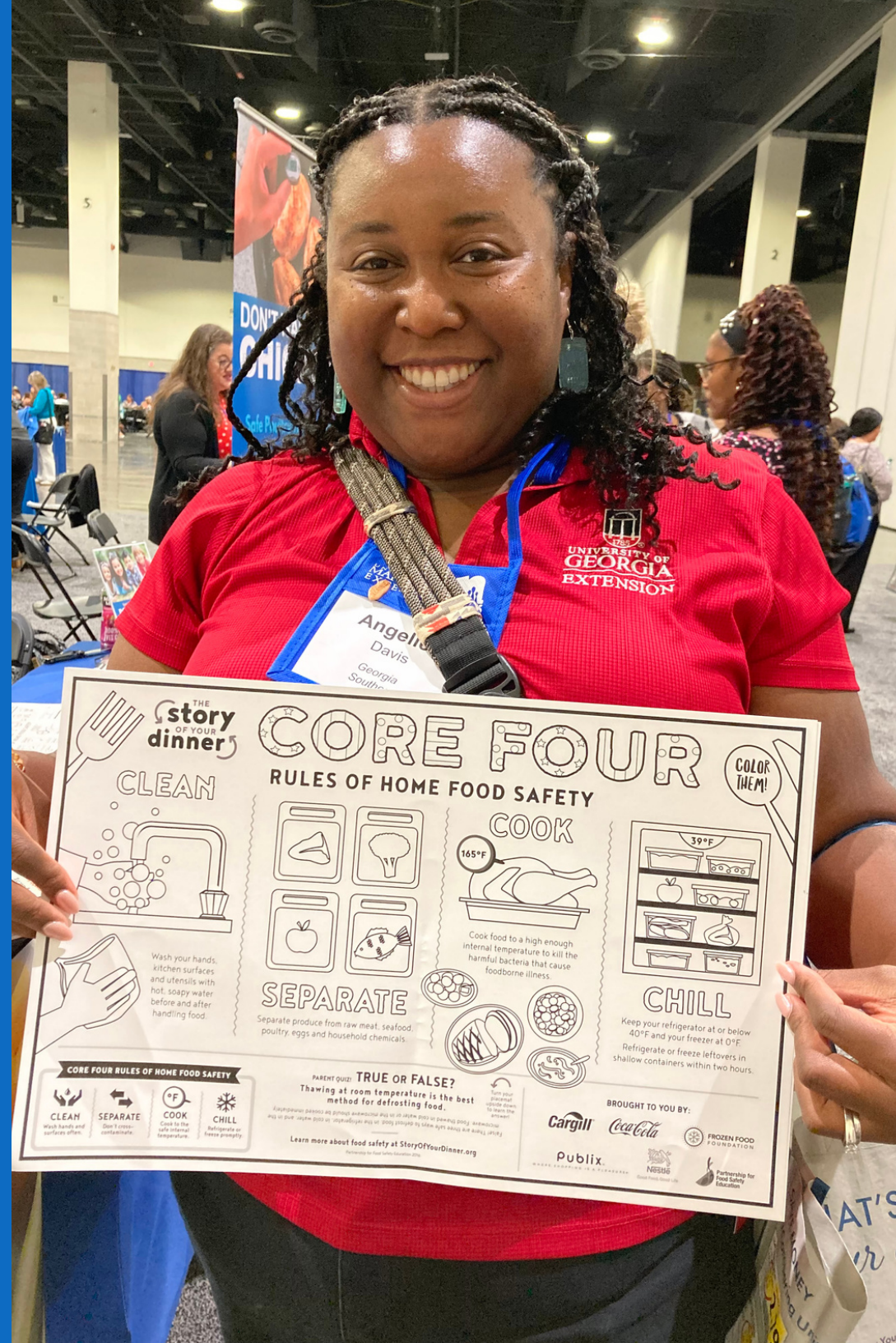


2023 ANNUAL REPORT



CONTENTS

3 MESSAGE FROM LEADERSHIP

4 FOODBORNE ILLNESS

5 PFSE MISSION

5 2023 ACCOMPLISHMENTS

6 IMPACT OF YOUR INVESTMENT

7 2023 CONSUMER FOOD SAFETY
EDUCATION CONFERENCE

8 DON'T WASH YOUR CHICKEN! AWARD

9 FLOUR MYTHBUSTERS GRAPHICS

9 HOLIDAY BAKING VIDEOS

10 WEBINAR SERIES FOR EDUCATORS

11 COMMUNICATIONS WORKING GROUP

11 MEMORANDUM OF UNDERSTANDING
WITH CANADA

12 BAC FIGHTER AMBASSADORS

13 BOARD OF DIRECTORS

14 CONTRIBUTING PARTNERS

15 INDIVIDUAL DONORS

16 PFSE TEAM



JOINT MESSAGE

PFSE LEADERSHIP



Welcome to the 2023 annual report of the Partnership for Food Safety Education! In this report, we've highlighted some of the major moments from 2023 that played an important role in helping people reduce their risk of foodborne illness.

These moments wouldn't have been possible without you and your support, whether it was financial support or "on the ground" education efforts. YOU make this work possible, and we thank you.

More than 48 million people will experience foodborne illness each year in the United States. (CDC, 2013) From [observational research](#) conducted by USDA FSIS with RTI International and NC State University, we know that people are not practicing safe food handling steps consistently — especially handwashing — before meal preparation.

In 2023, people prepared more meals at home, favoring convenience by pairing ready-to-eat food with food made from scratch. Experts are expecting this trend to continue in 2024. It's incredibly important for us to keep breaking through the noise of messaging to consumers and bring awareness to the importance of safe food handling to good health. This education is especially needed as families are preparing their food at home more frequently.

From research conducted to create the [Prep Yourself](#) campaign, we know people are influenced by a loved one or someone they trust. Looking ahead, we'll continue to assess how to best support health, nutrition and food safety educators so that they may be effective at influencing food handling habits. Educators are trusted by their communities. They understand their communities' unique needs, and as a result, they are more effective at influencing safe food handling behaviors.

Thank you for making these impactful moments of 2023 possible. We're looking forward to continuing to collaborate with you and this unique, multi-sector collective of food safety leaders to help consumers reduce their risk of foodborne illness.



A handwritten signature in black ink.

Harold Chase
Chairman, Board of Directors
Director of Government Affairs
NSF



A handwritten signature in black ink.

Dr. Barbara Masters
Vice Chair, Board of Directors
Vice President of Regulatory Policy,
Food & Agriculture
Tyson Foods, Inc.



A handwritten signature in black ink.

Brittany Saunier
Executive Director



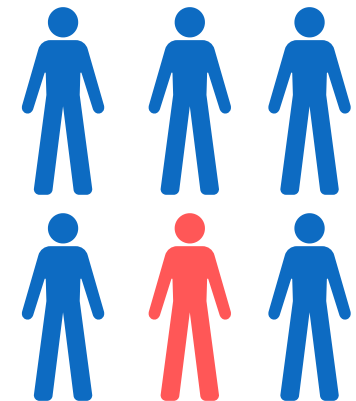
FOODBORNE ILLNESS

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, nutrition 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.**



2023 METRICS AT A GLANCE

BAC Fighters Served

13,000

Total Social Media Followers

23,736

Total Visits to PFSE Websites

680,133

Total Social Media Impressions

565,470

BAC Fighter Biweekly E-cards

34% 4%

average open rate
(above industry
standards)

average
click rate

Online News Media Impressions

58 881 million+

number of online
news articles

number of combined viewership
of online news articles

**Total
Households
Reached**

10,974,462*

*A 12% increase over 2022



2023 CONSUMER FOOD SAFETY EDUCATION CONFERENCE

95% of respondents will make changes in their practice as a result of information presented at this conference.

About 200 health, nutrition and food safety educators joined us March 1-3 in Arlington, Virginia, for pre-conference workshops, networking, educational sessions and poster presentations.

[Attendees gained insights](#) into how to change consumer behavior to improve food safety practices. This conference helped educators advance their knowledge and provided a solution-based program addressing today's critical food safety challenges.

Check out what conference attendees had to say:

- “ Thank you for all the up-to-date information and tools provided to us to help in our daily education efforts! ”
- “ It was energizing to be in the company of other food safety educators and get new ideas for delivering food safety messages! ”
- “ By attending this conference, I gained useful information that I plan to share in my community. I was also able to network with professionals from my geographic area and collect resources that will be useful in program delivery. ”

Thank you [PFSE Partners](#), [Board members](#), [federal liaisons](#) and [conference sponsors](#) for helping to make this conference a great experience for BAC Fighters.

Your support — both financial and knowledge lending — is deeply appreciated!



Pictured above (left to right): **Howard Popoola**, Conference Co-Chair, VP Corporate Food Technology & Regulatory Compliance, The Kroger Company; **Dr. Shauna C. Henley**, Conference Co-Chair, Family & Consumer Sciences Educator, University of Maryland Extension; **Brittany Saunier**, Executive Director, PFSE





DON'T WASH YOUR CHICKEN CAMPAIGN WINS AWARD

The Partnership, along with [Drexel University](#) and [New Mexico State University](#), was recognized for the “Don’t Wash Your Chicken” educational campaign by the Association for Communication Excellence (ACE). The new campaign won the gold award in the Paid Social Media Campaign category for ACE’s [2023 Critique & Awards Program](#).

Launched in 2022, “Don’t Wash your Chicken” is a national campaign aimed at households preparing and cooking raw chicken at home, and informed by research from Drexel University.

This program features [four animated videos](#) to help home cooks stay healthy while preparing and cooking raw chicken. Aimed to reach a younger audience, the videos provide surprising, catchy food safety messages to grab the audience’s attention.

A [special toolkit for educators](#) contains the animated videos, social media messages, and social media graphics.

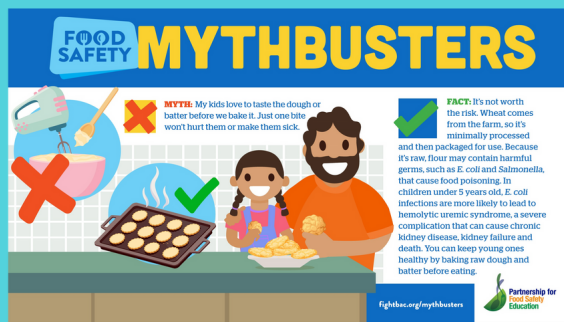
PFSE shared “Don’t Wash Your Chicken” meat thermometers at FNCE 2023 in Denver, Colo. We engaged with more than 300 nutrition professionals on the importance of safe poultry handling.



FLOUR MYTHBUSTERS GRAPHICS

Food safety myths originate from family tradition, the misapplication of science, or misinformation on social media. In November PFSE unveiled four Mythbusters graphics in English and Spanish language.

These social media graphics highlight three main points: (1) Flour is a raw ingredient. (2) Homemade cookie dough is not safe to eat. (3) Do not heat treat flour at home. Access and share the graphics at fightbac.org/mythbusters.



NEW! HOLIDAY BAKING VIDEOS

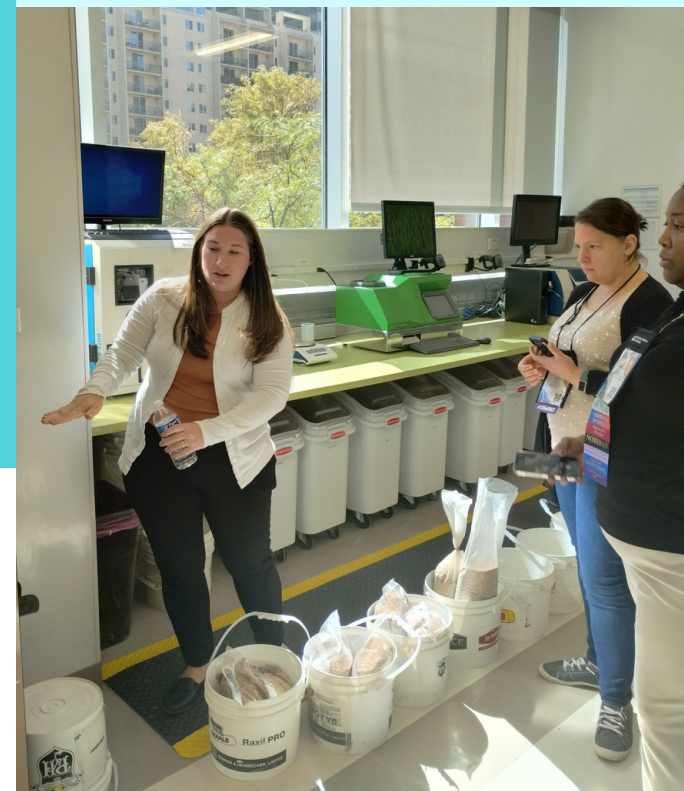
During the holiday baking season, households need to know that flour and other ingredients may contain harmful bacteria that are only killed during the cooking process. Young children are [especially vulnerable to serious foodborne illness](#) from raw ingredients.

The Partnership created a short video explaining [why flour is a raw ingredient](#) that needs to be handled safely when baking at home. The video is also available in Spanish language.



Flour Workshop with Ardent Mills

Ardent Mills graciously hosted the Partnership and food safety educators for a hands-on educational workshop in Denver, Colorado. Many educators are still not aware that flour is a raw ingredient!



FREE WEBINAR SERIES FOR EDUCATORS

We held four webinars to share food handling information, health, nutrition and food safety education. Webinar recordings are [available online](#). Here's a snapshot of these events.

► Food Safety in the Face of Economic Challenges

- Speakers: Nicole Arnold, Ph.D., OSU Extension; Allison Howell, OSU Extension; Ayma Rouhani, MPH, FDA; Cynthia Aspengren, The University of Arizona
- Educator feedback:
 - "Interesting material presented in a professional manner."
 - "Evidenced-based recommendations, loved the highly-qualified speakers."

► How to Market Your Food Safety Campaign on a Shoestring Budget

- Speakers: Julie V. Wood, CPM, Florida Department of Agriculture; Joseph A. Smith III, Florida Department of Agriculture; Mychelle Garrigan, Firelink Digital Marketing;
- Educator feedback:
 - "Appreciated in depth presentations and resources."
 - "Excellent practical tips for creating media and designing campaigns."

► Food Safety Education for Everyone: Building Inclusive Messages

- Speakers: James E. Rogers, Ph.D., Consumer Reports; Kelsey Schwarz, Ph.D., CDC; Sara Bresee, CDC; Barbara Chamberlin, Ph.D., New Mexico State University
- Educator feedback:
 - "The information was excellent and presentation format very effective."
 - "Demonstrated the commitment to reach out to everyone, all populations."

► Safe Flour Handling: Know Your "Roll"

- Speakers: Jane DeMarchi, North American Millers Association; Fanfan Wu, Ph.D., FDA; Sharmi Das, FDA
- Educator feedback:
 - "It was a topic I'd never heard of or thought of before."
 - "Every speaker provided some nugget I didn't know. Thank you."



COMMUNICATIONS WORKING GROUP

Based on recommendations from the Communications Working Group, and with their input throughout the process, a survey was conducted in September 2023 to better understand how people perceive certain terms used frequently in food safety messaging for the public. Determining public understanding of key terms is essential to ensuring a communications framework for food safety messaging that is timely, easy to understand, and promotes effective behavior change that ultimately helps to prevent foodborne illness in the United States.

The survey was administered online to 1,159 people using SurveyMonkey Audience. Participants completed three sets of questions to determine their understanding of the terms perishable, prepared foods, leftovers, ready-to-eat, and produce. After the survey was completed, data was analyzed and a paper on the findings is in the draft stages for future publication.



PFSE SIGNS MOU WITH HEALTH CANADA

The Partnership entered a Memorandum of Understanding with [Health Canada's Bureau of Microbial Hazards](#) (BMH). Through this agreement, both organizations are working together on consumer outreach and education efforts to improve food safety knowledge and habits.

We'll be working together to help Health Canada advance its consumer education efforts through the [Safe Recipe Style Guide](#). The goal of the style guide is to show recipe developers, such as food bloggers, food journalists, dietitians, magazine and cookbook publishers, how to include food safety steps — [clean, separate, cook and chill](#) — in their recipes.

What does this mean for the Partnership? We will maintain our primary focus on U.S. households. However, this collaboration will allow us to share information and resources to strengthen consumer food safety programming and outreach.

If you have any questions about this special collaboration, contact [Britanny Saunier](#).



BAC FIGHTER AMBASSADORS LEAD WITH VIDEO SERIES

[BAC Fighter Ambassadors](#) use their unique talents, networks and skills to build connections between professionals in their field who work to prevent foodborne illness. Each Ambassador serves a two-year term and acts as a representative of the Partnership to BAC Fighters in their career field.

Twelve Ambassadors attended the 2023 Consumer Food Safety Education Conference, where they planned and hosted a well-attended networking event for their fellow BAC Fighters on the first night. Before the conference, several Ambassadors also participated in the Abstract Review committee for the conference.

Ambassadors heavily participated in the planning of activities for National Food Safety Education Month in September, assisting with the organization of a Bingo Activity for BAC Fighters and creating a special video series for the month. Altogether, they created five new videos, including three in English and two in Spanish language. Topics for the videos included tailgating, flour handling, and Halloween food safety.

The Ambassadors began plans for a new video series in 2024, moderated a webinar, and helped with our booth at the IAFP Annual Meeting in Toronto. They also shared events and resources on social media and with their colleagues, used our materials in their work, and much more. Thank you, Ambassadors!



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NSF



Dr. Barbara Masters (Vice Chair)
Tyson Foods, Inc.



Susan Borra, RDN (Finance Committee Co-Chair)
FMI – The Food Industry Association
FMI Foundation (retired)



Ashley Eisenbeiser (Governance Committee Chair)
FMI – The Food Industry Association



Dan Fone
Walmart Inc.



Nancy Glick
National Consumers League



Dr. Shauna C. Henley (2023 Consumer Food Safety Education Conference Co-Chair)
University of Maryland Extension



Steven Mandernach
Association of Food and Drug Officials



Dr. Jennifer Quinlan
Drexel University



Michael Roberson
Publix Super Markets, Inc.



Brian Ronholm (Finance Committee Co-Chair)
Consumer Reports



Carmen M. Rottenberg
Groundswell Strategy



Dilshika Wijesekera (Development Committee Chair)
Instacart



Craig Wilson
Costco Wholesale Corporation (retired)

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Wegmans Food Markets, Inc.
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

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



THANK YOU, INDIVIDUAL DONORS!

Timothy Lee Ashburn

Susan Borra

Harold Chase

Shannon Dooley

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Donna Garren

Shauna Henley

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2023 INTERNS

PFSE had the pleasure of working with three talented interns who helped us advance consumer food safety education through marketing, programmatic, and development support. Thank you Molly, Isabel and Sarah!



Molly Hoskin
Communications and Marketing Intern
The Ohio State University



Isabel Schmitz
Development Intern
The University of Chicago



Sarah Spencer
Program Intern
The Ohio State University

