



# Healthy Aging: Food Safety for Older Adults



# Welcome from PFSE



**Katie Weston**

Program Manager

Partnership for Food Safety Education

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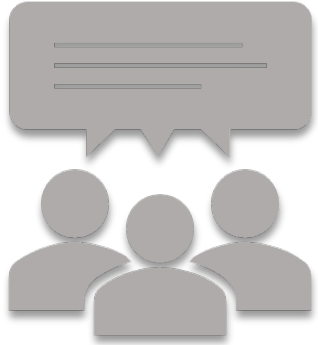
# Today's Line Up



- **Welcome / Housekeeping** with Katie Weston, Partnership for Food Safety Education
- **CDC Focus Group Research on Food Safety & Older Adults** with Kelsey Schwarz, Ph.D., Centers for Disease Control and Prevention
- **FDA Updates on New Food Safety Education Initiatives** with Kimberly M. Smith, MHSA, U.S. Food and Drug Administration
- **USDA National Education Campaign Targeted to Adults Over 65** with Aaron Lavallee, U.S. Department of Agriculture
- **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](http://fightbac.org) under “Free Resources” tab and “Recorded Webinars”
- Educators seeking NCHEC must complete online questionnaire by **Monday, July 8**



# 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.



# Poll Question #1



**Have you reached age 65?**

1. Not yet!
2. Nope, but I'm looking forward to it one day!
3. Yep, I'm in my golden age!
4. Over 65 and forever young!
5. I'll never tell!







U.S. Food and Drug Administration (FDA)  
Center Food Safety and Applied Nutrition's (CFSAN's)

# Consumer Education Resources



Kimberly Smith, MHSA  
Acting Branch Chief, Education & Outreach  
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# Overview DEOI Education and Outreach Branch

## Support CFSAN's public health mission

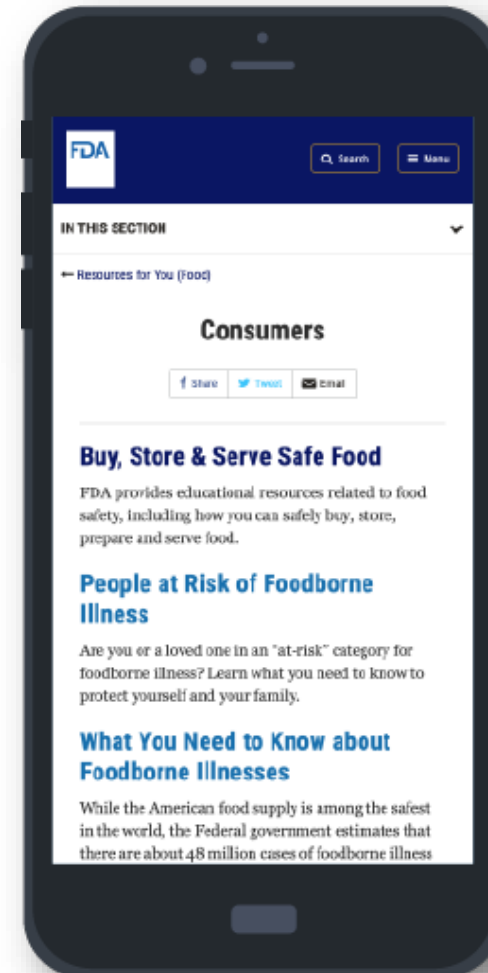
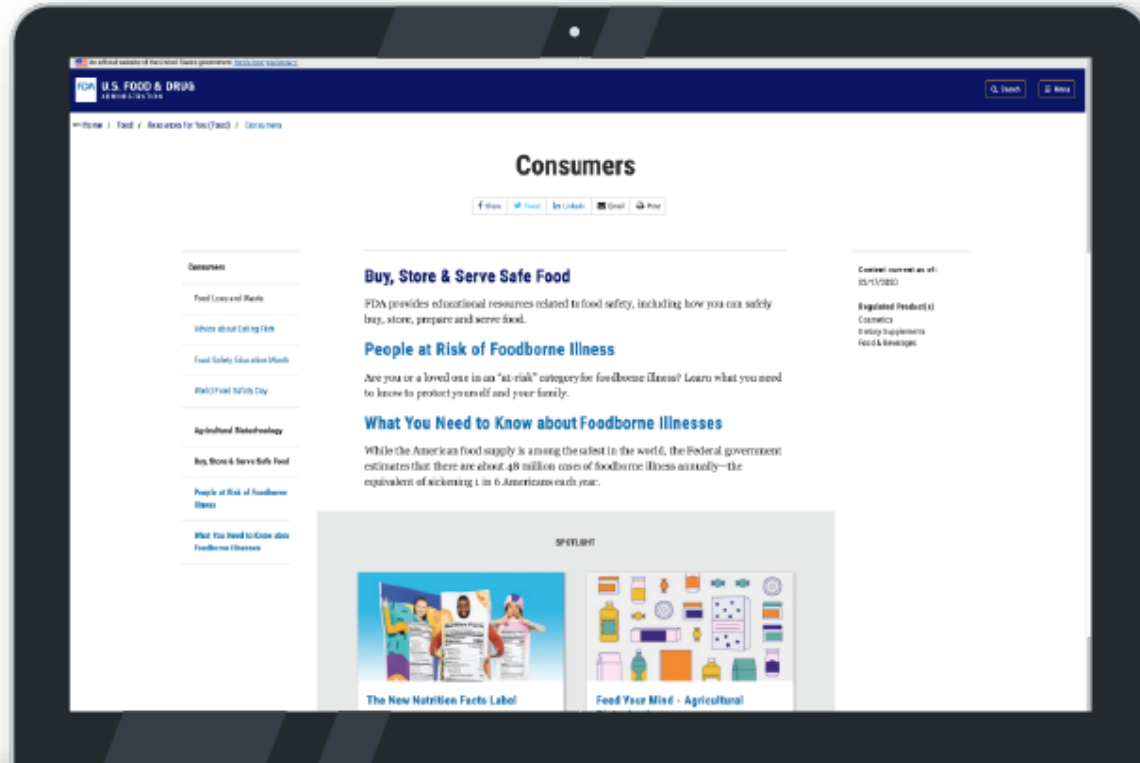
Develop, disseminate, and evaluate science-based, research-informed health education materials and execute and evaluate initiatives and campaigns

- Food safety
- Nutrition
- Agricultural biotechnology
- Dietary supplements
- Food waste
- Recalls and outbreaks
- Healthy icon
- Advice about eating fish
- Food chemicals
- Infant formula

# Primary Audiences

- Consumers
- Trusted Sources of Information
  - Health educators
  - Dietitians
  - Teachers
  - State and local public health staff
  - Physicians
  - Nurses and other health professionals

# Food Safety Education Resources

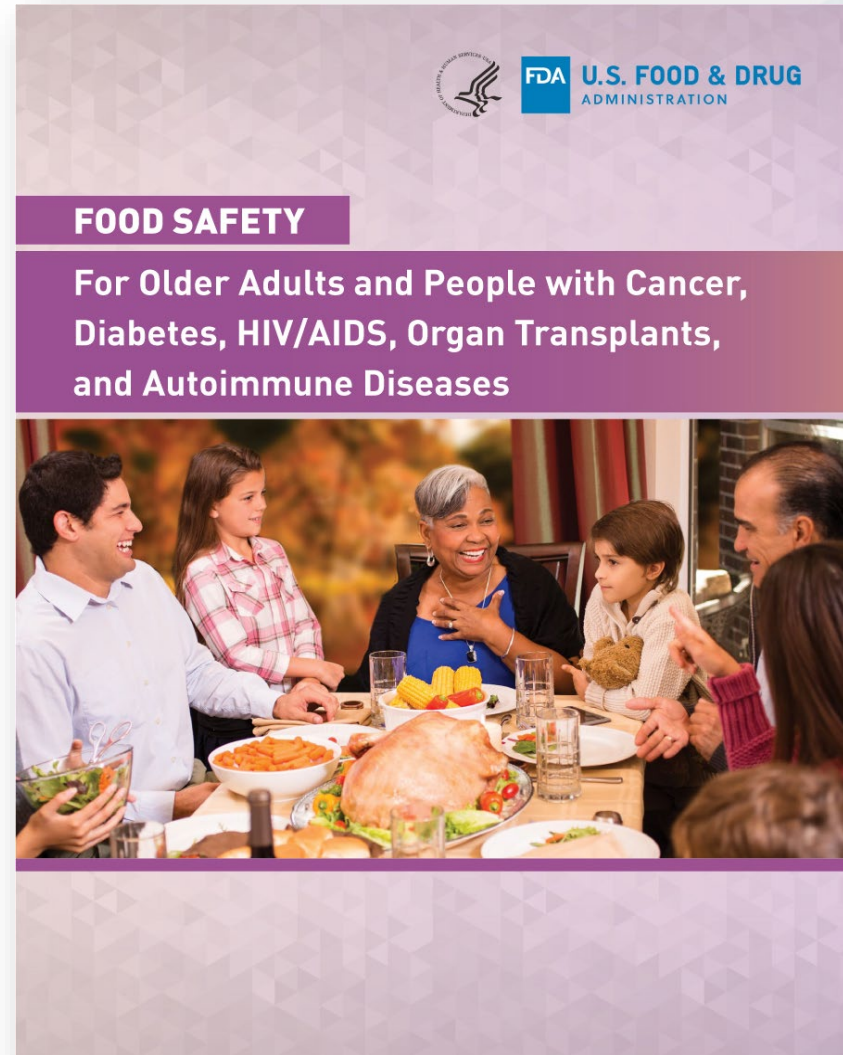


[www.fda.gov](http://www.fda.gov) > Consumers

FDA

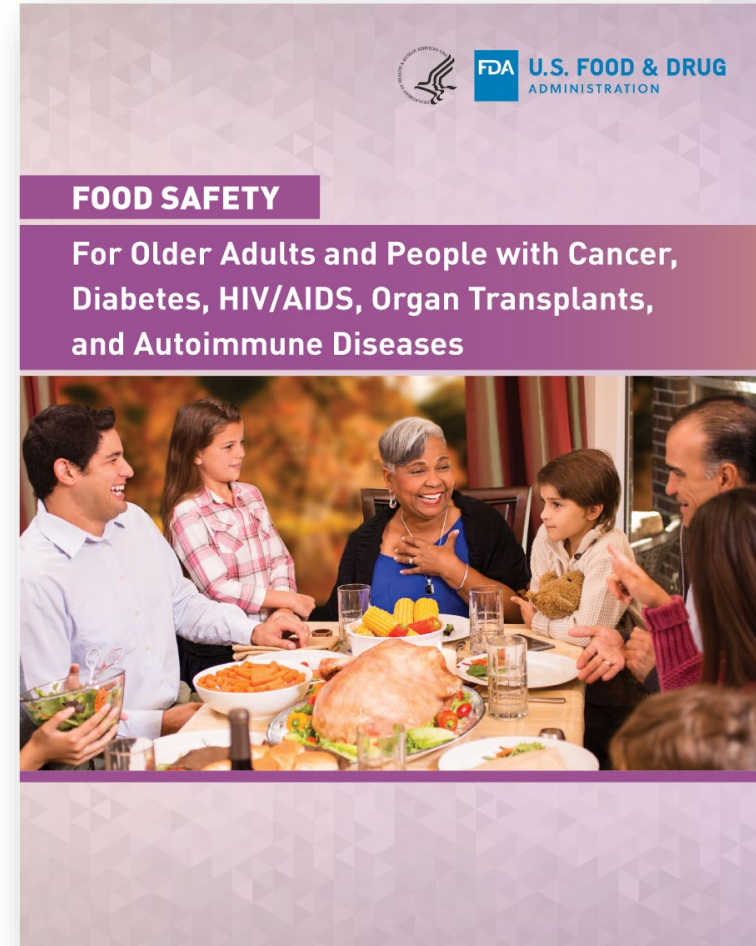
# Food Safety for Older Adults

- Food safety booklet for consumers and educators
- Vulnerable populations
  - Transplant patients
  - Older adults
  - People with cancer
  - People with diabetes
  - People with HIV/AIDS
  - People with Autoimmune Diseases
- Available in English and Spanish



# Food Safety for Older Adults

- Tips included in the booklet:
  - Eating at home
  - Lower risk food options
  - Raw flour and dough
  - Washing hands
  - Product dating
  - Eating out
  - Shopping and bringing groceries home
  - Transporting food to a picnic or party
  - Traveling internationally
  - Know the signs of foodborne illness
  - Web links for telephone numbers for additional food safety information



# Food Safety for Older Adults

## Common Foods: Select the Lower Risk Options

Type of Food	Higher Risk	Lower Risk
Meat and Poultry	Raw or undercooked meat or poultry	Meat or poultry cooked to a safe minimum internal temperature ( <a href="#">Safe Food Handling</a> )
Seafood <i>Tip: Use a food thermometer to check the internal temperature. See the Safe Minimum Internal Temperatures chart on page 7.</i>	<ul style="list-style-type: none"> <li>Any raw or undercooked fish, or shellfish, or food containing raw or undercooked seafood, e.g., sashimi, found in some sushi or ceviche</li> <li>Refrigerated smoked fish</li> <li>Partially cooked seafood, such as shrimp, and crab</li> </ul>	<ul style="list-style-type: none"> <li>Previously cooked seafood heated to 165°F</li> <li>Canned fish and seafood</li> <li>Seafood cooked to 145°F</li> </ul>
Milk	Unpasteurized (raw) milk	Pasteurized milk
Eggs <i>Tip: Pre-made foods from grocery stores, such as Caesar dressing, cookie dough, or eggnog that say made with pasteurized eggs/pasteurized egg products are lower risk.</i>	Foods that contain raw/undercooked eggs, such as: <ul style="list-style-type: none"> <li>Homemade Caesar salad dressings</li> <li>Homemade raw cookie dough</li> <li>Homemade eggnog</li> </ul>	<i>At home:</i> <ul style="list-style-type: none"> <li>Recipes that call for raw or undercooked eggs are made with pasteurized eggs.</li> </ul> <i>When eating out:</i> <ul style="list-style-type: none"> <li>Ask if pasteurized eggs were used.</li> </ul>
Sprouts	Raw sprouts (alfalfa, bean, or any other sprout)	Cooked sprouts
Vegetables	Unwashed fresh vegetables, including lettuce/salads	<ul style="list-style-type: none"> <li>Washed fresh vegetables, including salads</li> <li>Cooked vegetables</li> </ul>
Cheese	<ul style="list-style-type: none"> <li>Soft cheeses made from unpasteurized (raw) milk, such as:</li> <li>Feta</li> <li>Brie</li> <li>Camembert</li> <li>Blue-veined</li> <li>Queso fresco</li> </ul>	<ul style="list-style-type: none"> <li>Hard cheeses</li> <li>Processed cheeses</li> <li>Cream cheese</li> <li>Mozzarella</li> <li>Soft cheeses that are clearly labeled "made from pasteurized milk"</li> </ul>

# Continuing Medical Education Program

- Collaboration with the American Medical Association (AMA)
- Program to help physicians and other healthcare professionals:
  - Diagnose and treat foodborne illness and counsel patients, especially vulnerable patients, on safe food handling practices

[www.fda.gov](http://www.fda.gov) > Consumers

Foodborne Illness: Talking to Patients About

**PARATE RAW ME  
FROM OTHER FOODS**



# Food Safety Videos

- Foodborne Illness Video Series
  - True stories of victims of severe cases of foodborne illness.
- Everyday Food Safety Video Series
  - Shopping tips
  - Chill
  - Clean and separate
  - Serving and storage



<https://www.fda.gov/food/people-risk-foodborne-illness/foodborne-illness-videos>


FDA

# Food Safety In Your Kitchen

- Developed for:
  - Chefs who are writing recipes that will eventually be used by individuals who are cooking for themselves and their families at home
  - Individuals who are cooking for themselves and/or their families at home
- Materials cover:
  - Food safe shopping, storage, and meal prep
  - Delicious and healthy recipes with food safety tips
  - Resources for recipe writers
  - Resources for food safety educators – video and social media toolkit



### FOOD SAFETY IN THE KITCHEN



#### CHICKEN AND MUSHROOM FRICASSEE

Follow the food safe instructions in this recipe for a rich, hearty, nutritious dish.

**Prep Time:** 10 minutes **Cook Time:** 30 minutes **Yield:** 4 servings  
**Serving size:** 1 chicken leg, 1 C vegetables and sauce

**NUTRITION INFORMATION (per serving)**

Calories: 242	Protein: 20 g
Total Fat: 9 g	Sodium: 430 mg
Saturated Fat: 2 g	Dietary Fiber: 3 g
Total Carbohydrates: 24 g	

**INGREDIENTS**

- 1 carton (10 oz) white button mushrooms
- 1 C leek
- 1 C potatoes
- 1 C celery
- 1 C pearl onions
- 2 tsp each fresh herbs (such as parsley and chives) or 2 tsp dried
- 1 tsp olive oil
- 3 C low-sodium chicken broth
- 1 lb skinless chicken legs or thighs (4 whole legs, split, or 8 thighs)
- 1 tbsp lemon juice
- 1 tsp cornstarch
- 2 tbsp fat-free sour cream or 2 tsp dried
- 1/2 tsp salt
- 1/4 tsp ground black pepper

**Directions:**

- Preheat oven to 350 °F.
- Wash hands for at least 20 seconds with soap under running water.
- Check mushrooms, leeks, potatoes, celery, and pearl onions for damage. Cut off bruises and spots.
- Wash mushrooms, leeks, potatoes, celery, pearl onions, and herbs (if using fresh). Dry with a paper towel.
- Cut each mushroom into quarters. Cut leeks into quarters then slice into small squares. Peel and dice the potatoes. Dice the celery. Mince herbs.
- Heat olive oil in a medium-sized, heavy-bottom roasting or braising pan (a large sauté pan with a metal handle will work as well). Add mushrooms to pan and cook until golden brown, about 3–5 minutes. Add leeks, potatoes, celery, and pearl onions, and continue to cook until the vegetables become soft, about 3–5 additional minutes.
- Add chicken broth to the pan, and bring to a boil. Add chicken legs to the pan, cover, and place in the heated oven for about 20 minutes or until the chicken legs are tender when pierced with a fork (check with a food thermometer that chicken has reached a safe minimum internal temperature of 165 °F).
- Wash hands after touching raw chicken.
- When chicken legs are tender, remove legs from the pan, return the pan to the stovetop, and bring the liquid to a boil. Add herbs and lemon juice.
- In a bowl, mix the cornstarch with the sour cream, and add to the pan. Bring back to a boil and then remove from the heat.
- Season with salt and pepper, and pour 1 cup of vegetables and sauce over chicken.
- Within 2 hours, divide leftovers into shallow, sealed containers and place in a refrigerator set to 40 °F or below (as indicated by an appliance thermometer) or freeze at 0 °F or below.

**Food Safety Reminder:** Always wash your hands before touching food and after handling raw chicken, but don't wash the chicken—washing raw chicken can cause contaminated water to splash onto your cooking surfaces.

Recipe adapted from National Heart, Lung, and Blood Institute Deliciously Healthy Eating Recipes and available at: <https://healthyeating.sblib.nih.gov/recipeDetail.aspx?cid=008183-00>

FDA U.S. FOOD & DRUG ADMINISTRATION March 2018

### SAFE AND NUTRITIOUS TIPS FOR COOKING AT HOME

#### Food Safe Meal Prep

March 2018

Following these tips when cooking and chilling leftovers can help prevent foodborne illness.

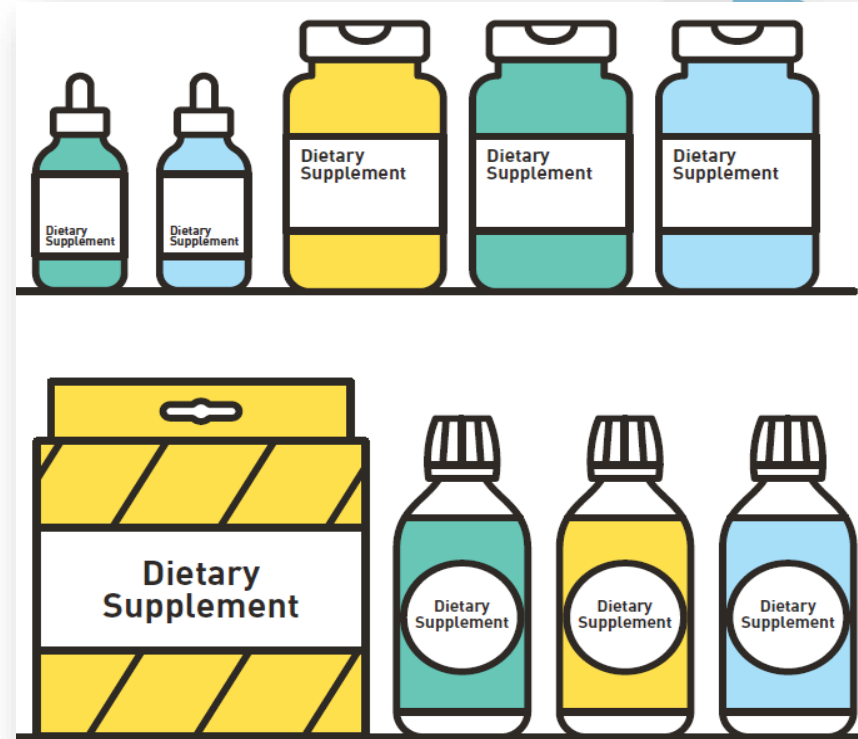
DO	DON'T
Wash hands with soap and water for at least 20 seconds before preparing food	Wash meat, poultry, seafood, or eggs
Wash fruits and vegetables under running water and dry with a clean cloth, paper towel, or salad spinner	Use soap or detergent on foods
Use separate cutting boards for raw meats that have touched raw meat, poultry, seafood, or eggs, or flour to touch any food that will be eaten raw	Allow raw meat, poultry, seafood, or eggs, or flour to touch any food that will be eaten raw
Wash cutting boards, plates, and utensils with hot, soapy water after every use	Reuse plates or cutting boards that have touched uncooked meat, poultry, seafood, eggs, or flour unless you wash them first with hot, soapy water
Refrigerate meat, poultry, and seafood to a safe internal temperature	Serve cooked meat, poultry, or seafood without checking the temperature with a food thermometer
Refrigerate red meat, lamb, steaks, or roasts for 3 to 5 days	Poultry: 165 °F Ground meats: 160 °F Fish & seafood: 145 °F
Refrigerate cooked meat, poultry, and seafood within 2 hours of cooking	Allow food to cool before refrigerating
Use the USDA FoodKeeper App to check how long foods can be safely stored	Let food sit out for more than 2 hours, or 1 hour in air temperatures above 90 °F

[www.fda.gov/food/buy-store-serve-safe-food/food-safety-your-kitchen](http://www.fda.gov/food/buy-store-serve-safe-food/food-safety-your-kitchen)



# Supplement Your Knowledge

- Developed for consumers, educators, and healthcare professionals
- Information on the benefits and risks of dietary supplements
- Resources include:
  - Consumers: fact sheets, infographic and videos
  - Educators: High school curriculum
  - Healthcare professionals: CME (videos and fact sheets)
  - Social media toolkit



# Dietary Supplement CME

- Education program developed in collaboration with the American Medical Association (AMA) to help physicians and other healthcare professionals:
  - Understand how dietary supplements are regulated in the United States
  - Provide information to patients about their benefits and risks
- The program includes three videos and companion education materials.

What Physicians Should Know – Part 1




# Food Facts

- Web- and PDF-based formats
- Specific topics such as
  - Infant Formula (NEW)
  - Food Chemicals (NEW)
  - Allergies
  - Bottled water
  - Buffets
  - Juice
  - Sodium
  - Raw milk
  - Surplus, salvaged and donated foods

**FOOD FACTS** FDA U.S. FOOD & DRUG ADMINISTRATION

## Chemicals In Foods: The Facts



The current global food system is very different than it was for our grandparents. Our globalized market has opened the doors to give us access to new foods and more food that must be distributed further and stay fresh longer. Foods that were once only available seasonally are now in our markets year-round. Foods keep longer and many include added nutrients that may help keep us healthy.

Today's consumer expects food that is safe, nutritious, affordable, and convenient. Chemicals play an important role in many of the advances in our current food system. The U.S. Food and Drug Administration (FDA) protects consumers by regulating the use of chemicals as food ingredients or substances that come in contact with food, during food packaging, processing, or other handling.

Here are some facts about chemicals in foods.

### Why Are Chemicals Used in Foods?

Chemicals may be added to foods to extend freshness, increase nutritional benefits, enhance taste, improve texture, maintain food safety, or add convenience. Here are a few examples of how chemicals are used in foods:

- Extend Freshness** — Today fresh produce is available throughout the U.S. all year round. Among the things that help make this possible, are produce wax coatings that are invisible, colorless, odorless, and tasteless. They keep produce fresh during shipment, reducing food waste, increasing shelf life, and improving appearance. The FDA makes sure these waxes are safe before they can be used by the food industry.
- Nutritional Benefits** — The FDA monitors and takes action to safeguard the food supply when food manufacturers want to add a chemical to food to make it better or of greater value. For example, vitamin D (calciferol) may be added to milk, juices, and cereals to prevent rickets (bone softening) in children and osteoporosis (lack of bone density) in older adults.
- Food Safety** — Preservatives slow product spoilage caused by mold, air, bacteria, fungi, or yeast. In addition to maintaining the quality of the food, they help control germs that can cause foodborne illness, including life-threatening botulism. Antioxidants, a group of preservatives, stop fats and oils and the foods containing them from becoming rancid or developing an off flavor. They also prevent cut fresh fruits such as apples from turning brown when exposed to air.
- Texture** — Chemicals are commonly used during food processing to improve the texture and taste of foods like ice cream, salad dressings, sauces, and soups. Chemicals can also help keep foods like mayonnaise from separating into oils and water.

April 2014

**FOOD FACTS** FDA U.S. FOOD & DRUG ADMINISTRATION

## Handling Infant Formula Safely: What You Need to Know



Experts strongly recommend breastfeeding for infants. If that isn't possible, babies will need infant formula. It's extremely important that germs do not get into infant formula because babies do not have fully developed immune systems which puts them at higher risk for infections.

### FDA Oversees Infant Formula Manufacturers

All manufacturers of infant formula sold in the United States (29) must register with the U.S. Food and Drug Administration (FDA). Their products must meet the FDA's nutritional quality and safety standards in order to be sold in the U.S.

### Nutritional Requirements

Based on the nutritional needs of infants, FDA requires minimum amounts for 30 nutrients. FDA sets maximum amounts for 10 of those nutrients that can be harmful to an infant's growth and development in high amounts, such as vitamins A and D.

Some infant formulas are made and labeled for infants that have certain medical conditions, such as metabolic issues, low birth weight, or an unusual medical or dietary problem. These specialized formulas do not have to meet these requirements.

### Infant Formula Safety

Infant formula manufacturers must follow FDA's Good Manufacturing Practices and other regulations to protect against harmful bacteria, viruses, chemicals, and other risks. If a company wants to sell a new formula or make changes to one that they already sell, they must submit the details to FDA.

### The Dangers of Cronobacter

Cronobacter is a germ found everywhere around us. It can also live in water and in dry foods, such as:

- Powdered infant formula
- Powdered milk
- Herbal teas
- Starches, like flour or cornstarch

Cronobacter can cause rare but possibly deadly infections in infants, such as sepsis (a condition caused by a serious infection in the body) or meningitis (swelling of the protective membranes covering the brain and spinal cord, which can cause death or permanent disabilities).

### Types of Infant Formula

- Powdered**  
Must be mixed with water according to instructions before feeding
- Liquid Concentrate**  
Must be mixed with an equal amount of water
- Ready-to-Feed**  
Do not add water

April 2014

[www.fda.gov/food/buy-store-serve-safe-food/food-facts-consumers](http://www.fda.gov/food/buy-store-serve-safe-food/food-facts-consumers)

FDA

# Feed Your Mind Initiative

- FDA, U.S. Department of Agriculture (USDA), and U.S. Environmental Protection Agency (EPA), partnering to increase consumer awareness and understanding of agricultural biotechnology (commonly known as GMOs)
- Initiative page includes:
  - Fact sheets
  - Infographics
  - Videos
  - Continued Education Program for RDs

**FEED YOUR MIND**

## WHAT GMO CROPS ARE GROWN AND SOLD IN THE U.S.?

Only a few types of **GMO crops** are grown in the United States, but some of these GMOs make up a large percentage of the crops grown (e.g., soybeans, corn, sugar beets, canola, and cotton). Most GMO plants are used to make ingredients that are then used in other food products, for example, cornstarch made with GMO corn or sugar made from GMO sugar beets.

**POTATO**  
Some **GMO potatoes** were developed to resist insect pests and diseases. In addition, some GMO potato varieties have been developed to resist bruising and browning that can occur when potatoes are packaged, stored, and transported, or even cut in your kitchen. While browning does not change the quality of the potato, it often leads to food being unnecessarily thrown away because people mistakenly believe browned food is spoiled.

**SUMMER SQUASH**  
GMO summer squash is resistant to some plant viruses. Squash was one of the first GMOs on the market, but it is not widely grown.

**PAPAYA**  
By the 1990s, ring-spotted virus disease had nearly wiped out Hawaii's papaya crop. **GMO papaya**, in the process, almost eliminated the disease. **GMO papaya** makes the Rainbow papaya, first created to resist ring-spotted virus. The GMO papaya is grown on the Hawaiian Islands.

**APPLE**  
A few varieties of **GMO apples** were developed to resist browning after being cut. This helps cut down on food waste, as many consumers throw brown apples away.

**SUGAR BEET**  
Sugar beets are used to make granulated sugar. More than half the granulated sugar packaged for grocery store shelves is made from **GMO sugar beets**. Because **GMO sugar beets** are resistant to herbicides, growing **GMO sugar beets** helps farmers control weeds in their fields. In 2013, **GMO sugar beets** made up **92.5%** of all sugar beets harvested.

**CANOLA**  
GMO canola is used mostly to make cooking oil and margarine. Canola seed meal can also be used in food for animals. Canola oil is used in many packaged foods to improve food consistency. Most **GMO canola** is resistant to herbicides and helps farmers to more easily control weeds in their fields. In 2013, **GMO canola** made up **95%** of canola planted.

**SOYBEAN**  
Most soy grown in the United States is **GMO soy**. Most **GMO soy** is used for food for animals, predominantly poultry and livestock, and making soybean oil. It is also used as ingredients (lecithin, emulsifiers, and proteins) in processed foods. In 2018, **GMO soybeans** made up **91%** of all soybeans planted.

**CORN**  
Most **GMO corn** is created to resist insect pests or tolerate herbicides. **Bacillus thuringiensis (Bt) corn** is a **GMO corn** that produces proteins that are toxic to certain insect pests but not to humans, poultry, livestock, or other animals. These are the same types of proteins that organic farmers use to control insect pests, and they do not harm other, beneficial insects such as bees. **GMO Bt corn** reduces the need for spraying insecticides while still preventing insect damage. While a lot of **GMO corn** goes into processed foods and drinks, most of it is used to feed livestock, like cows, and poultry, like chickens. In 2018, **91%** of corn planted was **GMO corn**.

**COTTON**  
GMO cotton was created to be resistant to bollworms and helped revive the Alabama cotton industry. **GMO cotton** not only provides a reliable source of cotton for the textile industry, it is also used to make cottonseed oil, which is used in packaged foods and in many restaurants for frying. **GMO cottonseed meal** and hulls are also used in food for animals. In 2018, **GMO cotton** made up **91%** of all cotton ginned.

**WHOLE PRODUCE**

**ANIMAL FOOD**

**ALFALFA**  
**GMO alfalfa** is primarily used to feed cattle—mostly dairy cows. Most **GMO alfalfa** is resistant to herbicides, allowing farmers to spray the crops to protect them against destructive weeds that can reduce alfalfa production and lower the nutritional quality of the hay.

March 2020 — 1

Get more information about GMOs at [www.fda.gov/feedyourmind](http://www.fda.gov/feedyourmind).

**FDA** Agricultural Biotechnology: What GMO Crops are Grown an... Watch later Share

What GMO crops are grown and sold in the U.S.?

**FDA**



# Food Waste

- Food loss and waste education page to help consumers take action to reduce food waste, estimated at between 30 to 40% of the food supply in the U.S.
- Education resources include:
  - Fact and tip sheets
  - Infographics
  - Videos

[www.fda.gov/food/consumers/food-loss-and-waste](http://www.fda.gov/food/consumers/food-loss-and-waste)



# Fish Advice

- Fish advice chart for pregnant women and parents
  - Includes Q and A's
- Photonovels for Hispanic American and Chinese American families
- Social media toolkit



## ADVICE ABOUT EATING FISH

For Women Who Are or Might Become Pregnant, Breastfeeding Mothers, and Young Children

**Eating fish when pregnant or breastfeeding can provide health benefits.** Fish and other protein-rich foods have nutrients that can help your child's growth and development. As part of a healthy eating pattern, eating fish may also offer heart health benefits and lower the risk of obesity.



### Nutritional Value of Fish

The *2015-2020 Dietary Guidelines for Americans* recommends:

- At least 8 ounces of seafood (less for young children) per week based on a 2,000 calorie diet
- Women who are pregnant or breastfeeding to consume between 8 and 12 ounces of a variety of seafood per week, from choices that are lower in mercury.

Fish are part of a [healthy eating pattern](#) and provide:

- Protein
- Healthy omega-3 fats (called DHA and EPA)
- More vitamin B<sub>12</sub> and vitamin D than any other type of food
- Iron which is important for infants, young children, and women who are pregnant or who could become pregnant
- Other minerals like selenium, zinc, and iodine.

### Choose a variety of fish that are lower in mercury.

While it is important to limit mercury in the diets of women who are pregnant and breastfeeding and young children, many types of fish are both nutritious and lower in mercury.

**This chart can help you choose which fish to eat, and how often to eat them, based on their mercury levels.**

**What is a serving?** As a guide, use the palm of your hand.



**For an adult**  
1 serving = 4 ounces  
Eat 2 to 3 servings a week from the "Best Choices" list (OR 1 serving from the "Good Choices" list).



**For children,**  
a serving is 1 ounce at age 2 and increases with age to 4 ounces by age 11.

If you eat fish caught by family or friends, check for [fish advisories](#). If there is no advisory, eat only one serving and no other fish that week.\*

Best Choices EAT 2 TO 3 SERVINGS A WEEK			OR Good Choices EAT 1 SERVING A WEEK		
Anchovy	Herring	Scallop	Bluefish	Monkfish	Tuna, albacore/ white tuna, canned and fresh/frozen
Atlantic croaker	Lobster, American and spiny	Shad	Buffalofish	Rockfish	
Atlantic mackerel		Shrimp	Carp	Sablefish	
Black sea bass	Mullet	Skate	Chilean sea bass/ Patagonian toothfish	Sheepshead	Tuna, yellowfin
Butterfish	Oyster	Smelt	Grouper	Snapper	Weakfish/ seatrout
Cattfish	Pacific chub mackerel	Sole	Hallibut	Spanish mackerel	White croaker/ Pacific croaker
Clam	Perch, freshwater and ocean	Squid	Mahibut/ dolphinfish	Striped bass (ocean)	
Cod		Tilapia	Trout, freshwater	Tilafish (Atlantic Ocean)	
Crab	Pickering	Tuna, canned light (includes skipjack)			
Crawfish	Plaice				
Flounder	Pollock	Whitfish			
Haddock	Salmon	Whiting			
Hake	Sardine				

Choices to Avoid HIGHEST MERCURY LEVELS		
King mackerel	Shark	Tilafish (Gulf of Mexico)
Marlin	Swordfish	Tuna, bigeye
Orange roughy		

\* Some fish caught by family and friends, such as larger carp, catfish, blue and pearl, are more likely to have fish advisories due to mercury or other contaminants. State advisories will tell you how often you can safely eat those fish.

This advice supports the recommendations of the 2015-2020 Dietary Guidelines for Americans, developed for people 2 years and older, which reflects current science on nutrition to improve public health. The Dietary Guidelines for Americans focuses on dietary patterns and the effects of food and nutrient characteristics on health. For advice about feeding children under 2 years of age, you can consult the [American Academy of Pediatrics](#).

† THIS ADVICE REFERS TO FISH AND SHELLFISH COLLECTIVELY AS "FISH." ADVICE REVISION JULY 2019

[www.fda.gov/food/consumers/advice-about-eating-fish](http://www.fda.gov/food/consumers/advice-about-eating-fish)





# Closer to Zero

- Conducting formative research
- Developing consumer education material
- Implementing outreach and dissemination tactics

**Closer to Zero: Reducing Childhood Exposure to Contaminants from Foods**

[Share](#) [Tweet](#) [LinkedIn](#) [Email](#) [Print](#)

[About](#) | [Approach](#) | [Action Items & Proposed Timeline](#) | [On-Going Work](#) | [Announcements](#)

### About Closer to Zero

The FDA's goal is to reduce dietary exposure to contaminants to as low as possible, while maintaining access to nutritious foods. The agency's work to date

[Why are arsenic, lead,](#)

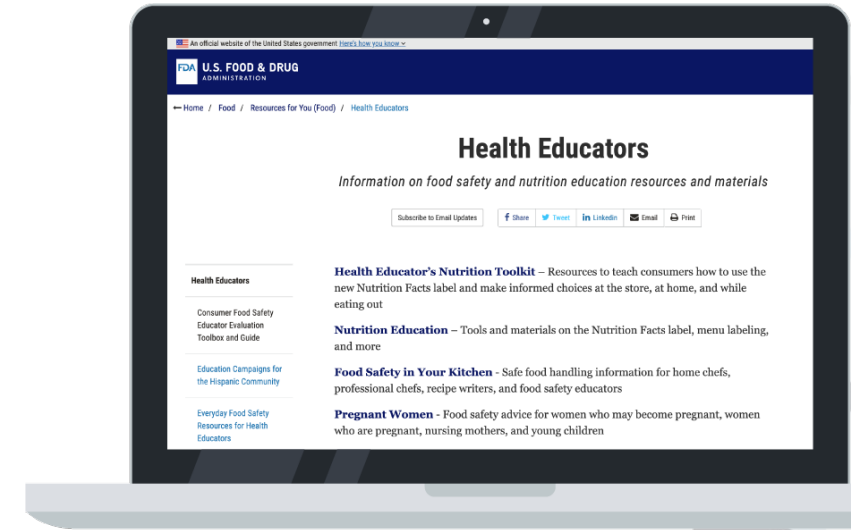
# Consumer Food Safety Educator Evaluation Toolbox and Guide

- Developed in collaboration with the Partnership for Food Safety Education
- Guide
- Toolbox
  - Tip sheets
  - Logic model template
  - Budget form
  - Web and social media metrics tables
  - Process evaluation form
  - User/participant feedback forms



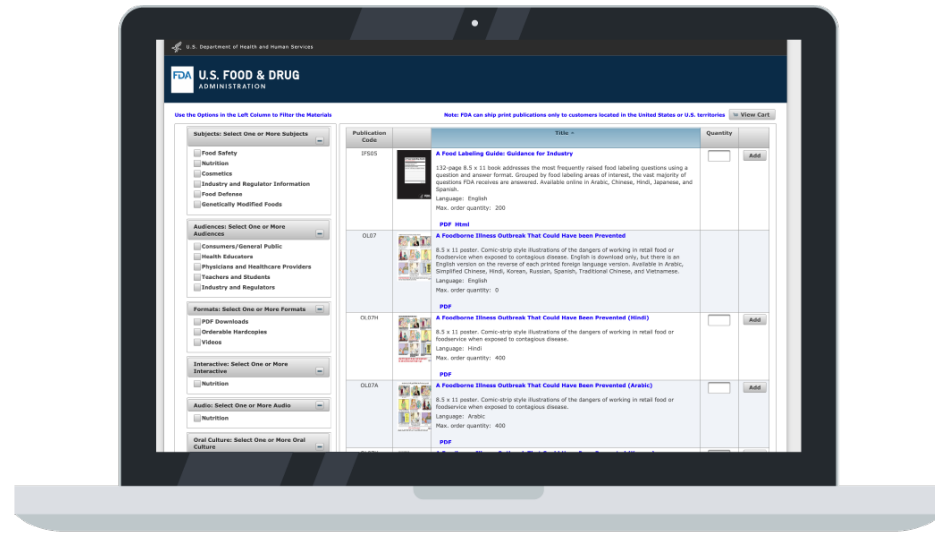
# Health Educators Resource Page

- [Hub for health educators](#)
  - Food safety and nutrition
- [Access to Education Resource Library](#)
  - Download or request free printed materials
- [News for Educators eNewsletter](#)
  - Quarterly



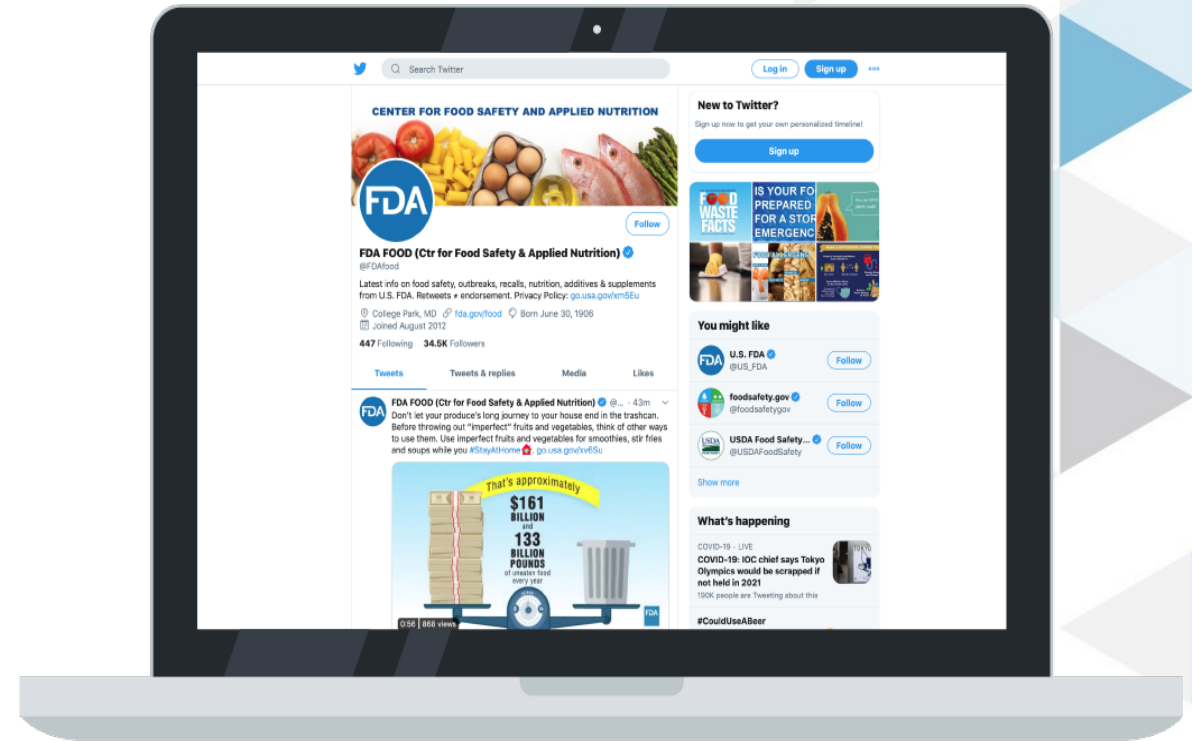
**Education Newsletter**  
Get regular FDA email updates delivered on this topic to your inbox.

Email Address



# Social Media

- [Facebook](#)
- [X \(formerly Twitter\)](#) – @FDAFood
- [YouTube](#)
- [Flickr](#)
- [Instagram](#)



[www.fda.gov](http://www.fda.gov)





**FDA**

**U.S. FOOD & DRUG**

**ADMINISTRATION**

**CENTER FOR FOOD SAFETY & APPLIED NUTRITION**



**Food Safety and Inspection Service**  
U.S. DEPARTMENT OF AGRICULTURE

# USDA Food Safety & Inspection Service

## PFSE Older Adults Webinar

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Aaron Lavalley  
Director, Food Safety Education Staff  
May 8, 2024



# Our Mission

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The Food Safety and Inspection Service is responsible for ensuring that meat, poultry, and egg products are safe and that they are properly labeled and packaged.



# FSIS Consumer Education Overview

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- Communication campaigns
- Social and traditional media
- Factsheets
- Live customer service options via the Meat and Poultry Hotline
  
- Consumer research
- Partnerships



# Those At-Risk

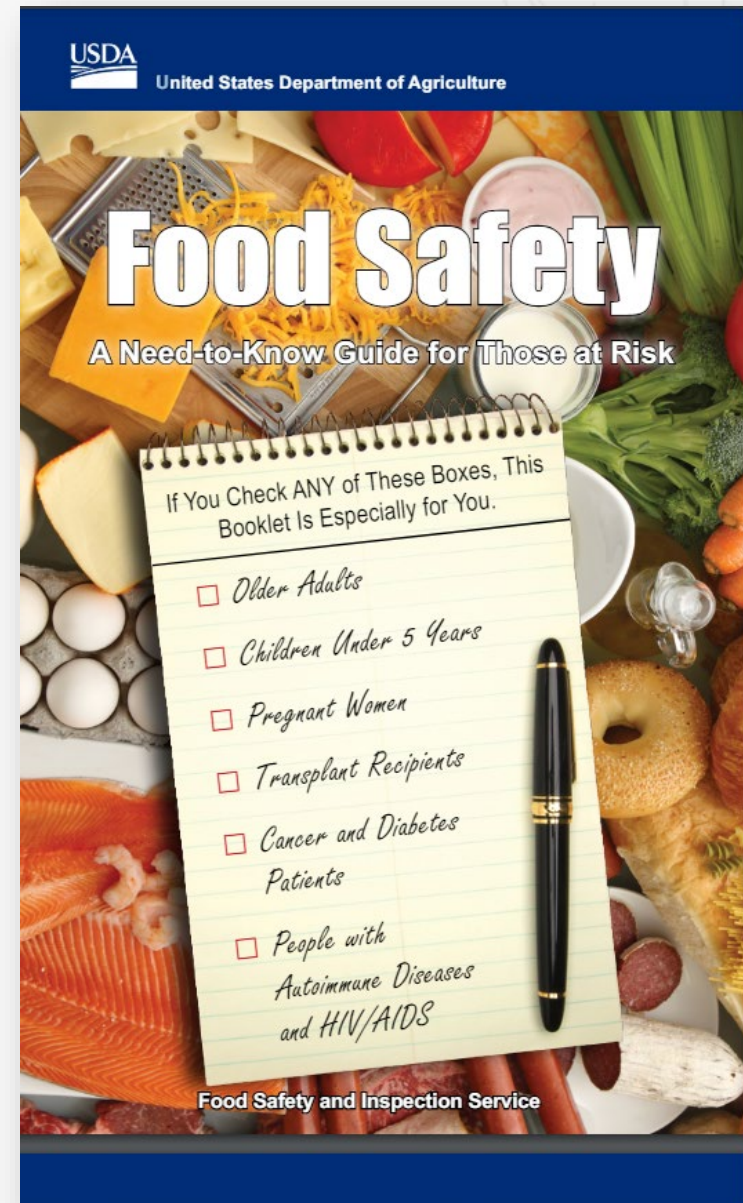
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Some people are at greater risk for experiencing a more serious illness or even death should they get a foodborne illness.

- Infants
- Young children
- Pregnant people and their unborn babies
- Older adults
- People with weakened immune systems, such as those with:
  - HIV/AIDS
  - Cancer
  - Diabetes
  - Kidney disease
  - Transplant patients

# At-Risk Booklet

- Has been available for consumers and public health partners to order free of charge
  - Popular among doctor's offices
- Out of stock but redesigning and will be available within the next year
- Available via PDF in the meantime:  
[https://www.fsis.usda.gov/sites/default/files/media\\_file/2021-04/at-risk-booklet.pdf](https://www.fsis.usda.gov/sites/default/files/media_file/2021-04/at-risk-booklet.pdf)



# Blogs and Social Media

Post

 **USDA Food Safety & Inspection Service**  @USDAFoodSafety

Older adults are at an increased risk of complications from foodborne illness. Keep your aging loved ones healthy by passing along these [#FoodSafety](#) tips! [#NationalSeniorCitizensDay](#)



**Older Adults AND FOOD SAFETY**

About 1 in 6 Americans will get food poisoning each year. Older adults are at an increased risk of serious complications from foodborne illness. A few simple steps can help keep the golden years pleasant for you or older adults you help care for.

**What May Make You Sick?**

Here's a look at some of the most common food pathogens that affect older adults and where they're found:

- E. COLI O157:H7**
  - Undercooked ground beef, unpasteurized milk and juices, contaminated raw fruits and vegetables, and water
  - Person-to-person contact
- CAMPYLOBACTER**
  - Unpasteurized (raw) milk
  - Raw or undercooked meat, poultry or shellfish
  - Untreated or contaminated water
- SALMONELLA**
  - Raw or undercooked eggs, poultry or meat
  - Unpasteurized (raw) milk, or juice
  - Cheese and seafood
  - Fresh fruits and vegetables

**Why Are You at Risk?**

Older adults are at elevated risk for hospitalization and death from foodborne infections. Why?

- Medication side effects (like a weakened immune system)
- Changes in functioning of organs like liver and kidneys
- Underlying chronic conditions (such as diabetes or kidney disease)
- Age-related changes to GI tract

An official website of the United States government [Here's how you know](#)

**USDA** Food Safety and Inspection Service  
U.S. DEPARTMENT OF AGRICULTURE

ABOUT FSIS CONTACT US CAREERS NEWS & EVENTS EMPLOYEES

FOOD SAFETY SCIENCE & DATA POLICY INSPECTION

RECALLS SEARCH FULL MENU

ALERT: Cargill Meat Solutions Recalls Ground... See more details

News & Events

Events & Meetings

News & Press Releases

News Feeds & Subscriptions

Publications


Branding & Toolkits

Subscribe for Updates

FOOD SAFETY NEWS RELEASE

FRIDAY, SEPTEMBER 09 2022

## Adults 65 and Older: An At-Risk Population, but Why?



# 2024 Spring Holiday Campaign

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Press Release



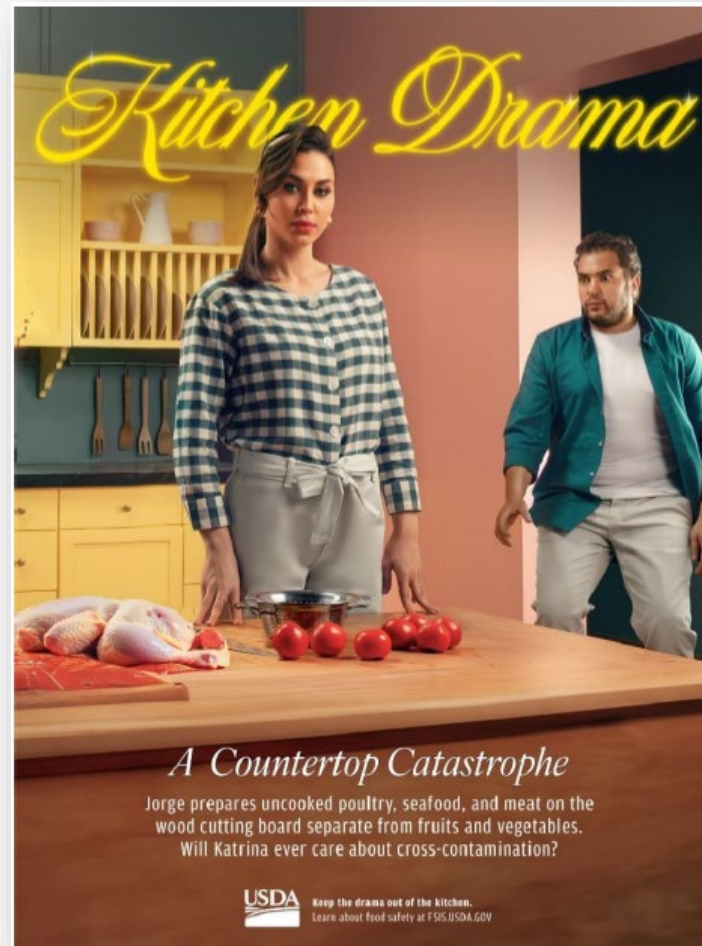
Blog + Social Media



Media Tour

# National Campaign

- Developing a campaign to target parents and caregivers responsible for both children and older adults
- Conducted 9 in-depth interviews to get feedback on design concepts
- Per interview feedback, will be moving forward with the “Kitchen Drama” concept
- NEXT STEPS: Developing the content and conducting testing



\*NOTE: These are very early draft concepts and NOT final.



Kitchen  
Drama



# Consumer Research Project

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- Five-year study to learn about consumer food safety behaviors
  - Web Survey completed in year 5 to assess food safety risk perceptions and media preferences for food safety information
- Older Adults (55+) food safety risk perceptions:
  - 50% view foodborne illness as serious and 37.5% view as very serious
  - 37% think that getting FBI in the next year is somewhat unlikely, 28% are neutral, and 22.5% think very unlikely. Only 9% think it is likely.
  - 27% are concerned about contracting FBI, 28% are not concerned, and 24% are neutral.
- Older Adults (55+) prefer to obtain food safety information from:
  - Food labels (63%)
  - Websites, excluding social media (53%)
  - Cookbooks (32%)

# Consumer Labeling Research

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- Study to assess consumer preferences for label messaging, formats, and design elements that will impact safe handling practices
- Focus groups were conducted February-March
  - 12 focus groups – 3 groups in 4 locations
  - Showed 4 test labels as well as visual cue to get feedback
  - Will revise labels based on feedback
  - Interesting feedback on QR codes
- In-depth interviews to get additional feedback on labels in May
- Confirm final labels for testing
- Experimental survey in late summer

# FoodSafety.gov

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# FoodSafety.gov

*Your gateway to Federal food  
safety information.*



The site features “People At Risk” pages, including a specific page for Older Adults

[Recalls & Outbreaks](#)

[Food Safety Charts](#)

[Keep Food Safe](#)

[Food Poisoning](#)

**People At Risk**

[Children Under Five](#)

**Older Adults**

[People with Weakened Immune Systems](#)

[Pregnant Women](#)

Print Share

## People at Risk: Older Adults

Adults aged 65 and older are more likely to be hospitalized or die from foodborne illness. This increased risk of foodborne illness is because organs and body systems go through changes as people age:

- The body's immune response to disease grows weaker.
- The gastrointestinal tract holds onto food for a longer period of time, allowing bacteria to grow.
- The liver and kidneys may not properly rid the body of foreign bacteria and toxins.
- The stomach may not produce enough acid. The acidity helps to reduce the number of bacteria in our intestinal tract.
- Underlying chronic conditions, such as diabetes and cancer, may also increase a person's risk of foodborne illness.

[Download the FDA's guide to Food Safety for Older Adults and People with Cancer, Diabetes, HIV/AIDS, Organ Transplants, and Autoimmune Diseases.](#)

[Download the USDA's Food Safety: A Need-to-Know Guide for Those At-Risk.](#)

### Choose Safer Food

Learn about safer food choices for older adults who have a higher risk of getting very sick from foodborne

**Baby Boomers AND FOOD SAFETY**

About 1 in 6 Americans will get food poisoning each year. Older adults are at an increased risk of serious complications from foodborne illness. As the saying goes, "It can help keep the golden years pleasant for you or older adults, you're up to you!"

**What May Make You Sick?**

- E. COLI O157H7**: Undercooked ground beef, unpasteurized milk and other dairy products, raw sprouts, and organ meats.
- CAMPYLOBACTER**: Undercooked poultry, raw milk, undercooked ground beef, and undercooked seafood.
- SALMONELLA**: Raw or undercooked eggs, undercooked poultry, undercooked ground beef, and undercooked seafood.

**Why Are You at Risk?**

- Older adults are more likely to have weakened immune systems.
- Changes in functioning of respiratory tract and lungs.
- Underlying chronic conditions such as diabetes, cancer, and kidney disease.
- Age-related changes in the liver.

**Product Dating**: Dates printed on food labels indicate when items will no longer be at their quality, safety, and best for eating. Always check the back of the label.

**When in doubt, throw it out!**: If you're unsure about whether you should eat something, it's best to throw it out. Don't taste it. Don't eat it. Don't feed it to your pet.

**Foods to Avoid**

- SOFT CHEESE**: Brie, Camembert, Blue cheese, and others.
- RAW OR UNDERCOOKED EGGS OR SEAFOOD**.
- UNPASTEURIZED MILK**.
- RAW SPROUTS**.
- HOT SOUS, DELI MEATS AND LUNCHEON MEATS** that have not been heated to steaming hot.
- PIZZAS** with undercooked toppings.

**Safety Tips**

- CLEAN**: Wash hands, surfaces, and produce thoroughly with soap and water.
- SEPARATE**: Keep raw meat, poultry, and seafood separate from other foods.
- COOK**: Use a food thermometer to check the internal temperature of meat.
- CHILL**: Refrigerate or freeze food promptly.

USDA | Ad Council | FoodSafety.gov | ADDITIONAL SOURCE

Download



# USDA Meat & Poultry Hotline

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 Food Safety and Inspection Service  
U.S. DEPARTMENT OF AGRICULTURE

THE MEAT & POULTRY HOTLINE

**1-888-MHotline**

**[ask.usda.gov](https://ask.usda.gov)**

Live support M-F via  
phone from 10am-6pm ET  
and chat from 10am-5pm ET



**Aaron.Lavallee**  
**@usda.gov**



# Poll Question #2



**Which food safety resources for older adults would you like to see more of?**

1. Printable handouts and flyers
2. Infographics and images
3. Sample text for blogs and newsletters
4. Social media content
5. Videos



# Q&A



## CDC Focus Group Research



**Kelsey Schwarz, Ph.D.**

Health Communication Specialist  
CDC

## FDA Updates on New Food Safety Education Initiatives



**Kimberly M. Smith, MHSA**

Acting Brief Chief for the Education  
and Outreach Branch  
FDA

## USDA National Education Campaign for Older Adults



**Aaron Lavallee**

Director of the Food Safety  
Education Staff  
USDA

## Q&A Session Moderator



**Katie Weston**

Program Manager  
Partnership for Food  
Safety Education



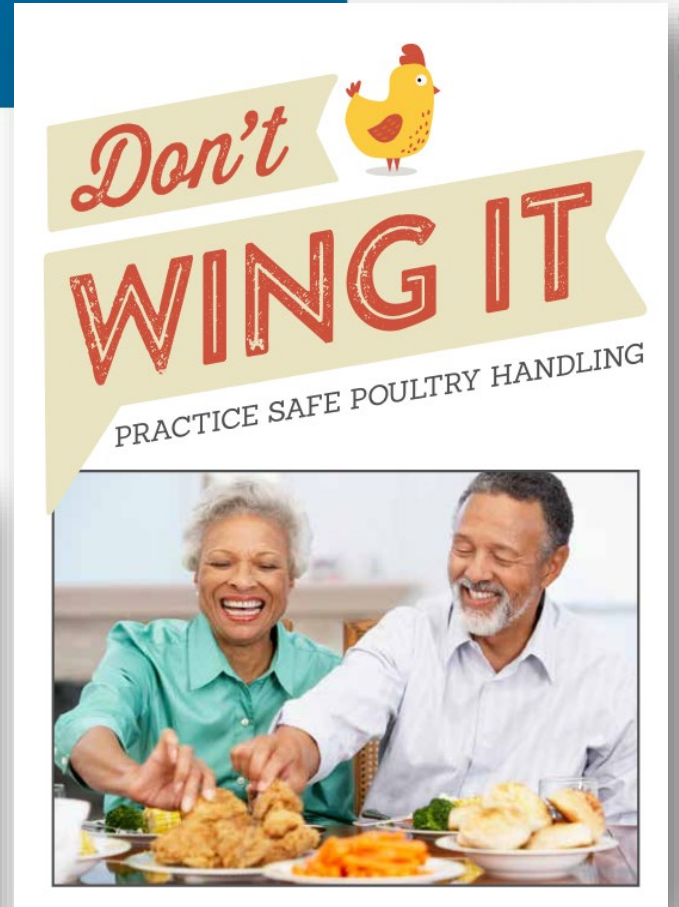
# Additional Resources

- Brochures for adults aged 65+ are available in English and Spanish language:
  - [Don't Wing It](#)
  - [Go 40° F or Below](#)

**4,4°<sup>°C</sup> (40 °F)  
°MENOS ALIMENTOS. PROTÉJASE.**



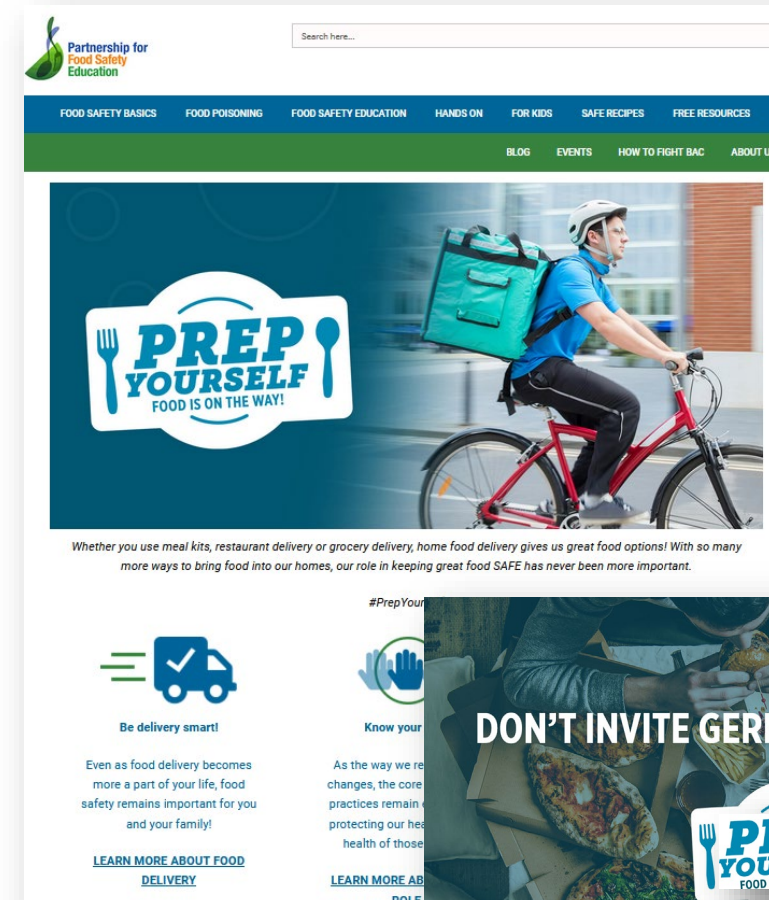
Una temperatura constante de 4,4 °C (40 °F) o inferior es una de las maneras más eficaces de reducir el riesgo de intoxicación alimentaria. Las bacterias que pueden provocar la enfermedad se desarrollen rápidamente a una temperatura entre 4,4 y 60 °C (40 y 140 °F). Utilice un termómetro para neveras para medir la temperatura para ayudar a que la comida siga siendo segura.



# Prep Yourself: Food Delivery

- Microsite with food delivery education resources including:
  - Print materials
  - Social media content
  - Digital ads
  - And more!

- [fightbac.org/prep-yourself](https://fightbac.org/prep-yourself)



# Stay Involved with Us!



- **Pay it forward** — make a \$10 charitable gift
- Work with PFSE as a Contributing Partner
- Follow us on [Facebook](#), [Twitter/X](#) 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/](https://fightbac.org/get-involved/)





# Coming Up!



- World Food Safety Day is June 7
  - Social media toolkit available
  - Download at [foodsafetyday.org](https://foodsafetyday.org)
- September: National Food Safety Education Month



# PFSE Contributing Partners



Academy of Nutrition and Dietetics  
Albertsons  
Amazon  
American Frozen Food Institute  
Ardent Mills  
Association of Food and Drug Officials  
Big Y Foods, Inc.  
Boar's Head Provisions Co.  
Conagra Brands  
Costco Wholesale Corporation  
Diversey – A Solenis Company  
FMI Foundation  
Groundswell Strategy  
HelloFresh  
Home Chef  
Instacart

International Association for Food Protection  
International Food Information Council Foundation  
International Fresh Produce Association  
JBS Foods  
Kroger Company  
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

Publix Super Markets Charities, Inc.  
Refrigerated Foods Association  
SmartLabel by Consumer Brands  
Association  
Southeast Produce Council  
Sysco Corporation  
Tyson Foods, Inc.  
Uber Eats  
USPOULTRY  
Wakefern Food Corp.  
Walmart  
Wayne Farms  
Wegmans  
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



# Continuing Education Units



## **\*\*FINAL REMINDER\*\***

**One-hour CEU available from ANFP, CDR, NCHEC & NEHA**

- Download certificates from chat box
- Follow-up email
- Download at [fightbac.org](http://fightbac.org) under “Free Resources” tab and “Recorded Webinars”
- Educators seeking NCHEC must complete online questionnaire by **Monday, July 8**



# Thank You for Joining Us!

**Kelsey Schwarz, Ph.D.**

Centers for Disease Control and Prevention

**Kimberly M. Smith, MHSA**

U.S. Food and Drug Administration

**Aaron Lavallee**

U.S. Department of Agriculture

**Katie Weston**

Partnership for Food Safety Education

