Healthy Aging: Food Safety for Older Adults

Partnership for Food Safety Education

Welcome from PFSE

Katie Weston
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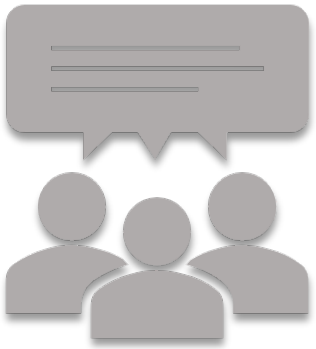
Partnership for Food Safety Education

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

Partnership for Food Safety Education

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!

Partnership for Food Safety Education

Continuing Education Units

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

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

Partnership for Food Safety Education

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.

Partnership for Food Safety Education

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.

Partnership for Food Safety Education

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!

Partnership for Food Safety Education

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
Kimberly.Smith1@fda.hhs.gov

Overview DEOI Education and Outreach Branch

Support CFSAN's public health mission

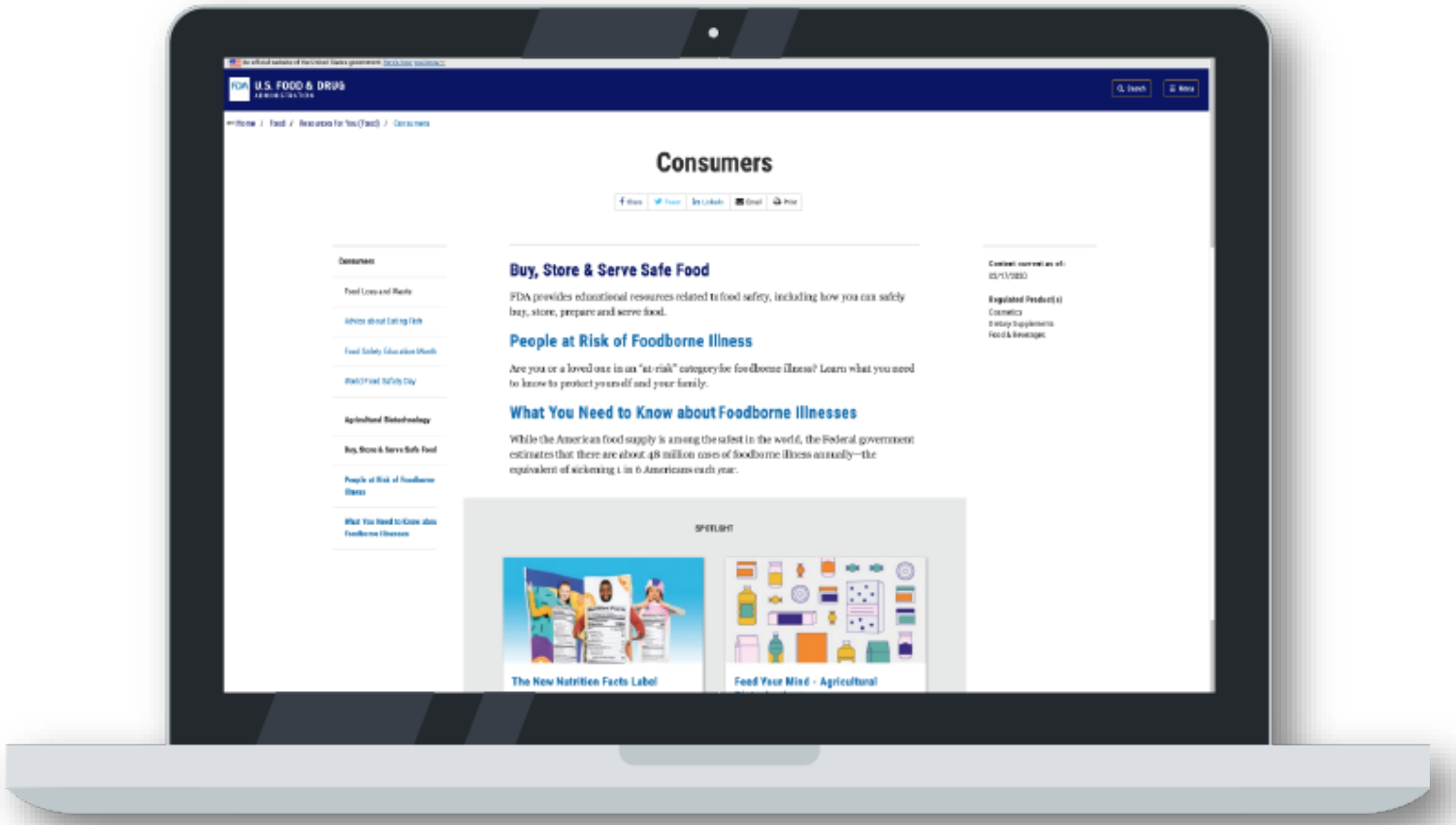
Develop, disseminate, and evaluate science-based, research-informed health education materials and execute and evaluate initiatives and campaigns

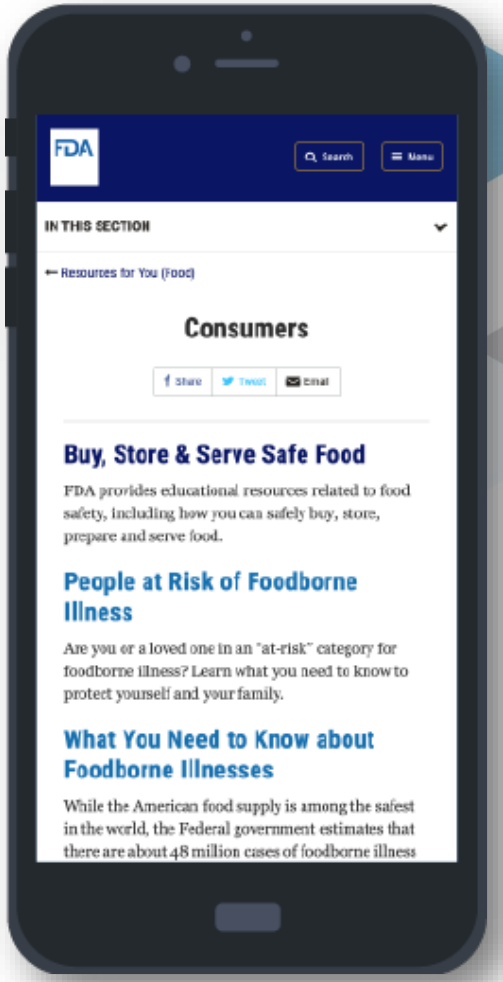
- Food safety
- Nutrition
- Agricultural biotechnology
- Dietary supplements
- Food waste
- Recalls and outbreaks
- Healthy icon
- Advice about eating fish
- Food chemicals
- Infant formula

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

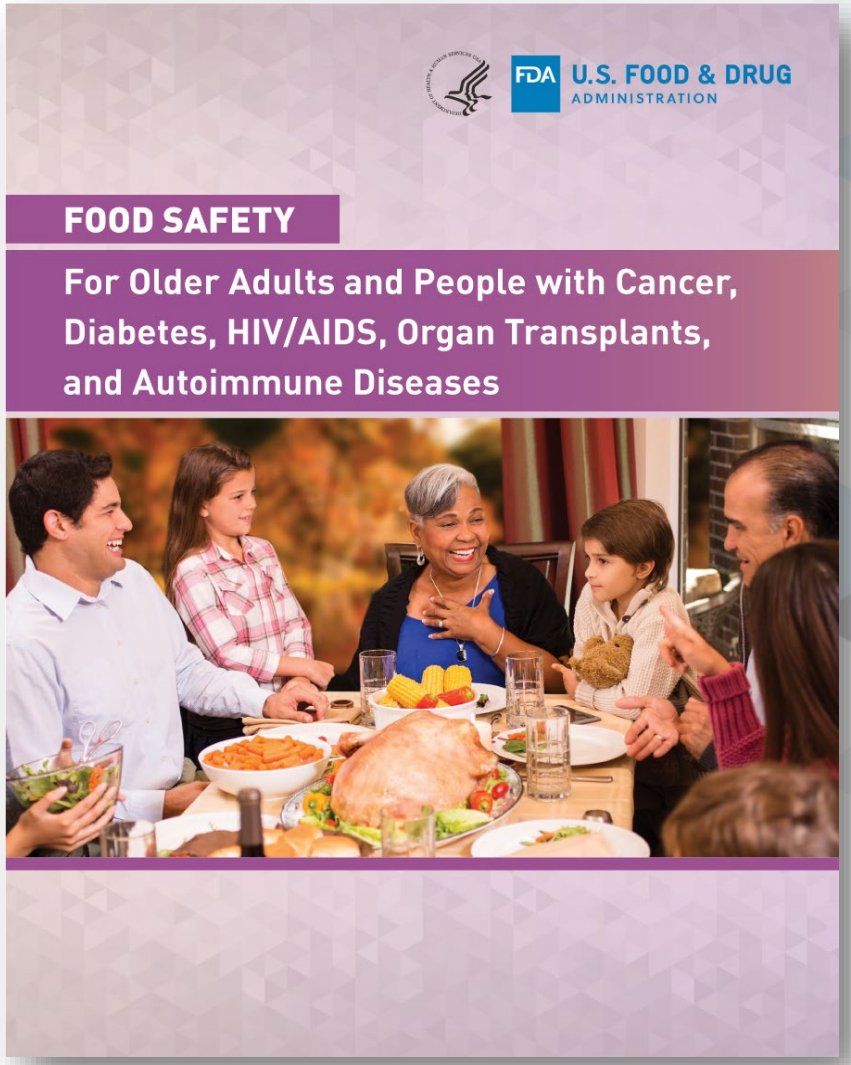




www.fda.gov > Consumers

Food Safety for Older Adults

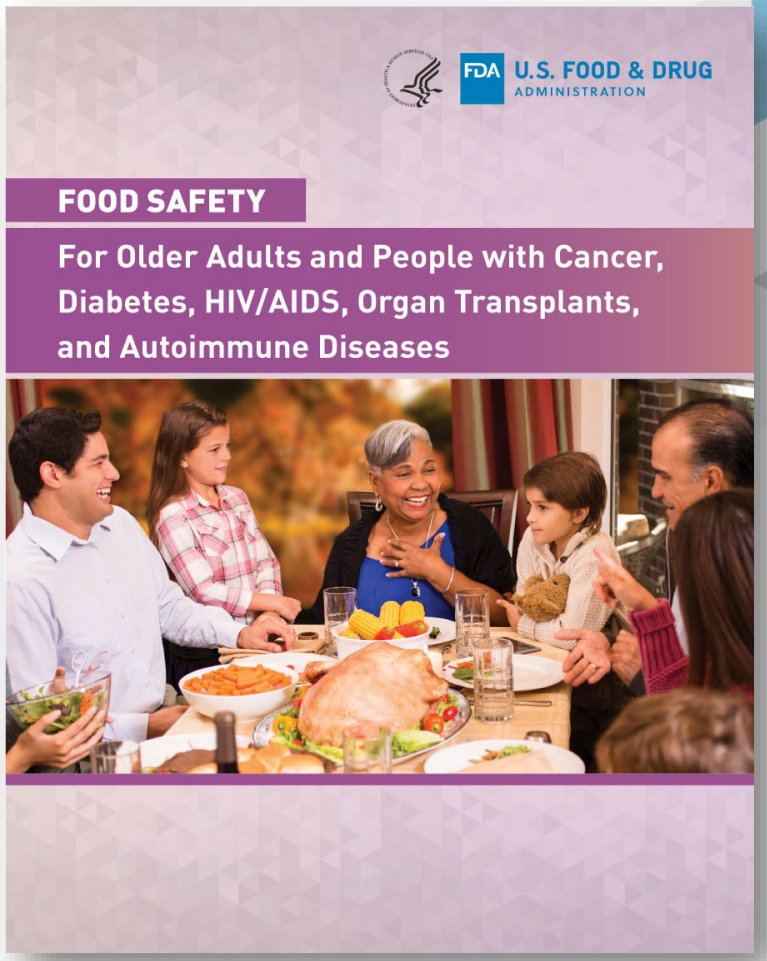
- Food safety booklet for consumers and educators
- Vulnerable populations
  - Transplant patients
  - Older adults
  - People with cancer
  - People with diabetes
  - People with HIV/AIDS
  - People with Autoimmune Diseases
- Available in English and Spanish



https://www.fda.gov/food/people-risk-foodborne-illness/food-safety-older-adults-and-people-cancer-diabetes-hivaids-organ-transplants-and-autoimmune

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



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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 (Safe Food Handling)
Seafood *Tip: Use a food thermometer to check the internal temperature. See the Safe Minimum Internal Temperatures chart on page 7.*	• Any raw or undercooked fish, or shellfish, or food containing raw or undercooked seafood, e.g., sashimi, found in some sushi or ceviche • Refrigerated smoked fish • Partially cooked seafood, such as shrimp, and crab	• Previously cooked seafood heated to 165°F • Canned fish and seafood • Seafood cooked to 145°F
Milk	Unpasteurized (raw) milk	Pasteurized milk
Eggs *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.*	Foods that contain raw/ undercooked eggs, such as: • Homemade Caesar salad dressings • Homemade raw cookie dough • Homemade eggnog	*At home:* • Recipes that call for raw or undercooked eggs are made with pasteurized eggs. *When eating out:* • Ask if pasteurized eggs were used.
Sprouts	Raw sprouts (alfalfa, bean, or any other sprout)	Cooked sprouts
Vegetables	Unwashed fresh vegetables, including lettuce/ salads	• Washed fresh vegetables, including salads • Cooked vegetables
Cheese	• Soft cheeses made from unpasteurized (raw) milk, such as: • Feta • Brie • Camembert • Blue-veined • Queso fresco	• Hard cheeses • Processed cheeses • Cream cheese • Mozzarella • Soft cheeses that are clearly labeled “made from pasteurized milk”

https://www.fda.gov/food/people-risk-foodborne-illness/food-safety-older-adults-and-people-cancer-diabetes-hivaids-organ-transplants-and-autoimmune

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 > Consumers

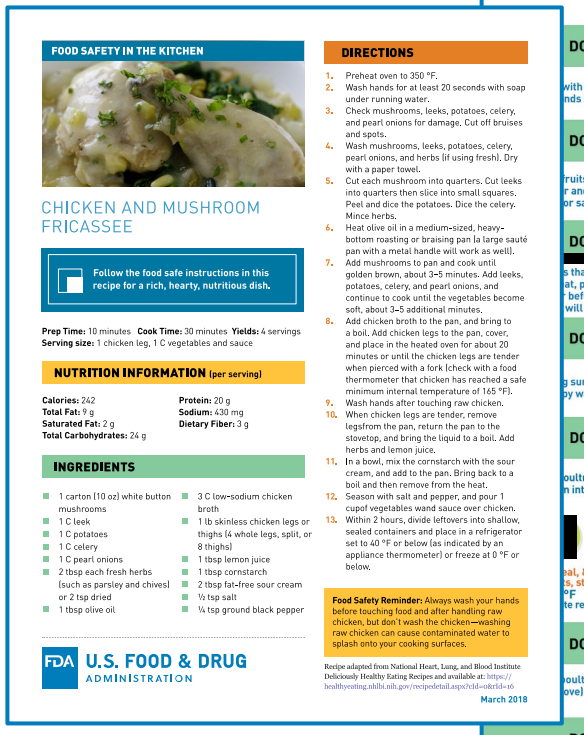
Food Safety Videos

- 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

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 **Yields:** 4 servings
Serving size: 1 chicken leg, 1 C vegetables and sauce

NUTRITION INFORMATION (per serving)

Calories: 242
Total Fat: 9 g
Saturated Fat: 2 g
Total Carbohydrates: 24 g
Protein: 20 g
Sodium: 430 mg
Dietary Fiber: 3 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 tbsp 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 tbsp cornstarch
- 2 tbsp fat-free sour cream
- ½ tsp salt
- ¼ tsp ground black pepper

DIRECTIONS

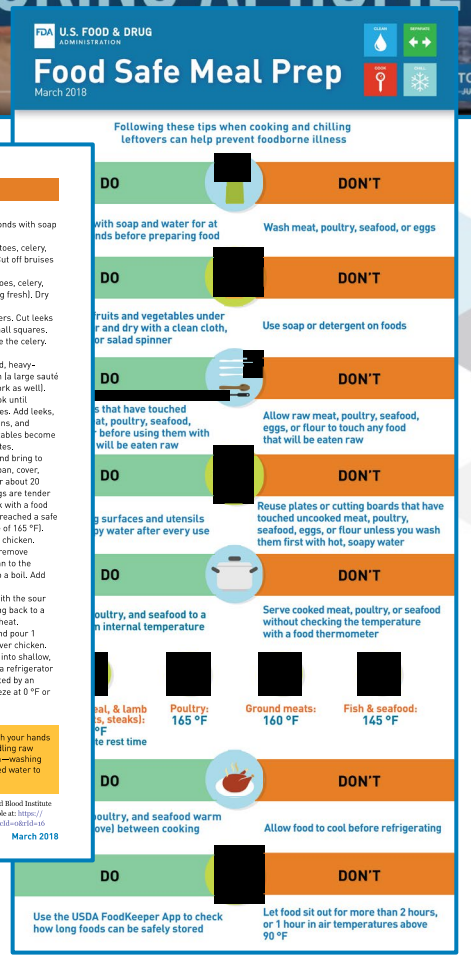
1. Preheat oven to 350 °F.
2. Wash hands for at least 20 seconds with soap under running water.
3. Check mushrooms, leeks, potatoes, celery, and pearl onions for damage. Cut off bruises and spots.
4. Wash mushrooms, leeks, potatoes, celery, pearl onions, and herbs (if using fresh). Dry with a paper towel.
5. Cut each mushroom into quarters. Cut leeks into quarters then slice into small squares. Peel and dice the potatoes. Dice the celery. Mince herbs.
6. 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).
7. 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.
8. 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).
9. Wash hands after touching raw chicken.
10. When chicken legs are tender, remove legsfrom the pan, return the pan to the stovetop, and bring the liquid to a boil. Add herbs and lemon juice.
11. 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.
12. Season with salt and pepper, and pour 1 cupof vegetables wand sauce over chicken.
13. 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.nhlbi.nih.gov/recipedetail.aspx?cid=0&rId=16

March 2018

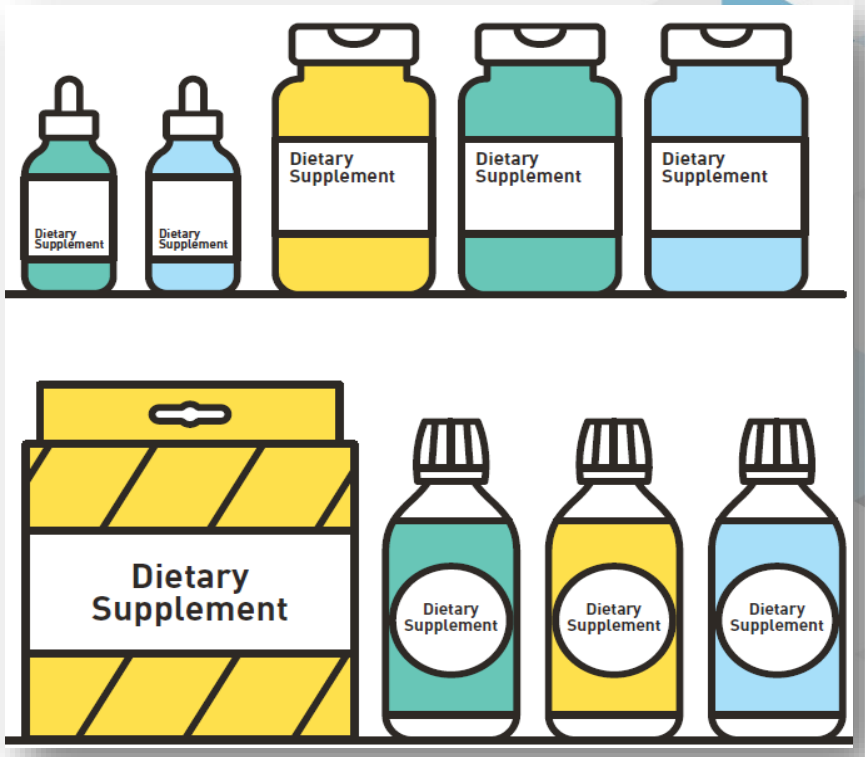
FDA U.S. FOOD & DRUG ADMINISTRATION



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



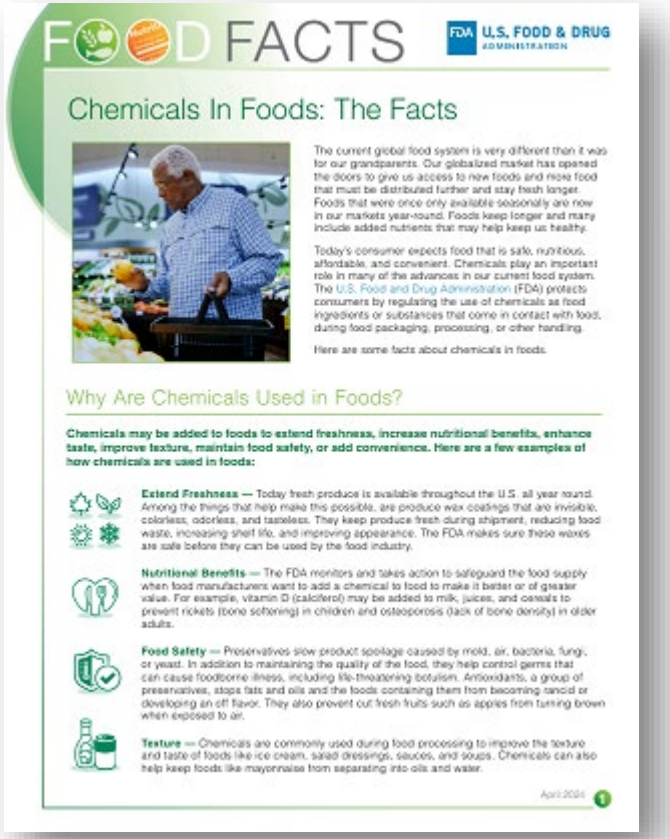
https://www.fda.gov/food/information-consumers-using-dietary-supplements/supplement-your-knowledge

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.

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

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, stops 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 2024


FOOD FACTS

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 (U.S.) 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 metabolism 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

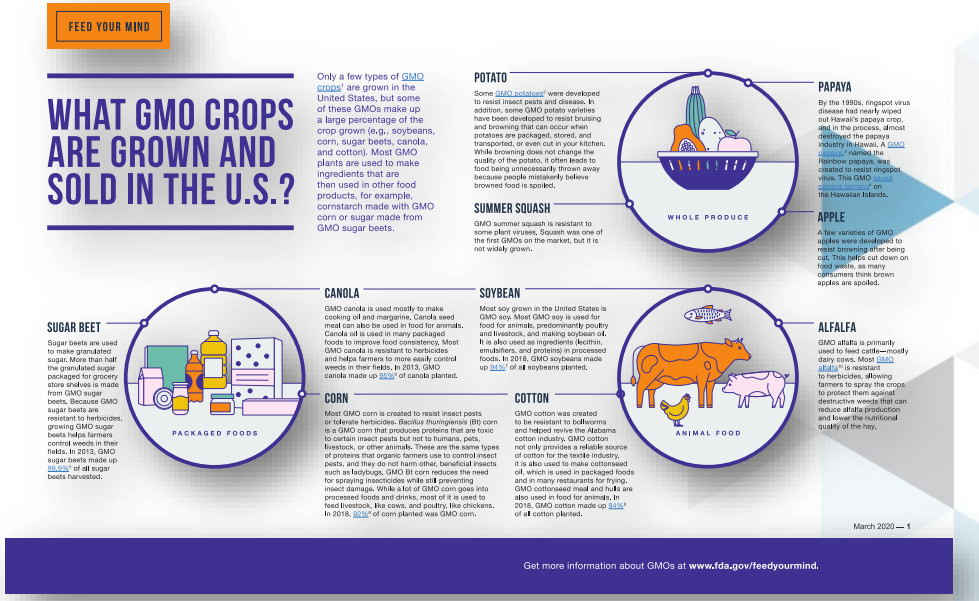
Ready-to-Feed
Do not add water

April 2024

www.fda.gov/food/buy-store-serve-safe-food/food-facts-consumers

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

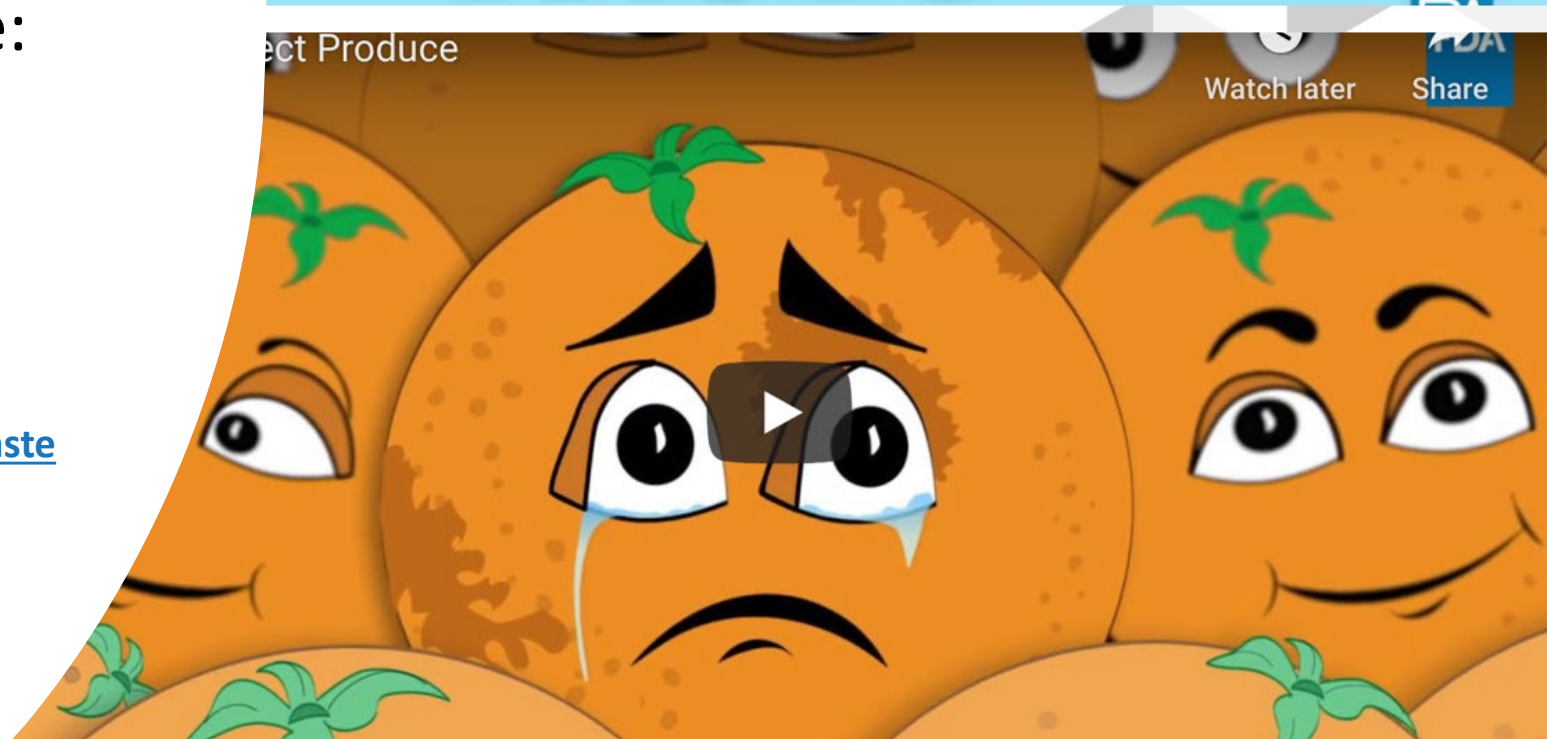


www.fda.gov/food/consumers/agricultural-biotechnology

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



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

www.fda.gov/food/consumers/advice-about-eating-fish

Closer to Zero

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

[What You Can Do to Limit Exposure to Arsenic and Lead from Juices | FDA]

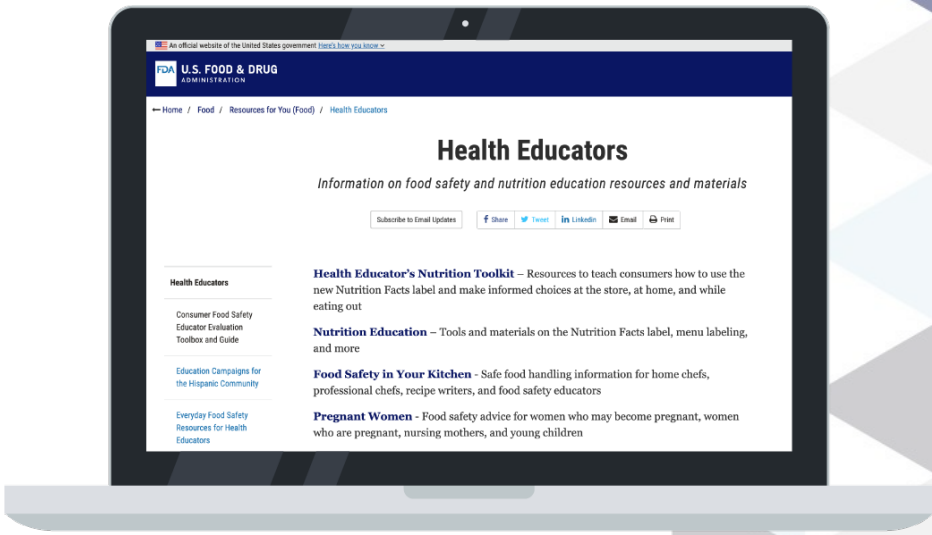
Consumer Food Safety Educator Evaluation Toolbox and Guide

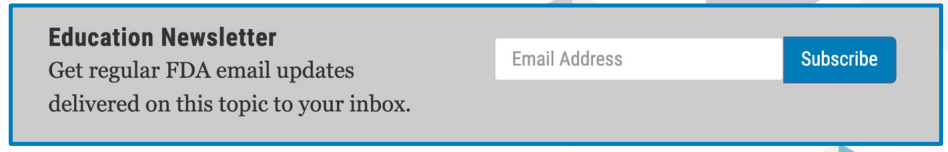
- Developed in collaboration with the Partnership for Food Safety Education
- Guide
- Toolbox
  - Tip sheets
  - Logic model template
  - Budget form
  - Web and social media metrics tables
  - Process evaluation form
  - User/participant feedback forms

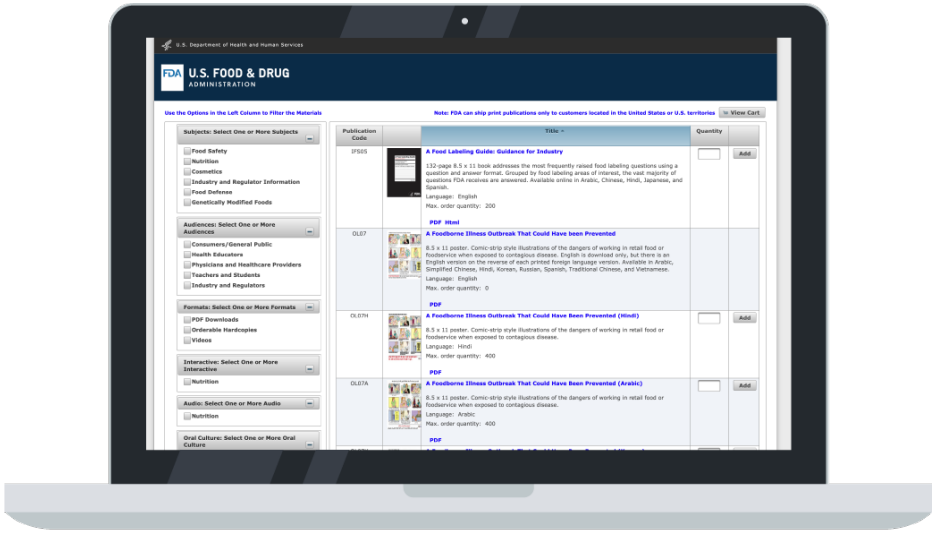
www.fda.gov/food/health-educators/consumer-food-safety-educator-evaluation-toolbox-and-guide

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







Social Media

- Facebook
- X (formerly Twitter) – @FDAFood
- YouTube
- Flickr
- Instagram


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

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

Our Mission

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

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

- Consumer research
- Partnerships

Those At-Risk

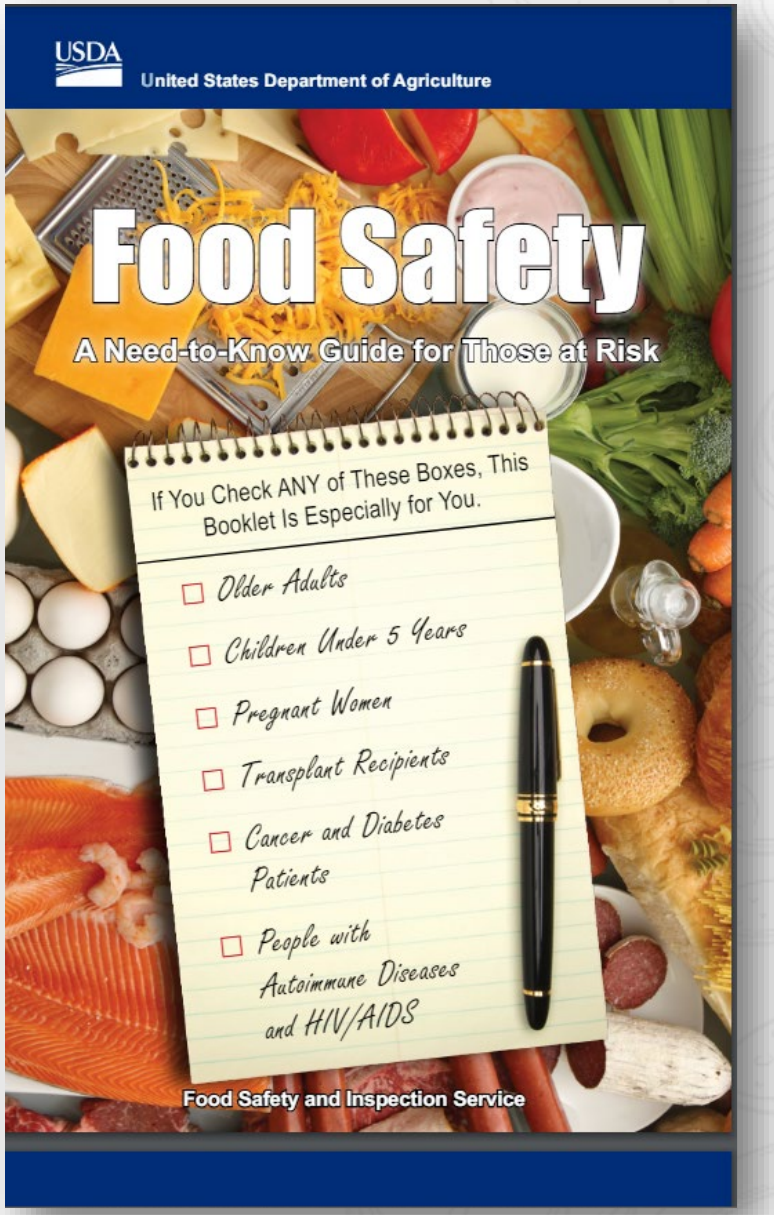
Some people are at greater risk for experiencing a more serious illness or even death should they get a foodborne illness.

- 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

USDA

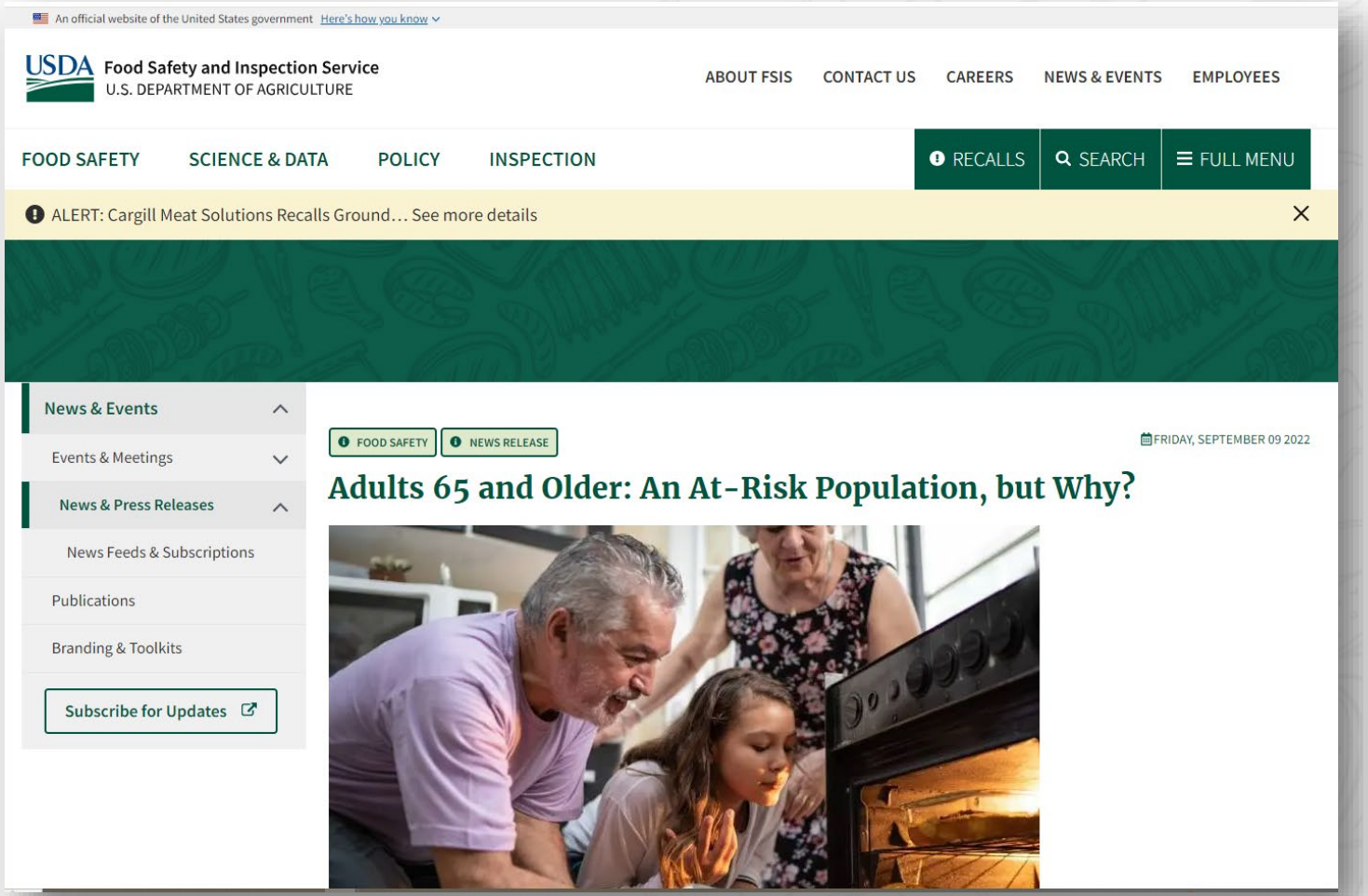
At-Risk Booklet

- 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



USDA

Blogs and Social Media



2024 Spring Holiday Campaign

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

- 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%)

USDA

Consumer Labeling Research

- 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

USDA

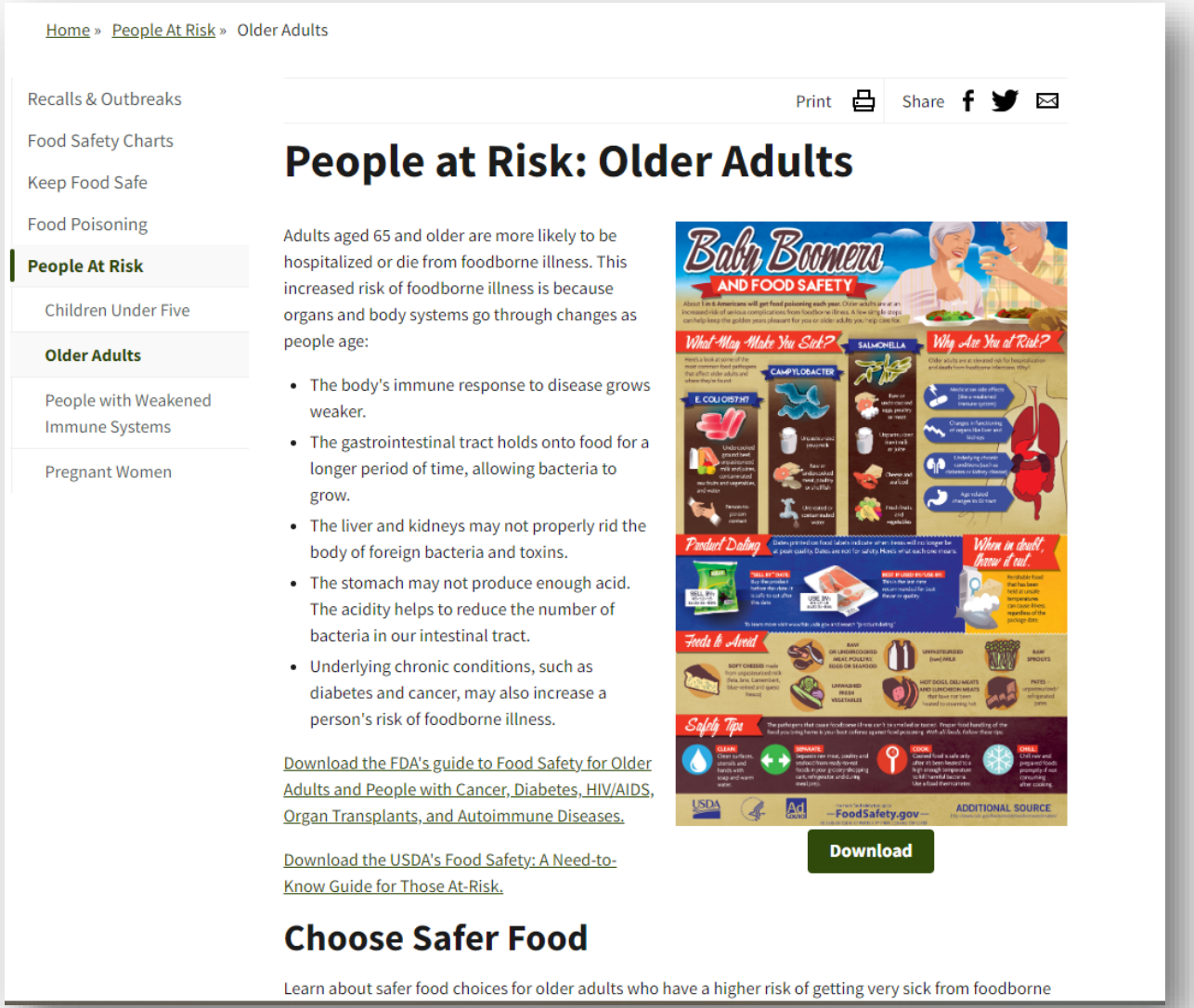
FoodSafety.gov

FoodSafety.gov

Your gateway to Federal food safety information.

FoodSafety.gov

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



USDA Meat & Poultry Hotline

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

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

Partnership for Food Safety Education

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

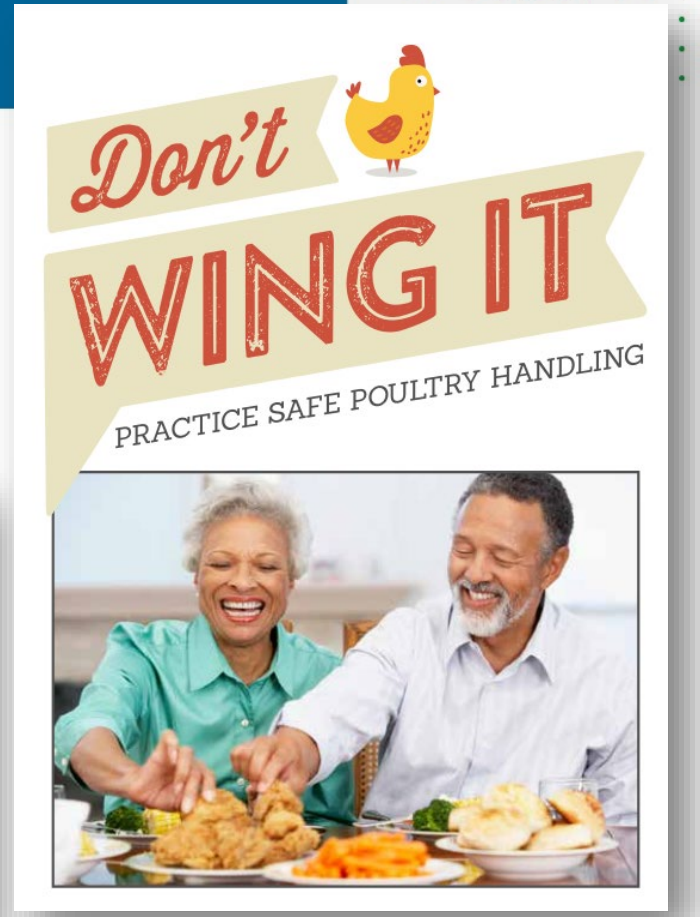
Katie Weston

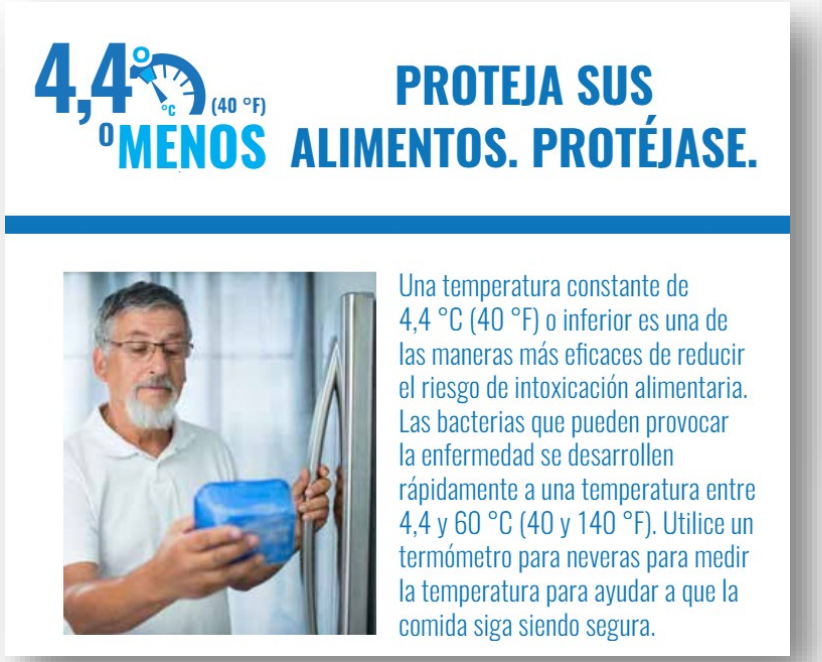
Program Manager
Partnership for Food Safety Education

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



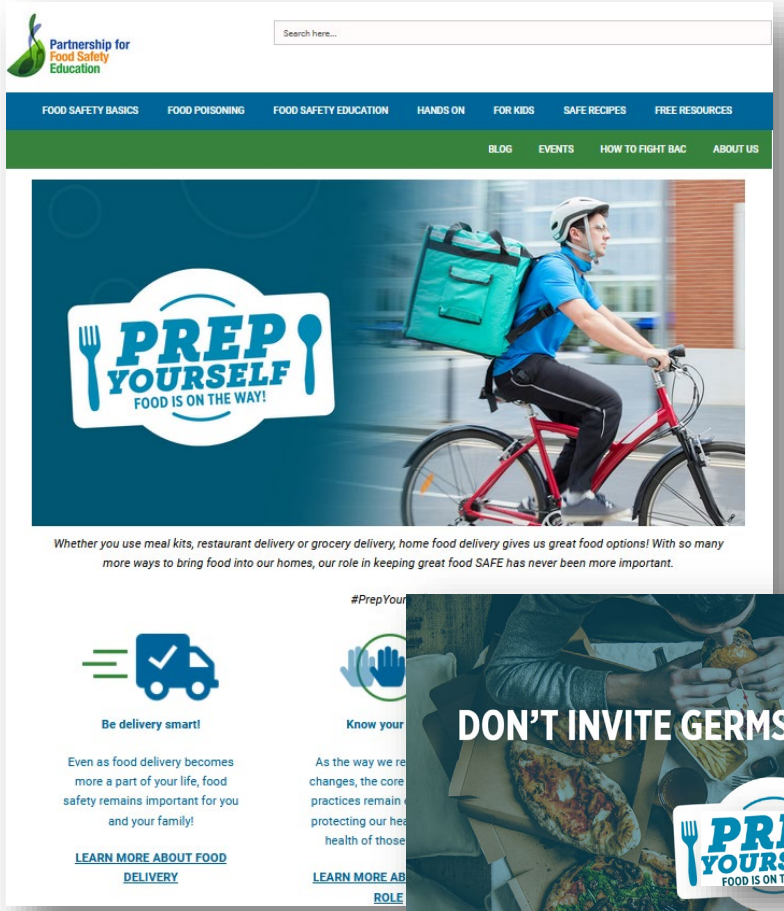


Partnership for Food Safety Education

Prep Yourself: Food Delivery

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

- 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/

Partnership for Food Safety Education

Coming Up!

- World Food Safety Day is June 7
  - Social media toolkit available
  - Download at foodsafetyday.org

- September: National Food Safety Education Month

Partnership for Food Safety Education

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

Partnership for Food Safety Education

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 under “Free Resources” tab and “Recorded Webinars”
- Educators seeking NCHEC must complete online questionnaire by **Monday, July 8**

Partnership for Food Safety Education

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