



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

Food Safety: Consumer Outreach and Education Today and for the Future

October 6, 2020



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

Welcome

Terri Nintemann
Deputy Administrator
USDA Food Safety and Inspection Service





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

The Future of Food Safety Education

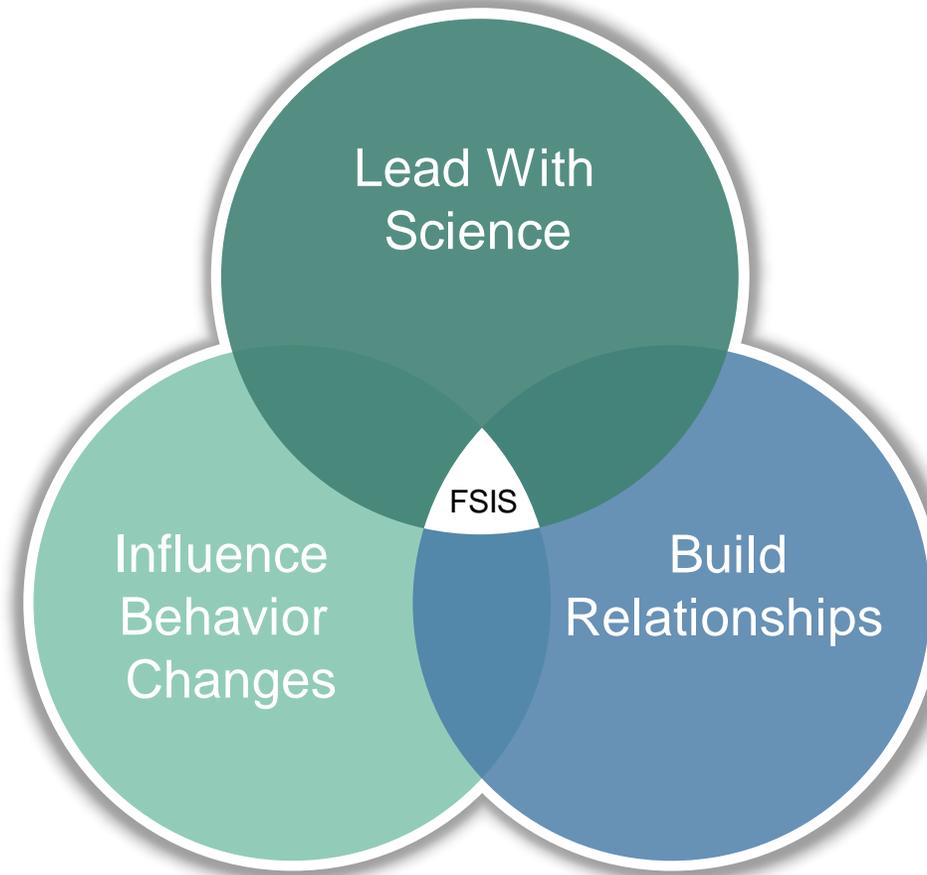
Mindy Brashears, Ph.D.
Under Secretary for Food Safety
U.S. Department of Agriculture



My Path to Washington



My Vision



Influencing Behavior Change



Two-Pronged Approach and Consumer Role

In-Plant Inspection



Safe Food Handling

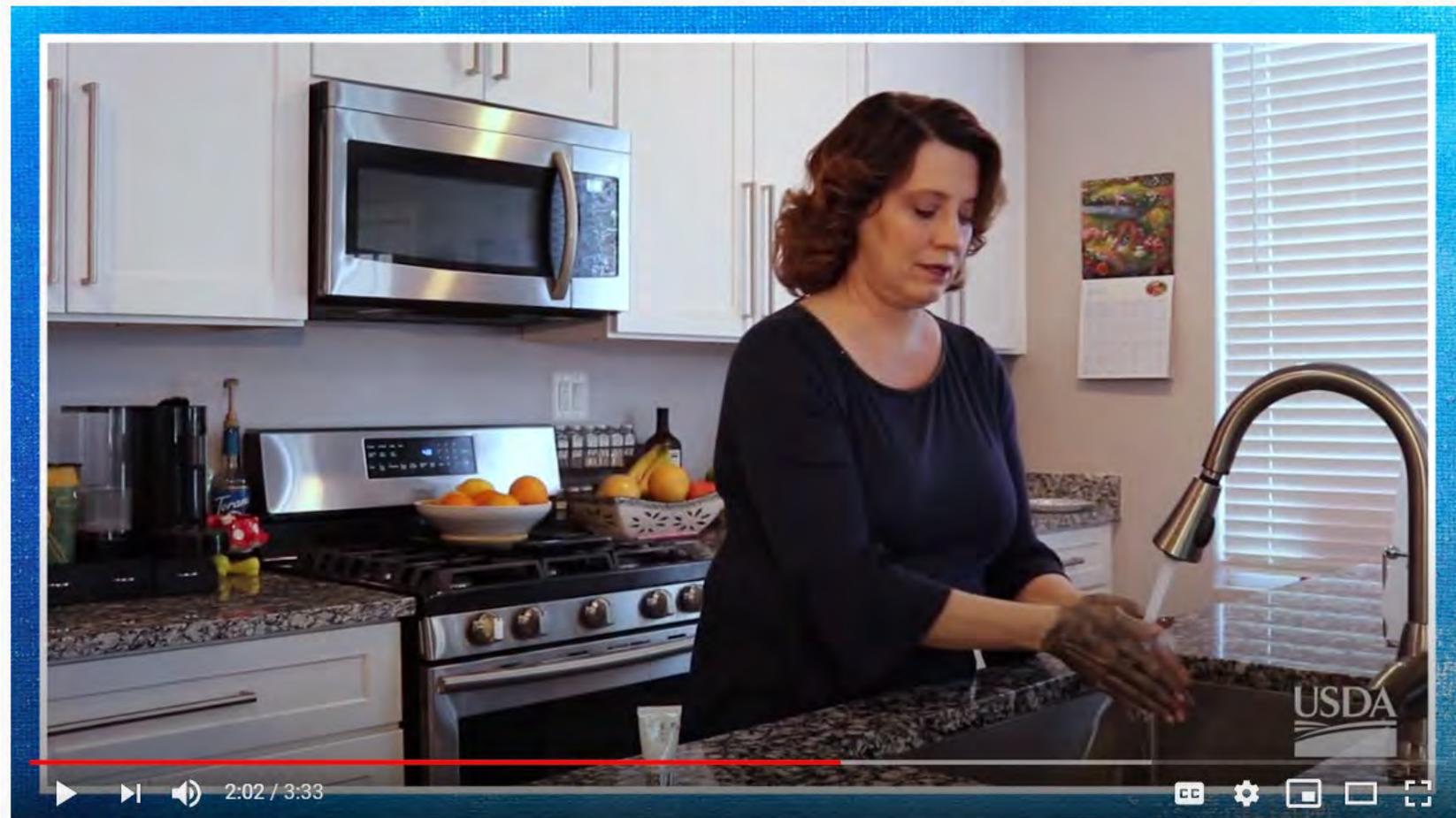


Contributing Factors to Foodborne Illness

You can access the video “Washing Chicken Spreads Germs” by click here:

https://www.youtube.com/watch?v=PMa-i_c9sUc

COVID and Proper Handwashing



Best Practice for Proper Handwashing

2,420 views • Apr 8, 2020

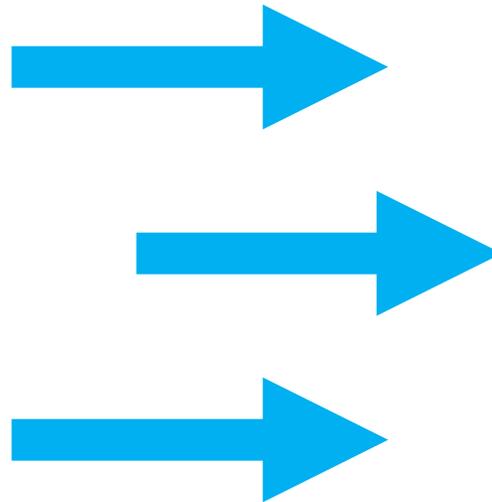
29 3 SHARE SAVE ...

FSIS Consumer Research: Handwashing

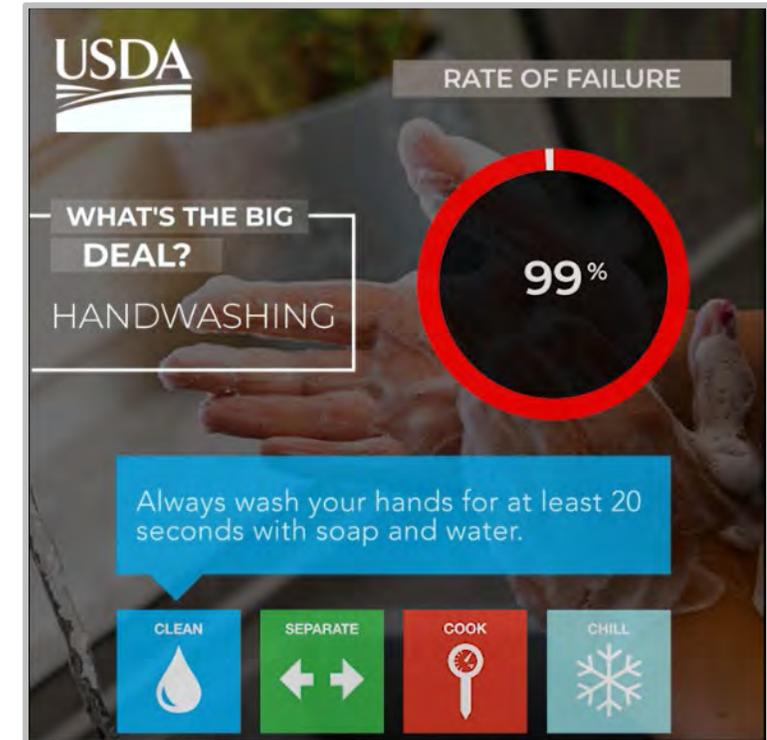
Handwashing Findings



Participants failed to properly clean their hands up to 99% of the time



FSIS Response



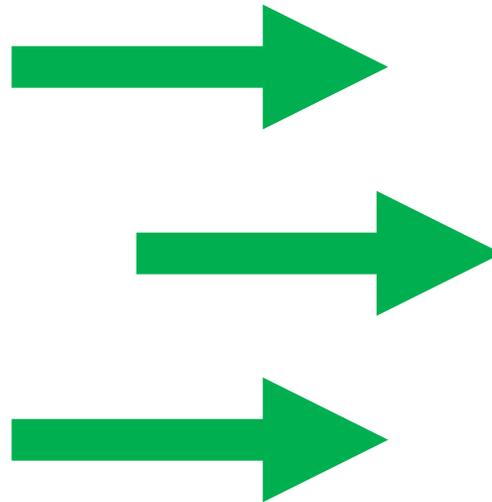
Focus attention on the 'clean' food safety step

Understanding Consumer Behavior

Cross-Contamination Findings



Unsafe food handling can spread Salmonella from raw meat and poultry to ready-to-eat foods



FSIS Response



Updated consumer messaging: Poultry washing increases risk because it spreads pathogens in the sink

FSIS Consumer Research: Frozen Raw Products

Observational Meal Preparation Experiment

22% of participants were unaware that the not-ready-to-eat (NRTE) frozen chicken they prepared was raw



Partnerships

FSIS works with partners to explore novel ways to educate consumers and conduct consumer research.



Closing

FOOD SAFETY AND INSPECTION SERVICE

Do Right and Feed Everyone...Safely!



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

Consumer Education Over the Years

Carol Blake

Assistant Administrator

Office of Public Affairs and Consumer Education

U.S. Department of Agriculture



Trends in Safe Food Handling Exposure



40%

Information Consumption

Average Time Spent in the US, 2019

hrs:mins per day among population

Digital 6:35

TV* 3:35

Radio* 1:20

0:11 Newspapers*

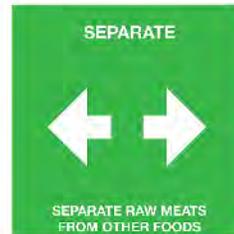
0:09 Magazines*

Total 12:09

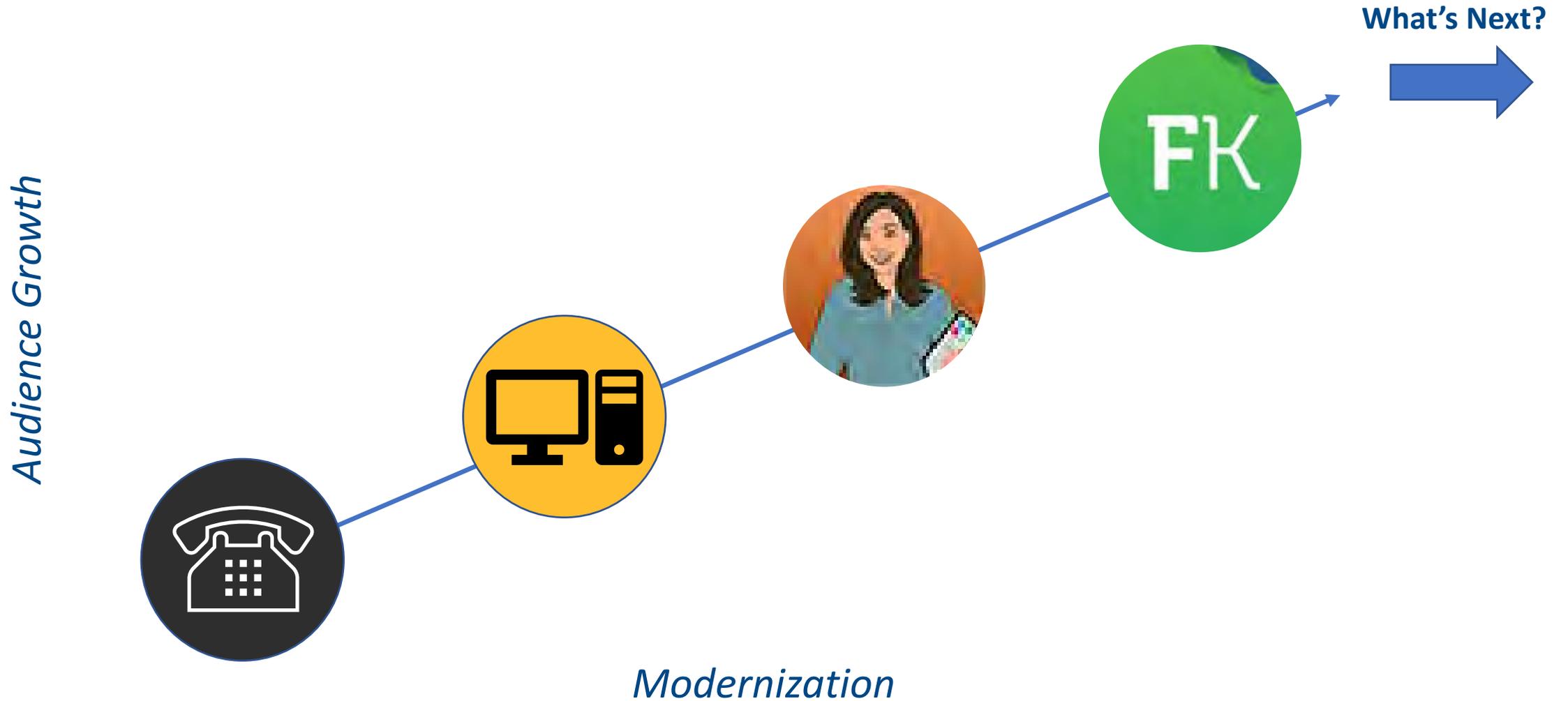
*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on TV while listening to radio is counted as 1 hour for TV and 1 hour for radio; *excludes digital*

Source: eMarketer, April 2019

FSIS Communication Channels



Evolution of Communication Channels



Partnerships

FSIS finds success in synergies with partners.

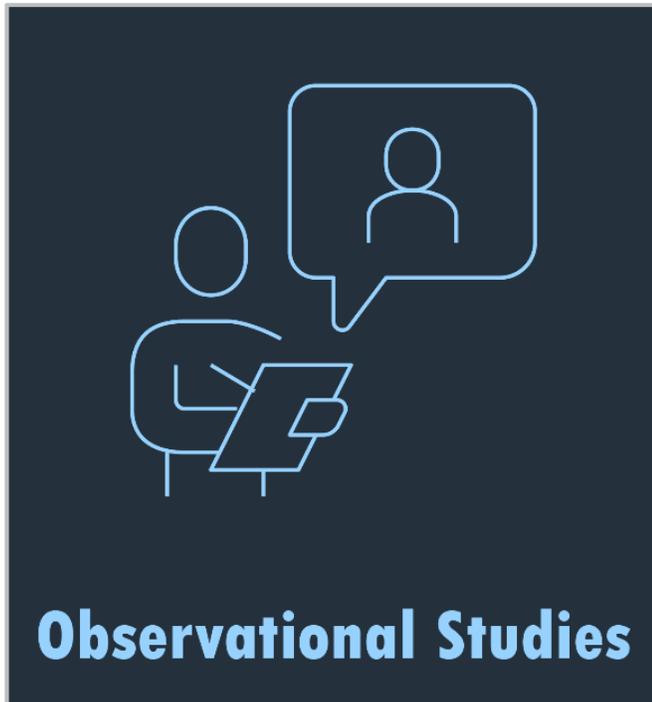


AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.



Consumer Research Studies

Consumer research is the backbone of FSIS' educational outreach



5 ongoing



2 ongoing



2 ongoing

www.fsis.usda.gov/consumer-research

Implications of this Research

CLEAN



WASH HANDS AND SURFACES OFTEN

USDA **RATE OF FAILURE**

WHAT'S THE BIG DEAL?
HANDWASHING

99%

Always wash your hands for at least 20 seconds with soap and water.

CLEAN SEPARATE COOK CHILL

USDA **RATE OF FAILURE**

WHAT'S THE BIG DEAL?
CROSS CONTAMINATION

63%

Hand washing should always include five simple steps: wet, lather, scrub, rinse and dry.

CLEAN SEPARATE COOK CHILL

USDA **UNSUCCESSFUL CLEANING**

WHAT'S THE BIG DEAL?
LINGERING BACTERIA

96%

The safest way to handle raw meat or poultry is to NOT wash them.

CLEAN SEPARATE COOK CHILL

SEPARATE



SEPARATE RAW MEATS FROM OTHER FOODS

USDA **CONTAMINATED SALAD**

WHAT'S THE BIG DEAL?
SEPARATE YOUR FOOD

26%

Decrease risk by preparing foods that will not be cooked such as veggies and salads, BEFORE handling and preparing raw meat and poultry.

CLEAN SEPARATE COOK CHILL

USDA **WASHING POULTRY**

RISK OF CONTAMINATION

60%

Sixty percent of participants contaminated the inner sink when they washed chicken.

The safest choice is not to wash meat or poultry.

CLEAN SEPARATE COOK CHILL

We Need Your Feedback

You can access the video “Washing Chicken Spreads Germs” by click here:

https://www.youtube.com/watch?v=PMa-i_c9sUc

Discover Food Safety Resources



www.fsis.usda.gov

www.foodsafety.gov

USDA Meat and Poultry Hotline

1-888-MPHotline

(1-888-674-6854)



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

The Evolution of Consumer Safety

Shelley Feist

Executive Director

Partnership for Food Safety Education



Food Safety: Consumer Outreach & Education *Today and for the Future*



Shelley Feist
Executive Director
October 6, 2020

*The Evolution of
Consumer Education*

2000

- Fight BAC!® Core Four
- licensed (w/o fee) Fight BAC!® to health/ food safety educators
- **15** Partner organizations & Federal liaisons (USDA, FDA, CDC)
- Website, PR/outreach

Working together to advance trusted, consistent, science-based behavioral health messaging.

2020

- Multiple campaigns (produce, poultry, refrigeration)
- Evaluation tool for educators
- Bi-annual conference on research and practice
- **40** Partner organizations and Federal liaisons (USDA, FDA, CDC)
- Website, social media, events,

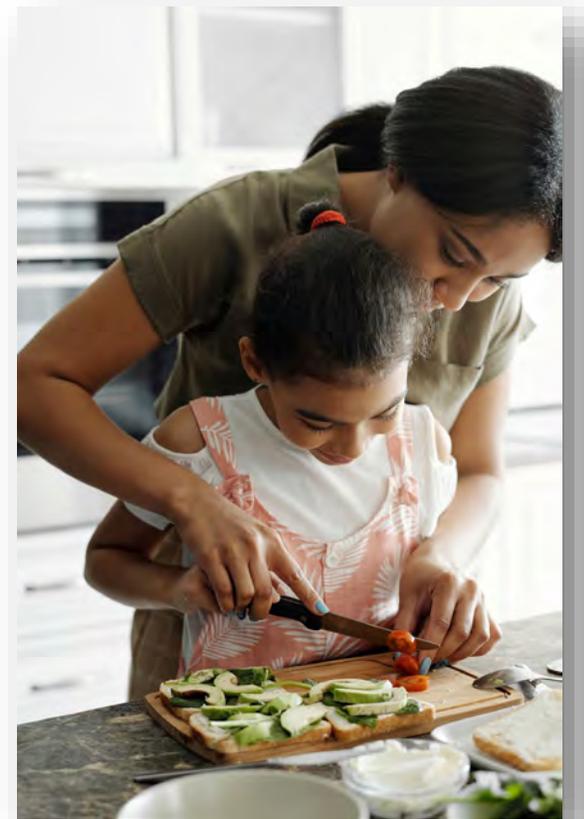
Still working together to advance trusted, consistent, science-based behavioral health messaging.

About the Partnership

an active network of...

- **13,000** health and food safety educators
- **40** Partner organizations
- Federal liaisons (USDA, FDA, CDC)

All working together to advance trusted, consistent, science-based behavioral health messaging.



Contributing Partners 2020

Academy of Nutrition and Dietetics
Albertson's Own Brands
American Beverage Association
American Frozen Food Institute
Association of Food and Drug Officials
Cargill, Inc.
Chipotle Mexican Grill
Conagra Brands
Consumer Federation of America
Food Marketing Institute Foundation
FoodLogiQ
Instacart
International Association for Food Protection
International Dairy-Deli-Bakery Association
International Food Information Council
Foundation
McDonald's Corp.
Meijer, Inc.
National Association of Convenience Stores
National Chicken Council
National Grocers Association
National Pork Board

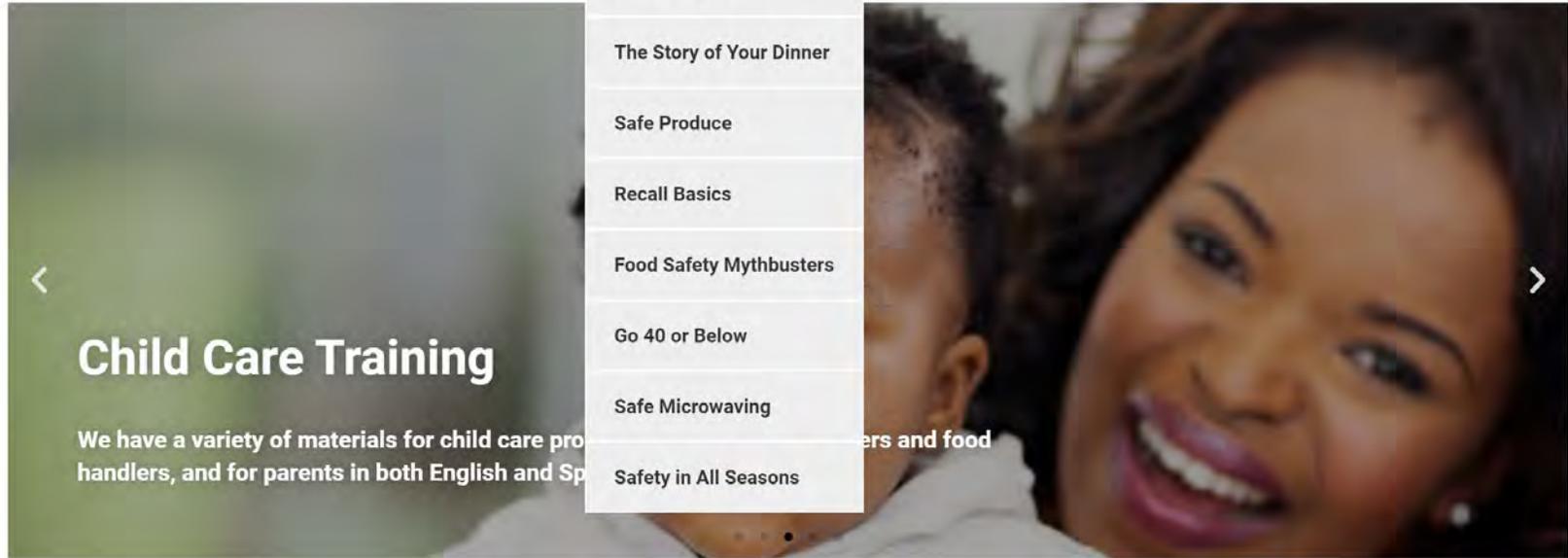
National Restaurant Association
National Turkey Federation
North American Millers' Association
NSF International
Produce Marketing Association
Publix Super Markets Charities, Inc.
Refrigerated Foods Association
Smithfield
Sysco Corporation
The Center for Food Integrity
Tyson Foods, Inc.
UberEats
United Fresh Produce Association
USPoultry
Walmart
Wakefern

Federal Government Liaisons

Centers for Disease Control and Prevention
U.S. Food & Drug Administration, CFSAN
U.S. Department of Agriculture, FSIS FSES
U.S. Department of Agriculture, NIFA



- Safe Recipe Style Guide
- Don't Wing It
- The Story of Your Dinner
- Safe Produce
- Recall Basics
- Food Safety Mythbusters
- Go 40 or Below
- Safe Microwaving
- Safety in All Seasons



FOOD SAFETY BASICS

CAUSES & SYMPTOMS

SAFE RECIPE LESSON

E-NEWS SIGN UP



Clean, Separate, Cook and Chill for safe food. <https://www.fightbac.org/#> [Learn More](#)

Learn about the causes of foodborne illness. [Learn More](#)

Interactive and downloadable lesson for middle school. [Learn More](#)

Don't miss out! Receive our emails! [Sign Up](#)

Videos

NEW! Your Baby & Food Safety

[Download flyer](#)



Keeping a Clean Scene



The Story of Your Dinner

[Chain of Prevention in Food Safety](#) (CDC)

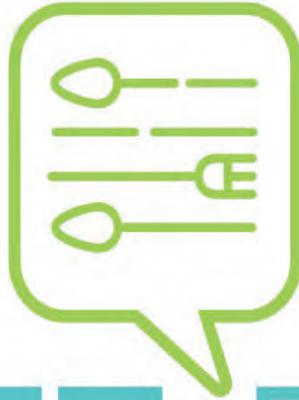


CargillTM

COSTCO
WHOLESALE

Partnership for
Food Safety
Education

THE
story
OF YOUR
dinner
Partnership for
Food Safety Education



SAFE RECIPE

STYLEGUIDE



Foundational Research

Journal of Food Protection



[J Food Prot.](#) 2016 Aug;79(8):1436-9. doi: 10.4315/0362-028X.JFP-15-468.

Recipe Modification Improves Food Safety Practices during Cooking of Poultry.

Maughan C¹, Godwin S², Chambers D¹, Chambers E IV³.

Author information

Abstract

Many consumers do not practice proper food safety behaviors when preparing food in the home. Several approaches have been taken to improve food safety behaviors among consumers, but there still is a deficit in actual practice of these behaviors. The objective of this study was to assess whether the introduction of food safety instructions in recipes for chicken breasts and ground turkey patties would improve consumers' food safety behaviors during preparation. In total, 155 consumers in two locations (Manhattan, KS, and Nashville, TN) were asked to prepare a baked chicken breast and a ground turkey patty following recipes that either did or did not contain food safety instructions. They were observed to track hand washing and thermometer use. Participants who received recipes with food safety instructions (n = 73) demonstrated significantly improved food safety preparation behaviors compared with those who did not have food safety instructions in the recipe (n = 82). In addition, the majority of consumers stated that they thought the recipes with instructions were easy to use and that they would be likely to use similar recipes at home. This study demonstrates that recipes could be a good source of food safety information for consumers and that they have the potential to improve behaviors to reduce foodborne illness.

PMID: 27497133 DOI: [10.4315/0362-028X.JFP-15-468](#)

[Indexed for MEDLINE]



Objectives

- Create a new standard for how all food recipes should be written to include food safety instructions
- Educate recipe developers and publishers why it is necessary to adopt the new standard

Research & Program Development

- PI on foundational research: Dr. Sandria Godwin, RDN, Tennessee State University (retired)
- Safe Recipe Style Guide development task force: Nancy Piho (cookbook author); Ann Taubenheim (US FDA); Maya Maroto (US FDA); Mary Pat Raimondi, RD; Tanya Brown (USDA FSIS); Hilary Thesmar, PhD, RD (Food Marketing Institute); Christine Bruhn, PhD and William Hallman, PhD (Rutgers University)
- Safe Recipe Style Guide development leadership: Sue Borra, FMI Foundation (funder); Steven McCauley, The Ginger Network; Shelley Feist, PFSE
- Vetting of final: Team of current and recently retired food journalists



Multiple studies show that when consumers follow recipes that incorporate basic food safety instructions, they significantly increase food safety behaviors. This style guide provides easy edits to any recipe to improve food safety practices.

saferecipeguide.org



TEMPERATURE

Cook until internal temperature reaches XX (fill in the blank and include chart with specific foods) on food thermometer.



HAND WASHING

Wash hands with soap and water. (Include this at beginning of recipe and after each touch of raw meats, poultry, seafood or eggs)



CROSS CONTAMINATION

Wash (insert cutting board, counter, utensil, serving plate) after touching raw meats, poultry, seafood or eggs.
Do not reuse marinades used on raw foods.
Do not rinse raw poultry or meat.



PRODUCE

Gently rub produce under cold running water.
Scrub firm produce with a clean vegetable brush under running water.



Download at
SafeRecipeGuide.org



Handwashing: What We Know

In Dr. Godwin's observational research:

59%

of people observed did *some version* of washing hands when they were given a recipe that did not include safety steps.

In recent USDA observational research:

74%

of people did not wash their hands properly when handling food, including raw meat and poultry.

26% of home cooks not attempting handwashing!

Handwashing with Safe Recipes

Dramatic improvement when people were given a recipe with food safety instructions!

HANDWASHING BEFORE COOKING

Observed Consumer Behavior



90%
of people wash hands using
recipes **WITH** safety instructions.



59%
of people wash hands using recipes
WITHOUT safety instructions.



Thermometer Use: What We Know

In Dr. Godwin's observational research:

20%

of people observed used a food thermometer if they were not given a recipe that included safety instructions.

In recent USDA observational research :

34%

of participants used a food thermometer when cooking a turkey patty and were NOT exposed to a safety video beforehand.

Thermometers with Safe Recipes

Use improved dramatically when people were given a recipe that includes the food safety instructions!

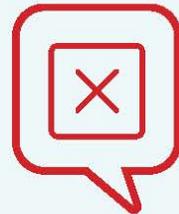
THERMOMETER USE

Observed Consumer Behavior



86%

of people use thermometers using recipes **WITH** safety instructions.



20%

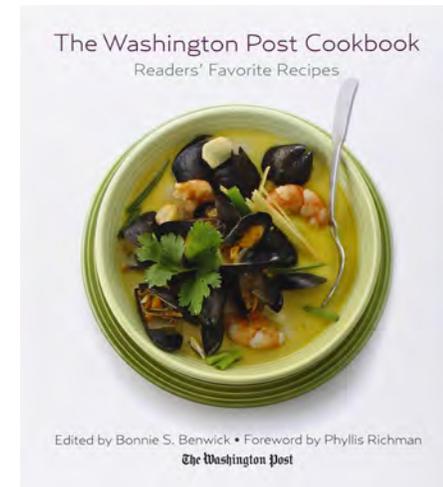
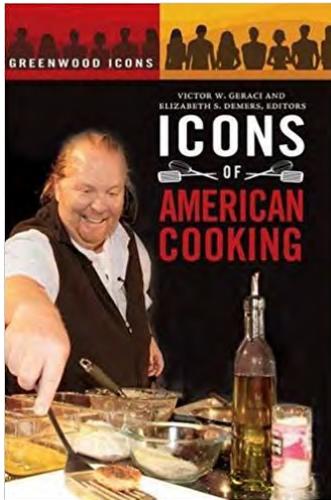
of people use thermometers using recipes **WITHOUT** safety instructions.



Review By Food Journalists

FamilyCircle

The Washington Post



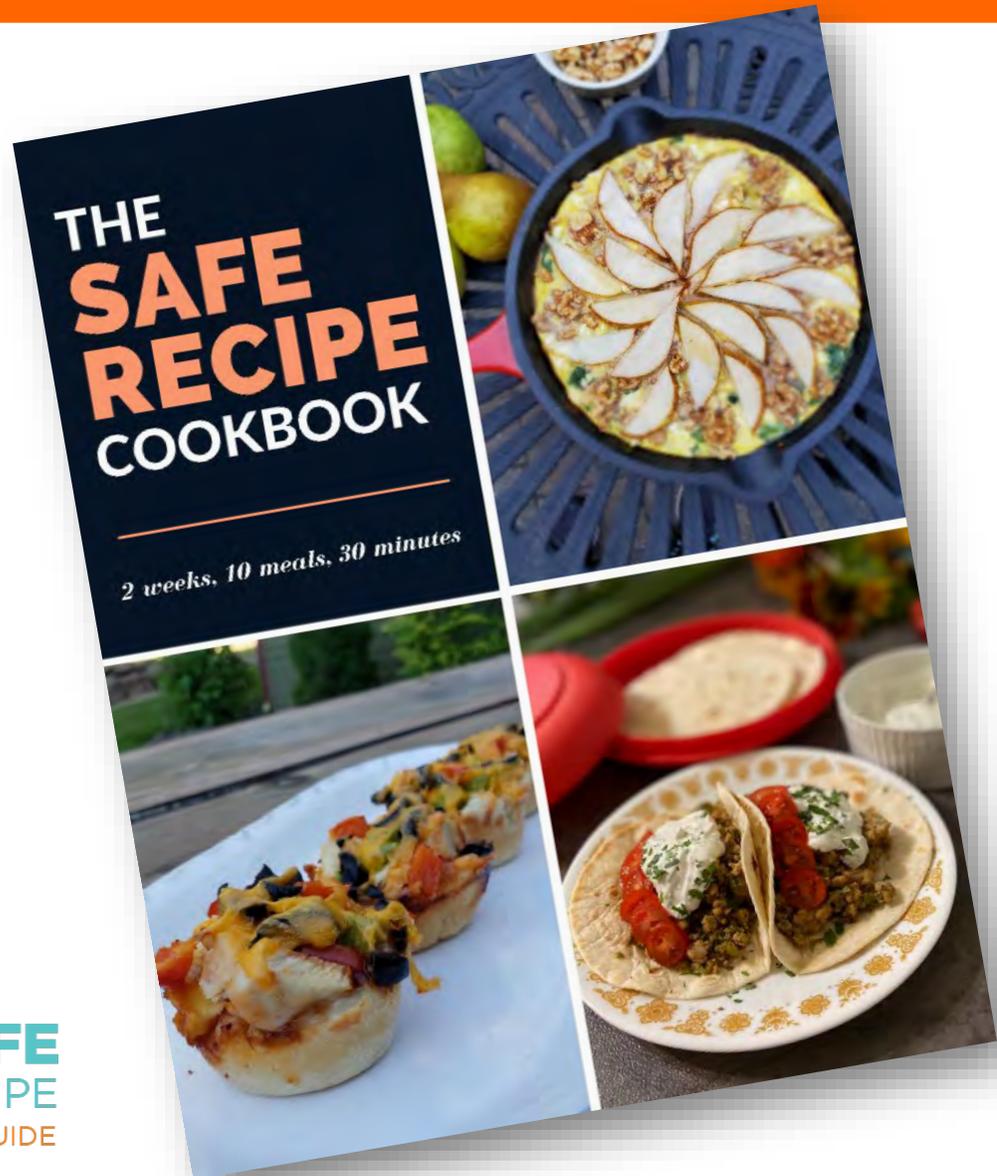
Arlington
MAGAZINE

Orlando
Sentinel

Bethesda
MAGAZINE



New Cookbook Online Now!



30-Minute Safe Recipes

- 10 meals
- 2 weeks of inspired simple meals

fightbac.org/cookbook

fightbac.org/saferecipes



Adaption

powerful + pairings
delicious • nutritious • ingenious



PORK CHOPS

with Smashed Yellow Peas and Black-Eyed Pea Gravy

Ingredients

- 2 cups yellow split peas, cooked and drained
- 1/4 cup + 2 tablespoons softened butter, divided
- 1/4 cup cream
- 4 pork chops
- 2 tablespoons olive oil
- 1 onion, gently rubbed under cold running water and diced
- 1 can black eyed peas, with juices
- 1/8 cup flour
- 1 cup milk
- Salt and pepper to taste

Makes 4 servings

Instructions

Wash hands with soap and water.

In medium bowl, place cooked peas. Mash with fork or potato masher. Stir in 1/4 cup butter, cream and 1/4 teaspoon salt.

Season pork chops with salt and pepper. Wash hands after handling raw pork.

In large skillet, warm oil over medium heat. Add pork chops to pan and cook, turning, approximately 4 minutes per side or until pork chops reach internal temperature of 145 F as measured on food thermometer.

Remove pork chops from pan and keep warm.

To same pan, add remaining 2 tablespoons butter, onion and black-eyed peas with juices. Cook to 2-3 minutes until warm throughout, scraping pan. Add flour and season with salt and pepper. While stirring, slowly add milk.

Serve mashed peas topped with pork chops with black-eyed pea gravy.

SAFE RECIPE STYLEGUIDE
www.SafeRecipeguide.org

powerful + pairings
delicious • nutritious • ingenious



Kids Build Safe Recipes Activity

Middle School Activity:

- Aligns with National Health & Science Education Standards
- Includes lesson plan, activity guide and objectives
- Five sample recipes

<https://www.fightbac.org/safe-recipe-activity>





**Partnership for
Food Safety
Education**

Science Convening - late 2020

- **Provide scientific and technical input for consumer actionable messages.**
- **Evaluate current messages**
 - **Where can they be strengthened?**
 - **Where is the message incomplete?**
 - **What should be added to make it complete?**
 - **Is there anything that should be removed?**
 - **What new content should be included?**

Now You Have My Attention

Hand Hygiene & Food Safety Education for Everyone



March 9-12, 2021 | fightbac.org

Abstract Submission Open until October 14

Thank You

Shelley Feist

Executive Director

Partnership for Food Safety Education

sfeist@fightbac.org

fightbac.org

storyofyourdinner.org

saferecipeguide.org