FIGHT BAC! Government and the “Partnership”

Marjorie Davidson, PhD
CFSAN/U.S. Food and Drug Administration
Why Partner?

- Share brainpower, expertise
- Share costs and resources
- It’s works – it’s effective
- **It’s FUN!**
Project Chill!!

- FDA/USDA Risk Assessment on *Listeria Monocytogenes*
- Partnership Consumer Survey
- Launch PROJECT CHILL
Fight BAC! Messages Central to FDA & USDA Education Programs

FOR BAC!
Keep Food Safe From Bacteria

CLEAN
Wash hands and surfaces often.

CHILL
Refrigerate promptly.

SEPARATE
Don’t cross-contaminate.

COOK
Cook to proper temperatures.

"IT’S SAFE TO BITE WHEN THE TEMPERATURE IS RIGHT!"
FDA Promotes BAC! In Education Programs
• Educational Program for Health Educators
• Award Winning Video
• Website
• Handouts
• www.cfsan.fda.gov/pregnancy.html
Program Content

• Food safety basics
  – Clean
  – Separate
  – Cook
  – Chill

• Specific food safety focus areas
  – *Listeria*
  – Methyl mercury
  – *Toxoplasmosis*
“BAC” and Produce and Seafood
FDA PAS’s at San Francisco’s Carnevale
Outreach to the Hispanic Community
Outreach to the Hispanic Community

If You Are Pregnant . . .
Eating Certain Cheeses Could Harm Your Baby!

Cheeses made from unpasteurized milk can contain bacteria called *Listeria*. It can make your baby sick – even before he is born.

- Don’t eat Mexican-style soft cheese like Queso Fresco, Panela, Asadero or Queso Blanco unless the label states that it is made from pasteurized milk.
- Do not buy or eat Queso Fresco sold door-to-door.
- If you think you may have eaten contaminated cheese while pregnant, call your doctor or clinic.

PARTNERSHIP FOR FOOD SAFETY EDUCATION
Outreach and Education cont.

• Developed training program for promotoras (health educators) to do education in the community
• Training in Texas and NC
“B” Roll

The Food and Drug Administration Launches an Educational Campaign Targeted to the Hispanic Community to Raise Awareness about Listeriosis Risks Associated with Consumption of Queso Fresco
“B” Roll cont.
Vibrio vulnificus in the Latino Community
FSIS Web site’s newest addition:

Meet Karen
USDA Meat and Poultry Hotline
“Virtual Rep”
Is It Done Yet?

USDA Recommended Safe Minimum Internal Temperatures

- Steaks & Roasts: 145 °F
- Fish: 145 °F
- Pork: 160 °F
- Ground Beef: 160 °F
- Egg Dishes: 160 °F
- Chicken Breasts: 165 °F

www.IsItDoneYet.gov
USDA Meat & Poultry Hotline: 1-888-MPHotline (1-888-674-6854)

Keep Your Family Safe
"Is it done yet?"
You can’t tell by looking. Use a Food Thermometer to be sure.

USDA Recommended Internal Temperatures

- Beef, lamb, & veal Chuck & Ribeye: 145 °F
- Pork Chops, Roast, Rib & Loin: 160 °F
- Turkey: 165 °F
- Leftovers: 165 °F
- Chicken & turkey, whole: 165 °F
- Yogurt & sour: 145 °F

www.IsItDoneYet.gov

"Is it done yet?"
You can’t tell by looking. Use a Food Thermometer to be sure.

FDA Centennial 1906 - 2006
Leaders in the Science of Public Health

PARTNERSHIP FOR FOOD SAFETY EDUCATION
Children Fight BAC!

Instructional CD ROM
- Utah State
- The Partnership
- CSREES Grant

Summer 2005
www.childrenfightbac.org
States “Fight BAC!”

Georgia’s “Smart Kids Fight BAC!”

PARTNERSHIP FOR FOOD SAFETY EDUCATION
Project at New Mexico State U

Web based and CD ROM
Grades 3-6
Targeting Those Most At-Risk

- Pregnant women (fetus) and infants
- Senior Citizens
- Persons with weakened immune systems and chronic illness
For More Information:

- www.cfsan.fda.gov
- 1-888-safefood
- www.fsis.usda.gov
- 888-MPHOTLINE
- www.fightbac.org