How To Get Started With Your Be Food Safe Campaign

This toolkit is designed to help you get started with your local Be Food Safe campaign. On the enclosed DVD, you will find the core components needed to launch the campaign to promote safe food handling behavior. All of the Be Food Safe campaign components are also available on our Web site at www.befoodsafe.gov.

We have organized the media according to the four safe food handling behaviors—clean, separate, cook, and chill. The kit contains separate print and radio advertisements for each behavior as well as materials that promote all the behaviors. To encourage co-branding, space was left to add your organization’s name within the advertisements. We have also included feature articles for submission to newsletters or to your local newspaper, Be Food Safe letterhead for correspondence, and a full-size letterhead for general distribution. A gallery of the photographs used in the Be Food Safe campaign is available on the DVD for your use.

Please refer to the following guidelines for usage of the Be Food Safe logo, colors, and font. These materials are available to you at no charge, but any and all uses must conform to these guidelines. Contact USDA for approval of other uses or applications by writing to: befoodsafefsn@fsis.usda.gov

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Print Advertising

The Clean ad can be reproduced in color or black and white.

Radio Script

(THEME MUSIC INT.)

ANNCR: For more information on all four food safety lessons, visit befoodsafe.gov or call 1-888-MPHotline.

Food safety risks at home are common. The USDA is your partner in being food safe. First—wash your hands for at least 20 seconds with soap and warm water before and after handling food. Clean hands are one of the best ways to protect your family.

CHORUS: Clean! Separate! Cook! Chill!

(MUSIC OUT)

(FORWARD)

Radio Script

(THEME MUSIC INT.)

ANNCR: For more information on all four food safety lessons, visit befoodsafe.gov or call 1-888-MPHotline.

Food safety risks at home are common. The USDA is your partner in being food safe. First—use different cutting boards for meat, poultry, seafood, and veggies. Raw meat should never hang out with food that won’t be cooked.

CHORUS: Clean! Separate! Cook! Chill!

(MUSIC OUT)

(FORWARD)

Radio Script

(THEME MUSIC INT.)

ANNCR: For more information on all four food safety lessons, visit befoodsafe.gov or call 1-888-MPHotline.

Food safety risks at home are common. The USDA is your partner in being food safe. And—always keep your countertops clean by washing them—again with hot soapy water—each and every time you use them to prevent bacteria from spreading.

CHORUS: Clean! Separate! Cook! Chill!

(MUSIC OUT)

(FORWARD)

Radio Script

(THEME MUSIC INT.)

ANNCR: For more information on all four food safety lessons, visit befoodsafe.gov or call 1-888-MPHotline.

Food safety risks at home are common. The USDA is your partner in being food safe. And—store raw meat, poultry, and seafood in a container or on a plate in the fridge so juices won’t drip on other foods.

CHORUS: Clean! Separate! Cook! Chill!

(MUSIC OUT)

(FORWARD)

Radio Script

(THEME MUSIC INT.)

ANNCR: For more information on all four food safety lessons, visit befoodsafe.gov or call 1-888-MPHotline.

Food safety risks at home are common. The USDA is your partner in being food safe. First—you can’t tell it’s done by how it looks! Use a food thermometer. Experienced cooks, the improper heating and preparation of food means bacteria can survive. Fast cooking should still be safe cooking.

CHORUS: Clean! Separate! Cook! Chill!

(MUSIC OUT)
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### Print Advertising
- **Clean**
  - The Clean ad can be reproduced in color or black and white.

### Radio Script
**“Be Food Safe - Clean.”**
- :60 Radio
  - (UPBEAT MUSIC UNDER)
  - CHORUS: Clean! Separate! Cook! Chill!
  - ANNCR: Do you know how to keep food safe at home? The easy lessons of “Clean, Separate, Cook, and Chill” will help you protect your family and be food safe! Let’s talk about how to keep it clean.
  - First—wash your hands for at least 20 seconds with soap and warm water before and after handling food. Clean hands are one of the best ways to protect your family.
  - Then—run your cutting boards and utensils through the dishwasher or wash them in hot, soapy water each and every time you use them to prevent bacteria from spreading.
  - And—always keep your countertops clean by washing them—again with hot soapy water—after preparing food.
  - Food safety risks at home are common. The USDA is your partner in being food safe.
  - CHORUS: Clean! Separate! Cook! Chill!
  - ANNCR: For more information on all four food safety lessons, visit befoodsafe.gov or call 1-888-MPHotline.
  - (MUSIC OUT)

- **Separate**
  - The Separate ad can be reproduced in color or black and white.

### Radio Script
**“Be Food Safe - Separate.”**
- :60 Radio
  - (UPBEAT MUSIC UNDER)
  - CHORUS: Clean! Separate! Cook! Chill!
  - ANNCR: Do you know how to keep food safe at home? The easy lessons of “Clean, Separate, Cook, and Chill” will help you protect your family and be food safe! Let’s talk about how to separate.
  - First—use different cutting boards for meat, poultry, seafood, and veggies. Raw meat should never hang out with food that won’t be cooked.
  - Then—always keep raw meat, poultry, seafood, and their juices away from other foods in the shopping cart.
  - And—store raw meat, poultry, and seafood in a container or on a plate in the fridge so juices won’t drip on other foods.
  - Food safety risks at home are common. The USDA is your partner in being food safe.
  - CHORUS: Clean! Separate! Cook! Chill!
  - ANNCR: For more information on all four food safety lessons, visit befoodsafe.gov or call 1-888-MPHotline.
  - (MUSIC OUT)

- **Cook**
  - The Cook ad can be reproduced in color or black and white.

### Radio Script
**“Be Food Safe - Cook.”**
- :60 Radio
  - (UPBEAT MUSIC UNDER)
  - CHORUS: Clean! Separate! Cook! Chill!
  - ANNCR: Do you know how to keep food safe at home? The easy lessons of “Clean, Separate, Cook, and Chill” will help you protect your family and be food safe! Let’s talk about how to cook.
  - First—keep the fridge at 40 degrees or below to keep bacteria from growing.
  - Use an appliance thermometer to be sure things are cool.
  - Then—chill leftovers and takeout foods within 2 hours, and divide food into shallow containers for fast cooling.
  - And—always thaw meat, poultry, and seafood in the fridge, not on the counter, and never overstuff the fridge.
  - Food safety risks at home are common. The USDA is your partner in being food safe.
  - CHORUS: Clean! Separate! Cook! Chill!
  - ANNCR: For more information on all four food safety lessons, visit befoodsafe.gov or call 1-888-MPHotline.
  - (MUSIC OUT)

- **Chill**
  - The Chill ad can be reproduced in color or black and white.

### Radio Script
**“Be Food Safe - Chill.”**
- :60 Radio
  - (UPBEAT MUSIC UNDER)
  - CHORUS: Clean! Separate! Cook! Chill!
  - ANNCR: Do you know how to keep food safe at home? The easy lessons of “Clean, Separate, Cook, and Chill” will help you protect your family and be food safe! Let’s talk about how to chill.
  - First—keep the fridge at 40 degrees or below to keep bacteria from growing.
  - Use an appliance thermometer to be sure things are cool.
  - Then—chill leftovers and takeout foods within 2 hours, and divide food into shallow containers for fast cooling.
  - And—always thaw meat, poultry, and seafood in the fridge, not on the counter, and never overstuff the fridge.
  - Food safety risks at home are common. The USDA is your partner in being food safe.
  - CHORUS: Clean! Separate! Cook! Chill!
  - ANNCR: For more information on all four food safety lessons, visit befoodsafe.gov or call 1-888-MPHotline.
  - (MUSIC OUT)
**Campaign Components**

**Logo**
- Use either the two-color version or all black. Do not graphically alter the Be Food Safe logo. You may use your organization name and logo in specified areas. FSIS allows and encourages reproduction of the logo for educational purposes without further permission. Permission for any use on packaging, labels or marketing materials must be granted by FSIS. USDA does not endorse any products, services, or organizations. To contact USDA for approval of other uses or applications, e-mail: befoodsafef@fsis.usda.gov

**Colors and Fonts**
- Use the appropriate pantone or four-color process. The permitted fonts are House Gothic Bold Condensed, House Gothic Text Light, and House Gothic Text Bold.

**Print Advertising**
- The Clean, Separate, Cook, and Chill ad can be reproduced in color or black and white.

**Radio Script**
- "Be Food Safe"
  - :60 Radio
  - (UPBEAT MUSIC UNDER)
  - **CHORUS:** Clean! Separate! Cook! Chill! 
  - **ANNCR:** Do you know how to keep food safe at home? The easy lessons of "Clean, Separate, Cook, and Chill" will help you protect your family and be food safe!
  - **CHORUS:** Clean! 
  - **ANNCR:** Wash hands and utensils to avoid spreading bacteria when preparing food.
  - **CHORUS:** Separate! 
  - **ANNCR:** Use different cutting boards for meat, poultry, seafood, and veggies.
  - **CHORUS:** Cook! 
  - **ANNCR:** You can't tell it's done by how it looks! Use a food thermometer.
  - **CHORUS:** Chill! 
  - **ANNCR:** Keep the fridge at 40 degrees or below to keep bacteria from growing.
- Food safety risks at home are common. The USDA is your partner in being food safe.
  - **CHORUS:** Clean! Separate! Cook! Chill! 
  - **ANNCR:** For more information visit befoodsafe.gov or call 1-888-MPHotline.
  - (MUSIC OUT)

**Feature Articles**
- These feature articles may be reproduced for placement in your local media outlets.

**Letterhead**
- Use the Be Food Safe letterhead for all campaign correspondence.

**Poster**
- This poster, a larger version of the ad, may be reproduced for general distribution.
**Logo**

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**Colors**

Use the appropriate pattern or four-color process for each behavior.

**Fonts**

The permitted fonts are *House Gothic Bold Condensed*, *House Gothic Text Light*, and *House Gothic Text Bold*.

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**Campaign Components**

- **Print Advertising**
  - The Clean, Separate, Cook, and Chill ad can be reproduced in color or black and white.

- **Radio Script**
  - **Feature Articles**
    - These feature articles may be reproduced for placement in your local media outlets.
  - **Letterhead**
    - Use the Be Food Safe letterhead for all campaign correspondence.
  - **Poster**
    - This poster, a larger version of the ad, may be reproduced for general distribution.

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**“Be Food Safe”**

**:60 Radio**

**(UPBEAT MUSIC UNDER)**

**CHORUS:**

Clean! 

Separate! 

Cook! 

Chill! 

**ANNCR:**

Do you know how to keep food safe at home? The easy lessons of “Clean, Separate, Cook, and Chill” will help you protect your family and be food safe!

**CHORUS:**

Clean! 

**ANNCR:**

Wash hands and utensils to avoid spreading bacteria when preparing food.

**CHORUS:**

Separate! 

**ANNCR:**

Use different cutting boards for meat, poultry, seafood, and veggies.

**CHORUS:**

Cook! 

**ANNCR:**

You can’t tell it’s done by how it looks! Use a food thermometer.

**CHORUS:**

Chill! 

**ANNCR:**

Keep the fridge at 40 degrees or below to keep bacteria from growing.

Food safety risks at home are common. The USDA is your partner in being food safe.

**CHORUS:**

Clean! Separating! Cook! Chill!

**ANNCR:**

For more information visit befoodsafe.gov or call 1-888-MPHotline.

**(MUSIC OUT)**

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**Logo**

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Use the appropriate pattern or four-color process for each behavior.

**Fonts**

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**United States Department of Agriculture**

Food Safety and Inspection Service

www.befoodsafe.gov

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