



from USDA
and the Partnership
for Food Safety Education

Campaign Components



Clean.



Cook.



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 poster 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 fonts. 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: befoodsafe@fsis.usda.gov



Clean

Print Advertising

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)

Be food safe. Clean.



WASH hands with soap and warm water for 20 seconds before and after handling food.



RUN cutting boards and utensils through the dishwasher or wash them in hot soapy water after each use.



KEEP countertops clean by washing with hot soapy water after preparing food.

Bacteria can spread throughout the kitchen and get on hands, cutting boards, knives, and countertops. Frequent cleaning can keep that from happening. The four easy lessons of Clean, Separate, Cook, and Chill can help prevent harmful bacteria from making your family sick.

To find out more about food safety, visit befoodsafe.gov. Questions? Click on **Risk Karen** or call 1-888-MPHotline.



Print Advertising

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)

Be food safe. Separate.



USE one cutting board for raw meat, poultry, and seafood and another for salads and ready-to-eat food.



KEEP raw meat, poultry, and seafood and their juices apart from other food items in your grocery cart.



STORE raw meat, poultry, and seafood in a container or on a plate so juices can't drip on other foods.

Cross-contamination is how bacteria spreads. Keep raw meat, poultry, and seafood and their juices away from ready-to-eat food. The four easy lessons of Clean, Separate, Cook, and Chill can help prevent harmful bacteria from making your family sick.

To find out more about food safety, visit befoodsafe.gov. Questions? Click on **Risk Karen** or call 1-888-MPHotline.



Separate

Cook

Be food safe. Cook.



USE a food thermometer – you can't tell food is cooked safely by how it looks.



STIR, rotate the dish, and cover food when microwaving to prevent cold spots where bacteria can survive.



BRING sauces, soups, and gravies to a rolling boil when reheating.

Even for experienced cooks, the improper heating and preparation of food means bacteria can survive. Visit befoodssafe.gov for more information on the safe internal temperatures for cooking foods. The four easy lessons of Clean, Separate, Cook, and Chill can help prevent harmful bacteria from making your family sick.

To find out more about food safety, visit befoodssafe.gov. Questions? Click on **Risk Karen** or call 1-888-MPHotline.



Print Advertising

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 really cook.

First—you can't tell it's done by how it looks! Use a food thermometer.

Then—always stir, rotate the dish, and cover food when you are microwaving to prevent cold spots where bacteria can survive. Fast cooking should still be safe cooking.

And—bring sauces, soups, and gravies to a rolling boil when reheating. Even for the most experienced cooks, the improper heating and preparation of food means bacteria can survive.

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 befoodssafe.gov or call 1-888-MPHotline.

(MUSIC OUT)

Print Advertising

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 rapid 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 befoodssafe.gov or call 1-888-MPHotline.

(MUSIC OUT)

Be food safe. Chill.



COOL the fridge to 40 °F or below, and use an appliance thermometer to check the temperature.



CHILL leftovers and takeout foods within 2 hours, and divide food into shallow containers for rapid cooling.



THAW meat, poultry, and seafood in the fridge, not on the counter, and don't overstuff the fridge.

Bacteria spreads fastest at temperatures between 40°F - 140°F, so chilling food properly is one of the most effective ways to reduce the risk of foodborne illness. The four easy lessons of Clean, Separate, Cook, and Chill can help prevent harmful bacteria from making your family sick.

To find out more about food safety, visit befoodssafe.gov. Questions? Click on **Risk Karen** or call 1-888-MPHotline.



Chill

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 befoodsafegov or call 1-888-MPHotline.

(MUSIC OUT)

Clean.
Wash hands, utensils, and cutting boards before and after contact with raw meat, poultry, seafood, and eggs.

Separate.
Keep raw meat and poultry apart from foods that won't be cooked.

Cook.
Use a food thermometer – you can't tell food is cooked safely by how it looks.

Chill.
Chill leftovers and takeout foods within 2 hours and keep the fridge at 40 °F or below.

Food handling safety risks at home are more common than most people think. The four easy lessons of Clean, Separate, Cook, and Chill can help prevent harmful bacteria from making your family sick.

To find out more about food safety, visit befoodsafegov. Questions? Click on **Risk Karen** or call 1-888-MPHotline.



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

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: befoodsafe@fsis.usda.gov



Pantone
Blue: Pantone 288
Yellow: Pantone 142



Process builds

Blue: C=100
M=75
Y=6
K=24

Yellow: M=25
Y=76

Colors

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



Clean

Pantone 288
C=100, M=75, Y=6, K=24



Separate

Pantone 142
M=25, Y=76



Cook

Pantone 186
M=100, Y=75, K=4



Chill

Pantone 306
C=79, Y=6, K=5

Fonts

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

House Gothic Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

House Gothic Text Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

House Gothic Text Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp



www.befoodsafe.gov