The Campaign

be food safe
from USDA™
WordMark Concept

be food safe from USDA
Be Food Safe – 4 Behaviors Focus

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 Ask Karen or call 1-888-54NOTICE.
• Focus Tested
• Validated and Refined Messages and Creative Approach
Change of Direction

- Mass media to Partner Campaign
- Partnership for Food Safety Education
- Other Federal Agencies
Campaign Components

• Ad Slicks
• Radio PSA
• Poster
Partner’s Toolkit


Working together to fight foodborne illness across America.

Campaign Components

Clean.

Separate.

Cook.

Chill.
Campaign Launch
**Umbrella Campaign**

**be food safe**

**Fight BAC!**
www.fightbac.org
• Conference Preview
• Kits to be mailed
• Web site: befoodsafegov
Next Steps

- TV PSA
- Media Outreach
- Brochure
- FSIS and Partnership Publicity
- FSIS Outreach to Schools, Public Health, Industry
- Evaluation Planning