Fight BAC!® – 10 years!

Food Safety Education Conference
Missy Cody
Georgia State University
The organization’s beginning: 1997

- Established in response to an independent panel report, *Putting the Food Handling Issue on the Table: The Pressing Need for Food Safety Education*, which called for a public-private partnership to educate the public about safe food handling and preparation.
- Launched with a Memorandum of Understanding signed by the Secretaries of Agriculture, Health and Human Services and Education, together with leaders of food trade associations, consumer/public health organizations and the Association of Food and Drug Officials.
- Operate as a not-for-profit, 501 c 3 organization.
Fight BAC!® beginnings 1997

- National umbrella safe food handling campaign
- Focus groups and mall intercepts
- Slogan and graphic testing

**Clean, Separate, Cook and Chill**

*Remain the Core Four messages of safe food handling!!*
Partnership Members

• 20 organization members represent leading
  – food industry associations
  – commodity groups
  – consumer organizations
  – professional associations in food sciences, health and nutrition

• Federal government liaisons – CDC, EPA, FDA, USDA

• International affiliate – Canadian PCFSE
Partnership for Food Safety Education

- American Dietetic Association
- American Egg Board & Egg Safety Ctr
- Association of Food and Drug Officials
- Consumer Federation of America
- Food Marketing Institute
- Food Temperature Indicator Association
- Institute of Food Technologists
- International Food Information Council
- International Fresh-cut Produce Association
- National Association of State Departments of Agriculture
- National Chicken Council
- National Pork Board
- National Turkey Federation
- NSF International
- Produce Marketing Association
- School Nutrition Association
- The Soap and Detergent Association
- United Fresh Fruit and Vegetable Association
- **Federal Government Liaison**
  - U.S. Department of Agriculture
  - U.S. Food and Drug Administration
  - U.S. Department of Health and Human Services, CDC
  - U.S. Environmental Protection Agency
CRITICAL CONSUMER EDUCATION
INTERMEDIARIES

Public Sector
- Federal Agencies
- Networks of State and Local Officials
- Public Health
- Health Influencers

Non-Profit Sector
- Industry Associations
- Commodity Groups
- Consumer Groups
- Professional Associations
- Health Non-profits

Private Sector
- Food companies
- Restaurants
- Retailers
- Consumer Product Cos.
- Media

Non-member supporters & outreach partners
BAC Fighters!

Sign Up at
www.fightbac.org
Basic Strategy

Use strong communication networks to develop and disseminate messages

- Quarterly face-to-face meetings for Partners
- Online tools for teams
- Structured, regular conference calls for teams
- Materials for Partners to disseminate to grassroots members
- Web-accessible materials for organizations and consumers
- Media outreach to advance safe food handling messages
Primary Activities

• Establish research needs using collaborative approaches
• Develop priority messaging using consumer input and Partner expertise
• Disseminate messages
  – Partner organization grassroots distribution
  – BAC Fighters network
  – Media
  – Quality Website w/downloads
10th Anniversary
Program Awards 🌟

• Show us your success!
• Awards for outstanding consumer food safety education programming
  🌟 General consumer outreach program
  🌟 Hospital/Clinic/Healthcare-setting program
  🌟 Retailer/Restaurant/Food Service-developed program
• The winning team in each category will receive a trip for two to Washington to attend the Partnership anniversary event in September 2007
10th Anniversary
Directions

• Fight BAC!® Fifty corporate campaign
• More new campaign materials
  ✴ Exciting new tools to push out the Core Four messages: Be Food Safe
  ✴ Spanish language materials
  ✴ Continued quality and free access
• Greater responsiveness to needs of field educators
• Continued success in getting messages to consumers via the media
10th Anniversary
Directions *

• Continued cooperation and buy-in in development of quality tested materials
• Lead the nation in food safety education
• Continued focus on reduction of foodborne illness in the United States
www.fightbac.org

• Check after the conference for new Be Food Safe & 10th Anniversary Awards information

Thank you for your work to fight foodborne illness!