Food Safety: Consumer Outreach and Education Today and for the Future

October 6, 2020
Welcome

Terri Nintemann
Deputy Administrator
USDA Food Safety and Inspection Service
The Future of Food Safety Education

Mindy Brashears, Ph.D.
Under Secretary for Food Safety
U.S. Department of Agriculture
My Path to Washington
My Vision

- Lead With Science
- Influence Behavior Changes
- Build Relationships

FSIS
Influencing Behavior Change

Influence Behavior Changes

Consumers
Two-Pronged Approach and Consumer Role

In-Plant Inspection

Safe Food Handling
Contributing Factors to Foodborne Illness

You can access the video “Washing Chicken Spreads Germs” by click here: https://www.youtube.com/watch?v=PMa-i_c9sUc
COVID and Proper Handwashing

Best Practice for Proper Handwashing
2,420 views • Apr 8, 2020
Handwashing Findings

Participants failed to properly clean their hands up to 99% of the time

FSIS Response

Focus attention on the ‘clean’ food safety step
Understanding Consumer Behavior

Cross-Contamination Findings

Unsafe food handling can spread Salmonella from raw meat and poultry to ready-to-eat foods

FSIS Response

Updated consumer messaging: Poultry washing increases risk because it spreads pathogens in the sink
FSIS Consumer Research: Frozen Raw Products

Observational Meal Preparation Experiment

22% of participants were unaware that the not-ready-to-eat (NRTE) frozen chicken they prepared was raw
Partnerships

FSIS works with partners to explore novel ways to educate consumers and conduct consumer research.
FOOD SAFETY AND INSPECTION SERVICE

Do Right and Feed Everyone…Safely!
Consumer Education
Over the Years

Carol Blake
Assistant Administrator
Office of Public Affairs and Consumer Education
U.S. Department of Agriculture
Trends in Safe Food Handling Exposure

40%
# Information Consumption

## Average Time Spent in the US, 2019

*hrs:mins per day among population*

<table>
<thead>
<tr>
<th>Medium</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>6:35</td>
</tr>
<tr>
<td>TV*</td>
<td>3:35</td>
</tr>
<tr>
<td>Radio*</td>
<td>1:20</td>
</tr>
<tr>
<td>Newspapers*</td>
<td>0:11</td>
</tr>
<tr>
<td>Magazines*</td>
<td>0:09</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12:09</strong></td>
</tr>
</tbody>
</table>

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on TV while listening to radio is counted as 1 hour for TV and 1 hour for radio; *excludes digital*

*Source: eMarketer, April 2019*
FSIS Communication Channels
Evolution of Communication Channels

Modernization

What’s Next?

Audience Growth
Partnerships

*FSIS finds success in synergies with partners.*
Consumer Research Studies
Consumer research is the backbone of FSIS’ educational outreach

Observational Studies
5 ongoing

Focus Group Research
2 ongoing

Web Based Surveys
2 ongoing

www.fsis.usda.gov/consumer-research
Implications of this Research

**CLEAN**

WASH HANDS AND SURFACES OFTEN

**SEPARATE**

SEPARATE RAW MEATS FROM OTHER FOODS

**USDA**

**RATE OF FAILURE**

**WHAT'S THE BIG DEAL?**

HAND WASHING

Always wash your hands for at least 20 seconds with soap and water:

- Clean
- Rinse
- Dry

**RATE OF FAILURE**

**WHAT'S THE BIG DEAL?**

GROSS CONTAMINATION

Hand washing should always include the simple steps: wet, lather, scrub, rinse and dry:

- Clean
- Rinse
- Dry

**RATE OF FAILURE**

**WHAT'S THE BIG DEAL?**

LINGERING BACTERIA

The safest way to handle raw meat or poultry is to NOT wash them:

- Clean
- Rinse
- Dry

**USDA**

**RISK OF CONTAMINATION**

**WHAT'S THE BIG DEAL?**

CONTAMINATED SALAD

Decrease risk by preparing foods that will not be cooked such as veggies and salads, BEFORE handling and preparing raw meat and poultry:

- Clean
- Rinse
- Dry

**WHAT'S THE BIG DEAL?**

WASHING POULTRY

Sixty percent of participants contaminated the inner sink when they washed chicken.

The safest choice is not to wash meat or poultry:

- Clean
- Rinse
- Dry
We Need Your Feedback

You can access the video “Washing Chicken Spreads Germs” by click here: https://www.youtube.com/watch?v=PMa-i_c9sUc
Discover Food Safety Resources

www.fsis.usda.gov
www.foodsafety.gov

USDA Meat and Poultry Hotline
1-888-MPHotline
(1-888-674-6854)
The Evolution of Consumer Safety

Shelley Feist
Executive Director
Partnership for Food Safety Education
Food Safety: Consumer Outreach & Education

Today and for the Future

Shelley Feist
Executive Director
October 6, 2020

The Evolution of Consumer Education
2000
• Fight BAC!® Core Four
• licensed (w/o fee) Fight BAC!® to health/ food safety educators
• 15 Partner organizations & Federal liaisons (USDA, FDA, CDC)
• Website, PR/outreach

Working together to advance trusted, consistent, science-based behavioral health messaging.

2020
• Multiple campaigns (produce, poultry, refrigeration)
• Evaluation tool for educators
• Bi-annual conference on research and practice
• 40 Partner organizations and Federal liaisons (USDA, FDA, CDC)
• Website, social media, events,

Still working together to advance trusted, consistent, science-based behavioral health messaging.
an active network of…

• **13,000** health and food safety educators
• **40** Partner organizations
• Federal liaisons (USDA, FDA, CDC)

All working together to advance trusted, consistent, science-based behavioral health messaging.
Contributing Partners 2020

Academy of Nutrition and Dietetics
Albertson’s Own Brands
American Beverage Association
American Frozen Food Institute
Association of Food and Drug Officials
Cargill, Inc.
Chipotle Mexican Grill
Conagra Brands
Consumer Federation of America
Food Marketing Institute Foundation
FoodLogiQ
Instacart
International Association for Food Protection
International Dairy-Deli-Bakery Association
International Food Information Council Foundation
McDonald’s Corp.
Meijer, Inc.
National Association of Convenience Stores
National Chicken Council
National Grocers Association
National Pork Board

National Restaurant Association
National Turkey Federation
North American Millers’ Association
NSF International
Produce Marketing Association
Publix Super Markets Charities, Inc.
Refrigerated Foods Association
Smithfield
Sysco Corporation
The Center for Food Integrity
Tyson Foods, Inc.
UberEats
United Fresh Produce Association
USPoultry
Walmart
Wakefern

**Federal Government Liaisons**
Centers for Disease Control and Prevention
U.S. Food & Drug Administration, CFSAN
U.S. Department of Agriculture, FSIS FSES
U.S. Department of Agriculture, NIFA
Child Care Training

We have a variety of materials for child care providers and parents in both English and Spanish.

- Safe Recipe Style Guide
- Don't Wing It
- The Story of Your Dinner
- Safe Produce
- Recall Basics
- Food Safety Mythbusters
- Go 40 or Below
- Safe Microwaving
- Safety in All Seasons

FOOD SAFETY BASICS

CAUSES & SYMPTOMS

SAFE RECIPE LESSON

E-NEWS SIGN UP
NEW! Your Baby & Food Safety
Download flyer

Keeping a Clean Scene

The Story of Your Dinner
Chain of Prevention in Food Safety (CDC)

Cargill
Costco Wholesale
Partnership for Food Safety Education
The Story of Your Dinner
Recipe Modification Improves Food Safety Practices during Cooking of Poultry.

Maughan C¹, Godwin S², Chambers D¹, Chambers E IV².

Abstract
Many consumers do not practice proper food safety behaviors when preparing food in the home. Several approaches have been taken to improve food safety behaviors among consumers, but there still is a deficit in actual practice of these behaviors. The objective of this study was to assess whether the introduction of food safety instructions in recipes for chicken breasts and ground turkey patties would improve consumers’ food safety behaviors during preparation. In total, 155 consumers in two locations (Manhattan, KS, and Nashville, TN) were asked to prepare a baked chicken breast and a ground turkey patty following recipes that either did or did not contain food safety instructions. They were observed to track hand washing and thermometer use. Participants who received recipes with food safety instructions (n = 73) demonstrated significantly improved food safety preparation behaviors compared with those who did not have food safety instructions in the recipe (n = 82). In addition, the majority of consumers stated that they thought the recipes with instructions were easy to use and that they would be likely to use similar recipes at home. This study demonstrates that recipes could be a good source of food safety information for consumers and that they have the potential to improve behaviors to reduce foodborne illness.
Objectives

• Create a new standard for how all food recipes should be written to include food safety instructions

• Educate recipe developers and publishers why it is necessary to adopt the new standard
Research & Program Development

• PI on foundational research: Dr. Sandria Godwin, RDN, Tennessee State University (retired)

• Safe Recipe Style Guide development task force: Nancy Piho (cookbook author); Ann Taubenheim (US FDA); Maya Maroto (US FDA); Mary Pat Raimondi, RD; Tanya Brown (USDA FSIS); Hilary Thesmar, PhD, RD (Food Marketing Institute); Christine Bruhn, PhD and William Hallman, PhD (Rutgers University)

• Safe Recipe Style Guide development leadership: Sue Borra, FMI Foundation (funder); Steven McCauley, The Ginger Network; Shelley Feist, PFSE

• Vetting of final: Team of current and recently retired food journalists
Multiple studies show that when consumers follow recipes that incorporate basic food safety instructions, they significantly increase food safety behaviors. This guide provides easy edits to any recipe to improve food safety practices.

Download at SafeRecipeGuide.org
Handwashing: What We Know

In Dr. Godwin’s observational research:

- 59% of people observed did *some version* of washing hands when they were given a recipe that did not include safety steps.

In recent USDA observational research:

- 74% of people did not wash their hands properly when handling food, including raw meat and poultry.

26% of home cooks not attempting handwashing!
Handwashing with Safe Recipes

Dramatic improvement when people were given a recipe with food safety instructions!

HANDWASHING BEFORE COOKING
Observed Consumer Behavior

90% of people wash hands using recipes WITH safety instructions.

59% of people wash hands using recipes WITHOUT safety instructions.
Thermometer Use: What We Know

In Dr. Godwin’s observational research:

20% of people observed used a food thermometer if they were not given a recipe that included safety instructions.

In recent USDA observational research:

34% of participants used a food thermometer when cooking a turkey patty and were NOT exposed to a safety video beforehand.
Thermometers with Safe Recipes

Use improved dramatically when people were given a recipe that includes the food safety instructions!

**THERMOMETER USE**
Observed Consumer Behavior

- **86%** of people use thermometers using recipes WITH safety instructions.
- **20%** of people use thermometers using recipes WITHOUT safety instructions.
Review By Food Journalists

Family Circle

The Washington Post

AFJ

Orlando Sentinel

Bethesda Magazine

SAFE RECIPE STYLEGUIDE

Partnership for Food Safety Education
New Cookbook Online Now!

30-Minute Safe Recipes

- 10 meals
- 2 weeks of inspired simple meals

fightbac.org/cookbook
fightbac.org/saferecipes
Kids Build Safe Recipes Activity

Middle School Activity:

- Aligns with National Health & Science Education Standards
- Includes lesson plan, activity guide and objectives
- Five sample recipes

https://www.fightbac.org/safe-recipe-activity
Science Convening - late 2020

- Provide scientific and technical input for consumer actionable messages.
- Evaluate current messages
  - Where can they be strengthened?
  - Where is the message incomplete?
  - What should be added to make it complete?
  - Is there anything that should be removed?
  - What new content should be included?
Now You Have My Attention
Hand Hygiene & Food Safety Education for Everyone

Abstract Submission Open until October 14

March 9-12, 2021 | fightbac.org
Thank You

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Partnership for Food Safety Education  
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fightbac.org  
storyofyourdinner.org  
saferecipeguide.org