One Team, One Purpose

Food Safety and Inspection Service
Protecting Public Health and Preventing Foodborne Illness
Food Safety-Arming Consumers with the Right Knowledge and Tools

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Food Safety and Inspection Service: Food Safety from Farm to Table

- Landscape
- Research
- Delivery
Food Safety and Inspection Service: The Communications Equation

- Understand the **audience**
- Tailor the **message** for that specific audience
- How will you move it - select the **media**
- Who is the messenger
Food Safety and Inspection Service: Understand the Audience

The average attention span of a human in 2000 was 12 seconds. The average attention span of a goldfish in 2003 was 9 seconds. The average attention span of a human in 2013 was 8 seconds. The average attention span of a human in 2017 was 7 seconds.
Food Safety and Inspection Service: The Message and Media

Food Safe Families

- **CLEAN**
  - WASH HANDS AND SURFACES OFTEN

- **SEPARATE**
  - SEPARATE RAW MEATS FROM OTHER FOODS

- **COOK**
  - COOK TO THE RIGHT TEMPERATURE

- **CHILL**
  - REFRIGERATE FOOD PROMPTLY

KEEP YOUR FAMILY SAFER FROM FOOD POISONING

Check your steps at FoodSafety.gov
% who rate each messenger as very/extremely credible:

- Technical Expert = 63%, ▲ 3%
- Academic Expert = 61%, ▲ 1%
- “A Person Like Yourself” = 54%, ▼ 6%
- NGO Representative = 46%, ▲ 3%
- Journalist = 39%, ▲ 12%
- Government Official/Regulator = 35%, ▲ 6%
Consumer research

- Observational research
- Data on behaviors will help shape our messaging
  - 400 participants participated and were observed in a test kitchen in North Carolina on how they prepare a simple meal (hand washing, food thermometer usage, etc...)
- Data from the observational study is expected around May 2018.
- Annual data gathering – four food safety steps
Food Safety and Inspection Service:
Additional Research

- Consumer research continued
  - Kibbeh, raw product
  - Under cooked burgers
  - Rinsing of poultry
  - 4 handling steps
Successes:

• Seasonal campaigns
• Super Bowl
• Trending topics

Engage in:

• Trending topics
  o #TheDress
• Newsworthy events
  o #HoustonFloods
• Pop culture topics
  o #Maythe4thBeWithYou
PiDay

- Tying food safety to trending topics

Winter advisory for Stella Blizzard

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Info Image for Camping Blog

6 Packing Tips for a Food Safe (and fun) Camping Trip

Pinterest
Where consumers search for tips, recipes, and more
Food Safety and Inspection Service: Food Safety from Farm to Table
Food Safety and Inspection Service: Resources and Toolkits

- Existing channels

- Seasonal campaigns:
  - Super Bowl, Spring, Summer, Back to School, Thanksgiving and Winter holidays

- Media resources, infographics, social media content, blogs

- Long-term relationships and helps USDA reach underserved populations
Key Takeaways:

- Leveraging partnerships critical
- State officials and cooperative extension directors well-equipped to move information
- Impractical to establish county-level partnerships
- State-level partnerships more feasible to reach consumers at the county and local levels
Food Safety and Inspection Service:
Food Safety: Challenges

Rise of Disinformation - Silence is Deeply Dangerous

**modern farmer**
“7 Kinds of Sashimi Not Made With Fish”
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