Consumer Education: Delivering Credible Messages

Food Safety Education Conference
Kathy Means
Produce Marketing Association
How To

- Identify real need
- Find the right partners, vehicle
- Research it
- Test it
- Launch it
- Promote it
Timeline

- Convergence of need: late 2003 early 2004
- Decision to proceed: early 2004
- Survey work: spring 2004
- Message development, testing: summer 2004
- Program delivery: October 2004 and April 2005
The Food Safety Chain

• Every link has responsibilities
  – Growers and shippers
  – Processors
  – Wholesalers/distributors
  – Retailers
  – Foodservice operators
  – Consumers
Research Shows Need

- Public believes safe handling is important
- Separate meat, produce in fridge – 92%
- Wash produce with water – 80%
- Separate meat, produce in cart – 74%
- Wash hands before, after handling produce – 51%
- Scrub firm items with brush – 49%
Convergence

- PMA committed to industry, consumers
- PFSE identifies it as a priority
- FDA working on produce handling brochure
- Dietary Guidelines includes food safety
- Consumer groups raise the profile of produce linked to foodborne illness
- Publicity about outbreaks intensifies
Agreement

- PMA, PFSE partner to educate consumers
  - Priorities mesh
  - PMA provides funding
  - Aggressive timeline established
Getting to Results

• Funding decisions
  – Board buy-in
  – Organizational priority
• Scope of work; work group
• Literature search (several industry papers found)
Getting to Results

- Message development
- Message testing
- Message refinement
Getting to Results

• Congruence with government agencies
• Program development
  – Phase 1 (October 2004)
  – Phase 2 (April 2005)
• Promotion
End Results

- Customizable brochure
  - English and Spanish
  - Color and b/w
- Downloadable graphics
- Flyer
- PowerPoints
  - Educators, Consumers
End Results

- Activity idea generators
  - Food safety advocates
  - Retailers
  - Produce companies
- Press release, template
- Interactive Web components

PARTNERSHIP FOR FOOD SAFETY EDUCATION
Conclusions

• Identify real need
• Find the right partners, vehicle
• Research it
• Test it
• Launch it
• Promote it