National Health Education Week
October 19-23, 2009

Let's Dish: Food Safety at the Table

Planning Guide and Tool Kit

Society for Public Health Education

www.sophe.org

FOREWORD

Dear Colleagues,

This year's National Health Education Week comes as SOPHE embarks upon its 60th Anniversary. This anniversary presents an opportunity to focus on the importance of health education and the promotion of the profession. We hope that you take the time to celebrate your accomplishments as a health educator during this year's National Health Education Week. This Week reminds us that the work that you do each day, every day certainly makes an impact.

"It takes a village" seems all too fitting of a statement as SOPHE reflects upon the development of this year's National Health Education Week activities and toolkit. In this light, we wish to express our sincere appreciation to the following individuals and organizations for their assistance and support for this year's National Health Education Week, *Let's Dish: Food Safety at the Table.*

Elaine Auld, SOPHE, Chief Executive Officer
Laura Boyle, SOPHE Secretary
Michael Dickey, SOPHE, Assistant Chief Executive Officer
Suzanne Driessen, Extension Educator, University of Minnesota
Laura Drouillard, SOPHE, Project Coordinator
Shelley Feist, Partnership for Food Safety Education, Executive Director
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Alan M. Tart, FDA, Regional Retail Food Specialist
Patricia Thomas, SOPHE External Communications Co-Chair
Davis Lindsay
SOPHE External Communications Committee
Partnership for Food Safety Education
Pennsylvania State University Food Science Department
Society for Nutrition Education

Special thanks to **Adair Lindsay,** SOPHE Intern, whose tireless efforts made this toolkit possible.

We sincerely hope that this toolkit is helpful as you promote food safety education in your communities. On behalf of SOPHE, thank you for all that you do to bring health education to the public each and every day.

Sincerely,

Kathryn S. Meier, MPH, CHES
SOPHE President, 2008-2009

About SOPHE: *SOPHE is a 501 (c)(3) professional organization founded in 1950 to provide leadership to the profession and to promote the health of all people by: stimulating research on the theory and practice of health education; supporting high quality performance standards for the practice of health education and health promotion; advocating policy and legislation affecting health education and health promotion; and developing and promoting standards for professional preparation of health education professionals. SOPHE is the only professional organization devoted exclusively to public health education and health promotion. To learn more, visit www.sophe.org.*

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Introduction

Since 1995**, National Health Education Week (NHEW)** has been celebrated during the third week of October. This celebration focuses national attention on a major public health issue and promotes consumers' understanding of the role of health education in promoting the public's health. The event is sponsored by the Society for Public Health Education (SOPHE). The 2009 National Health Education Week focuses on the theme ***Let's Dish: Food Safety at the Table.***

The Theme

This timely theme, *Let's Dish: Food Safety at the Table*, emphasizes the importance and relevance of food safety, explains the role of health education in food safety, and provides examples of how health educators can address this important topic in their communities. The week will present tools and information to assist health educators in understanding and explaining a variety of food safety topics, such as production and inspection, safe food handling, foodborne illness and disease, emergency preparedness, at-risk populations, and public health's role in assuring food safety. The desired outcome of this week will result in communities making well informed decisions regarding safe food handling and eating—resulting in fewer foodborne illnesses.

Why Food Safety?

According to estimates by the CDC, there are 76 million foodborne illnesses each year, requiring more than 300,000 hospitalizations and resulting in 5,000 deaths[1]. In recent years, stories of foodborne illness entered the media spotlight when foods not typically associated with pathogens (spinach, peppers, tomatoes, peanut butter and even cookie dough) became implicated in outbreaks of Salmonella and E. coli O157:H7.

Foodborne illness can be much more serious than a stomach ache; some people develop life-threatening complications. A September 1, 2009 issue of the *Washington Post* featured a cover page story about a woman who developed hemolytic uremic syndrome after consuming cookie dough contaminated with E. coli in May. She remains in the hospital in critical condition. Although the idea of food safety (e.g. "I know how to wash my hands") has become hackneyed to many Americans, the message remains as important as ever.

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[1] CDC. http://www.cdc.gov/foodsafety/. Updated January 16, 2009. Accessed September 3, 2009.

Factors Influencing Food Safety

In May, the Centers for Disease Control and Prevention (CDC) published preliminary data from 2008 indicating that the current *Healthy People 2010* targets for foodborne illness are not being met. Although incidence rate of foodborne infections are on the decline, significant reductions have not occurred since 2004. The CDC suggests that "fundamental problems with bacterial and parasitic contamination are not being resolved" and that "the occurrence of large multistate outbreaks point to gaps in the current food safety system and the need to continue to develop and evaluate food safety practices as food moves from the farm to the table."[2]

Why is this happening? The answer is multi-faceted.

New Pathogens

To ensure survival, pathogens must adapt to new environments. Any misuse of antibacterial or antiviral therapy increases the rate of this transformation and creates drug-resistant pathogens. Resistant pathogens can cause more severe illness, more severe complications, and may require fewer cells to infect the host. As pathogens gain resistance to conventional therapy, heightened awareness is needed so that contamination can be identified and stopped quickly.

Global Food Supply

The United States imports food from many different countries. The complexity of the supply chain makes it difficult for ingredients to be traced back to the original source when outbreaks occur. In addition to the challenges of inspecting and regulating suppliers, the process of transporting perishable products long distances allows greater opportunity for spoilage.

Meals Away from Home

According to the USDA, Americans spent a third (33.4%) of every food dollar outside the home in 1970; by 2008 that percentage rose to nearly half (48.5%).[3] In general, the more hands are involved with producing and preparing food, the greater the chance for mishandling and contamination.

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[2] CDC. Preliminary FoodNet Data on the Incidence of Infection with Pathogens Transmitted Commonly Through Food ---10 States, 2007. JAMA. 2009;301(20):2088-2090.
[3] ERS. Food CPI and Expenditures: Table 10. http://www.ers.usda.gov/Briefing/CPIFoodAndExpenditures/Data/Expenditures_tables/table10.htm. Updated June 17, 2009. Accessed September 3, 2009.

Food Safety Laws and Regulations

In a March 2009 address to the American people, President Obama stated that "laws and regulations governing food safety in America have no been updated since the time of Teddy Roosevelt."[4] He went on to explain that it is additionally difficult to enforce the laws since the responsibility is spread out among so many government agencies, some of which are underfunded.

Government agencies responsible for food safety regulation:

- **The U.S. Food and Drug Administration (FDA)**, housed under the U.S. Department of Heath and Human Services (HHS), is the federal agency responsible for ensuring that foods are safe, wholesome and sanitary. The FDA regulates all food additives in the United States with the exception of meat and poultry, which are regulated by the **U.S. Department of Agriculture (USDA)**.
- More specifically, within the USDA, the **Food Safety and Inspection Service** (FSIS) is the public health agency responsible for ensuring that the nation's commercial supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged.
- The **National Marine Fisheries Service**, house under the U.S. Department of Commerce, is responsible for living marine resources.

What is Being Done?

President Obama addressed these issues in March of 2009 by creating the Food Safety Working Group (FSWG). The charge of FSWG, headed by HHS Secretary Kathleen Sebelius and USDA Secretary Tom Vilsack, is to generate recommendations for updating current food safety laws. In his address, the President said the working group "will bring together cabinet secretaries and senior officials to advise me on how we can upgrade our food safety laws for the 21st century; foster coordination throughout government; and ensure that we are not just designing laws that will keep the American people safe, but enforcing them."[5]

> *We are a nation built on the strength of individual initiative. But there are certain things that we can't do on our own. There are certain things that only a government can do. And one of those things is ensuring that the foods we eat …are safe and don't cause us harm.*
>
> President Barack Obama
> March 14, 2009

[4] The White House, The Blog. Weekly Address: Reversing a Troubling Trend in Food Safety. Posted Saturday, March 14th 2009 at 5:30am. http://www.whitehouse.gov/blog/09/03/14/Food-Safety/. Accessed September 3, 2009.
[5] President's Food Safety Working Group. About the President's Food Safety Working Group. http://www.foodsafetyworkinggroup.gov/ContentAboutFSWG/HomeAbout.htm. Accessed September 9, 2009.

Since its inception, the Food Safety Working Group has taken several steps toward a more synchronized food safety system. On September 8, 2009, the FDA opened an online Reportable Food Registry, which food industry officials must use to alert the FDA of potential cases of foodborne illness. If any responsible party has a reasonable inkling that an article of food will cause severe health problems or death to a person or an animal, they are required to notify the FDA within 24 hours. The Reportable Food Registry requires internet access and takes about 27-37 minutes, thus making the reporting process faster and easier.

On September 9, 2009, chairs of the FSWG unveiled a new consumer web site, www.foodsafety.gov, designed to help consumers and families access the latest information on food safety and food recalls in one convenient place. The web site provides information from all the agencies across the federal government which deal with critical food and food safety information. At this web site consumers can find preventive tips about how to handle food safely, alerts on life-saving food recalls, and the latest news from the key agencies.

On September 15, 2009, the USDA launched a "Know Your Farmer, Know Your Food" initiative. Designed to strengthen local and regional food systems and stimulate local economies, this initiative will also promote food safety. Encouraging the consumption of local foods will help reduce the distance food travels and the number of hands through which food passes before it reaches the consumer, thus reducing the risk of mishandling and contamination. A robust local food system will additionally ensure fresher, thus safer, produce to consumers.

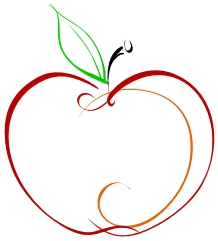
To kick-off the initiative, a YouTube video featuring Agriculture Secretary Tom Vilsack was launched. The video may be viewed at the USDA's YouTube channel. Producers and consumers can comment on the video and/or on the initiative by e-mailing KnowYourFarmer@usda.gov.

The Role of the Health Educator

In efforts to address the nation's health challenges, health educators plan and direct programs, design workshops and forums, work closely with community groups, and otherwise serve a broad public health agenda. They may also conduct studies of public health education needs, evaluate the materials and methods used in programs, determine program effectiveness, and strive to improve the overall health of communities.

The role of the health educator, then, is to take this message of food safety to the populations that they work with on a daily basis. Health educators are everywhere; they are in cities, and they are in rural areas. They are in elementary schools, and they are in retirement homes. They reach a variety of people in various settings across the globe. Health educators play an integral role in developing and distributing accessible, appropriate messages regarding food safety. The Case Scenarios section of this toolkit has been designed with this in mind.

As we celebrate this year's National Health Education Week, we also promote the field of health education and honor our health educators. In honor of this week, be sure to recognize health educators, not only for their many contributions to improving the public's health by promoting food safety, but also for all they do every day to sustain programs and services.



What is Health Education?

Health education is a social science that draws from the biological, environmental, psychological, physical, and medical sciences. It aims to promote health and prevent disease, disability, and premature death through theory-based voluntary behavior change activities, programs, campaigns, and research. Health education is an essential public health service that requires the practice of three core functions of public health: assessment, policy development, and quality assurance. By focusing on prevention, health education reduces the financial and human costs that individuals, employers, medical facilities, insurance companies, and the nation would spend on healthcare and medical treatment.

In practice, health education adopts a broad, ecological approach in an effort to create healthy communities. Health educators work at the individual, group, institutional, community, and systemic levels to improve health knowledge, attitudes, and skills for the purpose of changing or encouraging behaviors that result in optimal health status. The field provides a scientific backdrop that has established strong theories for disease prevention and health enhancing behaviors.

Planning Your NHEW Activity

Remember that programs, activities, and collaborations can extend beyond NHEW. Collaborate with local, state, and national partners to build sustainable programs.

Forming a Planning Committee

Setting aside sufficient planning time for your campaign will help you produce a successful and meaningful outcome. One way to structure this process is to form a planning committee.

When recruiting a planning committee, consider a diversity of strengths and talents that individuals might bring to the group. These include leadership skills, technical skills, promotional skills, subject area expertise, or access to particular communities or organizations. You should also include members of your target population in your efforts. That way you can better understand their specific interests, needs, and wants.

The committee will be charged with:

- Establishing the goals and objectives of the campaign
- Developing a plan of action and activities to accomplish the objectives
- Creating a timeline
- Identifying responsibilities
- Evaluating progress
- Addressing obstacles
- Evaluating outcomes

Besides in-person meetings and conference calls, use creative ways to meet with the planning committee to keep them engaged. Use web cams, set up an online discussion forum (i.e. Yahoo Groups), and/or create a blog to keep members up-to-date with events.

Establishing Goals and Objectives

The overall goal of National Health Education Week 2009 is to highlight preventive measures to ensure food safety. However, the specific objectives for your campaign can be determined locally, based on the interests and needs of community members.

Examples of objectives for National Health Education Week 2009 might include:

By the end of NHEW 2009, at least X% percent of Community X will have participated in at least one educational session regarding food safety practices.

By the end of the NHEW 2009 Community Center X's Food Safety Workshop, at least 80 percent of participating adults will know "Clean, Separate, Cook, Chill."

By the end of the year 2009, at least "X%" of immunocompromised individuals in Community X will receive information about incorporating food safety into their diets.

Get Your Message Heard: Inform the Public

A crucial step to engaging your target audience for National Health Education Week is getting the message out there. You can do this through traditional media (newspapers, radio, television), or propagate your message through social media (Twitter, Facebook, Flickr). Depending on your target audience, you might write a feature article about your event for the local paper or use Facebook to create an invitation.

Media Outlets

Newspapers

Newspapers remain popular venues through which individuals can share facts, resources, and opinions (although there is currently a trend toward strictly online status, which reduces the diversity of readers to those with internet access). When advocating for a particular health issue, consider the following: feature articles, op-eds, letters to the editor, "Dear Abby," advertisements, and adding your event to a community calendar.

Media Outlets

- **Newspapers**
- **Newsletters**
- **Television**
- **Radio**
- **Blogs**
- **Twitter**
- **Facebook**
- **Flickr**
- **Youtube**

Newsletters

Newsletters provide a smaller forum through which readers can learn about specific issues, events, or services being offered. If you know of associations or organizations that may have members who are interested in food safety education, submit a blurb about your National Health Education Week event or activity. They are more likely to include your write-up in a newsletter if it is well-written and ready for publication!

Television

Based on figures from the U.S. Census Bureau, Americans spend over 4 hours watching television per day, which makes it an excellent marketing tool.[6] If your organization does not have enough money to fund a public service announcement, there are several ways that you can engage your local audience. Many TV stations include a segment during the news that focuses on a health issue. Research who covers these segments and inform that individual of your NHEW event or activity. Keep in mind that you must make your case as to why the public will be interested in food safety—present facts and figures to emphasize the need for additional coverage on preventative food safety practices. Television producers like to humanize issues with local personal stories. Try to identify such a story to help the producer develop your messages. It could be someone who has experienced food poisoning in their family and changed their practices, or, a chef who practices great care in his/her professional kitchen. Be creative!

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[6] US Census Bureau. Facts for Features: Special Edition - Conversion from Analog to Digital-TV – Feb. 17, 2009. http://www.census.gov/Press-Release/www/releases/archives/facts_for_features_special_editions/012025.html. Published May 29, 2008. Accessed September 17, 2009.

Radio

While not as popular as television, radio can also be an effective way to market a message. Press releases can be read over the air to spread the word. Depending on your target population, try local stations, regional stations, or even National Public Radio. Radio producers like to do interviews with experts and citizens who have experienced the issue. Help identify such people and introduce them to the producer with your background information.

Blogs

Million of Americans maintain blogs (contraction of the term "weblog"), posting over 1 million new entries every day, which are read by over 50 million Americans.[7] With so many conversations taking place online each day, this outlet can play a critical role in conveying your message.

Things you should know about blogs:

- **Blogging is personal.** Bloggers have more freedom than journalist (no newspaper guidelines to stay within) and often their entries are more personal, offering viewers both opinion and perspective on controversial issues.
- **Real time reporting.** Unlike newspapers and other print media, blogging offers real-time reporting of news as blog entries can be posted at any time of the day or night.
- **Cordial and timely correspondence.** Since bloggers follow a faster pace than the print world, it is important to provide information and respond to questions quickly.

For more information on working with bloggers, see the "Tips for Blogger Outreach" section of the American Public Health Association (APHA) 2009 Partner Toolkit.

[7] Fplanque: IT World. http://fplanque.com/info-tech/blog-media/blogging-statistics. Accessed September 15, 2009.

Twitter

Twitter is a social media site that has become increasingly popular as a venue for exchanging thoughts and information. In 140 characters, you have the opportunity to promote an event, share a link, or simply initiate dialogue about a certain topic.

In order to be an effective "tweeter," your Twitter account must maintain visibility. By using the "#" symbol for keywords, your tweets become part of a streaming dialogue about a specific topic, which increases the visibility of a tweet.

Example of NHEW tweets:

- This week is National Health Education Week (#nhew) -"Let's Dish: #foodsafety At The Table." See www.sophe.org to learn more
- #foodsafety starts with health education! Go to www.sophe.org to learn more about National Health Education Week, October 19-23, 2009.
- "We will be at this week's #publichealth fair discussing #foodsafety"
- "What do you think is important to discuss about #foodsafety during National Health Education Week (#nhew)?"

Facebook

With more than 250 million active users—120 million of which log in at least once every day—Facebook provides an excellent opportunity for getting your message out:[8]

- Using the Event Invitation application, you can invite Facebook friends to an upcoming event and ask them to pass along the invitation.
- Also use the "What's on your mind?" box at the top of your homepage to notify fellow Facebookers about upcoming National Health Education Week events. Individuals can also become creative with these "status updates" by providing a different food safety or health education related fact each day of National Health Education Week.
- If your organization has a Facebook page, also be sure to utilize the discussion section to not only publicize events, but also to engage your "Facebook fans" in dialogue by asking questions related to food safety and health education.

[8] Facebook Press Room. Statistics. http://www.facebook.com/press/info.php?statistics. Accessed September 15, 2009.

Flickr

Flickr is an online community forum for sharing photos and videos. The web site is commonly used by bloggers as a source of images—meaning wider exposure to your events and activities. Choose "tags" (keywords) for your photos that will generate interest, such as "National Health Education Week," "public health education," and "food safety." By sharing photos of your National Health Education Week events and activities, you will generate interest in the work that you do and gain a wider audience for your organization.

Youtube

From beaming babies to singing seniors, Youtube features videos of individuals from various populations worldwide. By taking short video segments during your event, you can generate interest even once it is over. If you are not holding an event, you can also create video clips of food safety tips to coincide with NHEW. This may include featuring a demo on the correct way to wash your hands; providing an overview of "clean, separate, cook, chill"; or a presenting a tutorial on how to properly sanitize a cooking area. If it is possible, arrange for these segments to be provided in both English and a second language (i.e. Spanish) for a broader appeal.

Try one or a variety of the above options. The key is magnitude. The more people you reach, the more successful your event and/or intervention will be.

Steps toward a Successful Marketing Campaign

Whichever media outlet you choose, there are similar steps to successfully market your message.

Step 1: **Identify your key audiences**.
You may have different key messages for specific communities as well as a general set of messages for the general population.

Step 2: **Decide upon key message(s)**
Possible key messages:

- Hand washing is the number one way to prevent foodborne illness.
- Certain populations (children, elderly, pregnant women, immunocompromised individuals) are at increased risk for contracting foodborne illness.
- The incidence of foodborne illness is greater today than 20 years ago due to new pathogens, more people eating outside of the home, and a globalized food supply. Everyone should know and practice the four food safety guidelines: clean, separate, cook, chill

Step 3: Get the facts
Research the facts that support your key message(s). Many food safety facts can be found throughout this toolkit. Additional places to find such information are listed in the "Resources and WebLinks" section.

Step 4: **Decide which media outlets you want to utilize**
Refer to list of media outlets, page 10.

Step 5: **Develop a current media contact list**
Include local and regional radio, television, print outlets and key health journalists. Also identify relevant blogs and make contact with the blogger (to start your search, check out http://blogsearch.google.com) Join Twitter and follow groups with related messages to network and increase visibility.

Step 6: **Develop a press release** *(Refer to the sample press release, page16)*

- Include a background page about National Health Education Week and food safety. The background page can include key facts, statistics, and information resources.
- Identify a member of your organization as a local spokesperson to answer journalist questions.
- Identify examples of effective food safety education programming in your community to pitch to journalists and bloggers for coverage.

Step 7: **Develop a strategy for utilizing media outlets**

- See your information through the eyes of a journalist or blogger. Fashion your story to fit their needs and interests.
- Leverage local or regional media interest to promote NHEW by stressing the value of preventative health efforts as a major way to lower health care costs for your community, organization, employers, and the nation.
- Create media interest through the use of specific stories about individuals helped, health programming undertaken, and policy stands that speak to food safety education. Identify local experts who can talk to the media about the need for food safety in communities and at schools, and the role of health educators in preventing and lowering risk of foodborne illness in the local community.

Step 8: **Disseminate your information to media outlets & priority media targets**

- Include a brief cover letter with your press release.
- Mail, fax, email and telephone calls are all mechanism to get your message to media outlets. Check to see how your local journalists prefer to be contacted. They are often busy professionals who appreciate clarity and brevity.
- Don't wait for them to contact you— follow-up with a call, fax, or email.
- Follow through on media requests. Be timely in responding to media requests for more information and connecting them to experts on the topic.

Step 9: Begin to establish a relationship with the media

- Send thank you notes to those media that covered your story.
- Add contacts to distribution lists for newsletters and other publications.
- Send additional news of interest to those media contacts.
- After the story, invite the media to cover your organization, program, and/or worksite for events.
- Follow the interests of specific journalists and send them relevant stories.
- Help establish your organization as a credible source for information on health issues.

Sample Press Release

[organization, company or program letterhead here]

[date]
For immediate release

[contact person name]
[telephone number]
[email address]

National Health Education Week 2009 Sets Focus on Food Safety

[city, state] -- Food Safety is the Focus of National Health Education Week 2009. Taking place from October 19-23, this year's theme is *Let's Dish: Food Safety at the Table*. To promote food safety education, [name of program/organization] [describe the activity/event/promotion being conducted].

According to the Centers for Disease Control and Prevention (CDC), there are 76 million foodborne illnesses each year, requiring more than 300,000 hospitalizations and resulting in 5,000 deaths.[1] The United States Department of Agriculture's Economic Research Service (ERS) estimates that foodborne illness costs the U.S. economy billions of dollars each year in lost productivity, hospitalization, and long-term disability.[9]

Quote from [credible organization/program individual]
Quote from [health education or nutrition expert]

National Health Education Week is celebrated each year during the third week of October in an effort to focus to provide public education on a major public health issue and to improve consumer understanding of health education's role in promoting the public's health. Since 1995, the Society for Public Health Education has provided support to schools, communities, and health education professionals throughout the nation to plan and conduct activities around the designated annual theme.

The Society for Public Health Education (SOPHE) is a non-profit professional organization founded in 1950 to provide leadership to the profession of health education and to contribute to the health of all people through advances in health education theory and research, excellence in health education practice, and the promotion of public policies conducive to health. For more information, go to www.sophe.org.

[paragraph about your organization here]

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[1] CDC. http://www.cdc.gov/foodsafety/. Updated January 16, 2009. Accessed September 3, 2009.
[9] ESR. Foodborne Illness Calculator. http://www.ers.usda.gov/Data/FoodborneIllness/. Updated May 22, 2009. Accessed September 9, 2009.

Sample Proclamation

WHEREAS, the State of [name of state, city] has a vital interest in preventing foodborne illness; and

WHEREAS, there are 76 million foodborne illnesses each year, requiring more than 300,000 hospitalizations and resulting in 5,000 deaths;[1] and

WHEREAS, most cases of food-related illness can be prevented by proper handling and preparation of food; and

WHEREAS, 20% of people don't wash their hands and kitchen surfaces before preparing food;[10] and

WHEREAS, foodborne illness costs the U.S. economy billions of dollars each year in lost productivity, hospitalization, and long-term disability:[11] and

WHEREAS, simple food safety precautions can save both lives and money; and

WHEREAS the [name of chapter or organization] is committed to addressing food safety issues and reducing the incidence of foodborne illness among Americans by bringing health education ideas and principles into the legislative and public arenas; and

WHEREAS, in celebration of National Health Education Week, national, state and local collaboration are essential to support the 2009 National Health Education Week focus on food safety through the theme, "Let's Dish: Food Safety at the Table";

NOW, THEREFORE, I [name of governor, mayor, elected official, or health commissioner] of the [name of state, city] do hereby proclaim

The Third Week of October, October 19-23, 2009
As
National Health Education Week

And urge all individuals and communities to take part in activities designed to enhance awareness of public health education messages and activities to reduce foodborne illness through food safety and by supporting and encouraging participation in National Health Education Week.

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[1] CDC. http://www.cdc.gov/foodsafety/. Updated January 16, 2009. Accessed September 3, 2009.
[10] Fight BAC! http://www.fightbac.org/content/view/36/56/ Accessed September 9, 2009.
[11] Fight BAC! http://www.fightbac.org/content/view/13/19/ Accessed September 9, 2009.

Case Scenarios

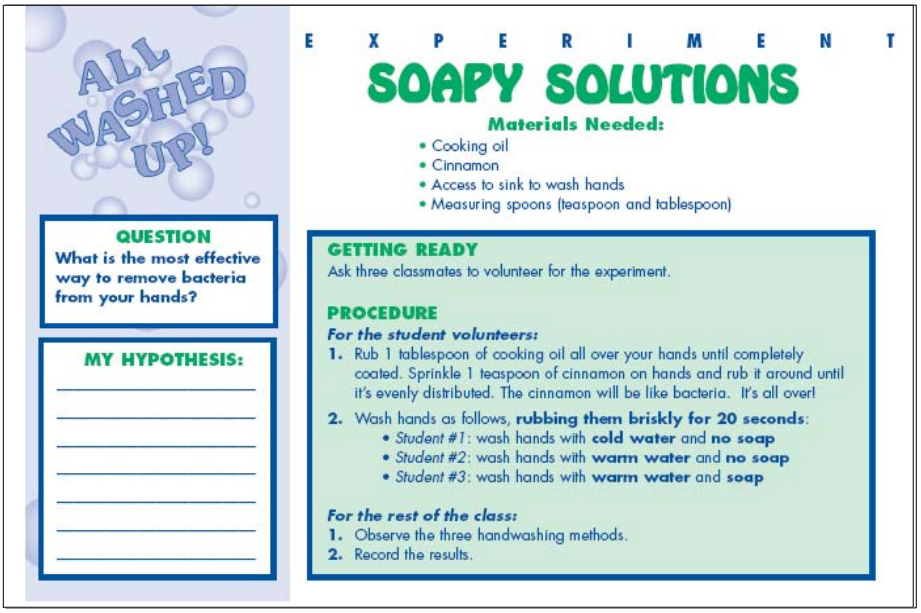
Populations You Can Reach,
Settings in which to Reach Them

1. Schools
2. Parents
3. College Students
4. The Workplace
5. At the Grocery Store
6. At-risk Populations
7. Health Fair

1. Food Safety Education in Schools

At school, bacteria spreads quickly and easily between children as they share school supplies and play together. Any germs picked up throughout the day can be transferred from dirty hands to food. The best way to prevent foodborne illness (and illness in general) is through preventative measures, including proper and regular hand washing.

This activity plan provided by the Fight BAC!® Campaign, shows students (intended audience: grades 4-8) the importance of proper hand washing through a fun and interactive experiment.



Click on the image to the left to access this resource.

This is just one example out of many available. Designed by the Partnership for Food Safety Education, Fight BAC!® offers a wide selection of hands-on experiments such as **Soapy Solutions**, which engage children and leave a lasting impression. Check out the curriculum for grades K-3, grades 4-8, and grades 9-12 as well as the lesson plans available at the Mythbusters Educator's Kit. These resources offer health educators an opportunity to design interventions within the school setting to reach out to children with the message of food safety.

After-school programs, daycares, and parents can also use these experiments to teach children the importance of hand washing and food safety.

Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

2. Handouts for Parents

They prepare meals, they pack lunches… Parents do it all! The issue with reaching this audience is that they generally are very busy. Therefore, you must formulate your message in a way that is easy to access. Brainstorm settings that you can reach parents with this message of food safety—such as after-school activities, rehearsals, practices, ball games, and parent/teacher meetings. By informing them of the proper way to prepare meals for their family, you are protecting both parent and child.

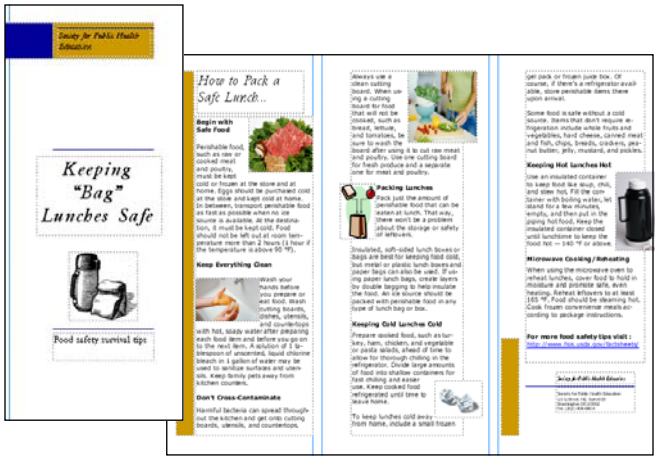
Click on the above image to access this resource.

Idea:
Coordinate with your local school to set up a table at its "open house" at the beginning of the school year.
Set up a table with these "Back-to-School" food safety reminders, provided by the Be Food Safe Campaign.

CONTINUED ON NEXT PAGE.

Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

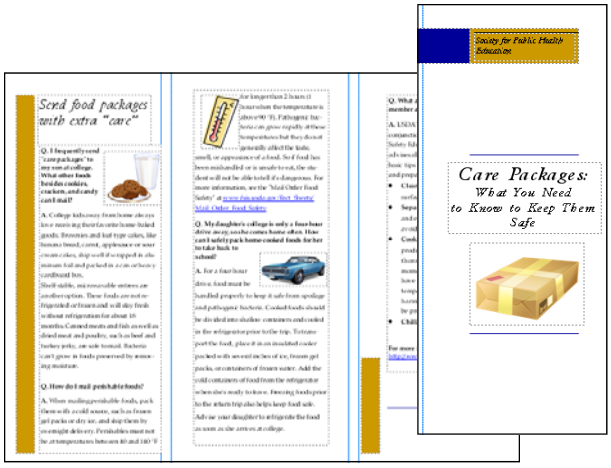
Keeping "Bag" Lunches Safe Brochure* (see "Handouts and Brochures" section of toolkit)



Idea:
Contact a local school's student council or a local student volunteer group to begin a "Keeping Lunches Safe" campaign. Kids have the opportunity to develop ways to reach parents in a community to teach them the "dos" and "do nots" of lunch packing.

Care Packages: What You Need to Know to Keep Them Safe Brochure*
(see "Handouts and Brochures" section of toolkit)

Idea:
Speak to your local college orientation coordinators about providing this brochure to parents during new student orientation. Often parents are sad to say goodbye to their child. This brochure offers a safe way to stay in touch.

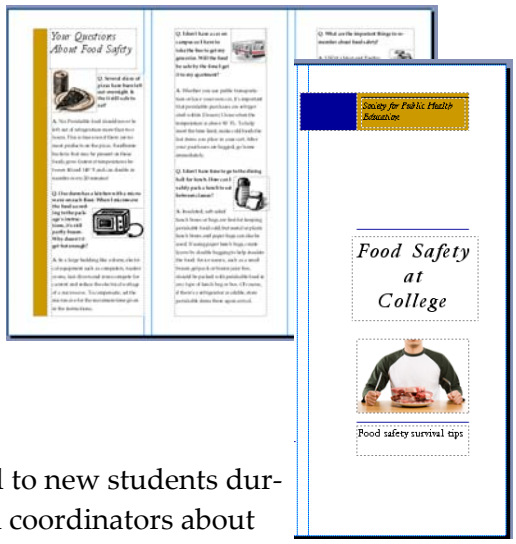


Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

3. Food Safety at College

As teenagers pack up their boxes and head off to college, it can be assumed that food safety is likely not the first thing on their mind. Although most will rely on the university dining hall for their first year, there will still be times when the students eat on their own – grabbing pizza at midnight, leaving it out, and wondering if it is still OK to eat for breakfast the next morning. The key to reaching college students is to use engaging materials. Below are resources to help increase college students' food safety literacy and awareness.

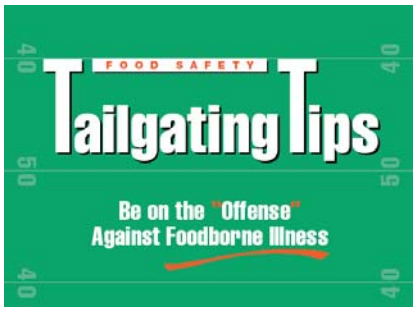
You can reach college aged students...



…through High School Guidance Counselors
As high school seniors prepare to graduate, guidance counselors can identify those headed to college and provide this simple "Food Safety at College" brochure (see "Handouts and Brochures" section of toolkit). The brochure is based upon frequently asked questions received by the USDA Meat and Poultry Hotline concerning the handling and storage of food for college kids.

…at Orientation
The "Food Safety at College" brochure* can also be provided to new students during orientation week. Speak to your local college orientation coordinators about providing brochures to both parents and students during orientation. Many students often work in dormitory cafeterias as their first jobs. Orientation provides the opportunity to discuss food safety with students before they begin working in a food preparation setting.

…via Professors/Class Instructors
Provide this Tailgating Tips brochure to college professors and class instructors. Encourage them to hand out to students before the BIG GAME.



Click on the above image to access this resource.

...Residential Advisors
Coordinate a food safety training session for Residential Advisors ("RAs")— the college students who live and monitor the dormitory floors. Encourage them to leave the "tailgating tips" brochure posted to their doors during football season, so students have quick and easy access. Also encourage RAs to post various tips from the fact sheets and brochures provided in this toolkit during National Health Education Week and beyond.

Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

5. Partnering with a Grocery Store

There are many creative ways that you can bring food safety education to consumers at your local supermarket, such as:

- Contacting a Supermarket Executive using this Letter to Supermarket Executives and inviting them into a partnership on food safety.
- Setting up an in-store demonstration on how to shop with food safety in mind
- Display a map of the store, showing a "food safety shopping route"

Set up a table at a local supermarket for a FAQ/education session

The following resources can assist in the creation of a map and/or be used as handouts:

Food Safety Begins at the Grocery Store
(Cornell University Resource)
Safe Shopping at the Grocery Store
(Pennsylvania State University Resource, page 7)
Food Safety at the Grocery Store
(University of Nevada Resource)

Upon receipt of permission from the store, set up a table at the front of the store to provide handouts on food safety:

Six Steps to Safer Fruits and Vegetables
Fight BAC Basic Brochure
Chill: BAC Down! Brochure
Be Food Safe Brochures (including versions for African Americans, American Indians and Alaskan Natives, Asian Americans, and Braille-Ready File)

Shop in Order

To reduce risk of foodborne illness while shopping for groceries, follow this order when shopping:

- Start with non-perishables (packaged & canned foods)
- Produce (fruit & vegetables)
- Dairy
- Frozen foods
- Meat & poultry*
- Prepared foods (deli salads, etc)

* Leave a space in the cart for meat & poultry, so it won't be on top of other foods!

Transportation and Storage

- Place perishable foods in the coldest part of your car (not in the trunk!) or in a cooler if travel time is more than 30 minutes.
- Unload perishable foods first, and immediately refrigerate or freeze them.

CONTINUED ON NEXT PAGE.

Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

Follow this link to get handy Info Cards. Cut them out and pass them out to shoppers as a quick reference when shopping, cooking, and eating out!

Encourage shoppers to make safe food choices.
From checking sell-by dates to choosing pasteurized milk, these "tips" help shoppers navigate the grocery aisles.

Brown in the middle does not meant it is fully cooked!
The ONLY way to know that food has been cooked to a safe minimum internal temperature is to use a food thermometer.

Be Food Safe When Eating Out.
Make sure food is pasteurized or fully cooked before consuming.

Click on the above image to access this resource.

Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

4. Food Safety at the Workplace

With pot lucks, packed lunches, company picnics, and catered meetings, the workplace is certainly where eating takes place — and where food safety is essential.

Target local businesses—both big and small — and contact human resource representatives to ask if you can assist them with getting messages of food safety out to employees. Provide them with the following handouts:

"Limits to Leftovers"

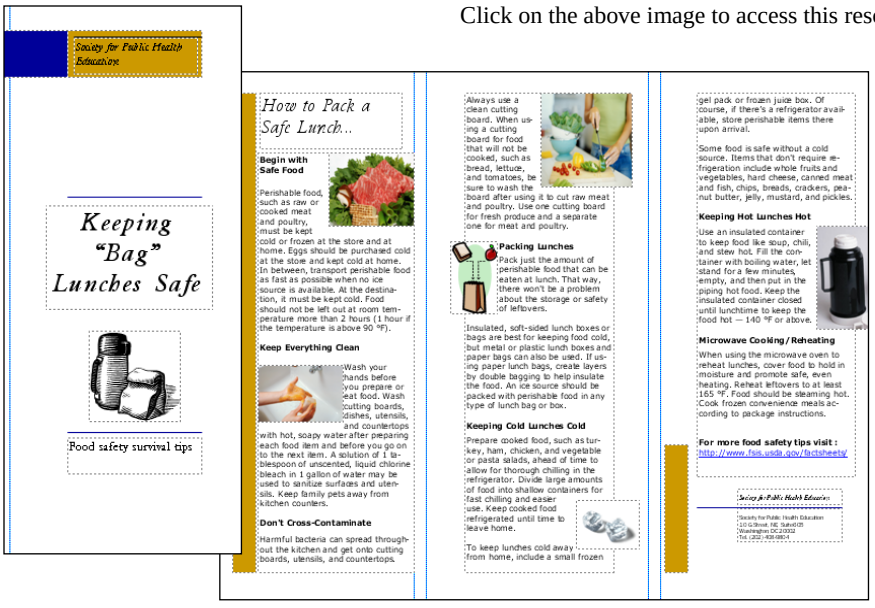
This handout, created as part of the Fight BAC!® Campaign, details the ins and outs of leftovers. Encourage employers to post it on the break room fridge as a reminder to employees.

Click on the above image to access this resource.

Keeping "Bag" Lunches Safe

(see "Handouts and Brochures" section of toolkit)

Packing a lunch is after an afterthought to many employees as they scramble to get ready for work in the morning. This brochure provides useful tips on how to prepare a safe lunch.

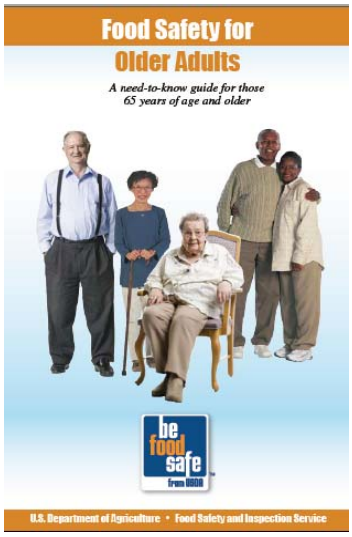


Idea: Contact your local trade and business associations. Ask if you can set up a table or prepare a food safety demonstration at their next meeting.

Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

6. At-risk Populations

Infants and young children, pregnant women, older adults, and people with weakened immune systems caused by cancer treatment, diabetes, AIDS, and bone marrow and organ transplants are at greatest risk for foodborne illness (see "Fact Sheet" section of the toolkit). Many health educators work with these at-risk populations on a daily basis. There are several ways that you can incorporate food safety into the work that you are already doing. While these populations may already receive messages about eating nutritional foods, they may not regularly receive messages of food safety. Empower these audiences with the proper food safety tools and resources that they can incorporate into their food preparation routines.



- The USDA offers a wealth of fact sheets and brochures providing information for at-risk populations, including free resources for **specific groups of consumers** (e.g., those with limited English proficiency).

USDA Brochure Series

Food Safety for Older Adults
Food Safety for People with Cancer
Food Safety for People with Diabetes
Food Safety for People with HIV/AIDS
Food Safety for Transplant Recipients

- The FDA has a Food Safety for Seniors website, which includes a list of foods to avoid and additional tips

- In Their Own Words: Discussions with At-Risk Patients and Their Caregivers, is a **video** for public health professionals and health care providers (8:15, WMV), which can be instrumental in the training of students and new professionals working with at-risk populations

CONTINUED ON NEXT PAGE.

Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

Resources for At-Risk Populations

Seniors:
Seniors Need Wisdom on Food Safety (USDA)
Seniors Need Wisdom on Food Safety (En Español)
Food Safety for Seniors (FDA)
Food Safety for Older Adults (Brochure)

Pregnant Women:
Protect Your Baby and Yourself From Listeriosis (USDA)
Listeriosis and Pregnancy: What is Your Risk? (IFIC)
Healthy Eating During Pregnancy (IFIC)

People with AIDS:
Food Safety for Persons with AIDS Fact Sheet (USDA)
Food Safety for People with HIV/AIDS (Brochure)

Transplant Recipients:
Food Safety for Transplant Recipients (Brochure)

People with Cancer:
Food Safety for People with Cancer (Brochure)

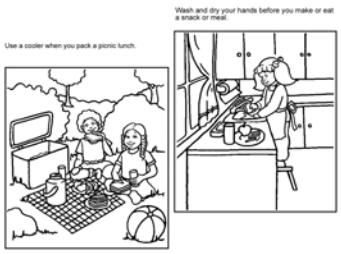
People with Diabetes:
Food Safety for People with Diabetes (Brochure)

Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

7. Table at a Health Fair

Tabling at health fairs can be challenging because of the wide audiences that they attract. Do not be intimidated! Be prepared to reach a variety of audiences by including a range of engaging materials at your health fair table. Below is a list of some ideas and resources.

Coloring Contest for Kids
Provide crayons & markers and let kids color Fight BAC!® food safety pictures



Proper Cooking Temperature Game

Set up a bulletin board with a copy of the "What is the Safe Cooking Temperature?" handout* (see "Handouts and Brochures" section of toolkit). Ask patrons to guess the proper internal temperature required to kill all food-borne pathogens for each food. Offer prizes. Provide the "Cook to Proper Temperatures" handout.

Visit the Fight BAC!® website for more information and resources.

Multimedia: Is it still good?
Have a laptop set up with the www.stilltasty.com website as the home page. Allow passersby to find answers to food storage questions. *Hey Bob, is that chicken breast hiding at the bottom of our freezer still ok to eat?*

Additional tip: *Have a container of instant hand sanitizer available and encourage people to use some after typing on the computer!*

Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

Fight BAC Activities & Experiments
This guide contains 7 easy food safety experiments that could be demonstrated at a health fair for all ages.

Food Safety Handouts
Bring an array of food safety materials and be ready to explain the four food safety steps: clean, separate, cook, chill!

Fight BAC!® Basic Brochure
This brochure designed for consumers covers the "core four" Fight BAC!® messages.

Chill: BAC Down! Brochure
Give bacteria the cold shoulder! This 4 panel color brochure can be customized to include an organization logo. Tips on monitoring refrigerator temperatures are included.

Fresh Fruits and Vegetables
As health and nutrition experts continue to recommend we add more fruits and vegetables to a healthy daily diet, it becomes increasingly important that consumers know how to handle them properly. This brochure contains the 6 steps to Safer Fruits and Vegetables.

Fight BAC!® Store
The online store contains a variety of food safety items that can be used as giveaways at health fairs.

Mythbusters Display Board (Instructions, Printable Pages)
These downloads contains instructions and printable pages for creating a Mythbusters display board.

Full Web addresses are available in the "Full Hyperlink Addresses" section (pages 56-58)

Fact Sheets

1. At-risk Populations
2. Immunocompromised Diet
3. Common Foodborne Pathogens
4. Four Steps to Food Safety
5. Five Food Myths

At-Risk Populations

There are certain populations who are at greater risk for contracting a foodborne illness: children, elderly, pregnant women, hospitalized patients, and immunocompromised individuals. Although they vary in age and gender, these populations have one thing in common: they all have limited immunity to infection. If these individuals fall victim to a foodborne illness, they are more likely to experience severe symptoms and require additional medical attention.

Do you work with any of the following populations?

There are many ways that you can reach out to these individuals to incorporate food safety into the work that you already do. You can hold a food safety class or workshop and/or incorporate food safety education materials into patient education packets. While these populations may receive the message to eat healthy foods, they may not regularly receive the message to prepare safe food as well. By incorporating food safety into the work that you are already doing with these populations, you can reaffirm that healthy food is safe food!

Pregnant women

During pregnancy, hormonal changes reduce the effectiveness of the woman's immune system so that her body does not reject the baby.

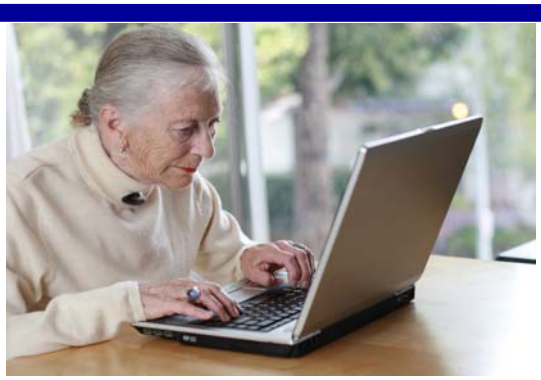
Additionally, there are certain foodborne illnesses (e.g. *Listeria monocytogenes*) that are especially dangerous to the fetus and can lead to premature delivery, miscarriage, stillbirth, or serious health problems.

- Healthy Eating During Pregnancy
- Listeriosis and Pregnancy: What is Your Risk?

Children (<5 years old)

All infants and preschool-aged children have under-developed immune systems. Although everyone is born with some immunity (antibodies are transferred from mother to baby through the placenta), the immune system does not fully develop until mid to late adolescence.

Elderly (> 60 years old)
The immune system weakens with age. For this reason, elderly persons are also more susceptible to illness.



Hospitalized patients
Hospital patients also have compromised immune systems because they are already in a state of inflammation and/or fighting an infection. With a full-blown immune response underway, the immune system is less resistant to additional infections.

Immunocompromised individuals
Immunocompromised individuals, such as people with HIV/AIDS, those with cancer and/or undergoing chemotherapy treatments, and persons who have received organ transplants are all inherently at increased risk of food-borne illness.

Chemotherapy, meant to kill fast-growing cancer cells, also kills fast-growing immune cells as a side effect. Transplant patients must take immune-damping medications so that their body does not reject the new organ. AIDS patients have depressed immune systems because human immunodeficiency virus (HIV) specifically attacks and destroys immune cells.

Immunocompromised individuals should follow special diets that limit exposure to foods that might be contaminated.

Immunocompromised diet


Foods to Avoid, Comprehensive List*

Dairy
- Unpasteurized or raw milk, cheese, yogurt, and other milk products
- Cheeses containing chili peppers or other uncooked vegetables
- Cheeses with molds (e.g., blue, Stilton, Roquefort, gorgonzola)
- Sharp cheddar, brie, camembert, feta cheese, farmer's cheese

Meat and Meat Substitutes
- Raw or undercooked meat, poultry, fish, game, raw tofu
- Raw or undercooked eggs and egg substitutes
- Smoked or pickled salmon or other fish
- Tempe (tempeh) products
- Sliced meats from the deli and hot dogs unless reheated until steaming hot
- Refrigerated patés and meat spreads

Entrees and Soups
- Miso products (e.g., miso soup)



Fruit and Nuts
- Unwashed raw fruits
- Unroasted raw nuts
- Roasted nuts in the shell
- Unpasteurized fruit and vegetable juices and cider

Vegetables
- Unwashed raw vegetables or herbs
- All raw vegetable sprouts (e.g., alfalfa, radish, broccoli)
- Salads from delicatessens
- Commercial salsas stored in refrigerated case

***Note: Patients should consult their doctors to discuss their specific dietary habits first.**

Bread,
Grain, and Cereal Products

- Uncooked grain products
- Breads, rolls, and pastries in self-service bins

Beverages

- Well water (unless tested yearly and found to be free of coliforms)
- Cold-brewed tea made with warm or cold water
- Unpasteurized fruit and vegetable juices and cider
- Mate tea

Desserts

- Unrefrigerated, cream-filled pastry products

Fats

- Fresh salad dressings containing aged cheese (e.g., blue, Roquefort) or raw eggs, stored in refrigerated case

Other

- Raw or non-heat-treated honey; honey in the comb
- Herbal and nutrient supplement preparations
- Brewer's yeast, if uncooked

The above information was adapted from the Fred Hutchinson Cancer Research Center Diet Guidelines for Immunosuppressed Patients. ***Note: Patients should consult their doctors to discuss their specific dietary habits.**

Immunocompromised diet

Foods to Avoid, short list*

- Raw, rare, and undercooked seafood, poultry, pork, beef, or eggs
- Unpasteurized milk, yogurt, and cheese – especially soft cheeses
- Unpasteurized juices or ciders
- Unwashed raw fruits and vegetables, including fresh sprouts (e.g. bean, alfalfa)
- Unroasted raw nuts, roasted nuts in the shell.
- Tempeh, miso, and other fermented products.
- Food that is spoiled or moldy; food that is past its "use by" date
- Raw or non-heat-treated honey; honey in the comb

This information was adapted from the American Dietetic Association Nutrition Care Manual

Common Foodborne Pathogens

Pathogen	Symptoms	Commonly Linked Foods
E. Coli (STEC, O157:H7)	Diarrhea, abdominal cramps, kidney failure (severe cases)	Ground beef (raw & undercooked), contaminated produce.
Salmonella	Diarrhea, abdominal cramps, vomiting, fever	Poultry and eggs, dairy products, produce.
Listeria monocytogenes	**Pregnant Women:** miscarriage (<12 weeks) **Newborns:** sepsis, pneumonia, meningitis	Raw meat, unpasteurized dairy products, read-to-eat food such as deli meat, hot dogs, and soft cheeses
Campylobacter jejuni	diarrhea, cramping, abdominal pain, and fever	Raw or undercooked poultry meat, or cross-contamination of other foods by these items
Shigella	Bloody diarrhea, abdominal pain and cramps, fever	Food that is easily contaminated by hands (potato, tuna, shrimp, macaroni and chicken)
Vibrio	Diarrhea, abdominal cramps and nausea, vomiting, low-grade fever and chills	Oysters from contaminated water
Yersinia	Fever, right-side abdominal pain, and diarrhea (usually bloody)	Contaminated food, especially raw or undercooked pork products
Cryptosporidium	Watery diarrhea, abdominal cramps, nausea, weight loss	Contaminated water, produce
Cyclospora	Watery diarrhea, abdominal cramps, bloating, nausea, weight loss and fatigue	Contaminated water, produce
Hepatitis A	Fever (mild), weakness, nausea, abdominal pain	Ready-to-eat food, shellfish from contaminated water
Norovirus	Vomiting, diarrhea, nausea, abdominal cramps	Ready-to-eat food, shellfish from contaminated water

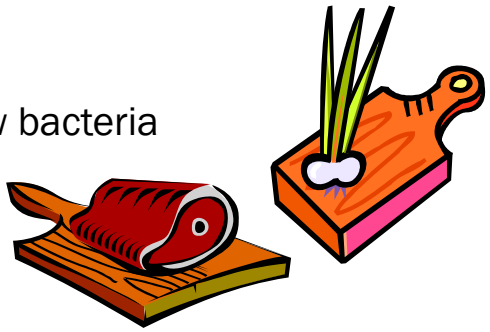
KEY: Bacteria Parasite Virus

Food Safety
Four steps to avoid foodborne illness

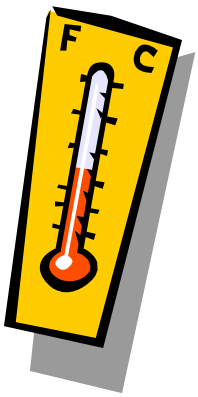
CLEAN—Bacteria can spread throughout the kitchen and get on

hands, cutting boards, knives, and countertops. Frequent cleaning can keep that from happening. Always wash hands with warm water and soap for 20 seconds before and after handling food.

SEPARATE— Cross-contamination is how bacteria spreads. Keep raw meat, poultry, and seafood and their juices away from ready-to-eat foods.



COOK—Even for experienced cooks, the improper heating and preparation of food means bacteria can survive. Use a food thermometer — you can't tell food is cooked safely by how it looks.



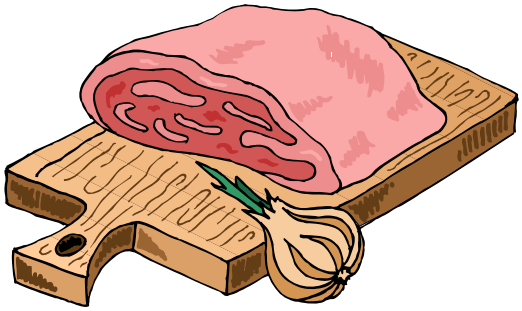
CHILL—Bacteria spreads fastest at temperatures between 40°F and 140°F, so chilling food properly (keep a constant refrigerator temperature of 40°F or below) is one of the most effective ways to reduce the risk of foodborne illness.

Adapted from www.befoodsafe.org, Partnership for Food Safety Education

Food Safety Myths

Myth 1: Lemon juice and salt will clean and sanitize a cutting board

Fact: Sanitizing is the process of reducing the number of microorganisms that are on a properly cleaned surface to a safe level to reduce risk of foodborne illness. Lemon juice and salt will not do this. An effective way to sanitize cutting boards and other kitchen surfaces, is with a diluted bleach and water solution -- just one tablespoon unscented liquid chlorine bleach (not more) to one gallon of water. To clean your cutting board, first wash it with hot water and soap. After rinsing it off with clean water, sanitize by letting the diluted chlorine bleach solution stand on the cutting board surface for about a minute. Rinse and blot dry with clean paper towels. It is important to clean and sanitize – just because a surface looks clean, does not mean it is free of disease-causing bacteria!



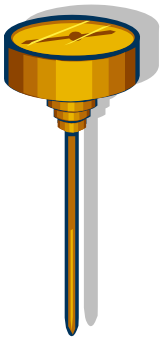
Adapted from www.fightbac.org, Partnership for Food Safety Education

Food Safety Myths

Myth 2: Putting chicken in a colander and rinsing it with water will remove bacteria like Salmonella.

Fact: Rinsing chicken in a colander will not remove bacteria. In fact, it can spread raw juices around your sink, onto your countertops, and onto ready-to-eat foods.

Bacteria in raw meat and poultry can only be killed when cooked to a safe minimum internal temperature, which for poultry is 165 °F, as measured by a food thermometer.



Save yourself the messiness of rinsing raw poultry. It is not a safety step and can cause cross-contamination.

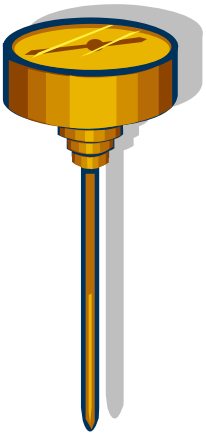
Adapted from www.fightbac.org, Partnership for Food Safety Education

Food Safety Myths

Myth 3: Once a hamburger turns brown in the middle, it is fully cooked .

Fact: You cannot use visual cues to determine whether food has been cooked to a safe minimum internal temperature. The ONLY way to know that food has been cooked to a safe minimum internal temperature is to use a food thermometer.

Ground meat should be cooked to a safe minimum internal temperature of 160 °F, as measured by a food thermometer.



Adapted from www.fightback.org, Partnership for Food Safety Education

Food Safety Myths

Myth 4: If you become ill from eating contaminated food, it is the last food you ate that made you sick.

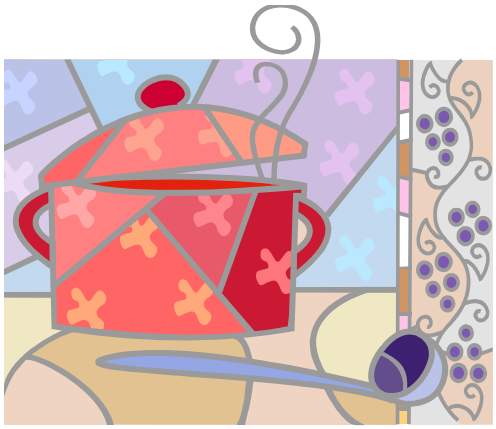
Fact: This is usually not true. Most symptoms do not occur until hours or even days later. For example, when infected with salmonella, the most common foodborne illness, an individual will not develop symptoms until 8-72 hours after the contaminated food was eaten.

Adapted from www.fightbac.org, Partnership for Food Safety Education

Food Safety Myths

Myth 4: You should not put hot food in the refrigerator.

Fact: Hot foods can be placed directly in the refrigerator. A large pot of food like soup or stew should be divided into small portions and put in shallow containers for quicker cooling in the refrigerator. If you leave food out to cool and forget about it, then toss it! Bacteria grow rapidly in the "danger zone" between 40 °F and 140 °F.



Always follow the "two hour rule" for cooked foods – eat them or refrigerate them within two hours at a refrigerator temperature of 40 °F or below. And, if left out in a room or outdoors where the temperature is 90 ºF or above, food should be refrigerated or eaten within just 1 hour – or discarded.

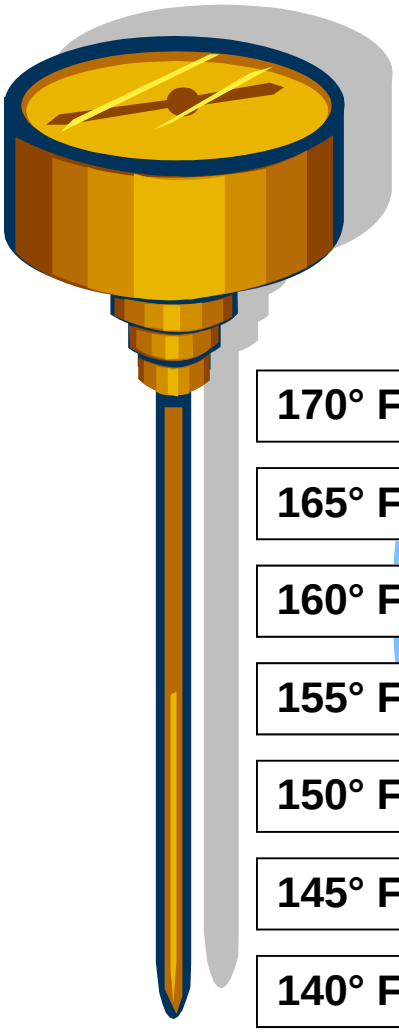
Adapted from www.fightbac.org, Partnership for Food Safety Education

Handout and Brochures

1. What is the Safe Cooking Temperature?
2. Food Safety at College
3. Keeping "Bag" Lunches Safe
4. Care Packages: What You Need to Know to Keep Them Safe

What is the Safe Cooking Temperature?

Instruction: Match each food item with the proper internal cooking temperature.



170° F

165° F

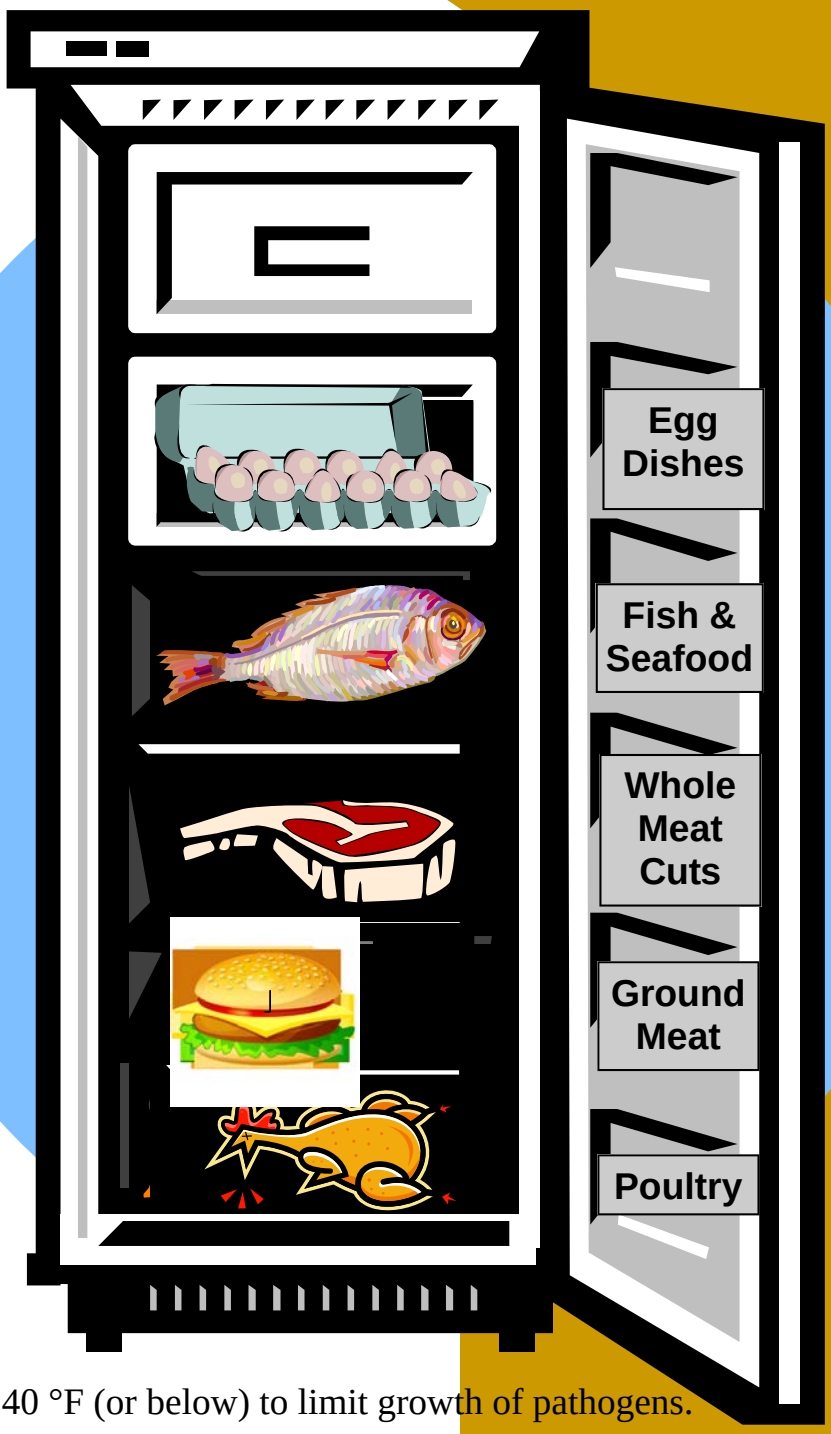
160° F

155° F

150° F

145° F

140° F



Tip: Keep your fridge temperature at 40 °F (or below) to limit growth of pathogens.

Other Resources

Fight BAC!®
www.fightbac.org

Be Food Safe
www.befoodsafe.org

Tailgating Tips
http://foodsafety.psu.edu/tailgating.html

Call the USDA Meat and Poultry Hotline:
1-888-MPHotline
1-888-674-6854

Or send Email to:

This brochure was created as part of National Health Education Week 2009. It is adapted from the Safe Food Handling fact sheet, located at http://www.fsis.usda.gov/factsheets.

Society for Public Health Education

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Society for Public Health Education

Food Safety at College

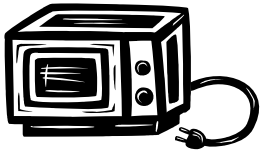
Food Safety Survival Tips

Your Questions About Food Safety

Q. Several slices of pizza have been left out overnight. Is the it still safe to eat?

A. No. Perishable food should never be left out of refrigeration more than two hours. This is true even if there are no meat products on the pizza. Foodborne bacteria that may be present on these foods grow fastest at temperatures between 40 and 140 °F and can double in number every 20 minutes!

Q. Our dorm has a kitchen with a microwave on each floor. When I microwave the food according to the package's instructions, it's still partly frozen. Why doesn't it get hot enough?



A. In a large building like a dorm, electrical equipment such as computers, toaster-ovens, hair dryers and irons compete for current and reduce the electrical wattage of a microwave. To compensate, set the microwave for the maximum time given in the instructions.

Q. I don't have a car on campus so I have to take the bus to get my groceries. Will the food be safe by the time I get it to my apartment?

A. Whether you use public transportation or have your own car, it's important that perishable purchases are refrigerated within two hours (one hour when the temperature is above 90 °F). To help meet the time limit, make cold foods the last items you place in your cart. After your purchases are bagged, go home immediately.

Q. I don't have time to go to the dining hall for lunch. How can I safely pack a lunch to eat between classes?

A. Insulated, soft-sided lunch boxes or bags are best for keeping perishable food cold, but metal or plastic lunch boxes and paper bags can also be used. If using paper lunch bags, create layers by double bagging to help insulate the food. An ice source, such as a small frozen gel pack or frozen juice box, should be packed with perishable food in any type of lunch bag or box. Of course, if there's a refrigerator available, store perishable items there upon arrival.

Q. What are the important things to remember about food safety?

A. USDA's Meat and Poultry Hotline, in conjunction with the Partnership for Food Safety Education's Fight BAC!® campaign, advises all consumers to keep these four basic tips in mind when cooking and preparing foods:

- **Clean.** Wash hands and surfaces often.
- **Separate.** Separate raw meat, poultry and egg products from cooked foods to avoid cross-contamination.
- **Cook.** Raw meat, poultry and egg products need to be cooked thoroughly. Use a food thermometer to ensure foods have reached a high enough temperature to kill any harmful bacteria

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Other Resources

Fight BAC!®
www.fightbac.org

Be Food Safe
www.befoodsafe.org

Back-to-school Food Safety Reminders PDF
http://www.fightbac.org/index2.php?op-

Call the USDA Meat and Poultry Hotline:
1-888-MPHotline
1-888-674-6854

This brochure was created as part of National Health Education Week 2009. It is adapted from the Keeping "Bag" Lunches Safe fact sheet, located at http://www.fsis.usda.gov/factsheets/Keeping_Bag_Lunches_Safe/index.asp

http://www.fsis.usda.gov/factsheets.

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Keeping "Bag" Lunches Safe

Food Safety Survival Tips

How to Pack a Safe Lunch…

Begin with Safe Food

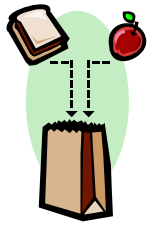
Perishable food, such as raw or cooked meat and poultry, must be kept cold or frozen at the store and at home. Eggs should be purchased cold at the store and kept cold at home. In between, transport perishable food as fast as possible when no ice source is available. At the destination, it must be kept cold. Food should not be left out at room temperature more than two hours (one hour if the temperature is >90 ° F).

Keep Everything Clean

Wash your hands before you prepare or eat food. Wash cutting boards, dishes, utensils, and countertops with hot, soapy water after preparing each food item and before you go on to the next item. A solution of one tablespoon of unscented, liquid chlorine bleach in one gallon of water may be used to sanitize surfaces and utensils. Keep family pets away from kitchen counters.

Don't Cross-Contaminate

Harmful bacteria can spread throughout the kitchen and get onto cutting boards, utensils, and countertops. Always use a clean cutting board. When using a cutting board for food that will not be cooked, such as bread, lettuce, and tomatoes, be sure to wash the board after using it to cut raw meat and poultry. Use one cutting board for fresh produce and a separate one for meat and poultry.



Packing Lunches

Pack just the amount of perishable food that can be eaten at lunch. That way, there won't be a problem about the storage or safety of leftovers.

Insulated, soft-sided lunch boxes or bags are best for keeping food cold, but metal or plastic lunch boxes and paper bags can also be used. If using paper lunch bags, create layers by double bagging to help insulate the food. An ice source should be packed with perishable food in any type of lunch bag or box.

Keeping Cold Lunches Cold

Prepare cooked food, such as turkey, ham, chicken, and vegetable or pasta salads, ahead of time to allow for thorough chilling in the refrigerator. Divide large amounts of food into shallow containers for fast chilling and easier use. Keep cooked food refrigerated until time to leave home.

To keep lunches cold away from home, include a small frozen gel pack or frozen juice box. Of course, if there's a refrigerator available, store perishable items there upon arrival.

Some food is safe without a cold source. Items that don't require refrigeration include whole fruits and vegetables, hard cheese, canned meat and fish, chips, breads, crackers, peanut butter, jelly, mustard, and pickles.

Keeping Hot Lunches Hot

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Other Resources

Fight BAC!®
www.fightbac.org

Be Food Safe
www.befoodsafe.org

Tailgating Tips
http:// food-safety.psu.edu/tailgating.html

Call the USDA Meat and Poultry Hotline:
1-888-MPHotline
1-888-674-6854

Or send Email to:

This brochure was created as part of National Health Education Week 2009. It is adapted from the from Safe Food Handling fact sheet at http://www.fsis.usda.gov/factsheets.

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Care Packages:

What You Need to Know to Keep Them Safe

Send food packages with extra “care”

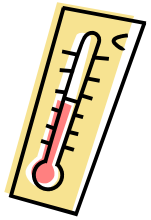
Q. I frequently send "care packages" to my son at college. What other foods besides cookies, crackers, and candy can I mail?

A. College kids away from home always love receiving their favorite home-baked goods: Brownies and loaf-type cakes, like banana bread, carrot, applesauce or sour cream cakes, ship well if wrapped in aluminum foil and packed in a can or heavy cardboard box.

Shelf-stable, microwavable entrees are another option. These foods are not refrigerated or frozen and will stay fresh without refrigeration for about 18 months. Canned meats and fish as well as dried meat and poultry, such as beef and turkey jerky, are safe to mail. Bacteria can't grow in foods preserved by removing moisture.

Q. How do I mail perishable foods?

A. When mailing perishable foods, pack them with a cold source, such as frozen gel packs or dry ice, and ship them by overnight delivery. Perishables must not be at temperatures between 40 and 140 °F



for longer than two hours (one hour when the temperature is above 90 °F). Pathogenic bacteria can grow rapidly at these temperatures but they do not generally affect the taste, smell, or appearance of a food. So if food has been mishandled or is unsafe to eat, the student will not be able to tell it's dangerous. For more information, see the "Mail Order Food Safety" at :

www.fsis.usda.gov/Fact_Sheets/Mail_Order_Food_Safety

Q. My daughter's college is only a four-hour drive away, so she comes home often. How can I safely pack home-cooked foods for her to take back to school?

A. For a four-hour drive, food must be handled properly to keep it safe from spoilage and pathogenic bacteria. Cooked foods should be divided into shallow containers and cooled in the refrigerator prior to the trip.

To transport the food, place it in an insulated cooler packed with several inches of ice, frozen gel packs, or containers of frozen water. Add the cold containers of food from the refrigerator when she's ready to leave. Freezing foods prior to the return trip also helps keep food safe. Advise your daughter to refrigerate the food as soon as she arrives at college.

Q. What are the important things to remember about food safety?

A. USDA's Meat and Poultry Hotline, in conjunction with the Partnership for Food Safety Education's Fight BAC!® campaign, advises all consumers to keep these four basic tips in mind when cooking and preparing foods:

- **Clean.** Wash hands and surfaces often.
- **Separate.** Separate raw meat, poultry and egg products from cooked foods to avoid cross-contamination.

- **Cook.** Raw meat, poultry and egg products need to be cooked thoroughly. Use a food thermometer to ensure foods have reached a high enough temperature to kill any harmful bacteria that might be present.
- **Chill.** Refrigerate promptly.

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Resources and Weblinks



This section lists many resources related to food safety education. Included are Web sites and links to PDFs that will help you to plan and execute a National Health Education Event following the theme ***Let's Dish: Food Safety at the Table.***

Inclusion in the resources section should not be construed as an endorsement by Society for Public Health Education. This list is intended to be a sampling of known materials and organizations pertinent to food safety education that can be used to educate yourself and your community. Since the organizations listed may discontinue or revise materials from time to time, all of the items listed may not be readily available.

All deletions or corrections should be brought to the attention of:

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Washington, DC 20002

Non-Profit Organizations

Partnership for Food Safety Education (PFSE)
The Partnership for Food Safety Education (PFSE) is a not-for-profit organization that unites industry associations, professional societies in food science, nutrition and health, consumer groups, and the U.S. government to educate the public about safe food handling.
PFSE is the creator and steward of the Fight BAC! ® and Be Food Safe ® campaigns.
http://www.fightbac.org/content/view/1/16/

International Food Information Council (IFIC)
International Food Information Council's purpose is to bridge the gap between science and communications by collecting and disseminating scientific information on food safety, nutrition and health and by working with an extensive roster of scientific experts and through partnerships to help translate research into understandable and useful information for opinion leaders and ultimately, consumers.
Among other resources, find here the two brochures "Listeriosis and Pregnancy: What is Your Risk?" and "Healthy Eating During Pregnancy."
www.ific.org

American Public Health Association (APHA)
The American Public Health Association (APHA) aims to protect all Americans and their communities from preventable, serious health threats and strives to assure community-based health promotion and disease prevention activities and preventive health services are universally accessible in the United States.
http://www.apha.org/

National Science Foundation (NSF)
NSF International is a not-for-profit, non-governmental organization that helps protect you by certifying products and writing standards.
http://www.nsf.gov/

Government Organizations

Center for Disease Control and Prevention (CDC)
The Centers for Disease Control and Prevention (CDC) is responsible for controlling the introduction and spread of infectious diseases by developing and applying disease prevention and control, environmental health, and health promotion and health education activities designed to improve the health of the people of the United States.
Find here reports on foodborne illnesses.
http://www.cdc.gov/

United States Department of Agriculture (USDA) – Food Safety and Inspection Service (FSIS)
The Food Safety and Inspection Service (FSIS) is the public health agency in the U.S. Department of Agriculture responsible for ensuring that the nation's commercial supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged. *Facts Sheets and brochures can be found through this link.*
http://www.fsis.usda.gov/home/index.asp

United States Department of Agriculture – Economic Research Service
The Economic Research Service (ERS) is a primary source of economic information and research in the U.S. Department of Agriculture. Data on eating patterns and food expenditures is found here.
http://www.ers.usda.gov/

Food and Drug Administration (FDA)
The Food and Drug Administration (FDA) is responsible for advancing the public health by helping to speed innovations that make medicines and foods more effective, safer, and more affordable; and helping the public get the accurate, science-based information they need to use medicines and foods to improve their health.
www.fda.gov

President's Food Safety Working Group (FSWG)
The charge of President's Food Safety Working Group (FSWG) is to generate recommendations for updating current food safety laws.
http://www.foodsafetyworkinggroup.gov/

Food Safety Websites

Fight BAC!®
The Fight BAC! ® campaign is a food safety initiative that educates consumers about the four simple practices -- clean, separate, cook and chill -- that can help them fight foodborne bacteria and reduce their risk of becoming sick. Fight BAC!® materials are all online, where they are accessed and used by consumers, teachers, dieticians, retailers, public health officials and extension agents across the United States.
http://www.fightbac.org/

Be Food Safe
The Be Food Safe ® campaign brings a renewed focus and a fresh look to the four core food safety practices of Clean, Separate, Cook and Chill. This bold new *Be Food Safe* creative platform has been developed specifically for and with input of leading retailers and Suppliers. It is designed to remind consumers about important safe food handling practices at the places where they shop for food.
http://www.befoodsafe.org/

Holiday Food Safety
Through this link is everything you'll need to have a festive, delicious, food-safe celebration.
http://www.holidayfoodsafety.org/

Food Safety.gov – Your Gateway to Federal Food Safety Information
This Web site, launched September 9, 2009, is designed to help consumers and families get all the latest information on food safety and food recalls in one convenient place. The new site features information from all the agencies across the federal government that deal with critical food and food safety information, including preventive tips about how to handle food safely, alerts on life-saving food recalls, and the latest news from the key agencies.
www.foodsafety.gov

Penn State University Department of Food Science
Food Safety Programs in the Penn State Department of Food Science enhance food safety by providing a collaborative and multidisciplinary approach that integrates research, teaching and outreach.
Find here the following food safety materials: Fact Sheets, Brochures/Books, Videos, Posters, Images, Exhibits, Training Materials, and Presentation Materials (PowerPoint).
http://foodsafety.psu.edu/

Still Tasty
How long will your favorite food or beverage stay safe and tasty? What's the best way to store it? Get the answers for thousands of items! Your ultimate shelf life guide - save money, eat better, and help the environment.
www.stilltasty.com

Interactive Internet Games

Scrub Club is a fun interactive website that teaches children the proper way to wash their hands. Watch a webisode, play a game or sing along to the Scrub Club theme song. Downloadable activity materials for kids and materials for teachers, too.
http://www.scrubclub.org

Children join the **Food Detectives** in fighting the enemy… Bacteria! Play the games, listen to the songs and solve the cases to become a Food Detective!
http://www.fooddetectives.com/

Hotlines

USDA Meat & Poultry Hotline
If you have a question about meat, poultry, or egg products, call the USDA Meat and Poultry Hotline toll free at

1-888-MPHotline (1-888-674-6854)

The Hotline is open year-round Monday through Friday from 10 a.m. to 4 p.m. ET (English or Spanish). Recorded food safety messages are available 24 hours a day.
Send E-mail questions to MPHotline.fsis@usda.gov.

FDA Food Information and Seafood Hotline — 1-800-SAFE FOOD

Continuing Education

2010 Food Safety Education Conference - Atlanta, Georgia, March 23-26, 2010
Join your friends and colleagues at this important Food Safety Education Event! Foodborne illness is a preventable and under-reported disease that presents a major challenge to both general and at-risk populations. Empowering consumers worldwide with knowledge and safer food-handling behaviors is one of the best lines of defense against pathogens causing these illnesses. Plan to attend and participate!
http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=0076080c-a4e7-40b2-a429-e8b206e6c7cc

Other Resources

National Food Safety Education Month (NFSEM)
National Food Safety Education Month (NFSEM) was created in 1994 to heighten the awareness about the importance of food safety education. Each year a new theme and free training activities and posters are created for the restaurant and foodservice industry to help reinforce proper food safety practices and procedures.
http://www.servsafe.com/nfsem/training.aspx

Full Hyperlink Addresses

Page 4 – Why Food Safety?

- *Washington Post* article on Linda Rivera: http://www.washingtonpost.com/wp-dyn/content/article/2009/08/31/AR2009083103922.html

Page 4 – What is Being Done?

- Food Safety Working Group: http://www.foodsafetyworkinggroup.gov/
- Reportable Food Registry: http://rfr.fda.gov/
- Foodsafety.gov: http://www.foodsafety.gov/
- USDA's YouTube channel: http://www.youtube.com/usda

Page 10 – Media Outlets

- American Public Health Association (APHA) 2009 Partner Toolkit: http://www.nphw.org/nphw09/pg_tools_toolkit.htm
- Twitter: http://twitter.com/
- Facebook: http://www.facebook.com/
- Flickr: http://www.flickr.com/
- Youtube: http://www.youtube.com/

Page 19 – Food Safety Education in Schools

- Soapy Solutions: http://www.fightbac.org/images/pdfs/Grades4-8Experiments.pdf
- Fight BAC ® curriculum for all ages:http://www.fightbac.org/content/view/37/3/
  - grades K-3: http://www.fightbac.org/content/view/38/3/
  - grades 4-8: http://www.fightbac.org/content/view/39/3/
  - grades 9-12: http://www.fightbac.org/content/view/40/3/
- Mythbusters Educator's Kit: http://www.fightbac.org/index2.php?option=com_docman&task=doc_view&gid=172&Itemid=83

Page 20 – Handouts for Parents

- Back-to-School Food Safety Reminders: http://www.fightbac.org/index2.php?option=com_docman&task=doc_view&gid=157&Itemid=83

Page 22 – Food Safety at College

- Food Safety Tips for College Students FAQ: http://www.fsis.usda.gov/factsheets/Food_Safety_Tips_for_College_Students/index.asp
- USDA Meat and Poultry Hotline: http://www.fsis.usda.gov/Food_Safety_Education/usda_meat_&_poultry_hotline/index.asp
- Tailgating Tips: http://foodsafety.psu.edu/tailgating.html

Page 23 – Food Safety at the Workplace

- Limits to Leftovers: ttp://www.fightbac.org/index2.php?option=com_docman&task=doc_view&gid=155&Itemid=83.

Page 24 – Partnering with a Grocery Store

- Letter to Supermarket Executives: http://www.fightbac.org/content/view/35/60/
- Food Safety Begins at the Grocery Store: http://counties.cce.cornell.edu/chemung/nutrition/publications/food-safety-begins-at-grocery-store.pdf
- Safe Shopping at the Grocery Store (page 7): http://foodsafety.psu.edu/nie/FSLssn13_2_10_05.pdf
- Food Safety at the Grocery Store: http://www.unce.unr.edu/publications/files/hn/2004/fs0430.pdf
- Six Steps to Safer Fruits and Vegetables: http://www.fightbac.org/images/pdfs/producefactsheet.pdf
- Fight BAC Basic Brochure: http://www.fightbac.org/component/option,com_docman/task,doc_details/gid,67/Itemid,83/
- Chill: BAC Down! Brochure: http://www.fightbac.org/index2.php?option=com_docman&task=doc_view&gid=68&Itemid=83
- Be Food Safe Brochures: http://www.fsis.usda.gov/factsheets/At_Risk_&_Underserved_Fact_Sheets/index.asp
- Info Card: http://www.fsis.usda.gov/PDF/At_Risk_Booklet_TearOut.pdf

Page 26 – At-risk Populations

In General

- USDA's "At-risk Populations" Brochure Series: http://www.fsis.usda.gov/factsheets/At_Risk_&_Underserved_Fact_Sheets/index.asp
- In Their Own Words: Discussions with At-Risk Patients and Their Caregivers: mms://ocbmtcwmp.usda.gov/content/fsis/intheirownwords1.wmv

Seniors

- Seniors Need Wisdom on Food Safety: http://www.fsis.usda.gov/factsheets/Seniors_Need_Wisdom_on_Food_Safety/index.asp
- Seniors Need Wisdom on Food Safety (En Espanol): http://www.fsis.usda.gov/en_espanol/Personas_Majores/index.asp
- Food Safety for Seniors: http://www.fda.gov/ForConsumers/ByAudience/ForWomen/ucm118525.htm
- Food Safety for Older Adults: http://www.fsis.usda.gov/PDF/Food_Safety_for_Older_Adults.pdf

Pregnant Women

- Protect Your Baby and Yourself From Listeriosis: http://www.fsis.usda.gov/factsheets/Protect_Your_Baby/index.asp
- Listeriosis and Pregnancy: What is Your Risk? http://ific.org/publications/brochures/listeriosisbroch.cfm
- Healthy Eating During Pregnancy http://ific.org/publications/brochures/upload/RevisedHealthyEatingPregnancy809.pdf

AIDS

- Food Safety for Persons with AIDS Fact Sheet: http://www.fsis.usda.gov/factsheets/Food_Safety_for_Persons_with_AIDS/index.asp
- Food Safety for People with HIV/AIDS: http://www.fsis.usda.gov/PDF/Food_Safety_for_People_with_HIV.pdf

Transplant Recipients

- Food Safety for Transplant Recipients: http://www.fsis.usda.gov/PDF/Food_Safety_for_Transplant_Recipients.pdf

Cancer

- Food Safety for People with Cancer: http://www.fsis.usda.gov/PDF/Food_Safety_for_People_with_Cancer.pdf

Diabetes

- Food Safety for People with Diabetes: http://www.fsis.usda.gov/PDF/Food_Safety_for_Diabetics.pdf

Page 28 – Table at a Health Fair

- Fight BAC!® food safety pictures: http://www.fightbac.org/content/view/22/44/
- Cook to Proper Temperatures: http://www.fightbac.org/images/pdfs/cook.pdf
- Fight BAC!® website: http://www.fightbac.org/content/view/172/96/
- Still Tasty: www.stilltasty.com

Page 28 – Table at a Health Fair, continued

- Fight BAC Activities & Experiments: http://www.fightbac.org/images/pdfs/Grades4-8ComprehensiveTeachersGuide.pdf
- Fight BAC!® Basic Brochure: http://www.fightbac.org/component/option,com_docman/task,doc_details/gid,67/Itemid,83/
- Chill: BAC Down! Brochure: http://www.fightbac.org/index2.php?option=com_docman&task=doc_view&gid=68&Itemid=83
- Fresh Fruits and Vegetables: http://www.fightbac.org/images/pdfs/producefactsheet.pdf
- Fight BAC!® Store: http://www.fightbac.org/index.php?orderby=%7Bvm%7D_product_price.product_price&DescOrderBy=ASC&Itemid=34&option=com_virtuemart&page=shop.browse&category_id=&manufacturer_id=0&keyword=&keyword1=&keyword2=
- Mythbusters Display Board (Instructions): http://www.fightbac.org/index2.php?option=com_docman&task=doc_view&gid=178&Itemid=83
- Mythbusters Display Board (Printable Pages): http://www.fightbac.org/index2.php?option=com_docman&task=doc_view&gid=177&Itemid=83

Page 31 – At-Risk Populations

- Listeriosis and Pregnancy: What is Your Risk? http://ific.org/publications/brochures/listeriosisbroch.cfm
- Healthy Eating During Pregnancy http://ific.org/publications/brochures/upload/RevisedHealthyEatingPregnancy809.pdf

Page 34 – Immunocompromised diet

- Fred Hutchinson Cancer Research Center Diet Guidelines for Immunosuppressed Patients: http://www.fhcrc.org/science/clinical/ltfu/patient/diet_guidelines.html

Evaluation

SOPHE would like to know how you celebrated National Health Education Week 2009.

Please fill out the following evaluation.

or

You may complete the evaluation online at
http://www.zoomerang.com/Survey/?p=WEB229NW8R9D9Y

National Health Education Week 2009
Evaluation Form

Note: You may complete the following evaluation online at
http://www.zoomerang.com/Survey/?p=WEB229NW8R9D9Y

SOPHE would like to know how you celebrated National Health Education Week 2009.

Did you celebrate National Health Education Week (NHEW) 2009? ____Yes ____No

Did you celebrate NHEW during the week of Oct. 19-23, 2009? ____Yes ____No

Did you celebrate the theme *Let's Dish: Food Safety at the Table*? ____Yes ____No

Please check your target audiences *(Check all that apply.)*

____Colleges/Universities	____Schools (other):	____Ethnic/racial groups
____Parents/Caregivers	____SOPHE members	____Health care settings
____Local businesses	____Community agencies	____Employees
____Senior Citizens	____Employers	
____Local health experts	____Youth	

____Other (please describe):

Please check your community partner(s) *(Check all that apply.)*

____Schools	____Colleges/Universities	____Parents/Caregivers
____Community agencies	____SOPHE Chapters	____Health care industry
____Local businesses	____Grocery store	
____Other (please describe):		

____I did not collaborate with a community partner.

How many individuals did your program activities
... *plan* to reach? _____
... *actually* reach?_____

Which activity/activities did you use to celebrate NHEW 2009? *(Check all that apply.)*

____Classroom lessons(K-12)	____Health fair
____Worked with the media	____Display booth
____Newspaper/newsletter article	____Supermarket Tour/Educational event
____Community event	____Radio/Television appearance
____Speak /Present at an event	____Adapted an evidence-based program
____Outreach to College Students	____Social media campaign/outreach

____Outreach to Parents

____Other (please describe):_____

Circle the number that best represents your answer to the following questions.

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
The goals of my NHEW celebration were met	1	2	3	4	5
I plan to celebrate NHEW next year	1	2	3	4	5
SOPHE's *Activity Guide & Tool Kit* was useful to my planning	1	2	3	4	5
I plan to use SOPHE materials to plan other programs	1	2	3	4	5
Food safety was a relevant theme for this year's NHEW	1	2	3	4	5

What were your greatest strengths in planning and implementing your celebration?
____Strong interest from the community
____Past experience in campaign planning
____Strong interest from organization
____Theme relevant to organization's goals
____Available resources (please describe):
____Other (please describe):

What were your greatest obstacles in planning and implementing your celebration?
____Lack of interest from the community
____Lack of experience in campaign planning
____Lack of interest from the organization
____Theme not relevant to the organization's goals
____Lack of resources (please describe):
____Other (please describe):

In what setting(s) do you work? *(Check all that apply.)*

____College/University	____Health Department	____SOPHE Chapter
____ Health care setting	____Community agencies	____Local business
____School	____Other (please describe):_____	

What is your profession? _____

Please describe your community: ____Urban ____Suburban ____Rural

What was the most useful part of the NHEW 2009 Toolkit/Resource Guide? (If used.)

What was the least useful part of the NHEW 2009 Toolkit/Resource Guide? (If used.)

Please use the space below to share any additional comments or suggestions related to National Health Education Week 2009.

Please send your completed evaluation form to:

SOPHE
ATTN: NHEW 2009
10 G Street, NE, Suite 605
Washington, DC 20002
Phone: (202) 408-9804
Fax: (202) 408-9815