



HOW TO USE THIS PLANNING GUIDE

to celebrate National Food Safety Education MonthSM 2001

September is the National Food Safety Education MonthSM. Founded by the International Food Safety Council—a coalition of restaurant and food industry professionals—the month is dedicated to promoting safe food preparation and educating consumers about the importance of food safety. Consumers need to know simple steps they can take to prevent foodborne illness. One way is to *Be Cool—Chill Out! Refrigerate Promptly*, which is the theme for this year's National Food Safety Education MonthSM.

Ideas to Promote National Food Safety Education MonthSM

Variety is the key. Activities such as food safety fairs, contests, parades, exhibits, workshops, educational fairs, supermarket tours, or educational materials translated into other languages can all help to make this September a celebration of food safety awareness. This *Planning Guide* is designed to provide you with the tools you can use to plan for National Food Safety Education MonthSM.

Proclaim National Food Safety Education MonthSM

Add credibility and generate media attention by encouraging your governor, mayor, or other local official to proclaim National Food Safety Education MonthSM in your state or local area. Use the sample proclamation provided and make it official!

Make Local Contacts!

Let the community know about National Food Safety Education MonthSM. Ask the media to invite the public and cover your event. Make a difference—this is your opportunity to educate consumers on important food safety practices. To help you, a sample press release and a “ready-to-go” article are included for your local newspaper, as well as public service announcements to take to your local radio and television stations, and as sample logos you can use for letterhead or to personalize your own fact sheets.

Logos/Artwork

National Food Safety Education MonthSM logos can be used to develop promotional materials such as balloons, bookmarks, magnets, stickers, T-shirts, aprons, etc. Use the *Be Cool—Chill Out! Refrigerate Promptly* message. Visit the Web site for National Food Safety Education MonthSM at: www.FoodSafety.gov/September

Chill Information Sheets

Chill Information Sheets, *Chill Facts* and a *Cold Storage Chart* are included for you to reproduce.

Fight BAC!TM During National Food Safety Education MonthSM

Fight BAC!TM is the Partnership for Food Safety Education's national consumer-friendly public education campaign. It emphasizes four simple steps *you* can take to reduce the risk of foodborne illness: **clean**, **separate**, **cook**, and **chill**. BAC—the campaign's yucky green bacteria character—is the invisible enemy who tries his best to spread contamination wherever he goes. Watch out for him!

You can be a BAC Fighter by using the Fight BAC!TM logo, materials, and messages developed by the Partnership for Food Safety Education to enhance your activities and promote September's theme. Easy-to-reproduce copies of the Partnership's food safety brochure—in English, Spanish, and Chinese—are in the *Guide* so you can make copies and distribute them at your events. Also, try downloading and adding the Fight BAC!TM logo to your stickers, bookmarks, T-shirts, caps, aprons, lunch bags, cups, balloons, and key chains. Or, order promotional pieces from the BAC Store. The Fight BAC!TM Web site address is: www.fightbac.org



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Games and Activities

Use the fun activities, game board, crossword puzzle, and coloring pages in the *Guide*. The Partnership for Food Safety Education has provided sample materials from two of their educational packages:

- The *Family Vacation Game* is from the Fight BAC!TM Presenter's Guide for grades K-3.
- The experiments are from *Your Game Plan for Food Safety*, a Fight BAC!TM Teacher's Activity and Experiment Guide. "Cooling Counts" and "Yeast Balloon Blow-up" are sample experiments designed for children in 4th through 6th grades.

Feel free to distribute these materials at your events. More information about the Partnership's products is available on the Web site at: www.fightbac.org

Additional Information for Year-Long Food Safety Activities

Additional information on food safety is included for you to reproduce, such as "Playing It Safe With Eggs," "It's Safe to Bite When the Temperature Is Right!" and "Foodborne Illness: What Consumers Need To Know."

Resources

Keep us at your fingertips! The Web site address for National Food Safety Education MonthSM is highlighted. Other Web sites include the FDA, FSIS, USDA/Foodborne Illness Education Information Center, CDC, and the Partnership for Food Safety Education (Fight BAC!TM). Toll-free phone numbers are also available to help you with your food safety education questions.

Certificate of Appreciation

Make copies of this certificate and present it to individuals who have participated in National Food Safety Education MonthSM. Use it for special recognition of invited guests, public officials, community organizations, and other people you would like to thank.

Feedback Form

Give us your feedback! Please share your name, organization, the local events and activities you planned (including the partners who helped you), and any comments or suggestions you have. Fill out the form and fax it to Gertie Loretta Hurley at (202) 720-9063. Or, find the form at www.FoodSafety.gov/September and e-mail the information to: fsis.outreach@usda.gov