

USDA Food Safety Mobile

Traveling the Nation with Food Safety Education



The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964 (voice or TDD). USDA is an equal opportunity provider and employer.

Photo credits: All photos are FSIS staff except "Washington, DC" on page 1 by Bob Nichols, USDA.

January 2004

A Public Health Vision

As emphasized by Under Secretary for Food Safety Dr. Elsa A. Murano, "foodborne illness is preventable. We want to empower consumers through education and the USDA Food Safety Mobile provides us with face-to-face access to consumers."

This initiative is only one of many public health actions being taken by the USDA's Food Safety and Inspection Service under the direction of Administrator Dr. Garry L. McKee.

The USDA Food Safety Mobile is a component of the Agency's public health vision (<http://www.fsis.usda.gov/oa/programs/vision071003.htm>).



Washington, DC

"The tour and the Mobile will educate millions of people."

—Agriculture Secretary
Ann M. Veneman

"In addition, this is a program that is innovative and collaborative," Murano said. "With our grassroots partners, we are able to take our education programs to a whole new level," she said.

This program and the Agency's public health commitment are important, Murano said. "We need to take every action we can. We need to address each step along the food safety chain: farms, slaughter plants, processing plants, transport, retail establishments—and consumers' homes. The cumulative effect of these initiatives is safer food and a healthier Nation. We have an historic opportunity to not only do what is right, but what is needed," she said.

The Mobile is part of an education program that is both broad-based and targeted.

With the USDA Food Safety Mobile, we are able to reach people without waiting for them to come find us—people who would not normally reach out themselves for information on safe food handling—but people who are eager to hear our message.



Beaver Dam, WI

USDA Takes its Message to America

Launched in March 2003 by Agriculture Secretary Ann M. Veneman and Under Secretary for Food Safety Dr. Elsa A. Murano, the USDA Food Safety Mobile is demonstrating the Department's commitment to food safety and public health. "The tour and the Mobile will help educate millions of people," said Agriculture Secretary Veneman.

With this mobile marketing initiative, USDA is reaching out to various publics across the country—making contact with people who

"We have an historic opportunity to not only do what is right, but what is needed."

—Under Secretary for Food Safety
Dr. Elsa A. Murano

may not seek out safe food handling information.

Since its launch, the USDA Food Safety Mobile has taken its message about safe food handling to

consumers in their neighborhoods and communities. From the Indianapolis 500 to the Navajo Nation Fair, the USDA Food Safety Mobile is directly reaching audiences across America.



Gallup, NM



Indianapolis, IN

What is Mobile Marketing?

Commercial companies from Hershey's Chocolate to C-SPAN are fielding fleets of mobile units, taking their messages and their products to America's doorstep. This type of non-traditional marketing is capturing more commercial marketing dollars than ever before.

Why? Commercial companies are beginning to question the long-range viability of traditional advertising, such as the return on high-dollar television advertising. The chief marketing executive for General Motors acknowledges that they are "moving hundreds of millions of dollars to non-traditional programs."

One non-traditional program corporate America is turning to is "experiential marketing." This marketing concept focuses on reaching out to new publics, interacting with them, and providing consumers an "experience" with their corporation or product. One key delivery tool for experiential marketing is mobile marketing. It provides two major benefits:

- By taking messages TO consumers, marketers succeed in capturing consumer attention.
- By INTERACTING with consumers and creating an "experience," lasting impressions are formed that influence behavior.

Utilizing these innovative non-traditional marketing approaches, USDA is in a unique position: using marketing innovations to reach audiences never before reached and "selling" public health behaviors.



Superior, WI



Tracy, CA

In Large Cities and Small Towns

USDA is taking safe food handling messages to America's neighborhoods.

Destined to turn heads as it treks down the highways, the USDA Food Safety Mobile is covered with colorful graphics and features the notorious BAC!—the foodborne bacteria that can make people sick. Also depicted are the safe food handling

practices that beat BAC! back: clean, separate, cook, and chill.

At every stop—fairs, schools, senior centers, grocery stores, parades—the Mobile is a traveling educational tool.

Accompanied by food safety experts from the Food Safety and Inspection Service—frequently in partnership with local food safety educators—

the USDA Food Safety Mobile offers:

- Safe food handling and grilling demonstrations,
- Free publications in English and Spanish,
- Promotional items—food thermometers, stickers, magnets, etc.,
- Costumed characters—BAC! and Thermo™, and
- The interactive food safety game.



Philadelphia, PA



Mount Vernon, WA



Carrollton, IL



San Francisco, CA

We're Going to People in Their Own Neighborhoods



Gainesville, FL



Superior, WI



Grand Forks, ND

Showing Them the Steps to Food Safety

As commercial marketers recognize, interacting with consumers is the key to establishing a lasting impression—and affecting consumer behavior.

The USDA Food Safety Mobile is the perfect platform for interacting with consumers.

Costumed characters BAC! and Thermy™, pull crowds of children to the Mobile, with their parents in tow. Then, USDA's food safety

experts demonstrate the "how-to's" of food safety and answer questions.

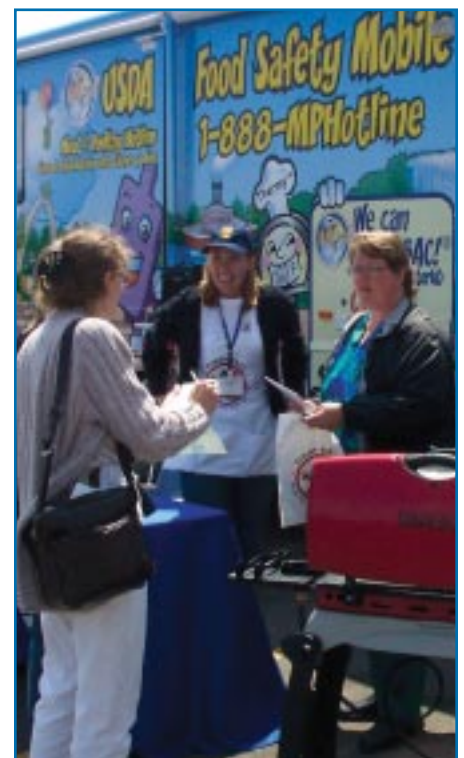
"Nothing teaches people quicker than seeing safe food handling in action. When we show them how to cook hamburgers safely—how to use a food thermometer, how to clean their hands—then they have a whole new understanding of the actions they need to take," says Under Secretary Dr. Elsa A. Murano.



San Antonio, TX



St. Petersburg, FL



Superior, WI

And People Tell Us



Louisville, KY



Albuquerque, NM



Disney University, FL

“I can’t believe
USDA is coming right
here to us!”

“We want you out here
telling us about this...
It’s important!”

“Hey, this is so great!
People really need this
information.”

We're Creating New Partnerships

One of the primary goals of the USDA Food Safety Mobile is to establish and develop partnerships at the local level. USDA and FSIS have a long history with many organizations interested in food safety. The value added by these new and growing partnerships is enormous. The Mobile would not be successful without them.

Together, we form a team. For the communities the Mobile visits, FSIS provides the total package—representatives from the national level teamed with their community leaders. Working side by side, they have answers for consumers—whether it's a national issue or a local issue.



Window Rock, AZ

Partners with the USDA Food Safety Mobile come from all over the community:

- Universities and cooperative extension,
- State and local public health, agriculture, and other government agencies
- FSIS field offices,
- Grocery stores, schools, and many others.



Beaver Dam, WI



Mount Vernon, WA

Looking at the Numbers

The full impact of mobile marketing cannot be captured with numbers. Mobile marketing focuses on quality interaction and the long-term benefit of building trust.

But the numbers also tell a story that is significant. From March 2003 through November 2003:

- Number of States/DC: 28
- Number of cities: 64
- Number of events: 87
- Days with events: 121
- Miles Traveled: 24,267
- Estimated face-to-face contacts: 179,000
- Estimated publications and materials distributed: 225,000
- Estimated media impressions (no Internet): 64.4 million
- Calls to 1-888-MPHotline (Mar.-Oct.): 3,188



Beaver Dam, WI



Albuquerque, NM



San Antonio, TX

Reaching More Consumers Through Media



The United States Department of Agriculture's Food Safety Mobile has been touring the nation educating the public about food safety.

USDA program helps in teaching importance of handling food safely

By Mignon Delgado

The United States Department of Agriculture began a nationwide tour in early March to advance and reinforce the importance of handling food safely to consumers.

The Department of Agriculture has a food mobile which features bold eye-catching graphics and messages regarding the handling of food. The mobile has been on the road since March 1, in the east coast and California beginning

Laura Brewer, USDA spokeswoman said the food mobile will visit San Francisco, Tracy, County and Berkeley. She said each location will host its own events for the community to participate in.

"We have food safety experts who will help deliver food safety messages to those 100 communities across the country," Brewer said. "They will provide information to

and promote the use of four key food safety techniques. The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.

The mobile has been traveling across the United States visiting state fairs,

Spreading word about food safety

USDA-sponsored mobile visits school

By Mignon Delgado

The USDA-sponsored mobile visits schools in the San Francisco Bay Area. The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.

The mobile has been traveling across the United States visiting state fairs,



USDA-sponsored mobile visits school in the San Francisco Bay Area.

The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.

The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.

The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.



USDA Food Safety Mobile is touring the nation educating the public about food safety.

Food Safety Mobile rolls into town with serious advice, fun

The way through doesn't get a fully cooked

The USDA Food Safety Mobile is touring the nation educating the public about food safety. The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.

The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.

Superior, WI

Madera, CA

SAFE FOOD GUIDELINES FOR SUMMER FUN

USDA Food Safety Mobile is Coming to Meijer Friday, May 30th 2-6PM

"Meijer and the Champaign-Urbana Public Health District" strongly supports the mobile's mission. We want consumers to know how to handle their food safely."

The USDA Food Safety Mobile is coming to Meijer! Come see the Mobile at Meijer 3401 N. Prospect Ave., Champaign, Illinois 61815. The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.

The USDA Food Safety Mobile is a colorful and dynamic form of "mobile messaging" to educate and reinforce to consumers the importance of handling food safely. USDA food safety experts and Champaign-Urbana Public Health District food safety experts will be with the mobile to demonstrate safe food handling, answer questions, and answer your food safety questions.

Don't miss your opportunity to see the Mobile at 2 miles to why spend the day. It's only here for a short time before heading on to its next destination.

MEIJER
A Meijer Retailer. A Single Store.
3401 N. Prospect, Champaign

Champaign-Urbana, IL

Seattle, WA

Mobile promoting safe food preparation



The USDA Food Safety Mobile is touring the nation educating the public about food safety. The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.

The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.

The mobile is equipped with food safety public notices and materials in both English and Spanish. It also contains promotional items related to the mobile and a DVD player, VHS player and monitor for displaying educational videos.

Eau Claire, WI

Reaching America...



St. Paul-Minneapolis, MN

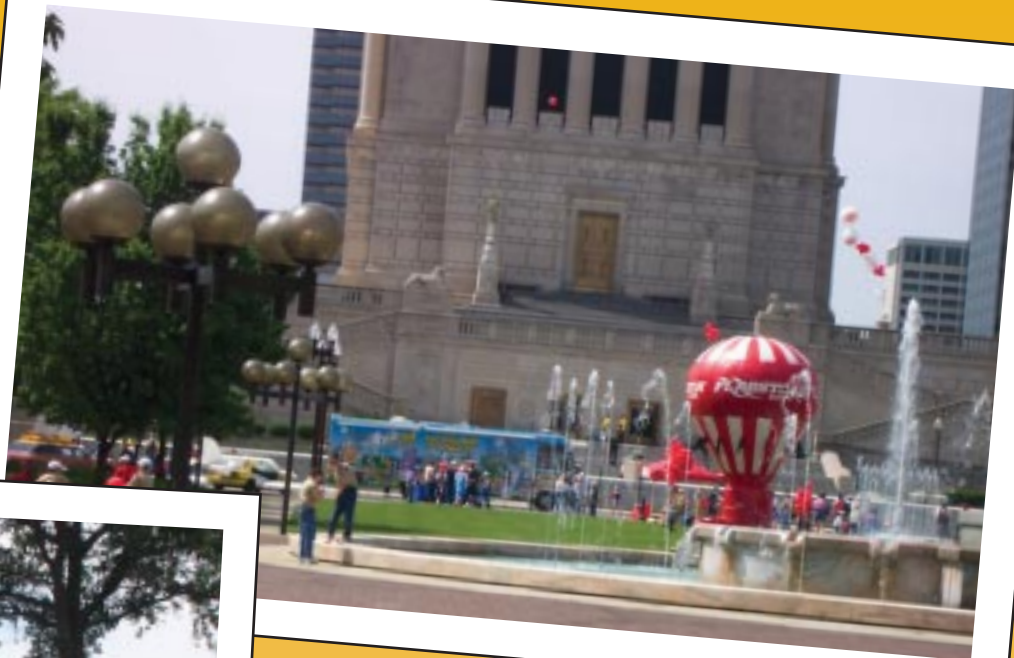


St. Petersburg, FL



Cheyenne, WY





Indianapolis, IN



San Antonio, TX



One Community at a Time



United States Department of Agriculture
Food Safety and Inspection Service
Food Safety Education Staff
5601 Sunnyside Avenue, Maildrop 5268, Beltsville, MD 20705-5268
Phone: (301) 504-9605 • Fax: (301) 504-0203
www.fsis.usda.gov/foodsafetymobile
foodsafetymobile@fsis.usda.gov