



Fight BAC![®] – 10 years!

Food Safety Education Conference

Missy Cody

Georgia State University

The organization's beginning: 1997

- Established in response to an independent panel report, *Putting the Food Handling Issue on the Table: The Pressing Need for Food Safety Education*, which called for a public-private partnership to educate the public about safe food handling and preparation.
- Launched with a Memorandum of Understanding signed by the Secretaries of Agriculture, Health and Human Services and Education, together with leaders of food trade associations, consumer/public health organizations and the Association of Food and Drug Officials
- Operate as a not-for-profit, 501 c 3 organization

Fight BAC!® beginnings 1997

- National umbrella safe food handling campaign
- Focus groups and mall intercepts
- Slogan and graphic testing



Clean, Separate, Cook and Chill

Remain the Core Four messages of safe food handling!!

Partnership Members

- 20 organization members represent leading
 - food industry associations
 - commodity groups
 - consumer organizations
 - professional associations in food sciences, health and nutrition
- Federal government liaisons – CDC, EPA, FDA, USDA
- International affiliate – Canadian PCFSE

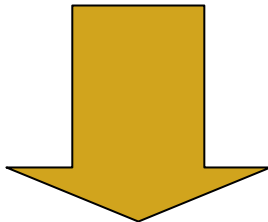
Partnership for Food Safety Education

- American Dietetic Association
- American Egg Board & Egg Safety Ctr
- Association of Food and Drug Officials
- Consumer Federation of America
- Food Marketing Institute
- Food Temperature Indicator Association
- Institute of Food Technologists
- International Food Information Council
- International Fresh-cut Produce Association
- National Association of State Departments of Agriculture
- National Chicken Council
- National Pork Board
- National Turkey Federation
- NSF International
- Produce Marketing Association
- School Nutrition Association
- The Soap and Detergent Association
- United Fresh Fruit and Vegetable Association
- **Federal Government Liaison**
- U.S. Department of Agriculture
- U.S. Food and Drug Administration
- U.S. Department of Health and Human Services, CDC
- U.S. Environmental Protection Agency

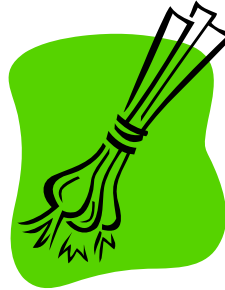
CRITICAL CONSUMER EDUCATION INTERMEDIARIES



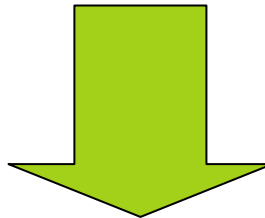
Public Sector



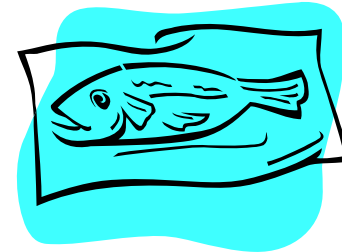
Federal Agencies
Networks of State and
Local Officials
Public Health
Health Influencers



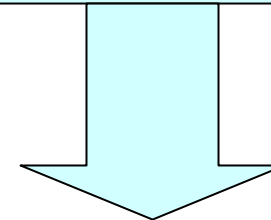
**Non-Profit
Sector**



Industry Associations
Commodity Groups
Consumer Groups
Professional Associations
Health Non-profits



**Private Sector
Non-member
supporters &
outreach partners**

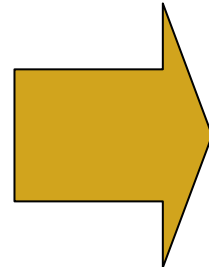


Food companies
Restaurants
Retailers
Consumer Product Cos.
Media

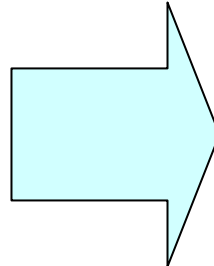
BAC Fighters!



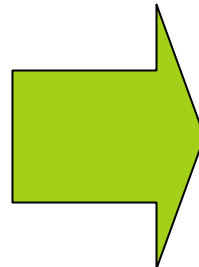
Sign Up at
www.fightbac.org



Public Sector



Private Sector



Non-Profit
Sector

Basic Strategy

Use strong communication networks to develop and disseminate messages

- Quarterly face-to-face meetings for Partners
- Online tools for teams
- Structured, regular conference calls for teams
- Materials for Partners to disseminate to grassroots members
- Web-accessible materials for organizations and consumers
- Media outreach to advance safe food handling messages

Primary Activities

- Establish research needs using collaborative approaches
- Develop priority messaging using consumer input and Partner expertise
- Disseminate messages
 - Partner organization grassroots distribution
 - BAC Fighters network
 - Media
 - Quality Website w/downloads

10th Anniversary

Program Awards *

- Show us your success!
- Awards for outstanding consumer food safety education programming
 - * General consumer outreach program
 - * Hospital/Clinic/Healthcare-setting program
 - * Retailer/Restaurant/Food Service-developed program
- The winning team in each category will receive a trip for two to Washington to attend the Partnership anniversary event in September 2007

10th Anniversary

Directions *

- Fight BAC![®] Fifty corporate campaign
- More new campaign materials
 - * Exciting new tools to push out the Core Four messages: Be Food Safe
 - * Spanish language materials
 - * Continued quality and free access
- Greater responsiveness to needs of field educators
- Continued success in getting messages to consumers via the media

10th Anniversary

Directions *

- Continued cooperation and buy-in in development of quality tested materials
- Lead the nation in food safety education
- Continued focus on reduction of foodborne illness in the United States

www.fightbac.org

- Check after the conference for new Be Food Safe & 10th Anniversary Awards information



Thank you for your work to fight foodborne illness!