



**Reaching At-Risk Audiences & Today's Other Food Safety Challenges
2006 Food Safety Education Conference**

***“Identifying Target Audiences and Influencing Their Safe
Food Handling Behaviors”
A Social Marketing Campaign***

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Campaign Objectives

1. Reflect changes in audience awareness and understanding of food safety
2. Utilize social marketing concepts to focus on behavior change
3. Update key safe food handling messages for the general public
4. Provide a framework for spin-off implementations of messages through the Agency's existing targeted campaigns and one-on-one interventions



Theoretical Framework

- **What the theories tell us about reaching the audience of the mass media campaign plan:**
 - Target safe food handling **behaviors** rather than awareness or knowledge
 - Consider audiences' **stage of change** in segmentation plans and outcome expectations.
 - Address audience needs, wants, values, and perceptions
 - Account for competing behaviors and messages



Audience Insights: Food Safety Knowledge

- Gap between what consumers **say** they know and what they **do**
- The most knowledgeable audiences still need more information on the:
 - **Specific** actions of the clean, separate, cook, and chill behaviors
 - **Risks** of not following behaviors
 - **Benefits** of performing practices **consistently**
- “**At-risk**” and **older** populations are more aware of foodborne illness threats to health than the general public



Audience Insights: Struggles with Change

- Perception that **personal** illness **risk** is “low”
- Scarcity of **time**
- Personal preferences of **taste** and **palatability**
- **Overconfidence** in handling practices/trust in personal cooking experience
- Perception that nutrition, dietary, and health advice is constantly changing/difficulty in breaking through warning message clutter
- Confidence in government and grocery groups to ensure food safety



Media Landscape: Media Coverage Overview

- Foodborne illness not in top 10 food topics - No high-profile outbreak of foodborne illness
- Food safety and nutrition articles down in wire service reports
- Many organizations (government agencies, state and local cooperative extensions and public/private partnerships) delivering food safety messages
 - Most are **largely based on “Clean, Separate, Cook, Chill” principles**



Media Landscape: Competition of Media and Messages

- 24-hour news cycles and content-thirsty news Web sites, means an **almost infinite number of outlets**
- The biggest hurdle is **rising above the noise** to be heard by the target audiences.
- Because the United States media market is fiercely competitive, they are sometimes prone to **sensationalism**—especially when it comes to illness.
 - Mad cow or *E.coli* contaminations
 - Food safety issues related to terrorism
 - Consumers could dismiss health and safety messages by incorrectly associating them with negative news



Mass Media Campaign Plan: Branding Concepts



Branding Approaches

- **Branding approaches we considered include:**
 - ***An overbrand***
 - Value is shared by an **umbrella** brand and sub-brands
 - Example – Microsoft is an umbrella brand; Windows XP is sub-brand
 - ***Endorsement***
 - Focus of value on sub-brands levels
 - Umbrella brand can be co-endorsed or co-branded



Creative Considerations

- ***“Owning the kitchen”*** environment
- Appeal to and influence **caregivers**
- Urge audience to **question** what they **think** they know
- Personal appeal to audience via a **tailored** creative approach
- **Simple** message to imply ease of behaviors
- Co-branding and **partnership** opportunities



Preliminary Brand Concepts

- Kitchen Common Sense
- Kitchen Common Sense...from USDA
- Kitchen Common Sense...from USDA...prepare with care.



KitchenSmarts
KitchenSmarts from USDA





Preliminary Brand Concepts

- Prepare with Care
- Prepare with Care...Be FoodSafe from USDA

- FoodSafe from USDA
- FoodSafe...from USDA
...prepare with care.



Preliminary Creative Concept

