Better Communications, Better Public Health Outcomes Strategies for Improved Coordination during Foodborne Outbreaks



May 15, 2008 St. Louis, Missouri

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Office of Public Affairs and Consumer Education

How Risk Communication Fits into the Office of Public Affairs and Consumer Education's Mission

- Internal and external Agency communication
- Consumer education campaigns

How Do We Reach Stakeholders?

- Weekly Constituent Update
- FSIS Web site: http://www.fsis.usda.gov
- Ask Karen
- Meat and Poultry Hotline
 - 1-888-MPHotline (1-888-674-6854)
- Ask FSIS
- Podcasting
- Small Plant News
- be FoodSafe: The FSIS Magazine



Recalls A Public Health Tool

 Intended to remove food products from commerce when there is a reason to believe the products may be adulterated or misbranded.

Recall Press Releases Risk Communication Tool

- Issued to media
- Emailed to Epi X and state and local public health partners
- Posted on http://www.fsis.usda.gov
- Product photos posted online
- Email alert
- USDA Meat and Poultry Hotline



Recall Press Releases **Risk Communication Tool**



Retirada de Alimentos

ALERTA CLASE I RIESGO A LA SALUD: ALTO Especialista en Relaciones Públicas y del Congreso Peggy Riek (202) 720-9113

FSIS-RC-13 -2008

UNA FIRMA EN NEW YORK RETIRA DEL MERCADO PRODUCTOS DE CARNE DE VACU DE AVES POR UNA POSIBLE CONTAMINACION CON LISTERIA

WASHINGTON, el 3 de Mayo del 2008 – Gourmet Boutique, L.L.C., en Jamaica, NY., esta retirando e WASHINGTUN, et 3 de Mayo del 2008 — Gourmet Bounque, L.L., en Jamaica, N.Y., esta returando c forma voluntaria aproximadamente 286,320 libras de productos frescos y congelados de came y aves qu роdrian estar contaminados, con *Listeria* anuncio hoy, el Servicio de Inocuidad e Inspección de los Alia pourian esiar comannuavos con Listeria anuncio noy el Servicio de mocurda e inspeccion de 105 Au (FSIS, por sus siglas en inglés) del Departamento de Agricultura de los EE.UU (USDA, por sus siglas e

Los siguientes productos han sido retirados del mercado (Los nombres de los productos están mencios

- gies).

 6-pound containers of "GOURMET BOUTIQUE CURRY CHICKEN SALAD." Each package. o-pound containers of "GOURNEL BOUTIQUE CURRY CHICKEN SALAD." each packat the establishment number "P-18799" inside the USDA mark of inspection as well as a "SELI "BEST BEFORE" date of "05/02/08" through
- 7-pound containers of "GOURMET BOUTIQUE FRUIT AND NUT HONEY CHICKEN '-pound conditions of GOOGNEE DOUTIQUE FROM AND NOT HONE! CHICAGEN KIT." Each package bears the establishment number "P-18799" inside the USDA mark of well as a "SELL BY" or "BEST BEFORE" date of "05/02/08" dirough "05/07/08."
- WEH as a SELLED ON DESIDEFURE GARROT UNIQUES MINORGE VINUAGE.

 3 and 6-pound containers of "GOURMET BOUTIQUE HOME STYLE CHICKEN SAL 2- and 0-pound contamies of OULENEL BULLIQUE HUME STILE UNIVERSITY SAL package bears the establishment number "P-18799" inside the USDA mark of inspection. SELL BY" or "BEST BEFORE" date of "05/02/08" through "05/07/08."
- 6-pound containers of "GOURMET BOUTIQUE HONEY CHICKEN SALAD." Each go the establishment number "P-18799" inside the USDA mark of inspection as well as a "BEST BEFORE" date of "05/02/08" through
- 6-pound containers of "GOURMET BOUTIQUE SZECHUAN STYLE CHICKEN S. o-pound containers of GOURDEL DOUBLE SECTION OF LE CHICKEN'S package bears the establishment number "P-18799" inside the USDA mark of inspect package nears the estaunishment number: \$-10.774 msace the 0535/X man "SELL BY" or "BEST BEFORE" date of "05/02/08" through "05/07/08."

USDA Food Safety and Inspection Service CLASS I RECALL

HEALTH RISK: HIGH

Recall Release

Peggy Riek (202) 720-9113 FSIS-RC-13-2008

NEW YORK FIRM RECALLS MEAT AND POULTRY PRODUCTS FOR POSSIBLE LISTERIA CONTAMINATION

WASHINGTON, May 3, 2008 - Gourmet Boutique, L.L.C., a Jamaica, N.Y., firm, is voluntarily recalling WASHINGTON, 2003 2, 2006 — Cournet Bounque, L.L., a Jamasca, N. I., Birn, is vonsmanly recaining approximately 286,320 pounds of fresh and frozen meat and poultry products that may be contaminated with approximately 200,320 pounds of firsts and forced ment and poundy products that may be communated to the Listeria monocytogenes; the U.S. Department of Agriculture's Food Safety and Inspection Service amounced

The following products are subject to recall:

- 6-pound containers of "GOURMET BOUTIQUE CURRY CHICKEN SALAD." Each package bears the establishment number "P-18799" inside the USDA mark of inspection as well as a "SELL BY" or "BEST BEFORE" date of "05/02/08"
- 7-pound containers of "GOURMET BOUTIQUE FRUIT AND NUT HONEY CHICKEN SALAD KIT." Each package bears the establishment number "P-18799" inside the USDA mark of the establishment number F-10/39 mission the Collect mark of inspection as well as a "SELL BY" or "BEST BEFORE" date of "05/02/08" through "05/07/08."
- 3- and 6-pound containers of "GOURMET BOUTIQUE HOME STYLE CHICKEN SALAD." Each package bears the establishment number "P-18799" inside the USDA mark of essantisminen number 2-10/22 misside the Collect mark of inspection as well as a "SELL BY" or "BEST BEFORE" date of "05/02/08" through "05/07/08."
- 6-pound containers of "GOURMET BOUTIQUE HONEY CHICKEN SALAD." Each package bears the establishment number "P-18799" inside the USDA mark of inspection as well as a "SELL BY" or "BEST BEFORE" date of "05/02/08" through "05/07/08."
- 6-pound containers of "GOURMET BOUTIQUE SZECHUAN o-pount containers of Good Reach package bears the STYLE CHICKEN SALAD." Each package bears the establishment number "P-18799" inside the USDA mark of establishment minuter r-10/99 mission me 0000A main of inspection as well as a "SELL BY" or "BEST BEFORE" date of "05/02/08" through "05/07/08."

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endations for people at risk for

Wash hands with warm, soapy water before and after handling raw meat and poultry for at least 20 seconds. Wash cutting boards, dishes and uternsils with hot, soapy water, immediately clean spills.

Keep raw meat, fish and poultry away from other food that will not be cooked. Use separate outling boards for raw meat, poultry and egg products and cooked foods.

Do not eat hot dogs, luncheon meats, bologna or other deli meats unless reheated until steaming hot.

Do not eat refrigerated pate, meat spreads from a meat counter or smoked seafood found in the refrigerated seafood dealer of the store. Foods that don't need refrigination, like cannot fun and cannot safrom, are safe to eat. Refrigerate after opening.

Do not drink raw (unpasteurized) milk and do not eat foods that have unpasteurized milk in

Do not eat salads made in the store such as ham salad, chicken salad, egg salad, tuna salad or seafood salad.

Do not eat soft cheeses such as Feta, quesco blanco, quesco fresco, Brie, Camembert cheeses, blue-veined cheeses and Panela unless it is labeled as made with pasteurized

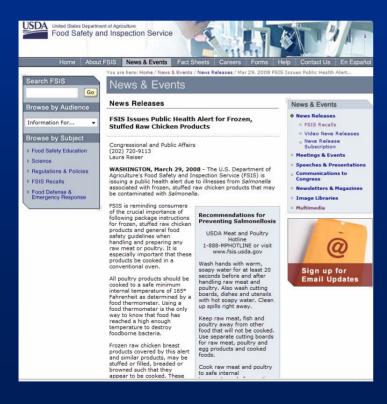
Use precooked or ready-to-eat food as soon Use precooked or ready-to-eat rood as soon as you can Listeria can grow in the refigerator. The refigerator should be 40 °F or lower. The refigerator should be Use an appliance thermometer to check the temperature of your refigerator. Reducing the risk of foodborne illness in underserved populations

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Risk Communication Challenges

- Act on valid information of potentially adulterated product in commerce.
- This can lead to expansion of a recall.

Risk Communication Challenges



Public Health Alerts –

Balancing the duty to inform with limited information

Consumer Education, A Core Risk Communication Component









Seeing Isn't Believing

Many people assume that if a hamburger is brown in the middle, it is done. However, looking at the color and texture of food is not enough—you have to use a food thermometer to be sure! According to USDA research, 1 out of every 4 hamburgers turns brown before it reaches a safe internal temperature. The only safe way to know if meat, poultry, and egg dishes are "done" is to use a food thermometer. When a hamburger is cooked to 160 °F, it is both safe and delicious!



Be Food Safe! Prepare With Care

Know how to prepare, handle, and store food safely to keep you and your family safe. Bacteria can grow on meat, poultry, seafood, eggs, and dairy products, as well as cut-up or cooked vegetables and fruits.

CLEAN: Wash hands and surfaces often

Wash your hands with warm, soapy water for 20 seconds before and after handling food. Wash your cutting boards, dishes, etc., with hot, soapy water after
preparing each food item. Wash fruits and vegetables
with cold water before using. There is no need to
wash or rinse meat or poultry.

SEPARATE: Don't cross-contaminate

Separate raw, cooked, and ready-to-eat foods while shopping, preparing, or storing. Never place cooked food on a plate which previously held raw meat, poultry, or seafood.

COOK: Cook food to proper temperatures Use a food thermometer to be sure!

CHILL: Refrigerate Promptly

Refrigerate or freeze perishables, prepared foods, and leftovers within 2 hours or sooner.

Fiesta Burgers Makes 4 servings.

- 1 ½ pounds ground beef
- cup onion, chopped
 tablesnoons red bell penner finely chopped
- 3 tablespoons picante sauce or salsa
- teaspoons prepared Dijon-style mustard
 tablespoon prepared horseradish (optional)
- salt and pepper to taste
 4 sesame seed hamburger buns
 leaf lettuce and sliced tomatoes

Wash hands with soap and warm water for 20 seconds before handling the meat.

In a bowl, mix ground beef with onion, red pepper, picante sauce or salsa, mustard, horseradish (if desired), salt, and pepper.

Form into four burgers, about ¾ inch thick.

Wash hands with soap and warm water for 20 seconds after handling the meat.

Using utensils, place burgers on grill that has reached medium-high heat.

Check each burger with a food thermometer after approximately 10–15 minutes. Turn burgers as needed. A hamburger is done when it reaches 160 °F.

Clean the thermometer between uses with hot, soapy water.

Place burgers on buns and top with condiments and garnishes of choice

After checking the final temperature, remember to clean the food thermometer with hot, soapy water.

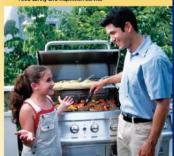
USDA Meat and Poultry Hotline 1-888-MPHotline (1-888-674-6854) TTY: 1-800-256-7072

www.lsltDoneYet.gov

USDA does not endorse any products, services or organizations USDA is an equal opportunity provider and employer. Slightly Revised April 2006



United States Department of Agriculture





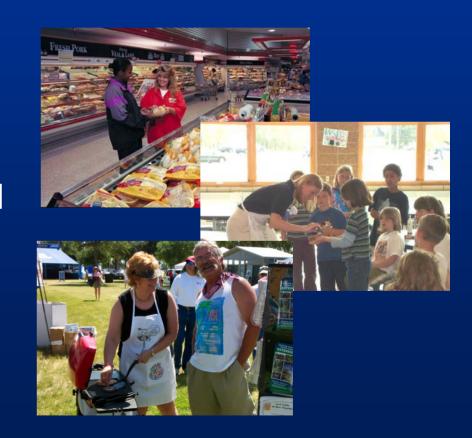
You can't tell by *looking*. Use a **food thermometer** to be sure.



www.lsltDoneYet.gov

Consumer Education Initiatives

- Developed based on research
- Delivered utilizing social marketing concepts
- Assessed through evaluative research



Consumer Education Initiatives

- Be Food Safe Campaign
- Outreach to at-risk populations
- Ask Karen
- USDA Meat and Poultry Hotline







Consumer Education Initiatives

- Thermy™
- Is It Done Yet?™
- Food Safety at Home Podcasts







How Can We Work Together to Achieve Better Public Health Outcomes?

- Alert state and local media and public health partners to FSIS recall press releases
- Sign up for FSIS email alerts
- Promote safe food handling and preparation messages

Office of Public Affairs and Consumer Education

