

United States Department of Agriculture
Food Safety and Inspection Service

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



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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

The screenshot shows the USDA Food Safety and Inspection Service (FSIS) Recalls website. The header includes the USDA logo and navigation links: Home, About FSIS, News & Events, Fact Sheets, Careers, Forms, Help, Contact Us, and En Español. A search bar is located on the left side. The main content area is titled "FSIS Recalls" and provides information about recalls and public health alerts. It includes a section for "RELATED INFORMATION: Public Health Alerts" with three featured recall items:

- Hawaii Firm Recalls Meat and Poultry Products for Possible Listeria Contamination (May 8, 2008)**: Palama Holdings, LLC, a Kapolei, Hawaii, firm, is voluntarily recalling approximately 68,670 pounds of ground beef products because they may be contaminated with *E. coli* O157:H7. More recalls...
- New York Firm Recalls Meat and Poultry Products for Possible Listeria Contamination (May 3, 2008; PDF Only) | En Español PDF**: Gourmet Boutique, L.L.C., a Jamaica, N.Y., firm, is voluntarily recalling approximately 286,320 pounds of fresh and frozen meat and poultry products that may be contaminated with *Listeria monocytogenes*. More recalls...
- Kansas Firm Recalls Cattle Heads That Contain Prohibited Materials (Apr 4, 2008) | En Español PDF**: Elkhorn Valley Packing is voluntarily recalling frozen cattle heads with tonsils not completely removed, which is not compliant with regulations requiring removal of tonsils from cattle of all ages. More recalls...

Additional features include a "Sign up for Email Updates" button, a "Media Help" section, and a "Sign up for Email Updates" button at the bottom right. The page also includes a "Search FSIS" box and a "Browse by Subject" menu on the left.

Recall Press Releases Risk Communication Tool

USDA SERVICIO DE INOCUIDAD E INSPECCION DE LOS ALIMENTOS

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 VACUN DE AVES POR UNA POSIBLE CONTAMINACION CON LISTERIA

WASHINGTON, el 3 de Mayo del 2008 – Gourmet Boutique, L.L.C., en Jamaica, N.Y., esta retirando el establecimiento número "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."

Los siguientes productos han sido retirados del mercado (Los nombres de los productos están mencionados en inglés).

- 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" through "05/07/08."
- 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 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 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 STYLE 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."

- MORE -

USDA Food Safety and Inspection Service

Recall Release

CLASS I RECALL
HEALTH RISK: HIGH

Congressional and Public Affairs
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 approximately 286,320 pounds of fresh and frozen meat and poultry products that may be contaminated with *Listeria monocytogenes*, the U.S. Department of Agriculture's Food Safety and Inspection Service announced today.

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" through "05/07/08."
- 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 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 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 STYLE 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."

- MORE -

Recommendations for people at risk for Listeriosis

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

Keep raw meat, fish and poultry away from other food that will not be cooked. Use separate cutting 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 section of the store. Foods that don't need refrigeration, like canned tuna and canned salmon, are safe to eat. Refrigerate after opening.

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

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, queso blanco, queso fresco, Brie, Camembert, cheddars, blue-veined cheeses and Paneza unless it is labeled as made with pasteurized milk.

Use precooked or ready-to-eat food as soon as you can. *Listeria* can grow in the refrigerator. The refrigerator should be 40 °F or lower and the freezer 0 °F or lower. Use an appliance thermometer to check the temperature of your refrigerator.

Reducing the risk of foodborne illness in underserved populations

Risk Communication Challenges

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

Risk Communication Challenges

The screenshot shows the USDA Food Safety and Inspection Service website. The main content area features a news release titled "FSIS Issues Public Health Alert for Frozen, Stuffed Raw Chicken Products". The release is dated March 29, 2008, and is attributed to Laura Reiser, Congressional and Public Affairs. The text of the alert states that the U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS) is issuing a public health alert due to illnesses from *Salmonella* associated with frozen, stuffed raw chicken products that may be contaminated with *Salmonella*. The alert includes a section for "Recommendations for Preventing Salmonellosis" which advises consumers to follow package instructions, wash hands with warm, soapy water, and cook raw meat and poultry to safe internal temperatures. A sidebar on the left offers navigation options like "Search FSIS" and "Browse by Audience". A right sidebar lists "News & Events" categories such as "News Releases" and "Meetings & Events". At the bottom right, there is a call to action to "Sign up for Email Updates" with an email icon.

- Public Health Alerts –
Balancing the duty to inform with limited information

Consumer Education, A Core Risk Communication Component



Be Food Safe! Prepare With Care

www.FightBAC.org



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
- ¼ cup onion, chopped
- 2 tablespoons red bell pepper, finely chopped
- 3 tablespoons picante sauce or salsa
- 2 teaspoons prepared Dijon-style mustard
- 1 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.



United States Department of Agriculture
Food Safety and Inspection Service



“Is it **done** yet?”

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



www.IsItDoneYet.gov

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

www.IsItDoneYet.gov

USDA does not endorse any products, services or organizations.
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Slightly revised April 2006

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**



Podcasts
Food Safety at Home Podcasts

Audio Podcasts

Introduction to FSIS Food Safety at Home Podcasts
Consumers can get food safety tips and information from food safety specialists by downloading the Food Safety at Home podcasts to their desktop or portable music player.
Listen to this Broadcast Script Running Time: 3:20

Is It Done Yet?
Learn about the **Is It Done Yet?** food safety education campaign to promote the use of food thermometers when cooking meat and poultry.
Listen to this Broadcast Script Running Time: 5:26

News & Events
• News Releases
• Meetings & Events
• Speeches & Presentations
• Communications to Congress
• Newsletters & Magazines
• Image Libraries
• Multimedia
• Food Safety Videos
• FSIS Video News Releases
• Podcasts
• USDA Broadcast Media & Technology Center

Media Help
To access Windows Media broadcasts you must have Windows Media Player installed on your computer.

"Is it *done* yet?"

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

USDA Recommended Safe Minimum Internal Temperatures

					
145 °F	145 °F	160 °F	160 °F	160 °F	165 °F

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

The collage features several key communication pieces:

- Small Plant NEWS:** A newsletter titled "Assistance Available to Small Plants in Rural Areas" with sections for "Inside", "Food Safety", "Food Inspection Plan", "Meats", "Label Applications", and "Community Aid".
- askFSIS - an Inspection-Related Question:** A poster with the USDA logo and a woman's face, promoting a service for inspection-related questions.
- Clean. Separate. Cook. Chill.** Four posters illustrating food safety steps: "Clean" (hand washing), "Separate" (raw meat in a separate container), "Cook" (meat being cooked with a thermometer), and "Chill" (raw meat in a refrigerator).
- FSIS Constituent Update:** A web page titled "Comments Period for E. coli Public Meeting Extended" and "FSIS Posts 2017 Microbiological Data for E. coli, Salmonella and Ready-to-Eat Meat and Poultry Products".
- Podcasts:** A section for "Food Safety for Meat, Poultry and Processed Egg Product Inspection Podcasts" with a list of audio and video content.
- Questions about food safety? Ask Karen:** A poster featuring a woman's face and the text "Questions about food safety? Ask Karen".