



# FIGHT BAC! Government and the "Partnership"

Marjorie Davidson, PhD
CFSAN/U.S. Food and Drug
Administration

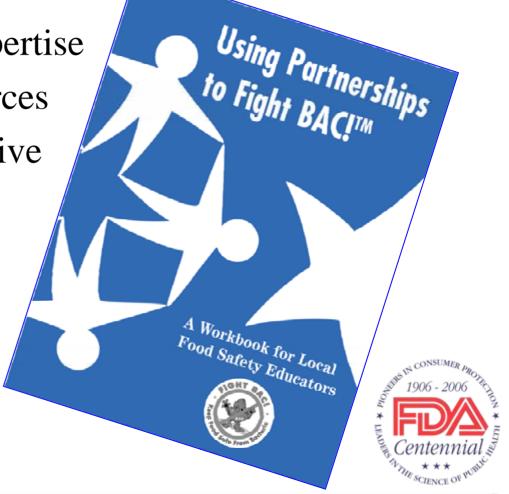
# Why Partner?

• Share brainpower, expertise

Share costs and resources

• It's works – it's effective

• It's FUN!

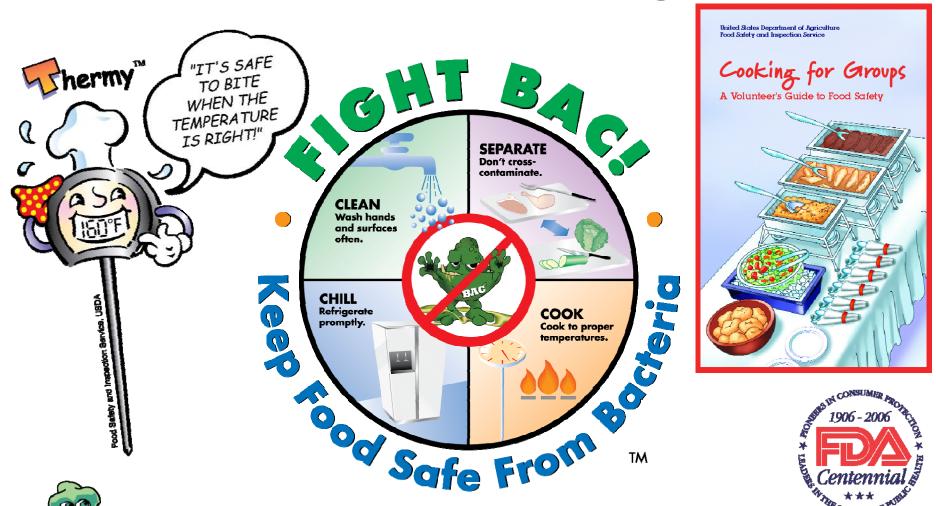


### Project Chill!!

- FDA/USDA Risk Assessment on Listeria Monocytogenes
- Partnership Consumer Survey
- Launch PROJECT CHILL



# Fight BAC! Messages Central to FDA & USDA Education Programs



## FDA Promotes BAC! In Education Programs











- Educational Program for Health Educators
- Award Winning Video
- Website
- Handouts
- www.cfsan.fda.gov/pregnancy.html

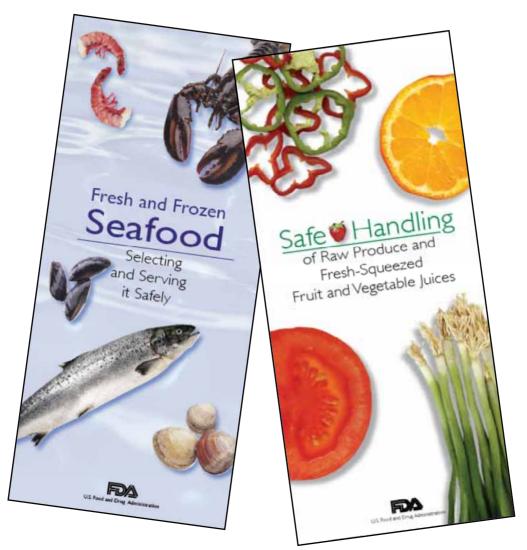


### Program Content

- Food safety basics
  - Clean
  - Separate
  - Cook
  - Chill
- Specific food safety focus areas
  - Listeria
  - Methyl mercury
  - Toxoplasmosis



#### "BAC" and Produce and Seafood







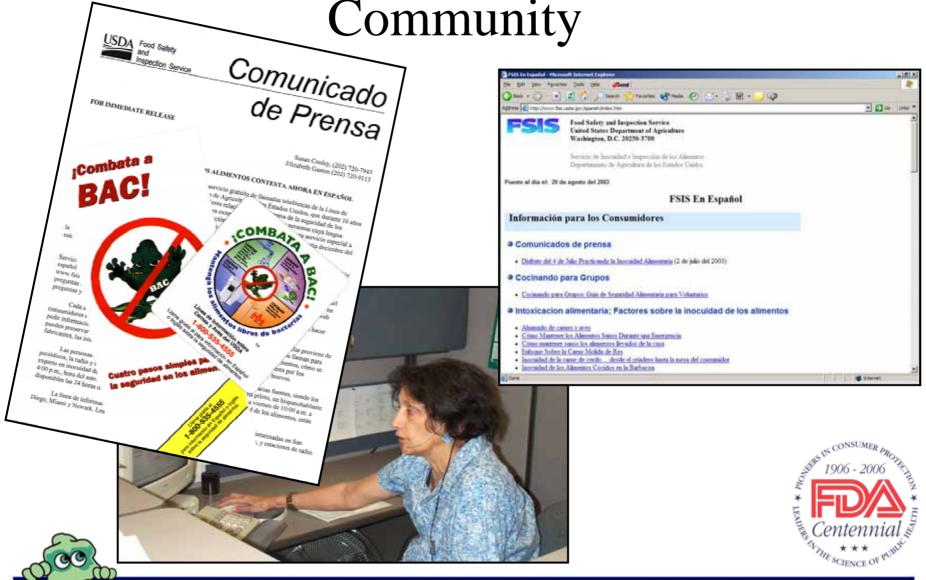
# FDA PAS's at San Francisco's Carnevale



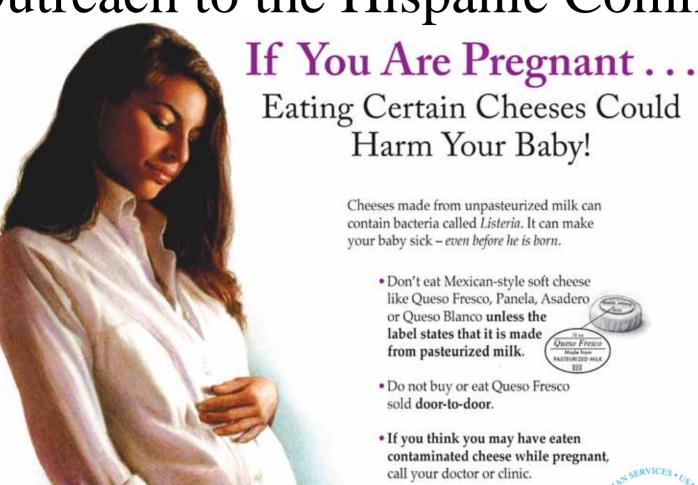




# Outreach to the Hispanic



## Outreach to the Hispanic Community



#### Outreach and Education cont.



- Developed training program for promotoras (health educators) to do education in the community
- Training in Texas and NC



#### "B" Roll

FDA

U.S. Food and Drug Administration

The Food and Drug Administration
Launches an Educational Campaign
Targeted to the Hispanic Community
to Raise Awareness about
Listeriosis Risks Associated with
Consumption of Queso Fresco



FDA

U.S. Food and Drug Administration

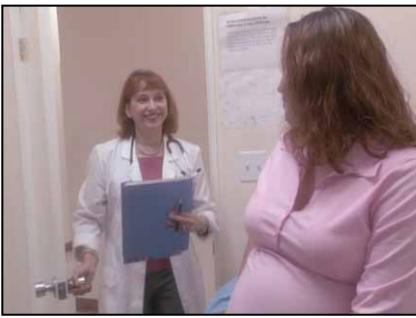
La Administración de Drogas y Alimentos de los Estados Unidos (FDA), lanza una campaña para informar a la comunidad hispana acerca de los riesgos de la Listeriosis, debido al consumo de Queso Fresco.





#### "B" Roll cont.









#### Vibrio vulnificus in the Latino Community





#### FSIS Web site's newest addition:



Meet Karen
USDA Meat and Poultry Hotline
"Virtual Rep"





#### Is It Done Yet?





"Is it done yet?"

You can't tell by looking.

Use a food thermometer to be sure. 1 out of every 4 hamburgers looks

> done before it has reached a safe internal temperature of 160 °F. USDA Most & Poutry Hotine

1-888-MPHotline (1-888-674-6854) www.isitDoneYet.gov



### Children Fight BAC!

#### Instructional CD ROM

- Utah State
- The Partnership
- CSREES Grant

Summer 2005

www.childrenfightbac.org







#### States "Fight BAC!"





Georgia's "Smart Kids Fight BAC!"

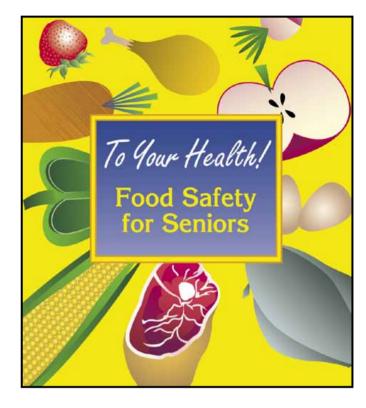




#### Project at New Mexico State U



# Targeting Those Most At-Risk



- Pregnant women (fetus) and infants
- Senior Citizens
- Persons with weakened immune systems and chronic illness



#### For More Information:

- www.cfsan.fda.gov
- 1-888-safefood
- www.fsis.usda.gov
- 888-MPHOTLINE
- www.fightbac.org



**ASK KAREN** 

