



from USDA
and the Partnership
for Food Safety Education

Partner's Campaign Guide

Clean. Separate. Cook. Chill. **Clean.** **Separate.** **Cook.** **Chill.** Clean. Separate. Cook. Chill. Clean. Separate. Cook. Chill. Clean. Separate. Cook. Chill. Clean. Separate. Cook. Chill. Clean. Separate. Cook. Chill. Clean.





Foodborne illness is a serious public health threat. Each year, approximately 76 million cases of foodborne illness occur in the United States alone, according to the Centers for Disease Control and Prevention (CDC). Of those cases of foodborne illness, more than 325,000 people are hospitalized and about 5,000 deaths occur.

Why Be Food Safe?

Preventing foodborne illness is one of the U.S. Department of Agriculture's (USDA's) top priorities. For more than 100 years, the USDA's Food Safety and Inspection Service (FSIS) has worked with our Nation's commercial suppliers to ensure that meat, poultry, and egg products are safe, wholesome, and correctly labeled and packaged for public consumption. USDA recognizes that food safety takes the cooperation of government, scientists, educators, the food industry, and consumers to make sure our foods are safe. And because research shows that improper handling, preparation, and storage of food can cause foodborne illness, FSIS has conducted—and is a key stakeholder in—many public education programs to prevent foodborne illness.

For over 10 years, USDA, along with the Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC), has served as a Federal liaison to The Partnership for Food Safety Education (PFSE), the public/private partnership that created the Fight BAC!® campaign. This national program emphasizes the four basic safe food handling behaviors: Clean, Separate, Cook, and Chill. Subsequent USDA initiatives have all supported these messages and the *Be Food Safe* campaign focuses directly on these four key concepts.

While everyone is at risk for foodborne illness, there are those that face a higher risk if they consume unsafe food. One in five Americans are more at risk than most for contracting a foodborne illness that may result in a lengthier illness, hospitalization, or even death. These food safety steps are especially important for them. At-risk persons include the very young, older adults, pregnant women, and those with weakened immune systems.

What Is the *Be Food Safe* Campaign?

USDA developed the *Be Food Safe* campaign in cooperation with PFSE, FDA, and CDC because research shows that Americans are aware of food safety, but they need more information to achieve and maintain safe food handling behaviors. The *Be Food Safe* campaign, which is grounded in social marketing, behavior change, and risk communications theories, is designed to provide educators with the tools to inform consumers about foodborne illness and raise the level of awareness of the dangers associated with improper handling and undercooking of food.



With the continued focus on the safe food handling behaviors of Clean, Separate, Cook, and Chill, the *Be Food Safe* campaign uses new consumer-tested materials and messages to help consumers change their behavior and maintain those changes. The *Be Food Safe* campaign is targeted to caregivers who prepare food for children or older adults—consumers, research shows, who not only have the incentive needed to listen to food safety messages, but who also have the motivation to change behaviors.

The *Be Food Safe* campaign theme is easy to remember and complements other important outreach efforts like Fight BAC!® It is designed to be an “umbrella

campaign” that can be incorporated into many existing educational efforts. The eye-catching materials include an area for partners to use their organization name and logo to leverage the credibility of trusted national and local sources for food safety information.

The *Be Food Safe* national media strategy includes a complementary media mix of advertising for print and radio. The print advertisements feature colorful, close-up images of the behavior the campaign is seeking to influence. The radio spot incorporates fun, upbeat music with a memorable “jingle” that encourages consumers to take action to be food safe.

To further support the advertising campaign, two related feature articles are designed to earn additional coverage in local media outlets. USDA also has created a *Be Food Safe* letterhead to use in correspondence and a *Be Food Safe* promotional poster.

The *Be Food Safe* campaign is adopted from a proven approach, the USDA pilot-tested public health paid advertising campaign, “Is It Done Yet?” The campaign, conducted in August 2004 in partnership with the Michigan State University’s National Food Safety and Toxicology Center, was designed to increase the use of food thermometers in Michigan. “Is it Done Yet?” targeted suburban parents with children under the age of 10. After the 2-week media outreach campaign, 50 percent more of targeted parents thought about using a food thermometer when cooking or grilling, and thermometer usage among the target audience increased by about 9 percent.

Based on this successful model campaign, the tools needed for partners to use in taking this food safety media campaign nationwide were created.

Clean.
Wash hands, utensils, and cutting boards before and after contact with raw meat, poultry, seafood, and eggs.

Separate.
Keep raw meat and poultry apart from foods that won't be cooked.

Cook.
Use a food thermometer – you can't tell food is cooked safely by how it looks.

Chill.
Chill leftovers and takeout foods within 2 hours and keep the fridge at 40 °F or below.

Food handling safety risks at home are more common than most people think. The four easy lessons of Clean, Separate, Cook, and Chill can help prevent harmful bacteria from making your family sick.

To find out more about food safety, visit befoodsafegov
Questions? Click on **Risk Karen** or call 1-888-MPHotline.

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How Can You Help Others Be Food Safe?

According to a study commissioned by the International Food Information Council, local newspapers and news broadcasts report more news and information on food safety and nutrition than national news outlets. Partnerships with local organizations across the country will factor greatly in the success of this campaign. Partners like you—stakeholders in education, public health, retail, and industry—can achieve a greater momentum for the *Be Food Safe* message and have a greater positive impact on consumer behavior than one or two organizations alone.

With this partner toolkit, you are invited to use the campaign materials to work with the media and educate the public about safe cooking and handling of food. We encourage you to use these materials to promote safe food handling in your community. The accompanying guide describes the campaign materials in detail and provides style guidelines. These materials and approaches are just some of the building blocks you can use to customize your own outreach efforts.

Here are some of the ways you can use the *Be Food Safe* campaign materials to reach consumers in your community.

- Partner with local businesses to purchase media ad time and encourage media outlets in your area to cover the campaign.
- Work with a media buyer to help you develop a radio, print, and Internet advertising campaign.



- Stage food safety events at radio stations, grocery stores, shopping centers and malls, festivals, museums, schools, and camps.
- Prepare and disseminate a press release or feature story during National Food Safety Education Month®.
- Display the *Be Food Safe* poster prominently in your offices and develop additional promotional items with the *Be Food Safe* logo to use as giveaways.
- Collaborate with local health departments, schools, food retailers, hospitals, and other community organizations to distribute materials on safe food handling.
- Incorporate the *Be Food Safe* message on your Web site and promote linkages with other relevant sites including food and lifestyle sections of news sites, medical sites, and family sites.

Partners are essential in promoting the *Be Food Safe* message and generating excitement and attention for this new ad campaign. We look forward to working in partnership with you to fulfill our pledge to help America *Be Food Safe*.

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Dear Food Safety Educator,

Welcome to the *Be Food Safe* campaign!

The *Be Food Safe* partner campaign, developed by USDA using the Fight BAC!® messages and endorsed by the Partnership for Food Safety Education, is a communications program that delivers specific safe food handling messages to help consumers understand the simple steps that can be taken to prevent foodborne illness. Using an easy to remember theme directed to caregivers of children or older adults, the *Be Food Safe* campaign empowers consumers with the knowledge to achieve and maintain safe food handling behaviors.

With this partner media toolkit, we invite you to join the campaign to educate the public about safe cooking and handling of food. This toolkit is designed to be a companion to your existing food safety education efforts and provides the tools needed to launch your own local media campaign to spread the *Be Food Safe* message. It features a DVD containing ready-to-use print and radio advertisements, feature articles, and other tools to help you run an effective, co-branded campaign.

As a partner in this program, you will be helping reduce the number of cases of foodborne illness—a serious but little recognized public health issue that causes approximately 13 deaths each day in the United States.

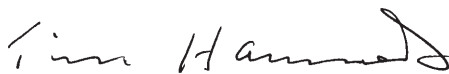
If you should have any questions concerning the *Be Food Safe* media campaign, please e-mail befoodsafe@fsis.usda.gov. On behalf of USDA and the Partnership for Food Safety Education, we thank you for using the campaign materials.

Together, we can help America *Be Food Safe*.

Sincerely,



Mike Johanns
Secretary of Agriculture



Tim Hammonds
Chairman
Partnership for Food Safety Education



Did you know...

This year, about 5,000 people will die from foodborne illness.

Approximately 13 men, women, and children die every day from foodborne illness.

More than 325,000 people are hospitalized each year for foodborne illness.

Approximately 76 million cases of foodborne illness occur annually across the United States.

Become a Campaign Partner and Help America



TM
from USDA
and the Partnership
for Food Safety Education



www.befoodsafe.gov

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