



# Fight BAC!<sup>®</sup>

New program initiatives address gaps in  
consumer awareness and behavior  
2006 Food Safety Education Conference

# Partnership for Food Safety Education

- The Partnership for Food Safety Education unites industry associations, professional societies in food science, nutrition and health, consumer groups and the U.S. Department of Agriculture, the U.S. Environmental Protection Agency and from the U.S. Department of Health and Human Services, the Centers for Disease Control and Prevention and the Food and Drug Administration, to educate the public about safe food handling and preparation.

# Partnership for Food Safety Education

- 2007 marks the 10<sup>th</sup> Anniversary of the Partnership and the Fight BAC!<sup>®</sup> campaign.

Clean, Separate, Cook and Chill



# Our goal today:

- Partnership serves as a vibrant forum for development of consumer safe food handling messages and materials.
- Process through which messaging is developed.
- Encourage your involvement.

# Panelists:

Missy Cody, PFSE Board

Marjorie Davidson, FDA CFSAN

Kathy Means, PMA

Shelley Feist, PFSE

- Outreach to the Media
- Corporate Sponsorship



# Outreach to the Media Corporate Sponsorship

Clean.

Separate.

Cook.

Chill.



# Fight BAC!®

## Media Highlights

NBC Today

CNN

Newsweek

Wall Street Journal

Parenting

Cooking Light

Fitness

Health

**Parenting®**

**Newsweek**







# Fight BAC!® Media Highlights

**NBC Today**

May 5, 2006



# Fight BAC!<sup>®</sup>

## Media Highlights

*When Eating Your Vegetables  
Makes You Sick*

**Wall Street Journal**  
November 30, 2005

### Safe Eating

With more illnesses being traced to fresh produce, here are some ways to protect yourself.

- Refrigerate all cut, peeled or cooked fresh fruits and vegetables within two hours.
- Before and after preparing food, clean cutting boards, peelers, and other surfaces and utensils that will touch fruits and vegetables with hot water and soap.
- Do not use the same cutting board for fruits or vegetables and for meat without cleaning with hot water and soap before and after food preparation.
- Cook or throw away fruits or vegetables that have touched raw meat, poultry, seafood or their juices.
- Remove and throw away bruised or damaged portions of fruits and vegetables when preparing to cook them or before eating them raw.



Source: The Partnership for Food Safety Education—Produce Handling Education Campaign  
(<http://portal.fightbac.org/pfse/toolsyoucanuse/phec/>)

# Corporate In-Kind Support

Partnership Corporate Advisory Committee

*Established May 2006*

- \* Major national & intl. companies working with the Partnership to maximize consumer outreach and organizational effectiveness

# Corporate Sponsorship

## \* **FightBAC!® Media Partner**

Underwrite direct costs associated with media activity

Radio media tour sponsor

Mat release sponsor

Family feature sponsor

B-roll developer

Annual PR Partner

## \* **Fight BAC!® Education Partner**

## \* **BAC Fighter! Partner**

# Partnership for Food Safety Education

- American Dietetic Association
- American Egg Board & Egg Safety Ctr
- Association of Food and Drug Officials
- Consumer Federation of America
- Food Marketing Institute
- Food Temperature Indicator Association
- Institute of Food Technologists
- International Food Information Council
- International Fresh-cut Produce Association
- National Association of State Departments of Agriculture
- National Chicken Council
- National Pork Board
- National Turkey Federation
- NSF International
- Produce Marketing Association
- School Nutrition Association
- The Soap and Detergent Association
- United Fresh Fruit and Vegetable Association
- **Federal Government Liaison**
- U.S. Department of Agriculture
- U.S. Food and Drug Administration
- U.S. Department of Health and Human Services, CDC
- U.S. Environmental Protection Agency

# Leading the Nation in Food Safety Education



Shelley Feist  
Executive Director

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