

The Campaign



WordMark Concept



Be Food Safe – 4 Behaviors Focus



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 befoodsafe.gov. Questions? Click on Ask Karen or call 1-800-MPHotline.



Creative Tested

- **Focus Tested**
- **Validated and Refined Messages and Creative Approach**

Change of Direction

- **Mass media to Partner Campaign**
- **Partnership for Food Safety Education**
- **Other Federal Agencies**



Campaign Components

- Ad Slicks
- Radio PSA
- Poster



Campaign Partner Toolkit



Partner's Toolkit

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



Clean. Separate. Cook.

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

Separate.



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



Cook. Chill. Clean. Separate.

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



Chill.

Working together to fight foodborne illness across America.



Partner's Campaign Guide

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



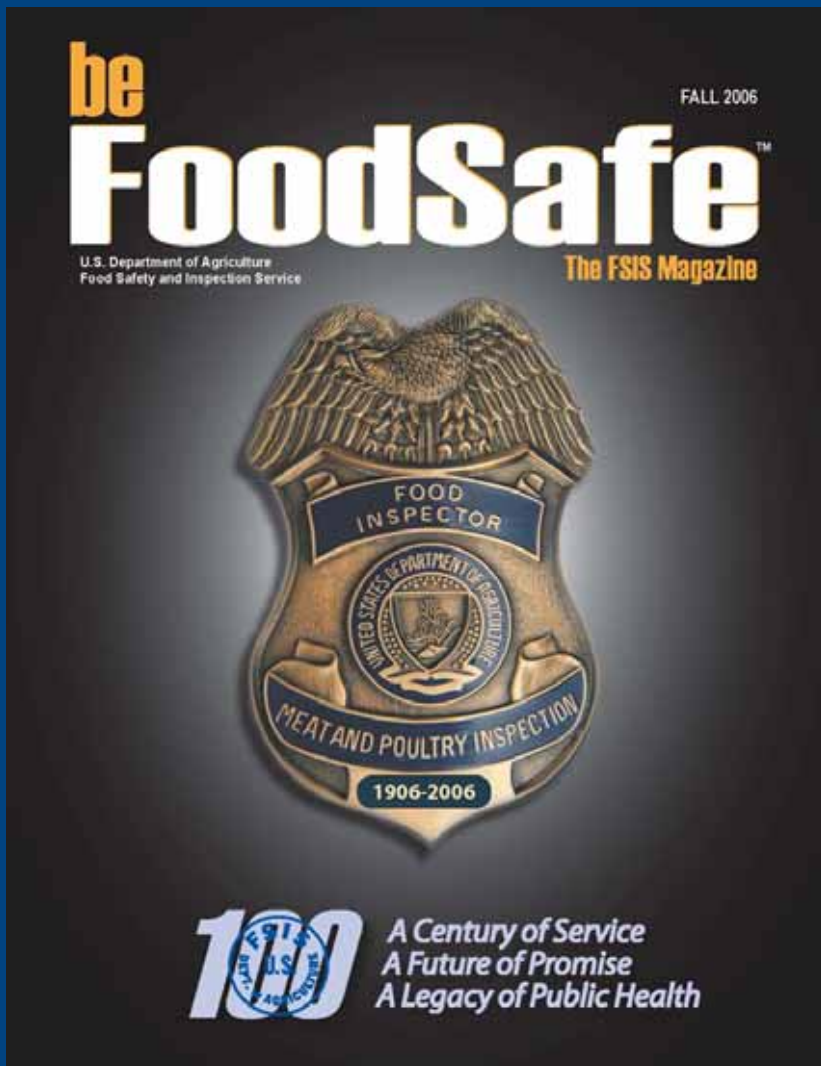
Campaign Components



Campaign Launch



Be Food Safe from FSIS Magazine



FS the magazine

Safe
The FSIS Magazine

Magazines are available at your local bookstore for \$4.99 per year. For addresses, visit www.fsis.usda.gov.

Join the campaign to educate the public about safe cooking and handling of food. For your kit, e-mail befoodsafe@fsis.usda.gov or find out more at www.befoodsafe.gov.

subscription available at www.fsis.usda.gov.
subscribe to newsletters.

Magazine Educator needs free copy by mail. If the Educator will not be an e-subscriber, great subscribers may subscribe from GPO electronic subscription.

Food Safety Service
Phone: 1-800-453-5765

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Umbrella Campaign



TM

Fight BAC!
www.fightbac.org

Todo Cuenta
Cuando se Trata de Cuidar a su Familia

AT-RISK

Ready to "be FoodSafe"

by Cmdr. Janice Adams-King, U.S. Public Health Service

One in five — yes, 20 percent of the U.S. population are more at-risk for contracting a foodborne illness that may result in a lengthier illness, hospitalization even death. Foodborne illness, a preventable public health challenge in the United States, poses a greater risk to infants, young children, pregnant women, the elderly and anyone with a weakened immune system.

Reducing one's exposure to pathogens that cause foodborne illness requires attention along the entire farm-to-table

continuum. For at-risk consumers, it is critical that food safety educational efforts be targeted to address the everyday meals on table — the end of this continuum. These higher risk consumers are ready to listen and ready to change their behavior.

Social marketing research by FSIS demonstrates that implementing culturally appropriate safe food-handling communication strategies effectively promotes safe food-handling behaviors among at-risk populations and/or their caregivers.

For instance, young children who consume a food product contaminated

with *E. coli* O157:H7 are more susceptible to acute kidney failure due to a massive breakdown of red blood cells, a condition known as hemolytic uremic syndrome. FSIS research shows that parents of young children, once they are informed, are willing to use a food thermometer to make certain their hamburgers have reached a safe internal temperature of 160° F, hot enough to kill *E. coli* O157:H7.

Spread the Message

Contact FSIS to request this and other brochures from the at-risk series and find out about other targeted food safety outreach tools and campaigns. Call the USDA Meat & Poultry Hotline at 1-888-MPHotline (1-888-674-6854), e-mail the Hotline at mphotline@fsis.usda.gov or go to the FSIS Web site at www.fsis.usda.gov. At the Web site, consumers with food safety questions can "Ask Karen," the FSIS virtual representative available 24 hours a day by clicking on "Ask a Food Safety Question" on the home page.



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Cocinar

Distribution And Outreach

- **Conference Preview**
- **Kits to be mailed**
- **Web site: befoodsafegov.com**

Next Steps

- **TV PSA**
- **Media Outreach**
- **Brochure**
- **FSIS and Partnership Publicity**
- **FSIS Outreach to Schools, Public Health, Industry**
- **Evaluation Planning**