



2021 CONSUMER FOOD SAFETY EDUCATION VIRTUAL CONFERENCE

Attendee Evaluation Report



ABOUT THE CONFERENCE

At this eighth, biannual conference hosted by the non-profit **Partnership for Food Safety Education (PFSE)**, we shared important lessons learned and best practices for cutting through message clutter to successfully engage people on the importance of safe food handling.

Thank you to our Conference Co-Chairs!



Cindy Jiang

*Senior Director, Global Food Safety
Risk Management
McDonald's Corporation*



Steven Mandernach

*Executive Director
Association of Food and
Drug Officials*



NOW YOU HAVE MY ATTENTION:

Promoting Hand Hygiene & Food Safety Education for Everyone

PFSE hosted the **2021 Consumer Food Safety Education Virtual Conference**, March 9-12. The virtual conference was a great success!



452

joined us LIVE during
the three days

505

registered

Attendance grew by

50%

over 2019 level!

65%

of the attendees
had not attended
a prior CFSEC!



WHAT DID ATTENDEES THINK ABOUT THE CONFERENCE?

99%

of respondents stated the conference delivered value for them.

97%

of respondents said the conference met or exceeded their expectations.

96%

of respondents learned strategies for increasing adherence to safe food handling behaviors among consumers.

94%

of respondents thought the conference was well organized.

82%

of respondents are likely or very likely to attend another CFSEC in the future.

86%

of respondents were highly satisfied with the virtual conference.



Partnership for
Food Safety
Education



cfsec2021.fightbac.org

BAC FIGHTER QUOTES

"I just wanted you to know that I really enjoyed the conference. You guys did a fantastic job! I hope that you will at least have a virtual option in the future. Thanks again for a very interesting and informative conference." – Denise, public health

"As a newcomer to food safety, I found the conference to be very informative and enjoyable. My mentor session was excellent. I learned of several resources and potential career avenues that I plan to further explore. Thank you for the opportunity!"

– Stephanie, Oregon State University



Stephanie Alvarado

"One of the best executed virtual conferences I've attended!"

"This is the best conference I have attended in years! Everything was excellent, high quality, interesting and enjoyable."



CONTINUING EDUCATION UNITS

CFSEC 2021 was approved for accreditation by the following organizations:

- American Association of Family & Consumer Sciences
- Certifying Board for Dietary Managers (CBDM)
- Commission on Dietetic Registration/Academy of Nutrition and Dietetics
- IFT Certified Food Scientist
- National Commission for Health Education Credentialing
- National Environmental Health Association (NEHA)



The most popular CEUs
earned at the conference were

**Academy of Nutrition and
Dietetics**

+

**National Environmental
Health Association**



PRE-CONFERENCE WORKSHOPS

CFSEC 2021 kicked off on Tuesday, March 9, with the following pre-conference sessions:

- Blog Boot Camp: How to Build, Write & Maintain a Blog
- Improving Online Presentations & Increasing Audience Engagement
- Designing the Next New Thing: What New Tools are Needed & How Should They Be Used?
- Misinformation: Set Yourself Up to Respond Effectively

83%

of respondents stated the pre-conference workshop was relevant to their work.

81%

of respondents rated the content of the pre-conference workshop as “good” to “excellent.”

“This was a wonderful workshop! I learned a lot of new ideas and tools to use in online learning. I especially loved the handout with layout and activity ideas.”

“What a great session! It was fast-paced, engaging, and really well designed. I appreciated the opportunity for networking.”

“The presenters were engaging and clear, and the workshop objectives were met.”



DAY 1: AT A GLANCE

What did attendees think about Day 1 of the conference?

Federal Leaders
Scientists Weigh In
Breakouts
Posters

88%

of respondents rated the content of the Day 1 session as “good” to “excellent.”

89%

of respondents stated the Day 1 session was relevant to their work.

“I’ve been to a few virtual conferences since the pandemic and you all did a great job with the sessions. It was easy for me as a tech-challenged user, and I had no issues.”

“I really enjoyed the session with the federal leaders. I was especially happy to see the collaboration.”

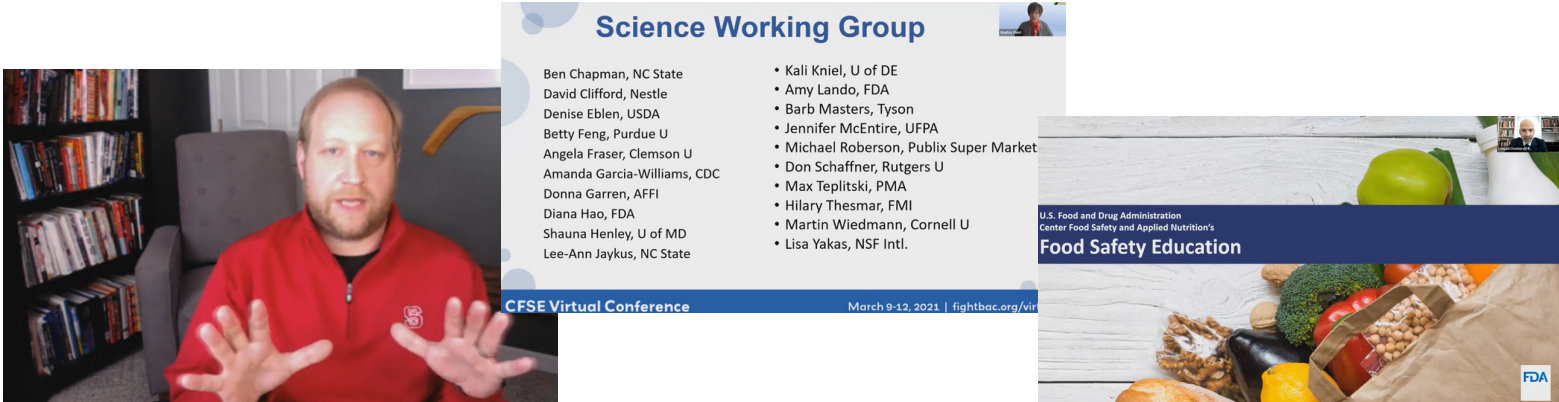
“I attended three poster sessions, and they were good! The presenters gave good summaries, and we discussed their research.”



Federal Leaders Talk about Food Safety & the Health of Americans



Scientists Weigh In: Consumer Food Safety Message Review



Mystery Dinner: The Uninvited Guest

Catch Them While You Can: Grabbing Attention at the Right Time



What did attendees think about Day 2 of the conference?

DAY 2: AT A GLANCE

The Cheese Twins
Breakouts
Consumer Food Trends
Behavior Change
Posters

89%

of respondents rated the content of the Day 2 session as “good” to “excellent.”

66%

of respondents stated the Day 2 session was relevant to their work.

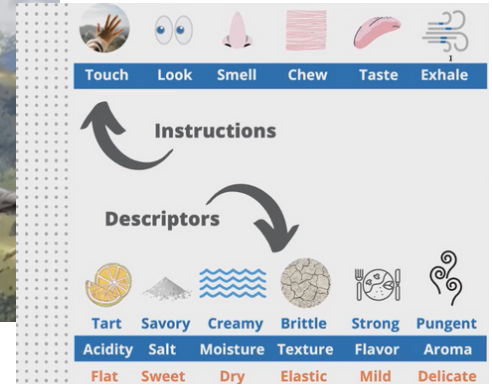
“I learned a lot about cheese! The Cheese Twins were engaging and knowledgeable presenters! This session was a great way to involve the audience – and I enjoyed tasting my cheese!”

“Very good session! I agree that educating the youth is the best way to educate their parents. Keeping food safe is important to all of us no matter what career field we choose.”

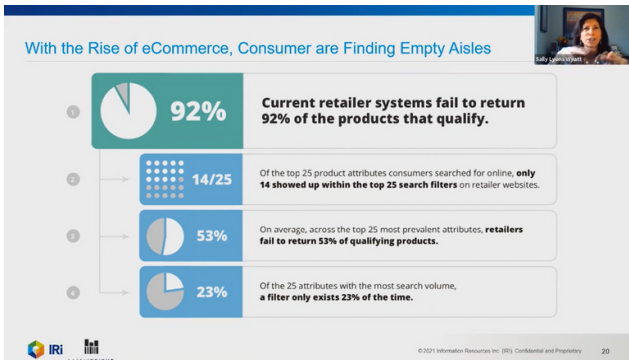
“I appreciate all of the challenging work that the University of Maryland Extension put into their project and their willingness to share information to benefit our Hispanic community members.”



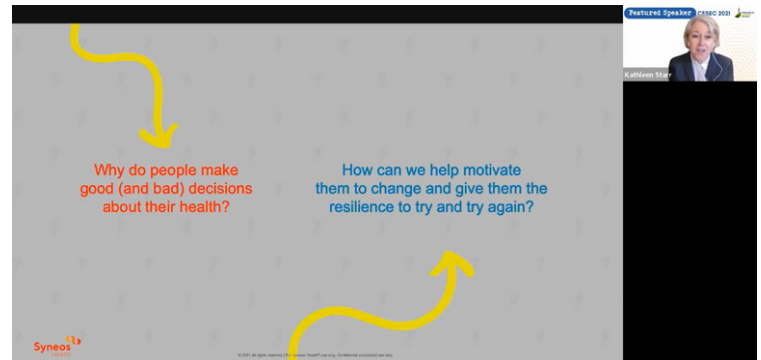
There is a Hole in My Cheese & Other Things to Complain About: A Food Safety Perspective



Consumer Food Trends and the Path Forward



Why We Resist: The Surprising Truths about Motivating Behavior Change



“High 5” on Food Safety Education & Training – Insights from the Food Service Industry

A CULTURE OF FOOD SAFETY

At Chipotle, food safety is more than just a collection of programs and processes - it is part of our culture. The current food safety program includes:

- In-store food preparation techniques
- Wellness and sanitation procedures
- Resources for reporting illness
- Mandatory food safety training program for all restaurant employees.

Chipotle maintains strict supplier requirements to ensure the food is safe prior to entering the restaurant and this past year introduced additional technology to ensure compliance. Additionally, Chipotle enhanced its reporting structure to better monitor incoming illness reports from both employees and customers.

Food safety has been identified as a key pillar within the 2021 strategic priorities for all Chipotle stakeholders.

Pet Food Safety: Humans Can Get Sick Too!

Pet Food Safety: Humans Can Get Sick Too!

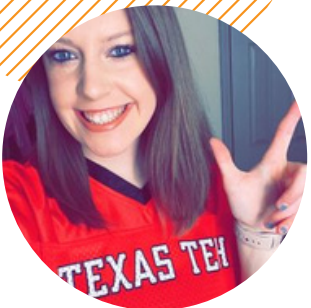
Merlyn Thomas
Yaohua Feng

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SPIRIT DAY PHOTOS

Thank you to all of the BAC Fighters who submitted photos for the Spirit Day Photo Wall!



DAY 3: AT A GLANCE

What did attendees think about Day 3 of the conference?

Food Delivery

Breakouts

Jason Dorsey

85%

of respondents rated the content of the Day 3 session as “good” to “excellent.”

81%

of respondents stated the Day 3 session was relevant to their work.

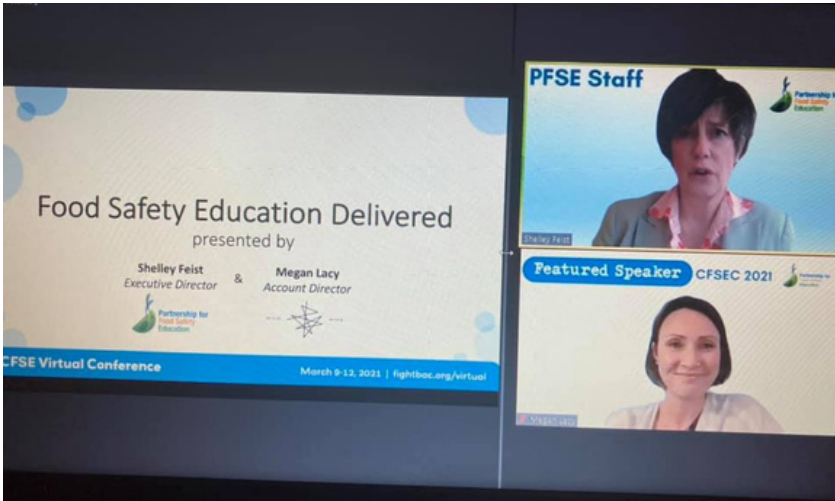
“Wow, what an awesome closing session! Jason Dorsey used the chat feature in a great, interactive way. It was the best online experience I've ever had. Thank you, Fight BAC team!”

“I love the idea of empowering professionals in nutrition education, leading to more local buy-in for food safety programs.”

“I loved the industry perspective. The Q&A session was very interesting and informative.”



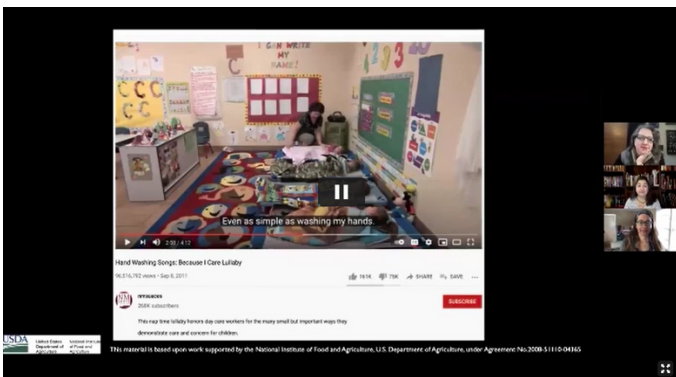
Food Delivery – Key Insights & Consumer Education



Crossing the Generational Divide in Food Safety Education: What Leaders Need to Know to Best Engage, Educate & Influence Emerging Generations



Surprising Successes in Reaching Consumers with Animations, Interactives & Video



Engaging Home Cooks: A Guide to Using Interactive Virtual Events to Spread Food Safety Awareness

Objectives

Learn...

- About the continued impact of the 30-Minute Meals Safe Recipe Contest hosted in 2020.
- What the contest taught us about engaging consumers in interactive virtual events and how that knowledge will be applied in 2021.
- New tools to nurture and inspire kids to not only engage in food safety behaviors but to create their own recipes.

THANK YOU TO THE BAC FIGHTER COMMUNITY CONNECTORS WHO HELPED MAKE THIS EVENT POSSIBLE!

Platinum Sponsors



Gold Sponsors



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