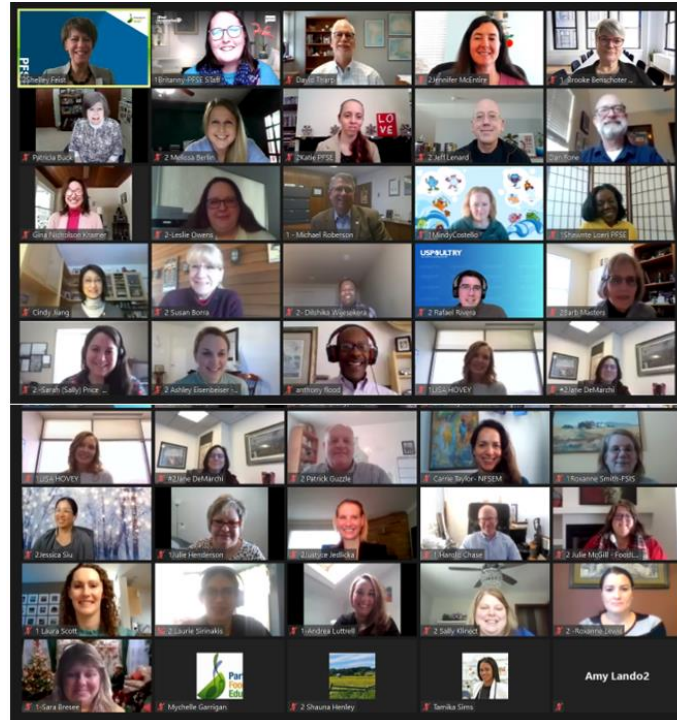


# Welcome to the May Partner Meeting!

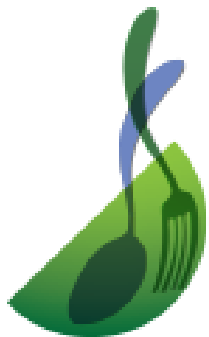


## Michael Roberson, Board Chair

Director of Corporate Quality Assurance w/ Publix Super Markets



# Welcome BAC Fighter Ambassador Julie Wood



**Partnership for  
Food Safety  
Education**



Partnership for  
Food Safety  
Education

Together: A Food Safe America

# Consumer Food Safety Message Review

PFSE Partners

May 20, 2021

Shelley Feist

Executive Director

Partnership for Food Safety Education

# Food Safety Education Message Review

## Process in 3 Parts



# Science Working Group

Are there modifications to current recommended consumer safe food handling messages based on new or developing scientific information?



# Science Working Group

Ben Chapman, NC State

David Clifford, Nestle

Denise Eblen, USDA

Betty Feng, Purdue U

Angela Fraser, Clemson U

Amanda Garcia-Williams, CDC

Donna Garren, AFFI

Diana Hao, FDA

Shauna Henley, U of MD

Lee-Ann Jaykus, NC State

- Kali Kniel, U of DE
- Amy Lando, FDA
- Barb Masters, Tyson
- Jennifer McEntire, UFPA
- Michael Roberson, Publix Super Markets
- Don Schaffner, Rutgers U
- Max Teplitski, PMA
- Hilary Thesmar, FMI
- Martin Wiedmann, Cornell U
- Lisa Yakas, NSF Intl.

# Recommendations Summarized

The final report of the Science Working Group (February 2021) organizes a set of message modifications and additions this way --

1. Set of consensus recommendations
2. A set of Thawing subgroup recommendations (which were approved by the full group)

During the course of the deliberations, a few items were debated, but consensus was not reached. Where there was no consensus, items were not included as recommendations in the final report.

# Recommendations – topic areas

1. Food recall message
2. Package instructions
3. Fresh fruits and vegetables – distinct from other perishables
4. Digital thermometers
5. Bruised and damaged produce
6. Refrigeration of foods (2-hour rule proposed to be expanded to 4 hr)
7. Thawing! (remove directive of what to “never” do and focus on safest methods)



# Communications Working Group

## **Purpose:**

The coming Communications group/process will review and refine the wording of recommendations proposed by the Science Working Group and, as well, review relevant message framework research to provide input and expert advice.

This group of behavioral health and risk communications experts will help PFSE come up with a set of priority messages to then test with consumers.

September, 2021 for execution.

# Food Safety Education Message Review

## Process in 3 Parts

Science Group  
Review

**concluded**

1

Communications  
Group  
Review

2

Integration /  
Development  
Consumer  
messaging

3

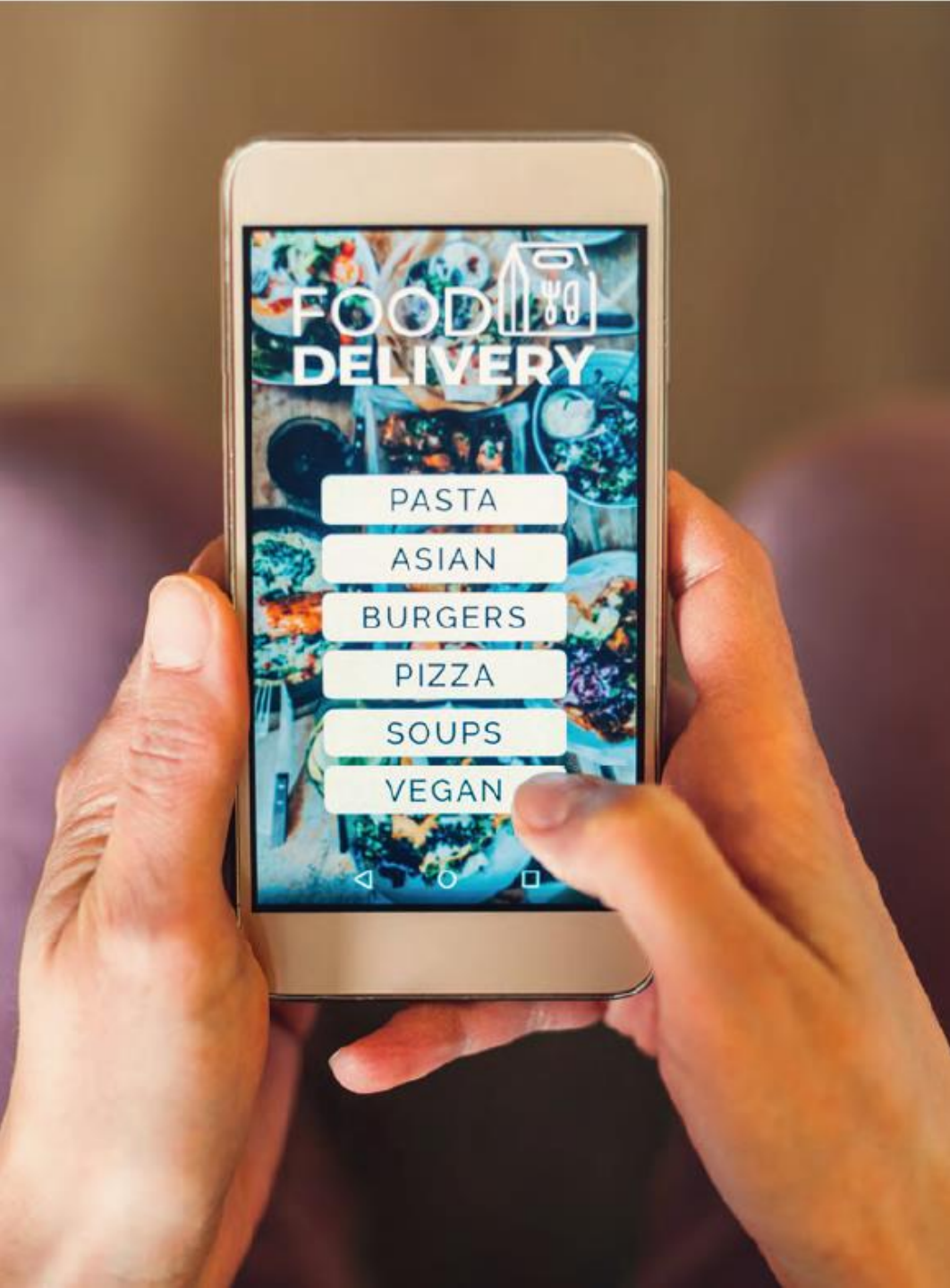
PFSE begins process in July, with invites out in August.





*Thank you for your time*

*Shelley Feist*  
*5-20-2021*



# Food Safety Delivered

CAMPAIGN DEVELOPMENT MAY-JUNE  
2021

---

With support of the Association of Food and Drug  
Officials (AFDO)



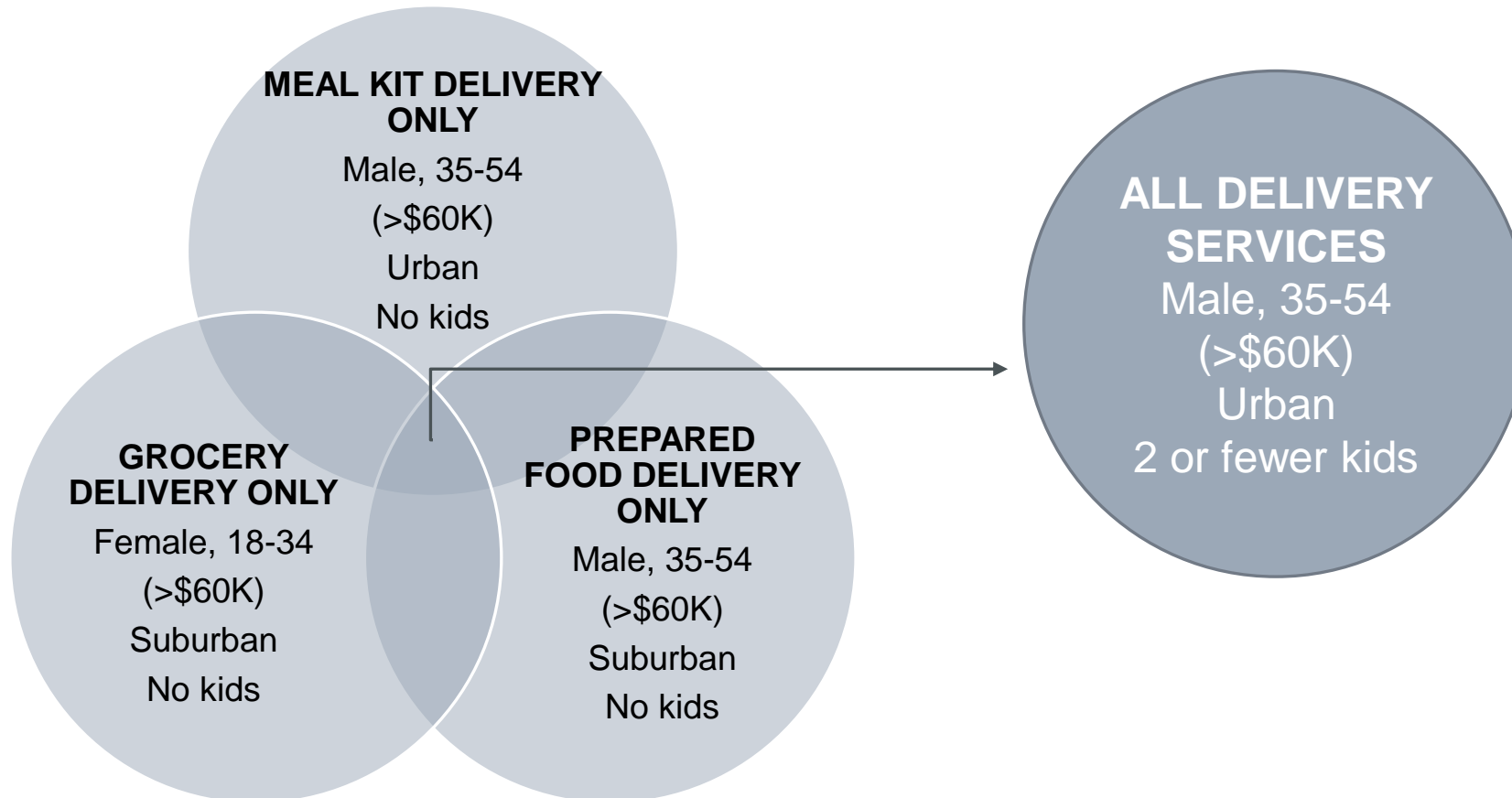
# Formative Research Plan

---

- **Consumer Value Perception Survey:** to gauge how people perceive the value of food safety information, general message/concept resonates most with them, and how best to motivate them. [complete]
- **Educator Input Survey:** for food safety educator feedback on creative concepts and taglines. [underway]
- **Consumer Messaging Test Survey:** to test preferences for specific headlines/taglines and specific creative leveraging findings of Survey #1 [June 10]
- **A|B Ad Split Testing via Facebook:** to test specific ads [June 10]

# Who Are Food Delivery Consumers

---



# Consumer Value Perceptions

---

**Respondent count: 302 Quick Summary by Key Take-Aways by Question Category**

## **A. Decision-making factors:**

1. Responsibility for the health and safety of loved ones
2. Doing the right thing morally for myself and my community
3. Wise financial choices

### ***less important:***

1. How others view me
2. Simplicity/ease

## **B. Authority/Credibility:**

1. Official health care bodies/organizations
2. Close family

### ***less important:***

1. People we don't know as well

# Audience Insight

---

- People who order home delivery value quality and believe their actions matter
- PFSE can empower them to take positive actions that help get the most out of their food
- When people receive their food, they are also accepting their role as a link in the food safety chain
- *INSIGHT: People want to know how they can get the best quality/ experience at home*





# Next!

---

- Testing of campaign tagline and creative concepts first with BAC Fighter group (underway), then with a consumer group
- Strategic campaign plan review meeting May 27
- Facebook A/B ad campaign test of up to three ad options

# SEEKING

## 2021-2022 Investors

Join AFDO in supporting this important work to modernize food safety education!



ASSOCIATION OF FOOD  
& DRUG OFFICIALS  
SINCE 1896




Together: A Food Safe America



## Frank Yiannas, FDA agrees... Now is the Time to Modernize

*"Modern times require modern approaches. It's clear that when it comes to educating consumers who are receiving information differently than before that now is the time to modernize."*

*"This new ecosystem [food delivery] has the ability to influence consumers in a way that others haven't in the past, and they need to be part of consumer food safety education and part of that culture."*

A person wearing a bright orange protective suit, a white helmet with black graphics, sunglasses, and a white face mask is sitting on a motorcycle. The motorcycle has a large orange delivery bag mounted on the back. The person is looking towards the camera. The background shows a street with a building and some greenery.

**Are you ready to  
make this happen?**

---

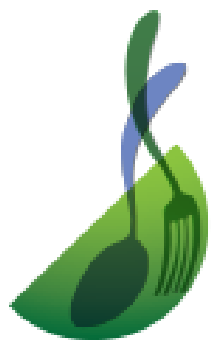
**You can make a difference with an  
investment today.**

**Shelley Feist, Executive Director  
[sfeist@fightbac.org](mailto:sfeist@fightbac.org)**

# Coming Up for Partners

**World Food Safety Day – June 7**

**Tools for National Food Safety Education Month  
September 2021**

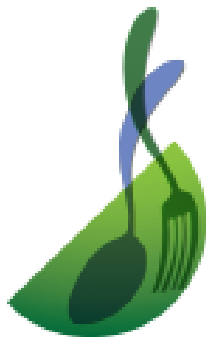


**Partnership for  
Food Safety  
Education**



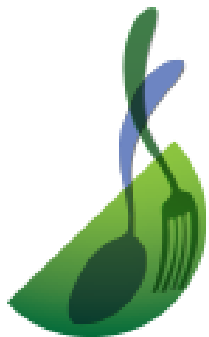
# Coming Up for Partners

September 18, 11:30am EST



Partnership for  
Food Safety  
Education

# Welcome Deputy Under Secretary, USDA Sandra Eskin

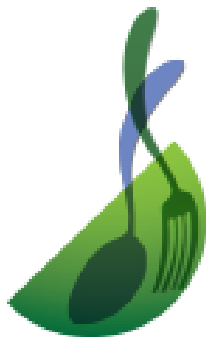


**Partnership for  
Food Safety  
Education**

# Welcome Justin Cook

## Research Leader-Consumer Products

### Deloitte



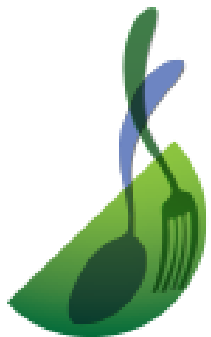
**Partnership for**  
**Food Safety**  
**Education**



# Wrap Up

**Save the Date**

**Sept 9, 12 pm EST next Partner Meeting**



**Partnership for  
Food Safety  
Education**