



Incorporating Food Safety into Healthy Eating Programs



Welcome from PFSE



Katie Weston
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Today's Line Up



- **Welcome / Housekeeping** with Katie Weston, Partnership for Food Safety Education
- **Food Safety in Food as Medicine Programs** with Tabitha Benefield, RDN, FMI, The Food Industry Association
- **Creating Food Safe Community Gardens and Nutrition Access Programs** with Jenn Parlin, MPH, The Garden Kitchen at the University of Arizona, Pima County Cooperative Extension
- **Resources for Food Safety Programs** with Katie Weston, Partnership for Food Safety Education
- **Q&A** with Guest Speakers



Housekeeping



Join the chat! Or send a question during the webinar.

After the webinar, you'll receive a brief survey. Please complete it.



Help us improve!



Continuing Education Units



One-hour CEU available from ANFP and NCHEC

- Download certificates from chat box
- Follow-up email
- Download at fightbac.org under “Free Resources” and “Recorded Webinars”
- Educators seeking NCHEC must complete online questionnaire by **Monday, October 14**



About the Partnership



We're an active network of...

- 13,000 health and food safety educators
- 40 Partner organizations
- Federal liaisons (CDC, FDA, USDA)

All working together to advance trusted, consistent, science-based behavioral health messaging.



Did You Know?



Every year in the United States...

- 1 in 6 people (or 48 million people) get sick from foodborne illness, commonly called food poisoning
- 128,000 are hospitalized
- 3,000 die from eating contaminated food

Following simple food safety steps can help prevent foodborne illness and the spread of germs.



2025 Consumer Food Safety Education Conference



- Only conference in the U.S. dedicated to consumer food safety education
- March 13-14, 2025 in Houston, TX
- Special rate for government, educators, nonprofits and students
- Discounted rate until **Monday, Sept. 2**
- Register online at cfsec.org



Abstracts Open!



- Sessions will focus on four tracks:
 - Research
 - Food Safety Programs or Campaigns in Action
 - Interactive Presentations, Demos & Experiences
 - Food Safety Education Strategies & Successes (posters only)
- Submission deadline is **Monday, Sept. 2**
- Learn more and submit online at cfsec.org



Poll #1



Do you plan to attend the 2025 Consumer Food Safety Education Conference?

1. I've already registered!
2. I'm planning to attend!
3. Maybe / Not sure yet
4. No, we don't have the budget.
5. No, I'm not interested.

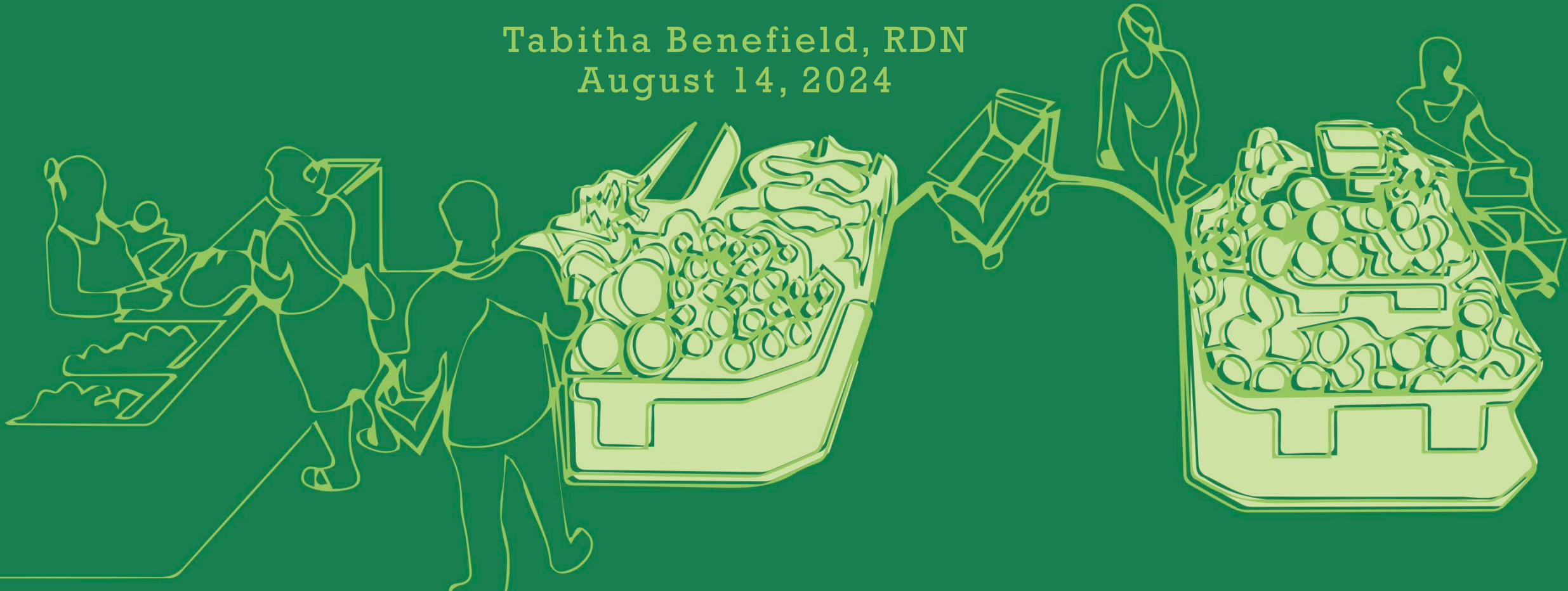


Food Safety in Food as Medicine Programs



THE FOOD
INDUSTRY
ASSOCIATION

Tabitha Benefield, RDN
August 14, 2024

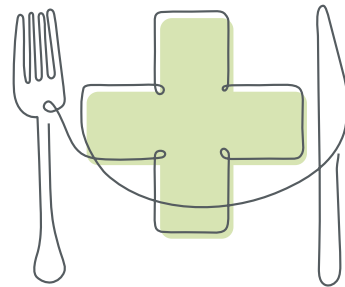


Highlighting Nutrition, Health & Well-being

Source: *FMI Retailer Contributions to Health and Well-being 2021.*

Food and nutrition play a critical role in sustaining health, preventing disease, and as a therapy for some conditions and health issues.

Grocery stores are becoming more important destinations for health and well-being by:



Advancing programs that connect nutrition and food to health



Raising awareness about the health and social benefits of family meals



Expanding product and fresh foods department allocations in retail stores

Broad Definition of Food as Medicine

Source: FMI *The Food as Medicine Opportunity in Food Retail 2021*.

Food is Medicine is a concept that recognizes access to high-quality nourishment is essential for well-being.



Connecting Food to Health in Diverse Settings

Source: FMI *The Food as Medicine Opportunity in Food Retail 2021.*

Food retailers are prioritizing Food as Medicine programs for both customers and employees, even if they are not referring to them as Food as Medicine initiatives.

Food as Medicine programs framework:



- Produce Prescriptions
- Food Prescriptions



- Coupons
- Vouchers
- Discounted Pricing
- Rebates
- Taxes



- Medically Tailored Meal Programs
- Medically Tailored Food Programs



- Signage
- Displays
- Nutrition Attribute Labeling
- Cooking Demo
- Media Promotions



- Classes
- Store Tours
- Health Screenings
- 1:1 MNT / Counseling
- Employee Wellness

Broad Definition of Food as Medicine in Retail

Source: FMI *The Food as Medicine Opportunity in Food Retail 2021.*

Food as Medicine focuses on food as it relates to prevention and overall health, disease management and treatment, nutrition security, and food safety.

Encourage Health and Well-being

- Families
- Consumers
- Employees



Improve Nutrition Security

- SNAP / WIC beneficiaries
- Low-income households



Disease Management and Treatment

- Diabetes
- Obesity
- Heart Disease



Promote Food Safety

- Customers
- Employees
- Community Partners



Food as Medicine in the Community



Food Pharmacy & Produce Prescription Programs

Usually in partnership with a healthcare organization (large or small)

Healthcare organizations run the “pharmacy”

Food bank, food pantry, or urban agriculture organization takes care of fulfilling the food.

Food as Medicine has Expanded

Private Companies are offering Medically Tailored Meals

- Provide therapeutic nutritional foods and nutrition guidance programs to improve health.
- Meal kits or meal entrees by eating occasion
- Medically tailored meals may be covered by insurance plan benefits to help manage chronic conditions.
- Healthy Benefits programs may provide additional opportunities.



Food as Medicine Populations are Vulnerable Food Safety Populations

Food safety is paramount for Food As Medicine Populations

Adults aged 65 or older

Children younger than age 5

Pregnant people

People whose immune system are weakened by health conditions or medicine used to treat them.

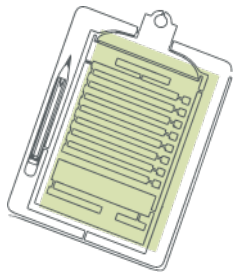


Keeping your Food Safe

Source: [foodsafety.gov](https://www.foodsafety.gov)



Food safety plays a vital role in sustaining health and preventing disease.



Ask questions about delivery or pick-up of medically tailored groceries or medically tailored meals



Schedule delivery when someone is available.
Create a safe place for your delivery.



Examine items and packaging.
Use a thermometer to check foods upon delivery or receipt.



Core Food Safety Practices:
Hand washing and clean surfaces, utensils, and rinse/wash fresh produce.
Cook, serve, or save.



Follow all storage and preparation recommendations of the Food as Medicine program.

Resources & References

- [Tips for Meal Kit and Food Delivery Safety](#)
- [Prep Yourself Food Is On The Way- Fightbac.org](#)
- [“Food Safety on the Go”: A Course for Home-Delivered Meal Programs](#)
- [Food as Medicine](#)



Stay in Touch



Tabitha Benefield, RDN

**FMI, The Food Industry Association
Manager – Nutrition, Health & Well-being
tbenefield@fmi.org**



Keep up with the latest in Health & Well-being at FMI.org

THANK YOU!

Poll #2



Has your organization participated in food as medicine or nutrition access programs?

1. Yes, frequently
2. Sometimes
3. Rarely
4. Never
5. Not sure





Creating Food Safe Community Gardens and Nutrition Access Programs

Jenn Parlin, MPH

University of Arizona

Pima County Cooperative Extension

The Garden Kitchen



COLLEGE OF AGRICULTURE
AND LIFE SCIENCES
COOPERATIVE EXTENSION

The Garden Kitchen

- Seed-to-table, whole health program, working in policy, system, and environmental changes (PSEs) to provide equitable health choices for Supplemental Nutrition Assistance Program (SNAP) eligible communities.
- Facility contains an educational garden, a teaching kitchen, a commercial kitchen, and is the home base for our mobile market.
- Provide support to about 35 community gardens in all types of settings—early childhood education, libraries, VA, senior living, and affordable housing.
- Statewide trainers of food demonstrations for Arizona Department of Health Services including WIC and SNAP-Ed.



What is Important for Starting and Maintaining a Food Safe Garden?

- Location
- Water
- Soil
- Containers
- Animal and pest management
- People management



Location

- Consider run off from above and on the ground
 - Ensure that roof runoff will not drip into your garden and street or other ground level runoff (compost, animal) will not contaminate your garden.
- Consider handwashing
 - Try to locate your garden close to a handwashing space for folks that plant, care for, and harvest from the garden.



Water

- Ensure that your water source is clean and uncontaminated.
 - Gray water is important for sustainability, but should only be used to water trees, not other edibles.
 - Black water (containing heavy amounts of contaminants) should not be used in the garden.
 - Water to clean out animal cages.
 - Wash water that cleaned a classroom after art projects.





Soil

- Test native soil for containments.
- Be sure to procure compost and soil from reputable sources.
- Only use hot composted compost.
 - Cold composting will most likely not reach a high enough temperature during decomposition to kill off pathogens.

Containers

- Select containers carefully as some can degrade over time and cause contamination (ex. recycled plastic containers in the sun can flake small pieces of plastics into soil).
- Carefully select materials used in bed or container construction (ex. tires and railway ties).



Pest and Animal Management

- Ensure that farm animals, pets, and wild animals are kept out of the garden.
 - Can be hard to monitor and should not be let into containers or beds with edibles.
- Pests should be treated as soon as possible.
 - Choose food safe methods of treatment and/or integrated pest management.



People Management

- Everyone should wash their hands, before and after gardening.
- Hands should also be washed when switching from jobs like caring for the compost or animals.
- Ensure that there is no dumping of liquids, food scraps, etc. into the garden.
- If folks are sick, they should not work in the edibles garden.
 - Especially harvesting food.
- Wash all foods after harvesting and before tasting.



Food Safe Nutrition Access Programs

- Food Sourcing
- Chain of Custody
- Location
- People



Food Sourcing

- Source from reputable suppliers.
 - This can be traditional places like wholesalers.
 - Ask about their food safety practices.
 - Many emergency food sources rely on volunteers.
 - How are they trained in food safety?
 - Ask about food safety practices, even at a Farmers Market.
 - Following food safety guidelines can be challenging for producers, so if they are doing it, they will be happy to tell you about it!



Chain of Custody

- The unbroken path from growing the food to the consumer.
 - Has the food been handled properly throughout?
 - Has the food been stored in food safe locations at food safe temperatures?
 - Continue to keep it in food safe locations at food safe temperatures



Location

- If outside, ensure that the food is covered.
 - Protect from falling contaminants.
 - Protect ready to eat foods with sealed containers.
- Protect the food from environmental contaminants.
 - Ex. Rain and wind while giving out food samples.



People

- Ensure the food is safe around people.
 - Protect from coughing, unwashed hands, food being tasted and put it back, etc.
- Wash hands before touching food and between jobs.



Thank you!

Jenn Parlin, MPH

Assistant Agent, Pima County

Director, The Garden Kitchen

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www.thegardenkitchen.org



COLLEGE OF AGRICULTURE
AND LIFE SCIENCES

COOPERATIVE EXTENSION

Food Safety Resources for Healthy Eating Programs

Katie Weston
Program Manager
Partnership for Food Safety Education



Food Safety Basics

- Core Four Food Safety Practices
 - Clean, Separate, Cook and Chill
- Brochure, fact sheet flyers and safe temp chart that can be shared at events and programs
 - <https://www.fightbac.org/food-safety-basics/the-core-four-practices/>
 - <https://www.fightbac.org/food-safety-education/the-story-of-your-dinner/consumers/#downloads>

CLEAN

Wash Hands with Soap and Water

Clean Surface

Rinse Produce

Wash Hands and Surfaces Often

Foodborne bacteria can't be seen, tasted or smelled. These microorganisms can make you sick if ingested, and they spread through contact with cutting boards, utensils, countertops and food – so ready, set, CLEAN!

Wash your hands with warm water and soap for at least 20 seconds!

How?

- Wet your hands with warm running water and apply soap.
- Rub your hands together to create a lather and scrub them well. Be sure to scrub the backs of your hands, between your fingers and under your nails.
- Continue rubbing hands for at least 20 seconds – about the time it takes to sing the "Happy Birthday” song twice.
- Rinse your hands well under running water.
- Dry your hands using a clean cloth or paper towel.

When?

- Before eating food.
- Before, during and after preparing food.
- Before and after handling a pet or animal.
- Before and after caring for someone who is sick.
- After handling raw meat, poultry or seafood (or their juices).
- After handling your nose, mouth, or sneezing.
- After touching an animal or animal waste.
- After touching garbage.
- After using the toilet.

FOR 20 SECONDS

DID YOU KNOW?

In a recent study, 65 percent of consumers did not wash their hands before starting meal preparation.

Partnership for Food Safety Education
We develop and promote effective education programs to reduce foodborne illness risk for consumers.

www.fightbac.org
facebook.com/FightBAC
twitter.com/FightBAC

COOK

Safe Cooking Guidelines

SAFE MINIMUM INTERNAL TEMPERATURES
(as measured with a food thermometer)

Beef, pork, veal and lamb (steak, roasts and chops)	145°F with a three-minute "rest time" after removal from the heat source
Ground meats	160°F
Poultry (whole, parts or ground)	165°F
Eggs and egg dishes	160°F, but cook eggs until both the yolk and the white are firm; scrambled eggs should not be runny
Leftovers	165°F
Fish	145°F

GUIDELINES FOR SEAFOOD

Shrimp, lobster, crabs	Flesh pinkly and opaque
Clams, oysters and mussels	Shells open during cooking
Scallops	Milky white, opaque and firm

THE FOUR WAYS TO FIGHT BAC!

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www.fightbac.org
facebook.com/FightBAC
twitter.com/FightBAC

Fight harmful BAC(terial) at Home!

Make the meals and snacks from your kitchen as safe as possible. **CLEAN** wash hands and surfaces often. **SEPARATE** clean, store, prepare, **COOK** to safe levels, **CHILL** refrigerate promptly. Follow the 4 food safety steps when cooking at home to keep your family safe from foodborne illness!

ADDITIONAL RESOURCES

FoodSafety.gov is the gateway to food safety information provided by government agencies.

USDA Meat & Poultry Hotline: 1-888-688-8854 (1-888-688-8854)

FDA Food Information Line: 1-888-SAFEFOOD (1-888-723-3366)

The Partnership for Food Safety Education develops and promotes effective education programs to reduce food poisoning risk for families. Downloadable brochures, fact sheets and kid activities are available for free at www.fightbac.org.

Apply the heat... and Fight BAC!

Cooking food to the safe internal temperature kills harmful bacteria. So Fight BAC!® by thoroughly cooking your food as follows:

SAFE MINIMUM INTERNAL TEMPERATURES
(as measured with a food thermometer)

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Fight BAC!
Fight Foodborne Bacteria

CLEAN **SEPARATE** **COOK** **CHILL**

Four Simple Steps to Food Safety

www.fightbac.org



Handwashing Resources

- Clean Hands, Healthy Home graphics and sample social media posts
- Keeping a Clean Scene Video
- fightbac.org/handwashing



Safe Produce

- ProducePro offers numerous resources that can be included in fresh produce programs
 - Flyers
 - Brochures
 - Graphics
 - Social media content
 - PowerPoint presentations
 - Signage
- fightbac.org/food-safety-education/safe-produce



PRODUCE
protip



Just before use, rinse under running water only the fruits and vegetables you plan to eat, including those with skins or rinds that are not eaten.

For more tips, visit storeurl.com

Go 40 °F or Below

- Maintaining home refrigerators at 40 °F or below is one of the most effective ways to reduce the risk of foodborne illness
- Brochures in English and Spanish language
- Fact sheet with the science behind the messages
- fightbac.org/food-safety-education/40-or-below

PROTECT YOUR FOOD. PROTECT YOUR FAMILY.

KEEP YOUR FRIDGE AT 40 °F OR BELOW.



Use a Thermometer

Refrigerator thermometers are tools that stay in your refrigerator to display actual temperatures (separate from refrigerator dials). Proper installation and use will help you keep your food safe.



Every year, nearly 48 million people in the United States—1 in 6—get sick from eating food contaminated with germs. While *Salmonella*, *Campylobacter* and Norovirus cause the most illnesses, *Listeria monocytogenes* is a less-common but often deadly foodborne bacteria.

Listeria can be particularly dangerous for pregnant women, older adults and persons with immune-compromising conditions. Almost all cases occur among these three groups.


Stay Food Safe. Fight Foodborne Illness at Home.

Follow all basic home food safety measures to clean, separate, cook, and chill foods and reduce your risk of serious foodborne illness.

fightbac.org



Pregnant women are 10 times more likely to contract listeriosis than other healthy adults.

- 
1. Follow thermometer manufacturer instructions for ideal placement.
 2. Make sure the thermometer reads 40 °F or below. Some events may cause temporary readings over 40 °F, such as:
 - Initial placement
 - Door open for an extended time
 - Hot foods recently placed inside
 - Automatic defrost cycles: Check temperature as soon as it turns on, when it's at its highest temp.



Food Safety Mythbusters

- Fun graphics that can be printed or shared online
- Available in English and Spanish language
- Multiple topics, including:
 - Cleaning & Sanitizing
 - Fruits & Veggies
 - Meat & Poultry
 - Fridge & Freezer
- fightbac.org/food-safety-mythbusters



Safe Poultry Handling



Don't Wing It

- Helps reduce the risk of illness from *Salmonella* and *Campylobacter*
 - Brochures for older adults and parents of young children
 - Infographic and PowerPoint
 - Science Behind the Messages
- fightbac.org/food-safety-education/dont-wing-it

Don't Wash Your Chicken

- Helps home cooks stay healthy while preparing and cooking raw chicken
 - Four animated videos
 - Social media messages
 - Social media graphics
- fightbac.org/poultry



Safe Recipe Style Guide

- Can be used for programs that include or use recipes
- Easy-to-use instructions for adding food safety steps to a recipe
- Multiple studies show when consumers follow recipes that include basic food safety instructions, they significantly increase food safety behaviors
- saferecipeguide.org



GREEN BEANS WITH BACON AND NEW POTATOES

INGREDIENTS

SERVES 4

4 slices bacon

1 medium onion, **scrubbed with clean vegetable brush under running water** and chopped

2 lbs fresh green beans, **gently rubbed under cold running water** and snapped

8 small new potatoes, **scrubbed with clean vegetable brush under running water** and cut in half

1/8 tsp salt

1/8 tsp pepper

DIRECTIONS

Wash hands with soap and water. Cut bacon into thirds on clean meat cutting board. **Wash cutting board.**

Cook the bacon pieces in a large sauce pan over medium heat for 5 minutes. **Wash hands with soap and water after handling bacon.**

Add onion to sauce pan with the bacon; sauté until translucent, about 5 minutes. Add green beans and potatoes to the sauce pan with just enough water to cover.

Bring to a boil, then reduce the heat to low. Add salt and pepper and cover. Simmer about 1 hour or until the beans are tender. Stir occasionally and add more water if necessary to keep the beans covered.

Recipe adapted from fightbac.org web site





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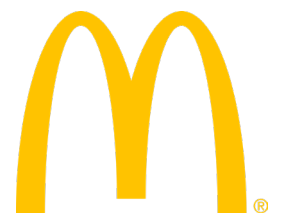
Coming Up!



- **September:** National Food Safety Education Month
- **Sept. 18:** Collective Day of Action
- **Oct. 15:** Global Handwashing Day



Thank You, Community Connectors!



saferecipeguide.org | fightbac.org

PFSE Contributing Partners



Academy of Nutrition and Dietetics
Albertsons
Amazon
American Frozen Food Institute
Ardent Mills
Association of Food and Drug Officials
Big Y Foods
BioMerieux
Boar's Head Provisions
Conagra Brands
Consumer Brands Association
Costco
Diversey
Food Marketing Institute Foundation
Groundswell Strategy
H-E-B

HelloFresh
Home Chef
Instacart
International Association for Food Protection
International Food Information Council
International Fresh Produce Association
JBS Foods
Kroger
Meijer, Inc.
National Association of Convenience Stores
National Chicken Council
National Consumers League
National Frozen and Refrigerated Foods Association
National Grocers Association
National Pork Board
National Turkey Federation

North American Millers' Association
NSF
Publix Super Markets Charities
Refrigerated Foods Association
Southeast Produce Council
Sysco Corporation
Tyson Foods, Inc.
Uber Eats
USPoultry
Wakefern Foods
Walmart
Wayne-Sanderson Farms
Wegmans
Whole Foods Market

Federal Liaisons

Centers for Disease Control and Prevention
U.S. Food and Drug Administration, CFSA
U.S. Department of Agriculture, FSIS / NIFA



Support PFSE's Efforts



Stay involved with us!

- **Pay it forward — make a \$10 charitable gift**
- Work with PFSE as a Contributing Partner
- Follow us on [Facebook](#), [Twitter](#) and [LinkedIn](#) to share our food safety messages
- Sign up for our biweekly e-card and monthly *Cooking Times* and *Lasting Lessons*



fightbac.org/get-involved/



Continuing Education Units



****FINAL REMINDER****

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