



## 2019 Consumer Food Safety Education Conference Program

WEDNESDAY, MARCH 6, 2019

### Preconference Sessions

#### 8:30am-4:00 PM – **BAC Fighter Media Training with USDA**

USDA/FSIS and the non-profit Partnership for Food Safety Education are partnering to offer this small group media training intensive for health and food safety communicators to help them more effectively engage with journalists in print, television, radio and digital media. The workshop is led by experts from USDA FSIS who, in 2018, generated nearly 500 unique stories about safe food handling in international, national, state, local, and trade media.

This training will cover pitching, how to answer questions in a focused, strategic manner, and how to create on-message sound bites and then deliver them throughout an interview. Facilitators will also work with participants in mock-interviews to help them handle television/video interviews with complete confidence.

*Speakers:* Chris Bernstein, Autumn Canaday, Janice Lopez-Munoz and Tanya Brown, FSIS, US Dept of Agriculture

#### 1:00-4:30 PM – 3 options

##### **1. Practical Survey Design: From Idea to Rough Draft in Three Steps**

In this interactive workshop, participants will take part in a three-step process to design a survey instrument that can be used for program evaluation or research. Workshop participants will conceptualize constructs or domains of interest based on program outcomes or research objectives, generate survey items that connect to those constructs, and select appropriate response categories. At the conclusion of this workshop, participants will have a rough draft of a survey scale. This workshop is best for people who have very little or no experience with survey research.

*Speakers:* Melissa Cater and Wenqing (Wennie) Xu, Louisiana State University

##### **2. Tour of Publix Dairy Processing Facility**

The Publix Dairy Processing Facility located in Lakeland, FL is a large and diverse dairy. With over 400,000 sq. ft. and 261 associates, the dairy produces over 200 varieties of fluid, cultured, and frozen dairy products. This includes fluid milk, water, teas, cheeses, traditional and Greek-style yogurt, and everyone's favorite ice cream. Participants will have a behind the scenes tour of the facility with a concourse review of the dairy processing facility

### 3. Demystifying mechanically tenderized beef - risks from the consumer perspective

In response to national and international outbreaks associated with *E. coli* contaminated mechanically tenderized beef products [MTBs], in May 2016, USDA-FSIS mandated labeling of MTBs to increase consumer awareness of potentially indistinguishable non-intact beef products. Due to the potential for pathogen transfer from the exterior to interior cut of meat, the lethality treatment for tenderized beef is different than that of intact beef. In this workshop, participants will be led through various exploratory approaches of MTBs from various perspectives: scientifically, at retail, through consumers, and within government. Additionally, this workshop will address the rise of mail-ordered meals and mail-order beef distributions and discuss safety considerations for such operations. Presenters will highlight the science and behavioral challenges, lessons learned, and new strategies to protect public health.

*Speakers:* Ben Chapman, Mary Yavalek and Sarah Cope, North Carolina State University; Nicole Arnold and Lily Yang, Virginia Tech and Dr. John Luchanksy, USDA-ARS

## THURSDAY, MARCH 7, 2019

8:30 AM Welcome and Opening Keynote (TBD)

9:30-10:45 AM **Plenary: Federal Agency Research Share – What's New and What's Coming Up?**

Our Federal agency partners from the USDA, FDA and the CDC will share recent research related to foodborne illness, consumer food handling behaviors and risky foods.

*Speakers:* Susan T. Mayne, Food and Drug Administration; Robert Tauxe; Centers for Disease Control and Prevention, Carmen Rottenburg, US Dept of Agriculture and Paul Keicker, US Dept of Agriculture

11:00 AM **Concurrent Breakout Track Sessions**

Program Tools: Refresh Your Outreach Toolbox

- **Food safety outreach for farmers market consumers – utilization of both 'old-fashioned' and social media approaches**  
Engaging consumers in food safety at farmers market venues can be challenging. Learn about materials available to market managers and vendors for talking with their customers about food safety  
*Speaker:* Kristen E. Gibson, University of Arkansas
- **Sharpening Your Farmers' Market Food Safety Knowledge: Visual Tools & Social Media**

With the growing trend to support local food systems, food safety educators play an important role in ensuring that information regarding best practices at farmers' markets is readily available and easy to understand, for both raw agricultural products and ready-to-eat foods.

*Speakers:* Shannon Coleman, Marisa Bunning, University of Colorado; Judy Harrison, Elisa Shackelton Amy Simonne, University of Florida

#### Safe Food Handling in Today's Landscape

- **Home Food Preservation: What's Old is New Again!**

With growing interest in home food preservation, it is critical that educators have a science-based understanding of safe food preservation methods. In this workshop learn about the varied resources used by Penn State Extension educators and volunteers to meet consumer needs on this topic.

*Speakers:* Andy Hirneisen, MA, Food Safety Educator, Nicole McGeehan, MPH, CHES, Food Safety Educator, Penn State University

- **Cooking Up Cottage Food Safely**

Cottage food laws are part of today's food landscape. As an emerging trend for locally sourced food, homemade cupcakes to pickles are sold directly to consumers. This session showcases food safety education curriculum utilizing interactive learning stations to demonstrate the science of a safe cottage food product.

*Speakers:* Katherine Brandt, University of Minnesota; Suzanne Driessen, University of Minnesota

- **A mixed-methods assessment of consumers' risky food safety and beef safety behaviors**

Risky food handling behaviors affected by personal experience, self-efficacy, and control differ greatly amongst socio-cultural demographics. A mixed-methods study using focus groups and a nationwide survey assessed consumer knowledge, perceptions, and attitudes towards their beef handling and food handling behaviors. Results and alternative strategies for targeted interventions will be explored.

*Speaker:* Lily Yang, Virginia Tech

#### Know the Data: Modifying Approaches to Increase Consumer Engagement

- **Barrier and Motivators to Thermometer Use among Food Workers and Consumers**

Eighty-five peer-reviewed research studies was reviewed and analyzed to identify motivators and barriers to cooking and refrigerator thermometer use. The findings will facilitate the development and adoption of effective strategies to increase thermometer use and increase food safety education efficacy with a positive impact on public health.

*Speakers:* Yaohua Feng, Purdue University; Christine Bruhn, University of California, Davis

- **Framing Messages to Motivate Consumers: Example for Thermometer Use**

Public health campaigns may use persuasive messaging to appeal to either consumers' logic or emotions or arguments that good or bad things may happen if the behavior is not adopted. This study used focus groups to explore consumers' response to different ways to frame messages on food thermometer use.

*Speakers:* Christopher Bernstein, US Dept of Agriculture and Katherine M. Kosa, RTI International

- **Evaluating the Efficacy of a U.S. Department of Agriculture Educational Video on Consumer Thermometer Usage**

Public health campaigns may use persuasive messaging to appeal to either consumers' logic or emotions or arguments that good or bad things may happen if the behavior is not adopted. This study used focus groups to explore consumers' response to different ways to frame messages on food thermometer use.

*Speakers:* Minh Duong, Virginia Tech

Show It!

- **Produce Safety Teaching Demonstrations**

Fruits and vegetables are an important part of everyone's diet. Special care is needed to ensure their safety. Contamination can happen anywhere along the produce supply chain. Consumers are the last line of defense in preventing foodborne illness. This session shares three teaching demonstrations educators can use for consumer education.

*Speaker:* Suzanne Driessen, University of Minnesota

- **Spreading of Norovirus: When You Least Expect It-A Hands-on Demonstration**

The presentation will showcase the norovirus spreading in foodservice settings. The hands-on demonstration was designed to complement a broad range of food safety education programs targeting both adult and youth audiences.

*Speaker:* Trista Gallivan, School of Nutrition and Food Sciences, College of Agriculture, LSU

- **Food Safety Word Splat**

Food Safety Word Splat is an interactive and versatile food safety game. Health educators and Public Health personnel will use this game to reinforce food safety knowledge or use this game to learn new and exciting food safety information. All you need is a fly swatter and food safety terminologies.

*Speaker:* Rebecca Catalena, Auburn University

12:15-1:15 PM Lunch Keynote: Ellie Krieger, author, tv host and nutritionist

1:30 PM Concurrent Track Breakout Sessions

Program Tools: Refresh Your Outreach Toolbox

- **Create Diversity in Community Food Safety Education: Practices in Kansas**

A new Food Safety Education Tool which enriches diversity and collaborations into the program to engage consumers and ethnic restaurants. Smooth collaborations within the program help the food safety stakeholders in local communities to reach multiple goals through the highly integrated program.

*Speakers:* Shinjun Yan, Kansas State University and Autumn Shuck, Kansas Department of Agriculture

- **FDA Food Safety Tools for Consumer Education**

The U.S. Food and Drug Administration will new showcase its food safety videos, social media toolkits, and stakeholder tools that are designed to engage and educate consumers, including home cooks and young adults.

*Speakers:* Kimberly Moore and Maya Maroto, Food and Drug Administration

- **Multi-Channel Communication Between Food Safety Specialist & Field Educators — Build the Toolbox**

This presentation will showcase a multi-channel communication approach to help field food safety educators to enrich their toolboxes.

*Speaker:* Wenqing Xu, LSU AgCenter

#### Safe Food Handling in Today's Landscape

- **Safe Food Handling Training for Restaurant Employees: Does Phrasing Make a Difference?**

This study focuses on the importance of food safety education that is inclusive to food handlers that have little to no education and aimed to investigate whether the phrasing of food handler exams makes a difference for entry-level employees.

*Speaker:* Karla Acosta, University of Houston

- **Sports Arena Volunteer Food Handlers: A Risky Business**

This study identified key food handling violations in foodservice operations inside sports arenas. Barriers to safe food handling were found. Finds showed a lack of food safety training, as the majority of food handlers were volunteers with no prior experience. Interview themes found a need for short educational moments.

*Speaker:* Joel Reynolds, Niagara University

- **Through a Shopper's Eyes: Understanding & Impacting Consumer Retail Food Safety Perceptions**

To understand consumer perceptions of food safety risks at retail and test educational videos about retail risk identification, participants (n=62) completed portable electronic surveys in grocery stores. Intervention participants (n=28) watched five short videos and attended focus groups. Results suggest short videos may improve consumer retail food safety risk identification.

*Speaker:* Katrina Levine, North Carolina State University

#### Know the Data: Modifying Approaches to Increase Consumer Engagement

- **The Story of Your Dinner: What's Been Learned in Two Years of Consumer & Health Educator Engagement**

The Story of Your Dinner was developed by the PFSE to help people better understand their role in the food safety chain of prevention. Through engaging food blogger content, recipe videos and social media events, the campaign has reached millions. The session highlights evaluation data from the campaign and provides insight into effective ways to engage people, including campaign amplifiers.

*Speakers:* Yaohua Feng, Purdue University and Eric Davis, FLM Harvest

- **Consumer Knowledge, Perceptions & Purchasing Behaviors Associated with Food Processing Technologies in the United States**

Despite the numerous benefits attributed to 'food processing', consumers continue to perceive the term negatively. A survey was administered by Virginia Tech's Survey Research Center to assess consumer knowledge, perceptions, and purchasing behaviors associated with both

conventional and emerging food processing technologies. Results and potential educational initiatives will be discussed.

*Speaker:* Nicole Arnold, Virginia Tech

- **Using Data to Increase Usability of CDC's Food Safety Website**

CDC investigated ways to increase page views of its food safety website and improve the effectiveness of navigation and content. Data from different tools were evaluated to improve the site's engagement and usability, and content adjusted accordingly. The results will be discussed, and implications for use by others.

*Speakers:* Ashley Andujar; Karley Barber; Elizabeth Kurylo, Centers for Disease Control and Prevention

Show It!

- **High-Speed Hand Washing Helps Build Healthy Habits**

Can a classroom of 28 students get their hands washed in less than 5 minutes? With the High Speed Hand Washing lesson, they can! Come learn how at this session!

*Speaker:* Glenda Hyde, Associate Professor of Practice, Oregon State University

- **Engaging Baking Food Safety Education**

Who knew consumers would react so strongly when reminded that raw batter and dough should not be consumed. Home Baking Association's Family & Consumer Sciences educators will review barriers, and demonstrate successful strategies to teach baking food safety. Current resources and partnerships will be reviewed and provided.

*Speaker:* Sharon Davis, Home Baking Association

- **Tick Tock Tom**

Tick Tock Tom is a hands on activity for learning the dangers of time-temperature abused foods, how bacteria will multiply and divide creating a food borne illness.

*Speaker:* Susan Hill, Auburn University

2:45-3:15 PM Poster Sessions

3:15-4:30 PM **Plenary: At-Risk People – Action Plan to Engage Vulnerable Populations**

We'll help our audience go deeper in developing awareness of the needs and motivations of special vulnerable populations, including people with underlying chronic conditions like diabetes.

*Speakers:* Ucheoma O. Akobundu, PhD, RD, Senior Director, Nutrition Strategy and Impact, Director, National Resource Center on Nutrition and Aging; Colleen Doyle, Director of Nutrition and Physical Activity, American Cancer Society and Sacha Uelmen, Director of Nutrition, American Diabetes Association

4:30 PM Reception and Poster Sessions

FRIDAY, MARCH 8, 2019

8:30-9:30AM **Plenary: Illness Reporting – Is Increased Outreach Critical?**

To better improve foodborne illness surveillance, state and local health agencies are implementing innovative outreach programs for consumers that include centralized illness reporting systems. We'll talk about how the value of these systems in reducing the number of foodborne illnesses that go unreported.

*Moderator:* Joe Corby, Association of Food and Drug Officials

*Speakers:* Marijke Decuir, Minnesota Dept of Health; Jamie DeMent, Florida Department of Health and Steven Mandernach, Association of Food and Drug Officials

9:45-11:00AM Concurrent Track Breakout Sessions

Program Tools: Refresh Your Outreach Toolbox

- **Assessment of Web-Based Game "Potluck Panic!" for Food Safety Awareness**  
Potluck Panic! is an award-winning, web-based, food safety game for all ages. This session will feature game development, assessment, features, and impact on player knowledge and attitudes regarding food safety. Potluck Panic! is a new edutainment resource for food safety educators in academia, extension, retail and industry.  
*Speakers:* Adrienne Shearer and Kali Kniel, University of Delaware
- **Development of a Virtual Reality Training Platform for Food Safety Education**  
We developed a food safety training platform that uses 360 degree video to immerse the user into a food preparation environment, giving them options for performing tasks in a 'choose your own adventure' format. Users are scored on handling practices and their decisions can impact future points in the scenario.  
*Speaker:* Ellen Thomas, RTI International
- **Reaching New Audiences Through Digital Media & Games**  
Team members will share digital media products prepared specifically for food-safety education efforts ranging from classrooms to multi-million reach online campaigns. The session will cover the development and use of media campaigns, apps, online games, and websites used to reach widely diverse audience segments, ranging from producers to consumers and youth.  
*Speakers:* Barbara Chamberlin and Pamela N. Martinez, New Mexico State University

Safe Food Handling in Today's Landscape

- **Keeping Your Meal Kit Safe in 3 Easy Steps**  
Meal kits are expected to grow to a multi-billion dollar industry. However, with this rapid expansion comes new concerns over food safety. Learn about the growth of this trend, how consumers can spot food safety issues and 3 practices that can prevent a foodborne illness.  
*Speaker:* Ashley Miller, National Restaurant Association
- **Integration of Food Safety in Environmental Sciences**  
Sustainable food production is a relatable topic to address life and environmental science education content standards, especially water resource management for safe irrigation of edible crops. This session presents educational resources for application in classroom and outreach programs and includes animations, digital narratives, case studies, interactives, and infographics.  
*Speaker:* Adrienne Shearer, University of Delaware

- **Strategies to Reach Television Chefs with Safe Handling Information**

Cooking shows on television often model food handling practices that conflict with safe handling recommendations. What do consumers think when they see a chef fail to use a thermometer or touch kitchen items without washing their hands? How can a health professional urge the chef to model safe handling recommendations?

*Speaker:* Christine Bruhn, University of California, Davis

#### Know the Data: Modifying Approaches to Increase Consumer Engagement

- **Improving Healthy Hand Hygiene Behaviors at Fairs: Food Safety Education That Works**

Learn about our three-year Extension research and education project Food Safety in 4-H Barns. Initially developed then delivered by 4-H members in herdsmanship (animal projects), interventions led to positive changes in handwashing behaviors of fair guests. Explore youth-driven interventions, processes, and educational tools enhancing food safety during fairs and expositions.

*Speaker:* B. Susie Craig, Washington State University Extension

- **Investigating Cross-Contamination from Raw to Ready-to-Eat Foods during Consumer Meal Preparation**

Cross-contamination in a home kitchen setting has been identified as a contributing factor for foodborne illness. This study was conducted to determine frequency and magnitude of cross-contamination from a raw poultry product to ready-to-eat leafy greens during consumer meal preparation.

*Speaker:* Margaret Kirchner, North Carolina State University

- **Investigating Handwashing Practices of Consumers during Meal Preparation: An Observational Approach**

Improper handwashing in a home kitchen setting has been identified as a contributing factor for foodborne illness. This study was conducted to determine frequency and quality of handwashing during consumer meal preparation and provide insights into message development to enhance compliance.

*Speaker:* Lindsey Doring, North Carolina State University

#### 11:15AM -12:30PM Concurrent Track Breakout Sessions

##### Program Tools: Refresh Your Outreach Toolbox

- **Making Real Change by Learning From Game Developers: The Transformational Design Model**

Changing people is hard, but it is critical to changing the food safety landscape. Based on the design principles used by educational game developers, this interactive workshop will share a three-step process for designing for change, and creating educational apps, games and tools that are truly effective.

*Speaker:* Barbara Chamberlin, New Mexico State University

- **Online Food Safety & Preservation Education Meets Society's Demand**

Home food preservation remains popular. To meet online information demands from contemporary consumers, Extension Service focuses efforts on incorporating digital platforms into their food preservation information sharing and educational efforts. Consumers can access

information, step-by-step instruction, response to questions, and volunteer training to ensure safe and healthy home preserved products.

*Speakers:* Jeanne Brandt, Glenda Hyde, Oregon State University Extension and Joey Peutz, University of Idaho Extension

#### Safe Food Handling in Today's Landscape

- **Identification of Older Adult Life-Cycle Factors that Impact Food Safety Perceptions & Practices**

Quantitative and qualitative research with consumers aged 60years (n=100) explored perceptions of risk, control and responsibility for domestic food-safety and identified inter-related social, physical and financial life-cycle factors associated with aging, that influence food-safety perceptions and practices. Findings can inform intervention development to target perceptions that may undermine educational attempts.

*Speaker:* Ellen Evans, ZERO2FIVE Food Industry Centre, Cardiff Metropolitan University

- **Hispanic Audiences: How To Use Communications Resources To Convey Food Safety Education Messages for Spanish Speakers**

50 million Hispanics live in the United States. Because of certain cultural practices, like the consumption of unpasteurized queso fresco cheese and a preference to wash meat/poultry, this population is more likely to contract foodborne illness. Learn about recent research and current outreach FSIS has conducted to educate this population.

*Speaker:* Janice Lopez-Munoz, FSIS, US Dept of Agriculture

- **Safe Food = Healthy Kids**

While 1 in 6 people get food poisoning annually, infants and toddlers are among the most at risk and account for half of all hospitalizations. Discover a food safety curriculum for childcare providers developed by MSU Extension Educators as they share what they have developed and learned along the way.

*Speakers:* Kara Lynch, Lisa Treiber and Eileen Haraminac, Michigan State University

#### Know the Data: Modifying Approaches to Increase Consumer Engagement

- **Development and Evaluation of the Science-Based “Don’t Wing It!” Safe Poultry Handling Campaign**

This session will give a brief overview of the research behind the educational messaging in the “Don’t Wing It” poultry handling educational campaign, including the selection and testing of the messages before release of the program, and a description of the campaign promotional activities. We will also discuss results of two evaluation studies, one with BAC-fighters and one with millennial parents and older adults. Finally, changes made to the original campaign that were based on the evaluation research will be revealed.

*Speakers:* Sandria Godwin, Tennessee State University, Edgar Chambers IV, Kansas State University and Sheryl Cates, RTI International

- **State Food Safety Agencies’ Use of Social Media**

Is social media an effective tool for the government to create a dialogue with stakeholders? Learn more about how state food safety agencies across the country are (or are not) utilizing

various social media platforms to share food safety information, such as recall alerts, with consumers.

*Speaker:* Jessica Badour, Georgia Department of Agriculture

#### Know the Data: Modifying Approaches to Increase Consumer Engagement

- **Farm to Fork: Reducing the Risk of Microbial Contamination through Farmers' Market Layouts**

This study focuses on the food safety challenges specific to farmers' markets and will demonstrate how changing the layout of the market can reduce the probability of microbial cross-contamination along with recommendations.

*Speaker:* Karla Acosta, University of Houston

- **Consumer Awareness & Attitudes Towards Mechanically Tenderized Beef: An Exploratory Mixed-Methods Design**

Mechanical tenderization of beef is now a process requiring labeling as consumers may not be able to visually ascertain if the beef product requires greater time/temperature cooking combinations than intact beef. This study sought to identify and assess consumers' knowledge, attitudes, and behaviors regarding mechanically tenderized beef products.

*Speaker:* Lily Yang, Virginia Tech

- **Investigating Cross-Contamination to Fomite Surfaces in Consumer Kitchens**

Cross-contamination in a home kitchen setting has been identified as a contributing factor for foodborne illness. This study was conducted to determine frequency and magnitude of cross-contamination from a raw poultry product surfaces in the kitchen (utensils, counters, spice bottles) during consumer meal preparation.

*Speaker:* Margaret Kirchner, North Carolina State University

#### 1:00-1:45PM **Lunch Plenary: Quick Talks – 3 Challenging Topics in Consumer Food Safety Education**

Three experts take the stage for five minute talks on three challenging topics for food safety educators. Audience members will have the opportunity to engage the quick-talkers with potential solutions and further challenges.

*Speakers:* Marisa Bunning, Colorado State University (home canning and home fermented foods); Michael Roberson, Publix Supermarkets (reusable shopping bags) and Don Schaffner, Rutgers University (home delivery services and meal kits)

2:00 Keynote (TBD)

3:00 Conference closing