



2019 Consumer Food Safety Education Conference

Poster Sessions

Short Educational Videos: A New Approach to an Old Problem

A need for short training tools to educate sports arena food handlers has been identified. Three short training videos were developed. This session will discuss the development of the videos, and the approach for data collection & analysis. Observations and questionnaires will be utilized to assess the videos effectiveness.

Presenter: Joel Reynolds, Assistant Professor, College of Hospitality and Tourism Management, Niagara University, New York

Teens Serving Food Safely: Making a Difference for 15 Years

Teens Serving Food Safely' is a statewide classroom education effort of high school teachers and Extension. Knowledge scores have significantly increased, and behavior has improved among 10,656 participants. Teens are washing their hands more often (83%), sharing their knowledge (50%), and handling food more safely for the public (41%).

Presenter: Julie Garden-Robinson, Professor/Extension Food and Nutrition Specialist, North Dakota State University

Engaging the Future Healthcare Worker in Food Safety, a Non-Tradition Course Design.

Engaging the future healthcare worker in food safety education. Reimagining food safety education for public health practice.

Presenter: Jill Roberts, Assistant Professor, College of Public Health, University of Florida

Food Safety Policies and Procedures for College and University Student-led Food Events

Food safety at colleges and universities (CUs) is critical for safeguarding public health. This presentation will provide results from a study that investigated current food safety policies and procedures for student-led food events at CUs in the United States and provide suggestions for food safety stakeholders at CUs.

Presenter: Sangwook Kang, Instructor, Eastern Kentucky University and Lakshman Rajagopal, Associate Professor, College of Human Sciences, Iowa State University

Using Survey Data to Distinguish Handling Practices of Raw Poultry between Older Adults and Parents to Develop Targeted Messages

We conducted a survey of parents (n = 1,957) and older adults (n = 1,980) to estimate adherence to 21 recommended food safety practices. Survey results indicate education is needed to improve consumer handling of raw poultry and must be targeted to specific at-risk populations because their practices are different.

Presenter: Katherine M. Kosa, Research Analyst, RTI International

A New and Proven Strategy to Boost Students' Food Safety Skills

Research has shown that incorporating food safety steps into the recipe dramatically improves cooking food safety behaviors. This submission introduces a method for adding food safety steps to the recipes that teachers or other practitioners, such as food bloggers and cookbook authors may use in cooking classes or recipe presentations.

Presenter: Mary Saucier Choate, Food Safety Field Specialist, University of New Hampshire Extension

Hands On: Real World Lessons for Middle School Classrooms

Hands On: Real World Lessons for Middle School Classrooms is a suite of curricula that cover different food science concepts, including food safety, processing, nutrition, and culinary arts. Hands On provides practical applications for students in the classroom, and free access to supplies and curricula for educators.

Presenter: James Swart, Education Program Manager, Weiyi Zhao, Director of Foundation Relations, Grocery Manufacturers Association, Science and Education Foundation and Jennifer Richards, Assistant Professor, University of Tennessee

Enhanced Food Safety Program Impact using a Regional Approach to Program Evaluation

Extension food safety educators took a regional approach to program evaluation with a focus on home food preservation. A common set of tools was developed that allowed evaluation across a range of topics and teaching scenarios. This session outlines how to successfully develop and implement a regional evaluation project.

Presenter: Londa Nwadike, Assistant Professor, Extension Food Safety Specialist, Kansas State University/University of Missouri; Julie Garden-Robinson, Professor/Extension Food and Nutrition Specialist, North Dakota State University; Eileen Haraminac, Food Safety Educator, Michigan State University; Shannon M. Coleman, Assistant Professor/ Human Sciences Extension and Outreach State Specialist; Nutrition and Wellness, Iowa State University and Jeannie Nichols, Nutrition and Food Safety Educator Food Safety, Michigan State University Extension

Recalls Impacting Retail Grocers and Their Customers

There were a number of recalls in 2017 impacting retail grocers and their customers. Recalls involving Listeria, Salmonella, and allergens plague the food industry. This session will review these recalls, evaluate HACCP and preventive controls retailers use to reduce and address recall events, and determine if recall fatigue is real.

Presenter: Cody Herndon, Recall Coordinator/Customer Service Supervisor, Publix Super Markets

Impact of Revitalized Penn State Extension Master Food Preserver Volunteer Program

The Penn State Master Food Preserver (MFP) Volunteer program was revitalized in 2016 with new volunteer recruitment and training. The goal is to train volunteers to serve as a helping hand to extend Penn State Extension's capacity to provide research-based information and educational programs on home food preservation.

Presenter: Sharon McDonald, MEd, RD, LDN, Food Safety Educator/Specialist, Senior Extension Educator/Food Safety Specialist, Penn State Extension and Stacy Reed, MS, Food, Families, and Health and Food Safety Educator, Penn State University

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.

Presenter: Jessica Badour, Recall Outreach Specialist, Georgia Department of Agriculture

Food safety education among health professionals in China and the US

In order to protect the consumers from foodborne illnesses, it's necessary to provide food safety education. As consumers trust the health professionals most, we aim to learn about the current practice and main barriers for health professionals to deliver food safety education to their patients.

Presenter: Han Chen, Undergraduate Research Assistant and Yaohua Feng, Assistant Professor, Food Science Department, Purdue University

Consumers' Risk Perceptions, Knowledge, and Practices Associated with Fresh-Cut Produce in the United States

This study aimed to investigate consumers' knowledge, practices and risk perceptions of fresh-cut produce in the United States by distributing a survey nationwide. The results showed that consumers lacked knowledge of fresh-cut produce storing and discarding while they held low risk perceptions and were confident about their handling practices.

Presenter: Heyao Yu, Research Assistant Professor, School of Tourism Management, Sun Yat-sen University, Guangzhou, China

Food Safety Practices in the Real World

Federal programs such as the Expanded Food and Nutrition Education Program (EFNEP) provide vital nutrition and food safety education to low-income families and children. Professional development seminars for EFNEP educators which utilize discussions and hands-on demonstrations provide current, research-based information that is applicable to the clients they serve.

Presenter: Ada Medina-Solarzano, Extension Agent, Palm Beach County and Gabriela Murza, Extension Agent II, Osceola County, University of Florida

Raw Foods Trend: Communicating the Risks of Eating Raw or Undercooked Meat and Poultry

Some consumers enjoy eating raw or undercooked meat and poultry routinely in some cases and on special occasions in other cases as part of family traditions. Eating these foods pose possible risks. Consumer focus groups explored how to effectively frame messages and reach consumers with information on avoiding these foods.

Presenter: Sheryl Cates, Deputy Program Director of the Food, Nutrition, and Obesity Policy Research Program, RTI International and Chris Bernstein, Director for Food Safety Education, FSIS, US Department of Agriculture

Case-based Gaming for Foodborne Diseases

Gaming in Foodborne Diseases makes a positive impact on the teaching and learning process, in particular on retention. Games were used as a program assessment tool for the programmatic goal of synthesis of information/critical thinking. Case-based games encourage students to synthesize and apply knowledge learned in a creative format.

Presenter: Kali Kniel, Professor, Dept. Animal and Food Sciences, University of Delaware

Consumer Education in the Age of Internet and Reduced Funding

Most consumers get their food safety information from the internet. Extension needs to have a greater online presence and easy accessibility for the younger generation. With reduced availability of funding, online education may provide a way to deliver programming at reduced costs while reaching a broad audience.

Presenter: Stephanie Smith | Jeanne Brandt

The Impact of Brand Attitude Strength and Identification on Moral Reasoning Process and Purchasing Intention

This study aimed to investigate the antecedents and psychological mechanisms of some consumers making decisions on maintaining support for the brand after food safety crises. The results showed that consumers with high brand identify are more likely to take food safety risks and maintain the support of the products.

Presenter: Heyao Yu, Research Assistant Professor, School of Tourism Management, Sun Yat-sen University, Guangzhou, China and Jing Ma

Using Website Analytics to Focus Food Safety Messaging

Comparing and evaluating website analytics can provide valuable insights into topics of interest, geographic location, and changing traffic patterns of users. Shifting to meet user preferences can improve site functionality and information accessibility.

Presenter: Marisa Bunning, Associate Professor and Food Safety Extension Specialist, Colorado State University Extension

University Dining Employees' Food Safety Knowledge, Attitudes, and Practices in South Africa

The African continent has one of highest incidences and deaths resulting from foodborne illnesses. Limited research is available about food safety in South Africa foodservice establishments. This presentation will provide an overview of food safety knowledge, attitudes, and practices of university dining employees at a large South African university

Presenter: Lakshman Rajagopal, Associate Professor, College of Human Sciences, Iowa State University

Characteristics of Consumer-Focused Public Health Campaigns: A Systematic Review

Public health communication campaigns employ mass media channels to inform or persuade an audience about the value of engaging in health-promoting behaviors. A literature review of public health campaigns was conducted to identify characteristics of consumer-focused public health campaigns to make recommendations to inform development of safe food handling campaigns.

Presenter: Ellen Thomas, Food Safety and Risk Communication Scientist, RTI International, Chris Bernstein, Director for Food Safety Education, FSIS, US Department of Agriculture

No One-size- fits-all: Data-guided Food Safety Education

This study showed the impact of restaurant type and location on the number and category of the critical violations. It also suggested the importance of data-guided food safety education in order to maximize the efforts of food safety educators.

Presenter: Trista Galivan, Student, Louisiana State University

Food Safety Content Assessment of Egg Noodle Online Shared Video Recipes

Consumers increasingly use the internet to obtain information. A review of web-based sources concluded that many shared egg noodle YouTube video recipes failed to provide food safety information. This presentation focuses on methods to increase prevalence of compliant food safety messages that appeal to a broad audience.

Presenter: Tressie Barrett, Graduate Research Assistant, and Yaohua Feng, Assistant Professor, Department of Food Sciences, Purdue University

Using Public-Private Collaborations to Create User-Friendly Foodborne Disease Prevention Resources

This presentation will showcase how SCDOH Health Educators leveraged existing public-private partnerships to collaborate on the creation of consumer -friendly resources to address cleanup of vomit and diarrhea when foodborne illness occurs at home.

Presenter: Michele Samarya-Timm, Health Educator and Registered Environmental Health Specialist, Somerset County Department of Health

A knowledge synthesis of older adults' food safety knowledge and behaviours

Findings from a knowledge synthesis reporting on the elderly's food safety knowledge and behaviours in the home setting are presented.

Presenter: Abhinand Thaivalappil, Graduate Student, University of Guelph

Food allergy policies and procedures in South African college and university dining establishments

This study determined the views of college and university dining directors (CUDD) on food allergy handling policies and practices in South Africa. This was done to highlight the current status of food allergy policies in university dining settings in South Africa.

Presenter: Lakshman Rajagopal, Associate Professor, College of Human Sciences, Iowa State University

Assessing Consumer Food Safety Knowledge and Practice at Temporary Events

Every year, a subset of meat-related foodborne illnesses occur because of unconventional food preparation at temporary events. This poster describes an effective approach to educating attendees of temporary events using an in-person, hands on walkthrough workshop that could be implemented at any temporary event.

Presenter: Mary Yavelak, Graduate Research Assistant, North Carolina State University

Educating North Carolina Youth Using a Beef-specific Food Safety Camp

In North Carolina, food safety is not well represented in youth programs even though children are part of the most at-risk population for foodborne illness. This session describes the design and implementation of a beef centered half-day camp for youth which was effective in educating on food and fire safety.

Presenter: Mary Yavelak, Graduate Research Assistant, North Carolina State University

Food Safety Crisis Communications During Natural Disaster

FSIS' approach to consumer messaging during the 2017 hurricane season is a case study in dynamic and proactive crisis communications. We'll talk about that approach, lessons learned, and what you can do as a public health communicator to get food safety information to consumers when they need it most.

Presenter: Autumn Canaday, Public Affairs Specialist, FSIS, US Dept of Agriculture

Media Outreach: Working with Journalists to Promote Safe Food Handling

Generating media coverage about food safety is an important step to educating consumers about safe food handling. This poster will communicate insights FSIS has learned from successful media outreach to help conference attendees achieve media coverage for food safety on their own.

Presenter: Chris Bernstein, Director for Food Safety Education, FSIS, US Dept of Agriculture

Raw Foods Trend: Communicating the Risks of Eating Raw or Undercooked Meat and Poultry

Some consumers enjoy eating raw or undercooked meat and poultry, whether routinely or on special occasions as part of family traditions. Eating these foods poses possible risks. Consumer focus groups explored how to effectively frame messages and reach consumers with information on avoiding these foods.

Presenter: Chris Bernstein, Director for Food Safety Education at USDA's Food Safety and Inspection Service and Sheryl C. Cates, Deputy Program Director of the Food, Nutrition, and Obesity Policy Research Program, RTI International

Lessons on how volunteers working in food recovery handle food donations

University food recovery programs present a unique food handling experience in which high volunteer turnover and varied food safety knowledge create an environment that could increase foodborne illness in an already at-risk population. Using an observational study, knowledge deficits and training opportunities were identified to increase donated food safety.

Presenter: H. Lester Schonberger, Graduate Research Assistant, Virginia Tech Department of Food Science and Technology

The use of dialogue learning to structure a consumer food safety workshop

This presentation will introduce, review, and demonstrate how dialogue learning could be an alternative method to educate one's community on various food safety topics. Participants should identify ways that they can incorporate this method into their current outreach.

Presenter: Shauna Henley, FCS Agent, University of Maryland Extension

Innovative Hand Washing Techniques

This 30-min innovative hand washing education involves the use of portable lesson materials and microbial enumeration methods which require little to no setup, as compared to a bigger system requiring larger instruction space and much more preparation time. The study population consisted of elementary aged youth.

Presenter: Julie Buck, Extension Educator, Family and Consumer Sciences, University of Idaho Extension

The problematic intersection between food safety and food waste

It is imperative to move beyond the 'if in doubt throw it out' mentality. This presentation will look at the intersection of food safety and food waste and explore consumer behaviors which contribute to the food waste problem. Practical ways to address this issue will be presented.

Presenter: Jody Vogelzang, Assistant Professor and Program Director, Grand Valley State University

Preventing Food Allergy Reactions: Knowledge and Training Needs of Chinese Restaurants' Employees

Chinese restaurants are a common site of food allergy reactions due to reported gaps in food allergy knowledge and a lack adequate training. This presentation will provide an overview of current food allergy knowledge and training of employees in Chinese restaurants and provide suggestions for future training program development.

Presenter: Lily Jan

Low Cost Health Fair Food Safety Ideas

Maryland Day is an open college event where 85,000 people engage in activities across campus. The Food Safety Action Team hosted several hands-on demonstrations that were quick, contained a specific message, low cost (under \$40/activity), appropriate for all ages, and portable. About 150 families participated in Farm-to-Fork: Food Safety 101.

Presenter: Shauna Henley, FCS Agent, University of Maryland Extension

Hands-On Canning Demonstrations for Public Events

This poster will display hands-on activities that are employed in our Grow it Eat it Preserve it Classes in Maryland. These techniques are successful when teaching community youth and adults interested in home food preservation for products at home or to display in Fairs and community events.

Presenter: Terry Serio, Principal Agent Associate, University of Maryland Extension

Developing a Citizen Science Method to Collect Whole Turkey Thermometer Usage Behaviors

Citizen science is a unique data collection method where non-scientists gather and interpret data in collaboration with professional scientists. The study identified thermometer usage behaviors (e.g., thermometer type and placement, temperature reached) through development of a food safety curriculum and collection of mixed-methods data by an online survey.

Presenter: Minh Duong, Graduate Student, Food Science and Technology, Virginia Tech