The Story of Your Dinner Holiday Food Safety Campaign

Overview and Effectiveness
Eric Davis, FLM Harvest
Shelley Feist, PFSE
Yaohua Betty Feng, Ph.D., Purdue University
Overview:

Shelley Feist, Executive Director, Partnership for Food Safety Education

Eric Davis, Sr. Vice President, FLM Harvest

Effectiveness:

Betty Yaohua Feng, Ph.D.
Assistant Professor, Purdue University
Part 1

OVERVIEW OF THE STORY OF YOUR DINNER CAMPAIGN
Strategic Vision & Goal

• A campaign focused on making **food safety** part of the **Story of Your Dinner** from the farm to the processor to retail to the home.

• Increase awareness, interest and understanding among parents, families and the elderly on their role in the food chain and how they can get a safe meal on the table.
Results

In three years, we have reached consumers 600 million times.

Through media relations, social outreach and engagement, toolkit distribution to BAC Fighters, blogger partnerships and more.
Supported by Industry Sponsors

Ardent Mills

Cargill

Nourishing what's next.

Publix

Nestlé

COSTCO

FROZEN FOOD FOUNDATION

Coca-Cola

From Consumers to Chefs

FOOD SAFETY EDUCATION MATTERS

cfsec2019.fightbac.org

#foodsafety2019
Animated Consumer Video

This lead video is the crux of the campaign and the core tactic for showing the journey your food takes from the farm to the processor to the retailer to the home. Follow along as we tell the story of your dinner.
Influencer Partnerships

Partnered with four food bloggers to:

• Develop simple, family-friendly recipes and photos.
• Produce fast-motion video with food safety steps.
• Amplify the recipe and campaign on their blog and social media channels.

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Educational Materials and Graphics:
Activity Sheets and Placemats

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FOOD SAFETY EDUCATION MATTERS
Educational Materials and Graphics: Shareable Social Media Graphics
Love your leftovers with these smart and safe tips

From family feasts to office parties, the holidays bring an abundance of leftovers. Think mountains of turkey, buckets of gravy and stacks of side dishes.

“This season, give yourself and your family the gift of enjoying holiday leftovers with food safety tips at hand,” says Shelley Ford, executive director of Partnership for Food Safety Education. “Nobody wants to get sick during the holiday season, but unfortunately foodborne illness does affect about 1 in 6 each year. A few simple tips can help you avoid wasting leftovers and help you keep your family safe.”

Make another safe and delicious meal with holiday leftovers. The nonprofit Partnership for Food Safety Education offers these smart and safe tips for storing, reheating and enjoying your holiday leftovers.

INDUSTRY PARTNER

PFSE Launches Food Safety Awareness Initiative

The Story of Your Dinner” campaign features marketing materials, recipe videos designed to educate consumers.

By Natalie Taylor on Aug. 30, 2018

With the food industry gearing up to celebrate National Family Meals Month and National Food Safety Education Month in September, the nonprofit Partnership for Food Safety Education (PFSE) is launching a new initiative to support families enjoying safe and exciting meals at home.

Retailers, suppliers and industry partners—including Costco Wholesale, Cargill Inc., Ardent Mills and the Frozen Food Foundation—have teamed up for “The Story of Your Dinner” campaign, providing new food safety tools and recipe resources designed to both educate consumers on the risks of foodborne illnesses and inspire family cooking occasions. The campaign begins Sept. 4.

“We’re working to integrate safe food handling with the fun of making meals and snacks at home,” said Shelley Ford, PFSE executive director, in a statement. “We’re very appreciative of these sponsors for helping us educate people about the food safety chain of prevention and the individual’s role in that chain of prevention.”
Social Media Activations:
FB Live, Twitter Party, Food Safety Quiz
BacFighter Activation

About the BAC Fighter Community

- Coop extension - university — 22%
- State, local & federal govt. — 21%
- K-12 educators — 19%
- Non-profit orgs, incl. food pantries — 18%
- Private, for-profit companies — 13%
- Other — 9%

Important Turkey Safety Tips

You are likely to hear in the news about a *Salmonella* outbreak linked to turkey. This outbreak is a reminder that raw turkey products can have germs that spread around food preparation areas and can make people sick.

With Thanksgiving less than a week away, you’re likely busy answering questions from people about home food safety.

This [short video](#) offers easy tips to help consumers have a safe and delicious holiday dinner. Share it with your friends, family and social networks!

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Sample Media + Social Coverage

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Part 2

EFFECTIVENESS OF THE STORY OF YOUR DINNER CAMPAIGN
Background

• Many participants failed to follow the food-handling recommendations of Fight BAC! ¹

• Among urban Latino populations in Connecticut, individuals exposed to the campaign were more likely to have a higher food safety knowledge score than those who were unexposed to the campaign.²

• Difficult to evaluate with uncontrolled exposure frequency, campaign content, etc.

## Methods

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Participants</strong></td>
<td>160</td>
<td>689</td>
<td>81</td>
</tr>
<tr>
<td><strong>Recruitment</strong></td>
<td>Adult</td>
<td>Adult</td>
<td>Adult</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adolescent (51%)</td>
<td></td>
</tr>
<tr>
<td><strong>Survey Data Collection</strong></td>
<td>Paper-based</td>
<td>Paper-based</td>
<td>Paper-based Web-based</td>
</tr>
<tr>
<td><strong>Evaluation Item</strong></td>
<td>Campaign Video</td>
<td>Campaign Video</td>
<td>Campaign Video Recipe cards/video</td>
</tr>
</tbody>
</table>
Methods-Campaign Video

- Block I: self-efficacy and risk perception
- Block II: self-reported food handling knowledge, consisting of questions
- Block III: demographic questions
Confidence in using a thermometer before and after the campaign video

Confidence increased significantly each year
Correct response to *The maximum time fish, meat, poultry, cut fruit, and vegetables should be left at room temperature is 2 hours*

![](chart.png)

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Similar patterns were also found in:

• “The safe way to chill large containers of food is to chill in shallow containers”

• “The temperature for the refrigerator should be 40ºF or below”

• “The most accurate way to tell if the meat or poultry is cooked thoroughly is to use a thermometer to check the internal temperature”
“Frozen vegetable can (not) be thawed and eaten without further cooking” only changed significantly in 2018.
Differences between recipe card and video

Recipe Video

CREAMY ITALIAN CHICKEN

Recipe Card

HEALTHY CREAMY ITALIAN CHICKEN SKILLET
4 SERVINGS

INGREDIENTS
4 (6 oz.) boneless, skinless chicken breasts
1 tsp. Italian seasoning
¼ tsp. kosher salt
¼ tsp. black pepper
1 Tbsp. extra-virgin olive oil, divided
½ c. onion, chopped
2 cloves garlic, minced
½ c. sun-dried tomatoes, sliced
½ c. low-sodium chicken broth (or use a dry white wine)
4 oz. plain reduced-fat cream cheese
1 c. shredded mozzarella cheese
Grated Parmesan cheese, chopped fresh parsley for serving

INSTRUCTIONS
1. Wash hands with soap and water.
2. Heat 2 teaspoons of the olive oil in a large skillet over medium-high heat.
3. Season chicken breasts with the Italian seasoning, salt, and pepper. (Do not rinse raw poultry or meat.) Add to pan and sear for 4 minutes on each side, until golden brown. Wash hands with soap and water.
4. Remove chicken breasts from the skillet to a plate and cover with aluminum foil to keep warm. (They will finish cooking later.)
5. Reduce heat to medium and add remaining teaspoon olive oil to pan.
6. Add diced onion and cook, stirring occasionally, for 4-5 minutes, until softened. Add garlic and sun-dried tomatoes and sauté for 30 more seconds.
7. Add chicken broth and cream cheese and stir until melted.
8. Return the chicken breasts to the skillet, along with any accumulated juices, and turn to coat them in the sauce. Top the chicken breasts with the mozzarella cheese (about ½ cup for each one).
9. Cover the pan, reduce the heat to medium-low and cook for 7-9 minutes, until the internal temperature reaches 165°F on food thermometer. (Exact cook time will depend on how thick your chicken breasts are.)
10. Serve chicken breasts with extra sauce spooned over the top and enjoy!

RECIPE COURTESY OF: FamilyFoodontheTable.com
<table>
<thead>
<tr>
<th>Video</th>
<th>Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wash Hands with soap and water for 20 seconds</td>
<td>Wash hands with soap and water</td>
</tr>
<tr>
<td>Wash cutting boards and countertops with hot soapy water</td>
<td>Wash hands and surfaces often</td>
</tr>
<tr>
<td>Don't rinse raw poultry before cooking</td>
<td>Don't rinse raw poultry or meat</td>
</tr>
<tr>
<td>Wash hands with soap and water before cooking chicken</td>
<td>Wash hands with soap and water after cooking chicken</td>
</tr>
<tr>
<td>Remove and keep warm on a new, clean plate to avoid cross-contamination</td>
<td>Remove chicken breasts from skillet onto a plate and cover with foil to keep warm.</td>
</tr>
<tr>
<td>Divide leftovers into shallow containers refrigerate within two hours</td>
<td>Refrigerate or freeze promptly.</td>
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</table>
Consumers can notice the differences in food safety messages

• 23 consumers participated
• 86% found both were “easy-to-follow” and the amount of food safety recommendations was considered just about right (64%).
• The majority of consumers noticed the difference in food safety recommendations between the video and card, like "washing hands" with 20 seconds (video) or without (card).
• More consumers were aware of the message of "using thermometers" from recipe card than video.
Conclusion

• ‘The Story of Your Dinner’ campaign video increased consumers’ food safety knowledge and self-report practice compliance.

• Knowledge change did not correlate to behavioral changes or perceived risk changes.

• The blog-style recipes with food safety recommendations were effective tools to emphasize recommended practices.

• Consumers can notice the differences in food safety messages.
Next Step

• Future evaluation should identify consumers’ behavior change by pre- and post-observation.

• The campaign should include more information about the potential risk of frozen fruits and vegetables, proper cold storage and cross-contamination.

• Recipes should be developed more carefully and address the discrepancies in food safety messages to ensure the quality of education.
Thank You

Questions?

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