Food Safety and Inspection Service
Protecting Public Health and Preventing Foodborne Illness
Partnership for Food Safety Education

Orlando, Florida
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Carmen Rottenberg, Administrator
Food Safety and Inspection Service
U.S. Department of Agriculture
## Food Safety and Inspection Service:
### Year-by-Year Integrated, Holistic Approach

<table>
<thead>
<tr>
<th>Activity (Year)</th>
<th>Year 1 FY17 (Complete)</th>
<th>Year 2 FY18 (In Progress)</th>
<th>Year 3 FY19</th>
<th>Year 4 FY20</th>
<th>Year 5 FY21</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Observational Experiment w/ Microsampling</strong></td>
<td>“Cook” Messages: • Food thermometer usage • Pathogen transfer</td>
<td>“Clean” Messages: • If wash/rinse raw chicken before cooking • Pathogen transfer</td>
<td>“Cook” Messages: • Prepare not-ready-to-eat (NRTE) frozen chicken product</td>
<td>“Clean, Separate, Cook, and Chill” Messages: • Prepare hamburgers • Prepare ready-to-eat (RTE) food</td>
<td>“Separate and Chill” Messages: • Intact beef • Leftovers</td>
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<tr>
<td><strong>Focus Groups</strong></td>
<td>Topics focused on consumption of raw/not fully cooked meat &amp; poultry, if wash/rinse poultry before cooking, etc.</td>
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<td>Investigate topics gleaned from previous research and any emerging food safety topics</td>
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<td><strong>Nationally Representative Web-based Survey</strong></td>
<td>Questions re: recall/outbreak awareness, message fatigue, food safety info sources, food prep, etc.</td>
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<td>Investigate topics gleaned from previous research and any emerging food safety topics</td>
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Food Safety and Inspection Service:  
**Year 1: Observational Experiment Cooking Study (Completed)**

- **Primary outcome:** thermometer use and cook to proper internal temp  
- **Participants** prepare turkey patties and chef salad  
- **Experimental component:**  
  - To evaluate FSIS video on thermometer use  

**Turkey Burgers: Unsafe below 165°F**
Year 1: Results of Cooking Observational Study
Handwashing Attempts Among Required Events

Successful attempts: 26 / 2,249 (1.15%)
Year 1: Results of Cooking Observational Study
Reasons for Unsuccessful Handwashing Attempts

Note: there may be multiple reasons for a handwashing event to be unsuccessful.
Did the video influence your action in the kitchen today? Why or why not?

Yes: 67% (n = 121)

- Used thermometer to check doneness of patties: 61%
- Comfortable with cooking experience and other methods of determining doneness: 28%
- New information about temperatures: 9%
- Reinforced existing thermometer use/normally use a thermometer at home: 8%
- Learned about correct placement of thermometer: 8%
- Not answered/answer not clear/answer not relevant: 11%

No: 33% (n = 60)

- Other: 8%
Food Safety and Inspection Service:

**Year 2: Observational Experiment Cleaning Study (In Progress)**

- Primary outcome: not washing poultry
- Assess extent of cross-contamination due to poultry washing
- Participants prepare spiced chicken thighs and salad
- Experimental component:
  - To evaluate FSIS social media messaging
Food Safety and Inspection Service:

Questions