



United States
Department of
Agriculture



Food Safety and Inspection Service

Protecting Public Health and Preventing Foodborne Illness



Food Safety and Inspection Service:
Consumer Behavior Research

Partnership for Food Safety Education

Orlando, Florida

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U.S. Department of Agriculture

Food Safety and Inspection Service:

Year-by-Year Integrated, Holistic Approach

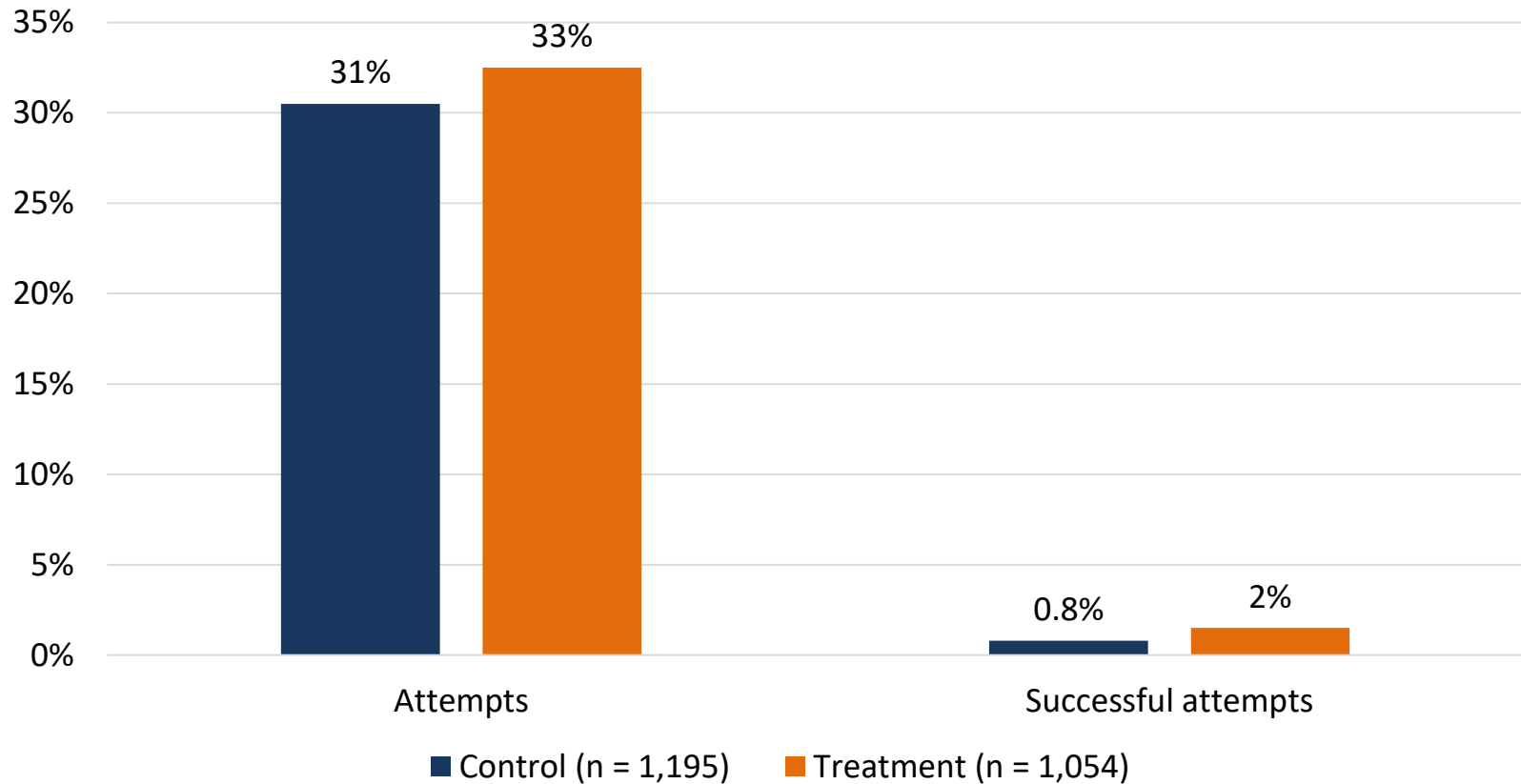
Activity (Year)	Year 1 FY17 (Complete)	Year 2 FY18 (In Progress)	Year 3 FY19	Year 4 FY20	Year 5 FY21
Observational Experiment w/ Microsampling	“Cook” Messages: <ul style="list-style-type: none"> • Food thermometer usage • Pathogen transfer 	“Clean” Messages: <ul style="list-style-type: none"> • If wash/rinse raw chicken before cooking • Pathogen transfer 	“Cook” Messages: <ul style="list-style-type: none"> • Prepare not-ready-to-eat (NRTE) frozen chicken product 	“Clean, Separate, Cook, and Chill” Messages: <ul style="list-style-type: none"> • Prepare hamburgers • Prepare ready-to-eat (RTE) food 	“Separate and Chill” Messages: <ul style="list-style-type: none"> • Intact beef • Leftovers
Focus Groups		Topics focused on consumption of raw/not fully cooked meat & poultry, if wash/rinse poultry before cooking, etc.		Investigate topics gleaned from previous research and any emerging food safety topics	
Nationally Representative Web-based Survey			Questions re: recall/outbreak awareness, message fatigue, food safety info sources, food prep, etc.		Investigate topics gleaned from previous research and any emerging food safety topics

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

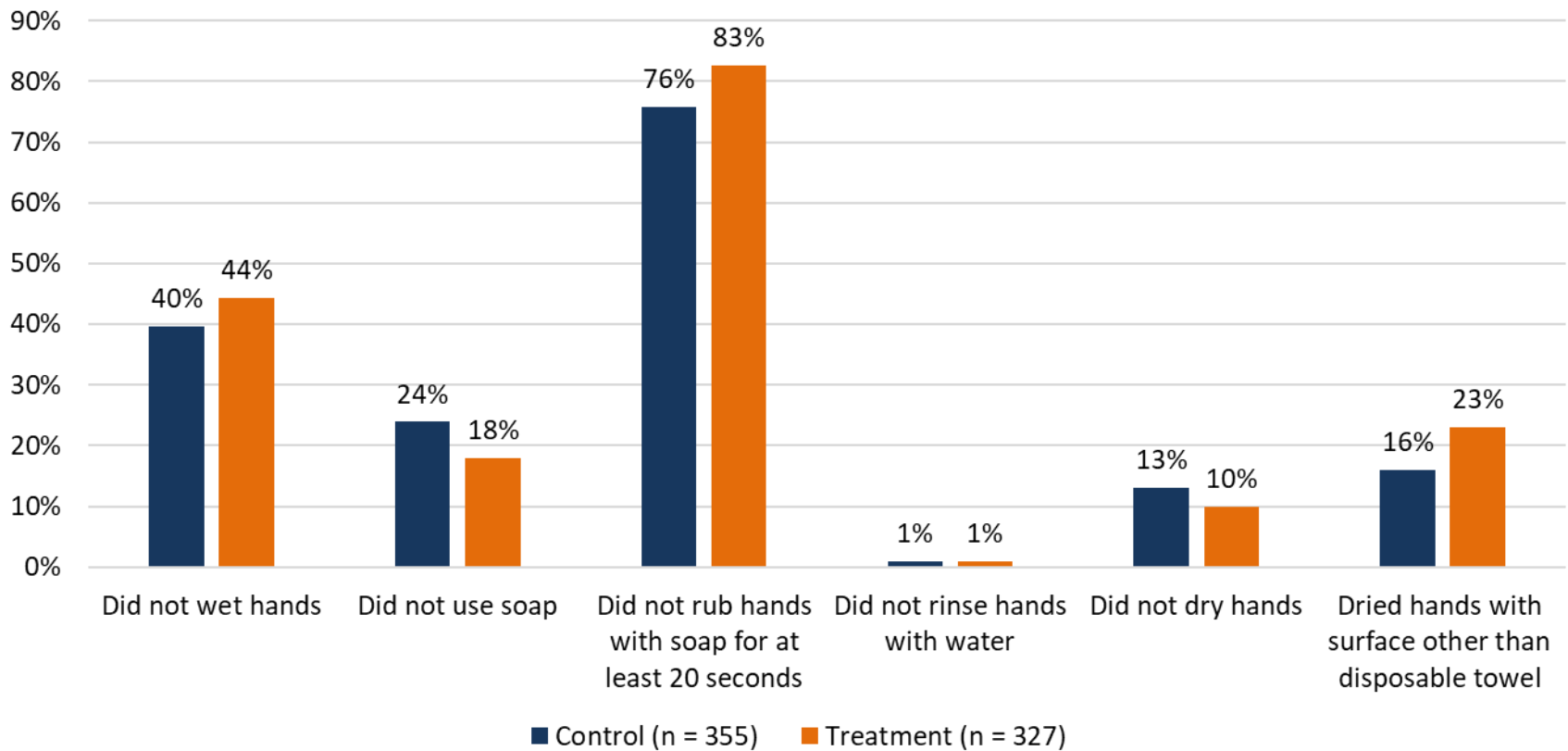


Food Safety and Inspection Service: Year 1: Results of Cooking Observational Study Handwashing Attempts Among Required Events



Successful attempts: 26 / 2,249 (1.15%)

Food Safety and Inspection Service: Year 1: Results of Cooking Observational Study Reasons for Unsuccessful Handwashing Attempts

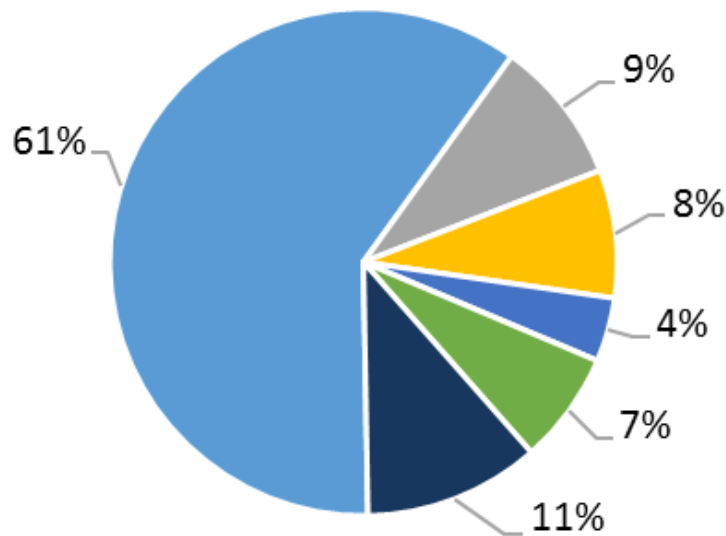


Note: there may be multiple reasons for a handwashing event to be unsuccessful.

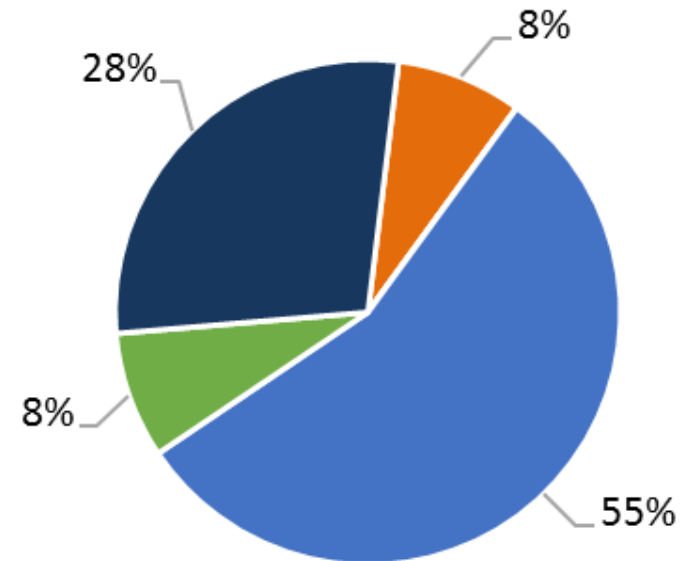
Food Safety and Inspection Service: Year 1: Results of Cooking Observational Study Participant Responses to Thermometer Use Video

Did the video influence your action in the kitchen today? Why or why not?

Yes: 67% (n = 121)



No: 33% (n = 60)



■ Used thermometer to check doneness of patties

■ New information about temperatures

■ Reinforced existing thermometer use/normally use a thermometer at home

■ Not answered/answer not clear/answer not relevant

■ Comfortable with cooking experience and other methods of determining doneness

■ Learned about correct placement of thermometer

■ Other

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

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