

Strategies to Reach Television Chefs with Safe Handling Information

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From Consumers to Chefs

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TV cooking shows often do not model safe handling recommendations

- Poor personal hygiene
 - No hand washing
 - licking fingers
 - double dipping

Mathiasen et al, Food Protection Trends, 2004; Maughan, Chambers, and Godwin, J Public Health, 2016; Woods and Bruhn, Food Protection Trends, 2016

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TV cooking shows often do not model safe handling recommendations

- Cross contamination
 - Wiping with reusable cloth
 - failure to separate raw and ready to eat foods

Mathiasen et al, Food Protection Trends, 2004; Maughan, Chambers, and Godwin, J Public Health, 2016; Woods and Bruhn, Food Protection Trends, 2016

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TV cooking shows often do not model safe handling recommendations

- Lack of temperature control for doneness
 - Do not test for doneness with a thermometer
 - Quote end point temperature below that which is recommended

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Chefs' Behavior Influences Consumers

- Up to **60%** of those who enjoy cooking shows say they prepare dishes demonstrated at least once a month.
- **Half or more** say they follow the same practices they see demonstrated.
- **Many** believe the chef doesn't always give them all the information they need to prepare the dish safely.

Woods and Bruhn, Food Protection Trends, 2016

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How Can Health Educators Encourage Chefs to Model Recommendations?

- Form a coalition of food industry leaders, consumer groups, and government agencies.
- Share findings with chefs/ Food Network and ask them to join a coalition that supports safe food handling.
- Develop draft recommendations and ask chefs' input as to how these can be followed within the confines of a TV show.

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Guidelines Focused on Most common mishandling practices

- Cook- verify thorough cooking with a thermometer
- Chill – appropriate temperature control
- Clean – hand, wash produce wash, do not wash meat
- Separate – avoid cross contamination by use of utensils rather than hands, no double dipping
- Plus - Choose safe food

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Putting Strategy into Practice

- Coalition of industry, government, consumer groups very supportive
- Prepared letter to chefs
 - Acknowledged their popularity and influence on consumer
 - Noted that safe handling isn't always modeled
 - Invited them to join in a new venture to work with the coalition to develop and model safe handling practices

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Putting the Strategy into Practice

- Tried to Contact the Food Network
 - Web page states contact the chef
- Contacted chefs
 - via mail, web page messages, and publicist
- Contacted professional chefs and CIA instructors
 - Did not know how to reach the Food Network

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Putting Strategy into Practice

Brainstorming:

- Have you worked with celebrity chefs?
- How would you suggest we reach the Food Network or celebrity chefs?
- What actions do you suggest to increase safe handling on TV cooking shows?

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Thank you for your suggestions.

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