



United States Department of Agriculture

One Team, One Purpose



Food Safety and Inspection Service

Protecting Public Health and Preventing Foodborne Illness



Food Safety and Inspection Service:

Hispanic Audiences: How To Use Communications Resources to Convey Food Safety Education Messages for Spanish Speakers

- ❑ Approximately [50.5 million Hispanics live](#) in the United States, according to US Census Bureau data.
- ❑ “According to a [2011](#) paper by U.S. Census Bureau Demographers Jennifer Ortman and Hyon B. Shin, the number of Spanish speakers is projected to rise through 2020 to anywhere between 39 million and 43 million”*
 - *Pew Research Center, September 5, 2013, [What is the future of Spanish in the United States?](#) By Mark Hugo Lopez and Ana Gonzalez-Barrera

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□ Food Safety

- “High incidence of listeriosis among pregnant Hispanic women is an example of where a food culture contributes to increased rates of a foodborne illness. Consumption of fresh Mexican-style cheeses has been associated with increased risks of listeriosis among both pregnant and non-pregnant Hispanics”.*
 - *Quinlan, J., Foodborne Illness Incidence Rates and Food Safety Risks for Populations of Low Socioeconomic Status and Minority Race/Ethnicity: A Review of the Literature.

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1-888-MPHotline



FoodKeeper App



@USDAFoodSafety es



FoodSafety.gov

espanol.FoodSafety.gov

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❑ How our Agency convey a culturally sound food safety message in Spanish?:

- Food Safe Families Campaign (*Familias Preparan Alimentos Adecuadamente*)
- FSIS website
- espanol.FoodSafety.gov
- USDA Meat and Poultry Hotline
- Ask Karen (*Pregúntele a Karen*)
- FoodKeeper App
- Flickr
- Food Safety Ambassadors

- YouTube
- Partnerships (interagency collaborations and external organizations)
- Media
- Research

❑ Social Media Presence

- Twitter in Spanish handle @USDAFoodSafety_Es
- Facebook- one message in Spanish, per month, at the English account

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- Culturally Tailored Observance Material



The screenshot shows the Foodsafety.gov website. The header includes the logo, navigation links (Blog, Multimedia, News, Español), and a search bar. The main content area features a blog post titled "¡Celebremos! Hispanic Heritage Month is Here" dated September 18, 2017, by Clara Yuvienco. The post text discusses the importance of food safety during the Hispanic Heritage Month celebration. The left sidebar contains "About This Blog" information and a "Categories" list with links to various topics like Allergies, Animals, At-Risk, etc.

Need a Reason to Celebrate? National Hispanic Heritage Month is Here!

Posted by Janice López-Muñoz, BS, MSHI, Public Affairs Specialist, Food Safety and Inspection Service, USDA in [Health and Safety](#)
Sep 25, 2018



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Buscar

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Acerca de este blog
 Información y consejos prácticos de expertos para ayudar a usted y a su familia a mantener la seguridad alimentaria.
 Suscribirse

Categorías
[Alergias \(3\)](#)
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[Revise sus pasos \(17\)](#)

Tamaño: [A](#) [A](#) [A](#)

Consejos sobre seguridad alimentaria para su "tamalada"

29 de dic. de 2016
 Luis Delgado, miembro del equipo de Educación en Seguridad Alimentaria, Servicio de Inspección y Seguridad Alimentaria, USDA

En muchas comunidades hispanas de los EE. UU., los tamales estilo mexicano o los pasteles latinoamericanos son el plato preferido para las fiestas grandes, incluso para celebraciones religiosas como el Día de Reyes que se festeja el 6 de enero. Estas dos comidas típicas son deliciosas pero hay que tener bien en cuenta algunas medidas de seguridad alimentaria.

¿Por qué es tan importante la seguridad alimentaria al preparar tamales y pasteles?

Los Centros para el Control y la Prevención de Enfermedades de los EE. UU. calculan que unos 48 millones de personas contraen enfermedades de origen alimentario en los EE. UU. cada año, y de ellas 128,000 son hospitalizadas y 3,000 fallecen. Ya que para preparar tamales y pasteles muchas veces hace falta la ayuda de varias personas y grandes cantidades de productos derivados de la carne, existe un mayor



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Día de Reyes: tiempo de amigos, festejos y seguridad alimentaria

05 de ene., 2015
 Luis Rivera, Personal de Educación en Seguridad Alimentaria, Servicio de Inspección y Seguridad Alimentaria, USDA



Nada reúne a las personas como los días festivos o la Navidad para nosotros los hispanohablantes. El

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❑ Campaign Awareness

- Examples from our most recent research*
 - ❖ In each of the four Spanish-speaking groups, at least one participant was aware of the campaign.
 - ❖ “In Austin, two participants had heard about the campaign on television; one participant specifically mentioned the show, “Despierta America,” a Spanish show like *Good Morning America*.”



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- Questions?

