FDA Food Safety Tools for Consumer Education

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Objectives

• Discuss educational materials designed to increase food safety practices for young adults and home cooks who prepare meals for children, adolescents, and themselves.

• Discuss FDA’s outreach strategies and ways to disseminate food safety materials to consumers.

• Discuss developing education materials in a plain language format for diverse consumer populations.
EVERYDAY FOOD SAFETY
Everyday Food Safety

• Studies show that media campaigns are more successful in reaching young adults with customized messaging and outreach strategies. *Journal of Food Protection, 2012*

Selected Results of the FDA Food Safety Survey

• Trends from the 1988 – 2010 Food Safety Survey show that older adults have safer handling practices (30 – 64 years old) than younger adults (18 – 29 years old).

• Also, the FSS trends indicate that younger adults are more likely to eat risky food, which is consistent with other food safety studies.
Everyday Food Safety

• Food safety education targeting young adults (ages 18 - 29)
• Increasing awareness of the 4 steps of food safety
Everyday Food Safety

Educational materials on Web:

- **Fact sheets** on ready-to-eat food and four (4) steps of food safety (*Available in English & Spanish*)
- **Infographics** on food safety tips for dining out and eating raw seafood (for download or Pinterest); (*Available in English & Spanish*)
- **Tip Sheets** on four (4) steps of food safety (*Available in English & Spanish*)
- **Streaming “waiting room” video** for stakeholders on food safety steps
- **Animated video** for consumers on four (4) steps of food safety
- **Social media messages** for food safety educators

From Consumers to Chefs

**FOOD SAFETY EDUCATION MATTERS**

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Everyday Food Safety

Play it Safe with Ready-to-Eat Foods

Foods that are ready to eat as purchased and require no additional prep—like yogurt, cereals, sandwiches, and packaged salads—are handy when you’re in a hurry or don’t want to cook. But, storing these foods safely can mean the difference between a good day and a bad case of food poisoning. Here’s how to stay food safe when storing and eating ready-to-eat foods!

CHILL OUT: USING YOUR FRIDGE AND FREEZER

Saying cool matters when it comes to food. Perishable foods—such as produce, meat, eggs, dairy, and leftovers—should be refrigerated or frozen within 2 hours, or 1 hour if kept in air temperatures above 90°F. Divide leftovers into small, covered containers before chilling to keep food safer for enjoying later.

Store it out. Leave room for air to circulate between foods. Use drawers or upper shelves for storing fruits and vegetables. Why? To keep them away from raw meat, poultry, seafood, and eggs which can cause cross-contamination.

Take the temperature. Use an appliance thermometer to check that your fridge is set to 40°F or below and your freezer at 0°F or below. Keep refrigerators and freezers clean by washing the insides frequently with hot, soapy water.

Use it or lose it. Ready-to-eat foods are safest when fresh, so eat them as soon as possible.

CHECK YOUR SHELF: CABINET AND PANTRY STORAGE

Keep unopened bags, boxes, cans, and jars of non-perishable food in a cool, dry place—not above the stove, under the sink, or anywhere temperatures fluctuate.

Roast, cakes, and bakes are a danger signal. Throw out cans that are dented or leaking, jars with loose or dent lids, and any foods that have a bad odor.

Think outside the box—clean packaging before opening, including cartons, containers, and lids of around cans. Why? Because contaminants can transfer from exterior surfaces to the insides of packaged foods.

5 MICROWAVE MUST-DO’S

Keep leftovers and packaged foods safe by following these steps when using the microwave:

1. Cover food with a paper towel or microwave-safe plate.
2. Follow package directions. Standing time last food finish cooking, so don’t skip it—even if you’re hungry or in a hurry!
3. Make sure food rotates to allow for even heating. If your microwave doesn’t have a turntable, pause cooking to give it a quarter turn by hand a few times.
4. Use a food thermometer to check that the thickest part of the food has reached a safe minimum internal temperature of 165°F. If it hasn’t, heat it a little longer and check the temperature again.
5. Spills shouldn’t stay—wipe them up right away.

CHOICE FOODS FOR AT-RISK GROUPS

If you are pregnant, nursing, have received an organ transplant, or have a chronic health condition like diabetes, cancer, or HIV/AIDS, you may be at a higher risk for foodborne illness. When choosing ready-to-eat foods, pick:

- Bottled or processed juices instead of Unpasteurized juices
- Fruit or vegetable salads instead of Ham, chicken, or seafood salads
- Pasteurized cheese instead of Unpasteurized soft cheese

RUN WITH IT

Bringing food on-the-go? Make sure to eat it within 2 hours (or 1 hour if kept in air temperatures above 90°F) or pack it safely.

- Cold foods: Pack with ice, Keep below 40°F
- Hot foods: Wrap and place in an insulated container, Keep above 140°F

Check out the USDA FoodKeeper App for more info on safe food storage!

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Food Safety in Seconds

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Everyday Food Safety

• Food safe tips for eating out
• Safe food options
FOOD SAFETY IN YOUR KITCHEN
Food Safety In Your Kitchen

• Research has shown that the inclusion of food safety information in recipes improves food safety behavior during meal prep.

Recipe modification improves food safety practices during cooking of poultry

Curtis Maughan,¹ Sandria Godwin,² Edgar Chambers IV¹
¹Kansas State University ²Tennessee State University

Journal of Food Protection, 2016
Food Safety In Your Kitchen

Selected Results of the 2016 FDA Food Safety Survey

• Consumers are more likely to wash hands with soap after touching raw meat (85%) or raw fish (85%), than before preparing food (75% use soap all the time), or after cracking raw eggs (43%).

• Sixty seven (67%) of respondents reported owning a food thermometer. Thirty-eight percent (38%) always use a food thermometer for roasts, compared to 19% for chicken parts, 6% for baked egg dishes, and 10% for hamburgers.
Food Safety In Your Kitchen

• **Individuals** who are cooking for themselves and/or their families at home.

• **Chefs** who are writing recipes that will eventually be used by individuals who are cooking for themselves and their families at home.
Food Safety In Your Kitchen

Educational materials on Web:

• **Fact sheets** on writing food safe recipes and cooking with nutritious ingredients *(Available in English & Spanish)*

• **Infographics** on food safety and shopping, cooking, preparing, and storing foods (for download or Pinterest); *(Available in English & Spanish)*

• **Recipes** with nutritious ingredients and food safety steps *(Available in English & Spanish)*

• **Streaming “waiting room” video** for consumers with food safety and nutrition tips

• **Social media messages** for food safety educators
Food Safety In Your Kitchen

TIPS FOR WRITING FOOD SAFE RECIPES

Beyond creating delicious meals, people who write recipes have an important role to play in helping others remember to cook their food safely. Did you know that what recipes include food safety tips, people are more likely to follow those steps and cook their foods safely? Help prevent the spread of foodborne illness by including simple reminders for safe food handling and preparation in all your recipes.

PREPARING FRUITS AND VEGETABLES SAFELY

All fruits and vegetables not labeled as “pre-washed” should be rinsed under running water and dried, including hard-rind produce like avocados and cantaloupe. Washing these foods helps prevent contaminants from transforming from the outside of the fruit or vegetable to the inside during peeling or cutting.

Does your recipe include produce? Add these instructions:

- Cut off bruised or damaged areas.
- Wash fruits and vegetables under running water, even if they will be peeled or cut. Scrub firm skinned fruits and gently brush with a produce brush. Don’t use soaps.
- Dry with a paper towel or salad spinner.

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STORING FOOD SAFELY

Add these recipe instructions to keep your leftovers fresh and safe:

<table>
<thead>
<tr>
<th>Recipe Instructions</th>
<th>Refrigerate for 3-5 days</th>
<th>Refrigerate for 3-4 days</th>
<th>Refrigerate for 5-6 days</th>
<th>Refrigerate for up to 1 week</th>
<th>Do not freeze</th>
<th>Freeze for 2-3 months</th>
<th>Freeze for 2-3 months</th>
<th>Freeze for 2-3 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salad (vegetable, egg, chicken, ham, tuna, and macaroni)</td>
<td>Meals that contain eggs, milk, meat, fish, poultry, or seafood</td>
<td>Casseroles or pies containing eggs</td>
<td>Hard-boiled eggs</td>
<td>Do not freeze</td>
<td>Do not freeze</td>
<td>Do not freeze</td>
<td>Do not freeze</td>
<td>Do not freeze</td>
</tr>
</tbody>
</table>

Leiavaters should be placed in sealed containers and refrigerated or frozen within 2 hours of preparation, or 1 hour if kept in temperatures above 90°F. Refrigerators should be set to 40°F or below and freezers to 0°F or below as indicated by an appliance thermometer and not overcrowded.

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COOKING WITH MEAT, POULTRY, SEAFOOD, EGGS, AND FLOUR

Raw meat, poultry, seafood, eggs, and flour should be stored and handled separately from produce. Remind your recipe readers and followers that it’s never safe to eat raw dough or batter (raw flour and raw eggs can contain harmful bacteria), and that a food thermometer is an important tool to ensure that meat, poultry, seafood, and eggs are cooked thoroughly and kept at a safe temperature before serving.

- Clean kitchen surfaces before, during, and immediately after use when preparing food.
- Wash hands often, especially after touching raw meat, poultry, seafood, eggs, or flour.
- After cooking, use a food thermometer to check the temperature of the thickest part of the food to make sure that it has reached a safe minimum internal temperature.

<table>
<thead>
<tr>
<th>Food</th>
<th>Temperature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef, pork, veal, and lamb</td>
<td>145°F (or 73°C) for at least 3 minutes between cooking and serving</td>
</tr>
<tr>
<td>Ground meat</td>
<td>160°F</td>
</tr>
<tr>
<td>Fish</td>
<td>145°F for when flesh is opaque</td>
</tr>
<tr>
<td>Egg dishes</td>
<td>160°F (or 71°C) for whites and yolks will be firm</td>
</tr>
<tr>
<td>Poultry</td>
<td>165°F</td>
</tr>
</tbody>
</table>

Clean your food thermometers with soap and water before and after use.

- Check that foods containing flour are baked thoroughly before eating.
- If not serving immediately, place food in a warm spot that can keep it at 140°F or above as indicated on a food thermometer.

Add these instructions to your recipes that contain meat, poultry, seafood, eggs, or flour to make them food safe:

- Wash utensils that have touched uncooked meat, poultry, seafood, eggs, or flour before using them with produce that will be eaten raw.

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Streaming “Waiting Room” Video

Safe and Nutritious Tips for Cooking At Home

SAFE AND NUTRITIOUS TIPS FOR COOKING AT HOME

MORE VIDEOS

From Consumers to Chefs

FOOD SAFETY EDUCATION MATTERS
OUTREACH & PROMOTION
Outreach and Promotion

• Twitter and Facebook Posts
• Stakeholder Outreach to 65 Partner Organizations via email
• Google AdWords
• Partnership for Food Safety Education Webinar (>200 attendees)
• News For Educators Newsletter
• CFSAN Education Resource Library
Social Media Outreach

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Social Media Outreach

Pets

Posts

U.S. Food and Drug Administration
1 hr ·

Staying clean is the first step to #foodsafety. Do you know what to wash and when? [landing page URL]

Wash hands

FDA FOOD @FDAfood · Dec 5

#Foodsafety can save you time and keep you healthy! Share if you’re not going to let #foodpoisoning ruin your day. [landing page URL]

If you don’t have time for this...
...you definitely don’t have time for this!

Take a few minutes for food safety! www.fda.gov/food

Which one of these should be washed? Find the answer and more #foodsafety information at: go.usa.gov/xPrBC

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