Food Safety Education

Campaign Sponsors: U.S. Department of Agriculture, Food Safety Inspection Service (USDA-FSIS)

Volunteer Advertising Agency: Partners + Napier

Campaign Website: FoodSafety.gov

BACKGROUND:
Food poisoning, also referred to as foodborne illness, is a serious public health threat in the United States. The CDC estimates that **approximately 1 in 6 Americans, 48 million people, could get sick from food poisoning this year,** resulting in roughly 128,000 hospitalizations and 3,000 deaths. Consumer education focused on safe food handling and preparation practices can help reduce food poisoning, hospitalizations, and deaths.

CAMPAIGN OBJECTIVES:

1. Raise awareness of the risks of food poisoning
2. Motivate parents to reduce their family's risk of food poisoning by regularly practicing safe food handling behaviors in their homes
3. Drive parents to FoodSafety.gov to check their food safety steps

CAMPAIGN APPROACH: The new English and Spanish PSAs aim to raise awareness about the risks of foodborne illness and educate consumers, especially parents, to take specific actions to reduce their personal risk through safe food- handling steps. Through depictions of dancing E.coli and Salmonella microbes, the campaign reminds consumers that the foodborne pathogens they can't see, can still hurt them, so it's crucial to practice food handling behaviors in their kitchens. All campaign elements direct audiences to visit FoodSafety.gov where they can find more food safety resources.

TARGET AUDIENCE:
- English and Spanish-speaking parents and caregivers who cook on a regular basis

DID YOU KNOW?
- Using a food thermometer is the only way to determine if food is cooked to the right temperature.
- Separating raw meat from vegetables and other ready-to-eat food when preparing meals can help prevent the spread of illness-causing bacteria.
- Illness-causing bacteria can grow in perishable foods within 2 hours unless you refrigerate them at 40°F or below.

FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

Maria Malagon
Director, Food Safety Education Staff
Office of Public Affairs and Consumer Education
USDA-FSIS
1400 Independence Ave, SW
Room 1163
Washington, DC 20250
Maria.Malagon@fsis.usda.gov
Phone: (202) 720-9945

OR

Hannah Blatt
Campaign Director
The Advertising Council, Inc.
815 Second Avenue, 10th Floor
New York, NY 10017
hblatt@adcouncil.org
Phone: (212) 984-1933
Fax: (212) 922-1676
www.adcouncil.org

TO ORDER ADDITIONAL CAMPAIGN MATERIALS, PLEASE CONTACT:

CI-Group
10 Salem Park
PO Box 461
Whitehouse, NJ 08888
Phone: (800) 933-PSAS (7727)
Fax: (860) 829-2343
AdCouncil@ci-groupusa.com