



FACTS AND MYTHS OF FOOD SAFETY MESSAGING

PRESENTED BY

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MEET OUR FOOD SAFETY EXPERT



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MEET OUR PRESENTER



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SAFE PLATES

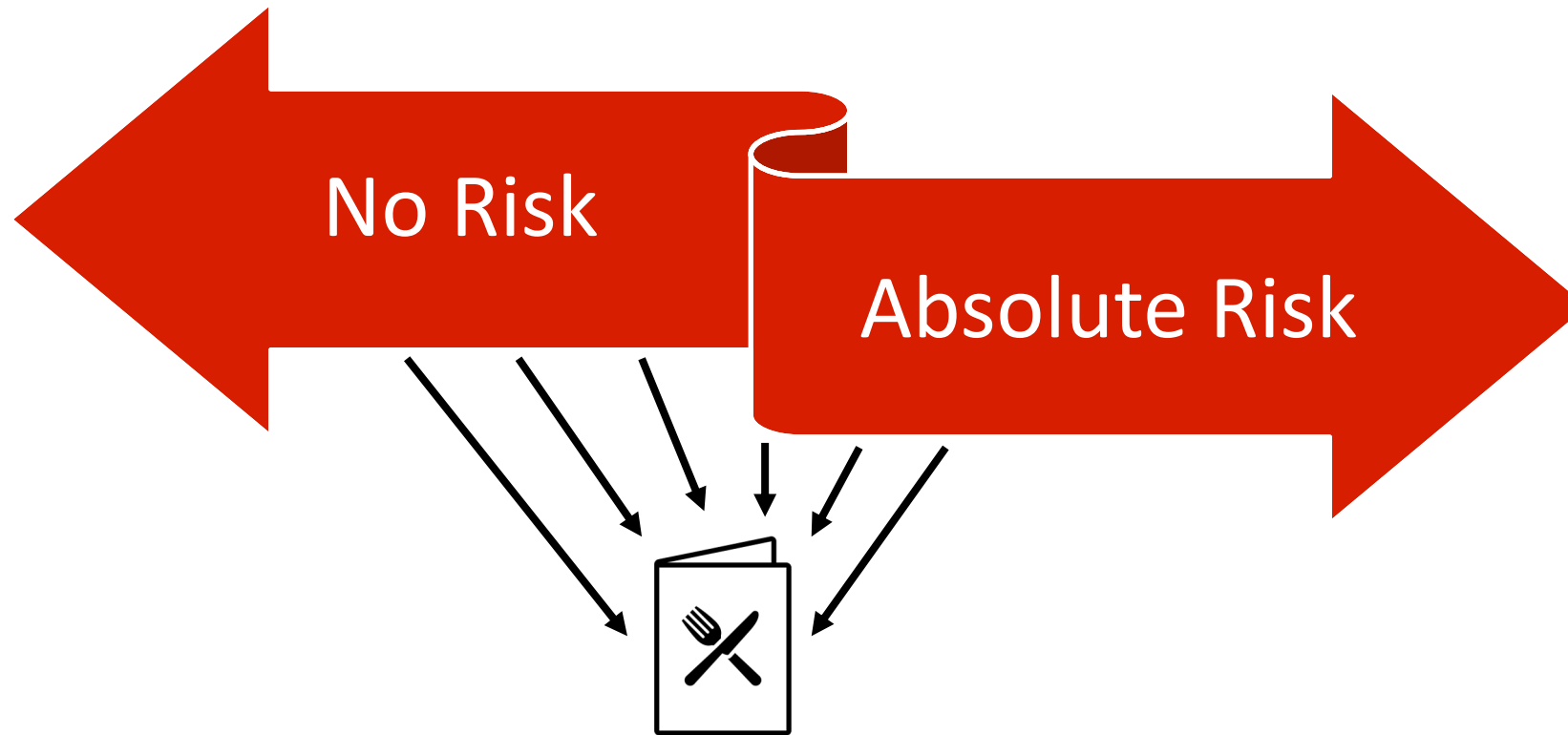
- Evidence-based food safety programming and resources for retail, community and home-based food safety
- Incorporate the best science available
- Videos, social media, articles, in-person trainings

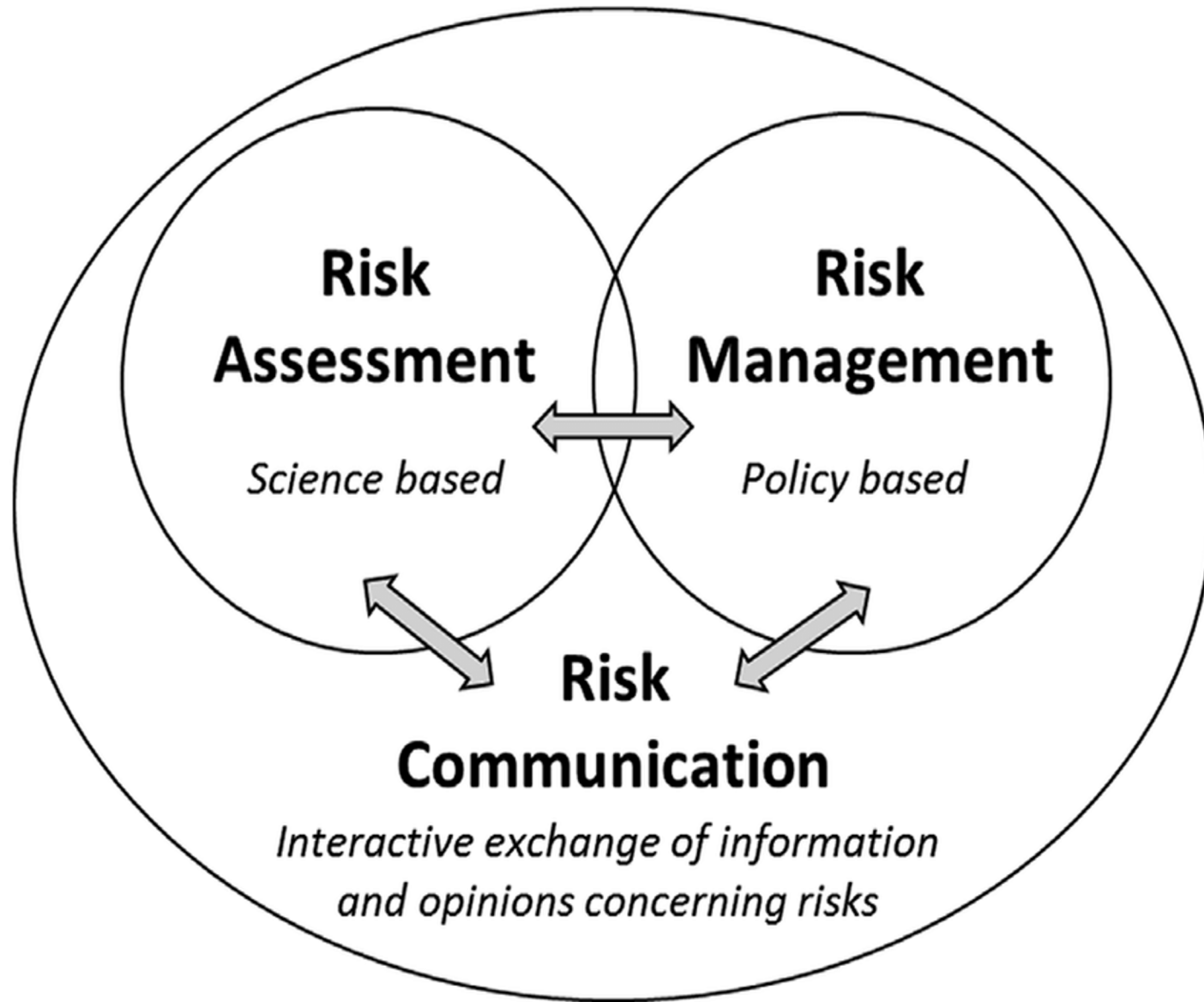


OBJECTIVES

- Define the role that risk communication can play in the overall food safety strategy of the food service operation
- Discuss the role of food safety culture in shaping employee and organizational behaviors
- Provide strategies for foodservice operators to craft meaningful food safety messages to their customers

FOOD SAFETY IS ALL ABOUT **RISK**





Nauta, Maarten et al. (2018). Meeting the challenges in the development of risk-benefit assessment of foods. *Trends in Food Science & Technology*. 76. 10.1016/j.tifs.2018.04.004.

RISK COMMUNICATION



Opportunity to
fill knowledge
gap



Clarity and
consistency of
messaging



Promoting a positive
Food Safety Culture
within an
organization



Communication
with customers

FOOD SAFETY CULTURE



Food safety attitudes, values and beliefs shared by a group



Dynamic and influenced by multiple factors



Mature vs. immature food safety cultures



Norms



Reinforcement

Message Development

MESSAGE DEVELOPMENT

Investigate
what
people do
and why

Design
targeted
messages

Put info
where it is
consumed

Evaluate

MESSAGE DEVELOPMENT



USDA FSIS STUDY: RTI INTERNATIONAL YEAR ONE: "COOK" MESSAGE



- Prepared turkey burgers and chef's salad
- Intervention: Treatment group watched video about thermometer use
- Video triggered locations to sample and follow-up questions
- Assessed pathogen transfer
- Post-observation interviews

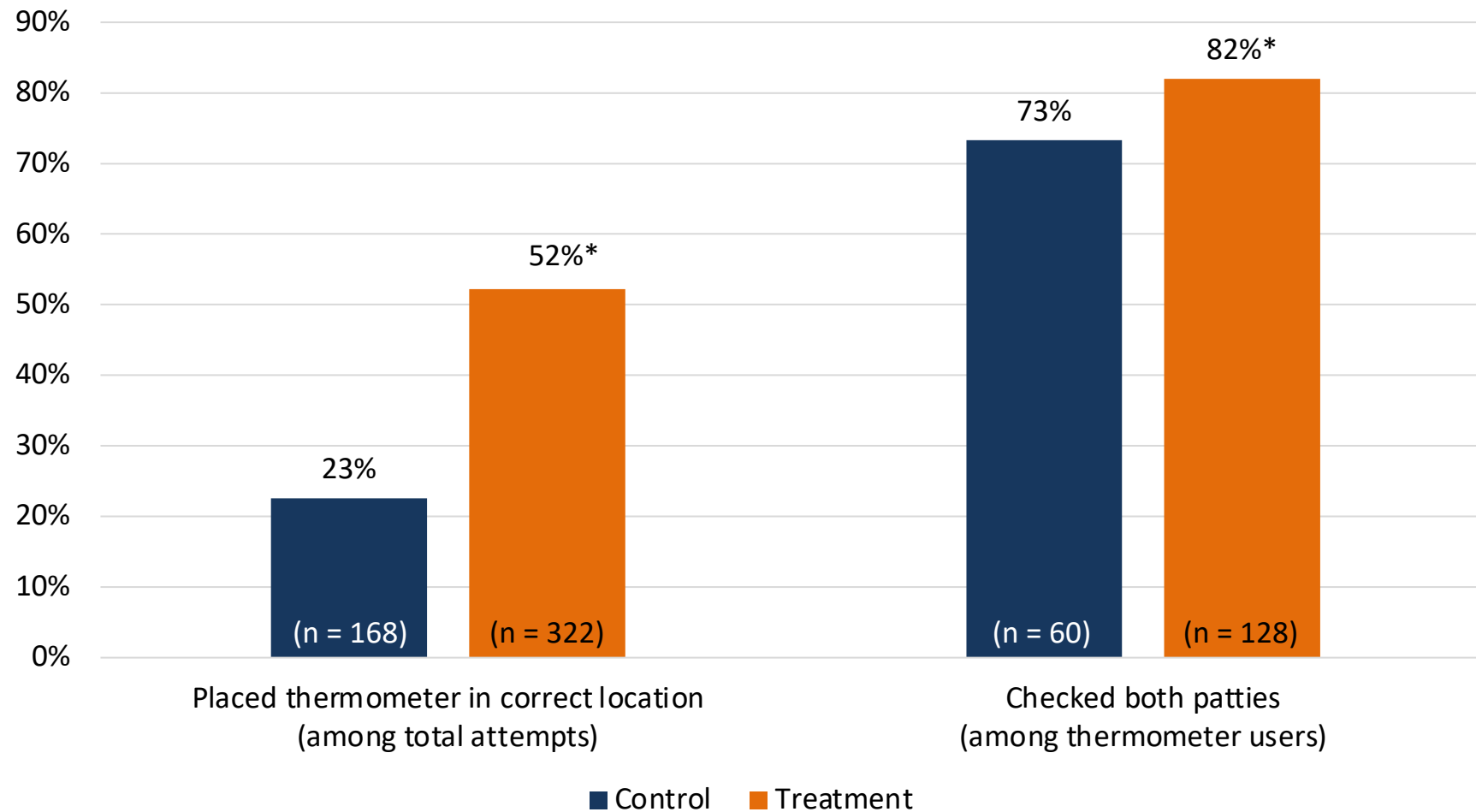


SURFACE SAMPLING

- Raw turkey burgers inoculated with bacteriophage MS2
- Following cooking task, swabbed surfaces around the kitchen
- Determined extent of cross-contamination across sampling sites

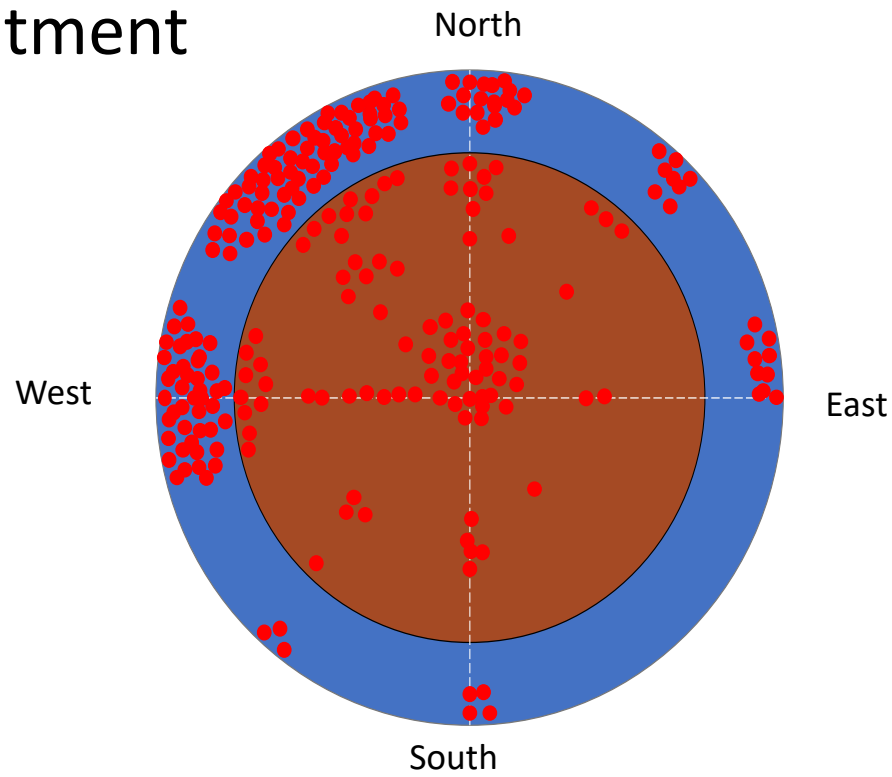


THERMOMETER USE

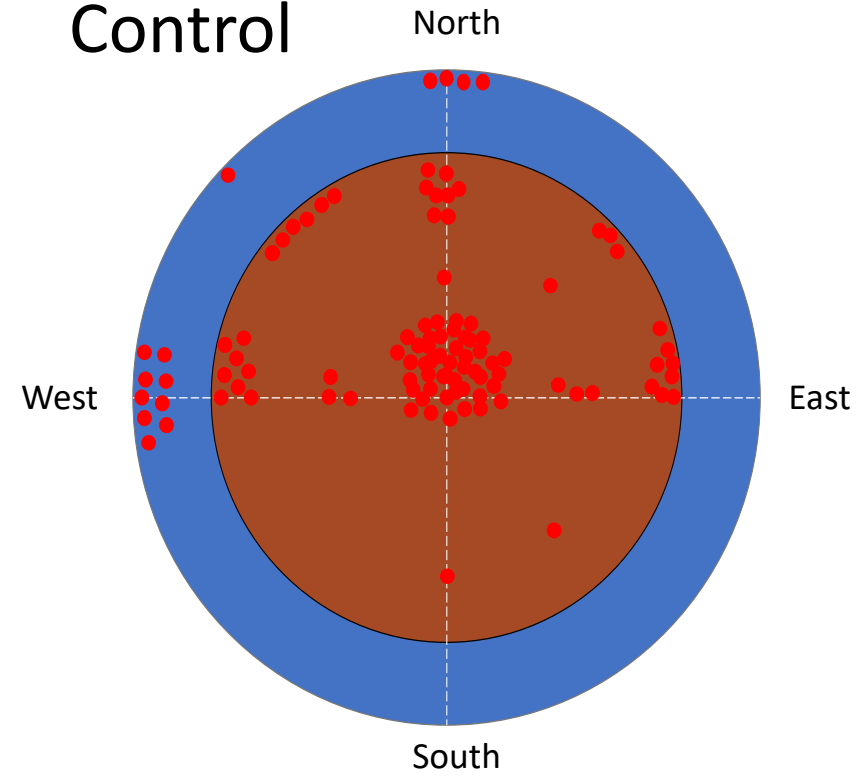


THERMOMETER USE

Treatment



Control



North is part of pan farthest from participant. Red dots indicate placement of thermometer insertion. Brown area represents top of turkey patty and blue halo represents side profile of turkey patty.

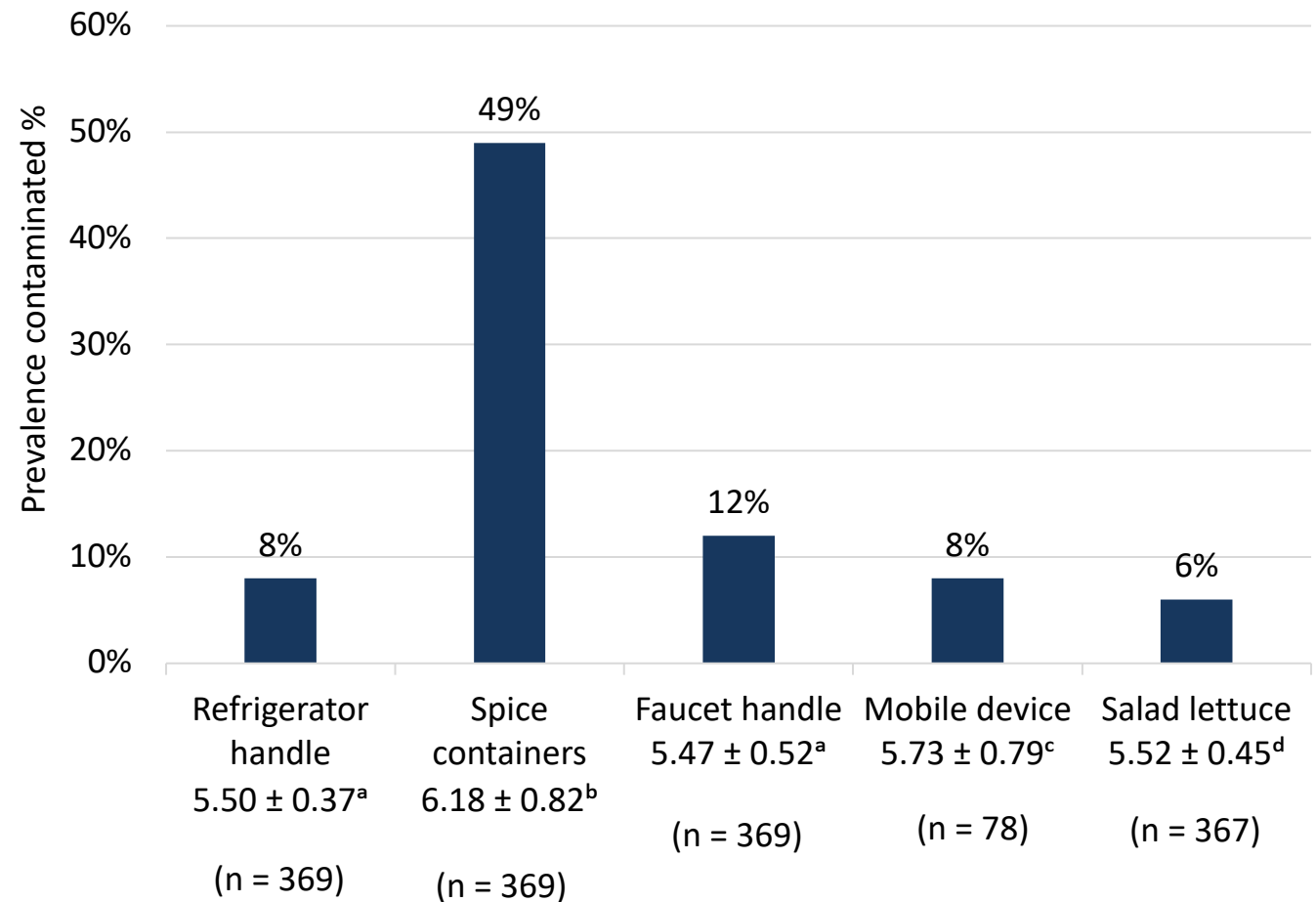
MS2 CONTAMINATION PREVALENCE

^a Level of contamination \pm SD, log genome copies/handle.

^b Level of contamination \pm SD, log genome copies/bottle.

^c Level of contamination \pm SD, log genome copies/device.

^d Level of contamination (SD), log genome copies/18–25g



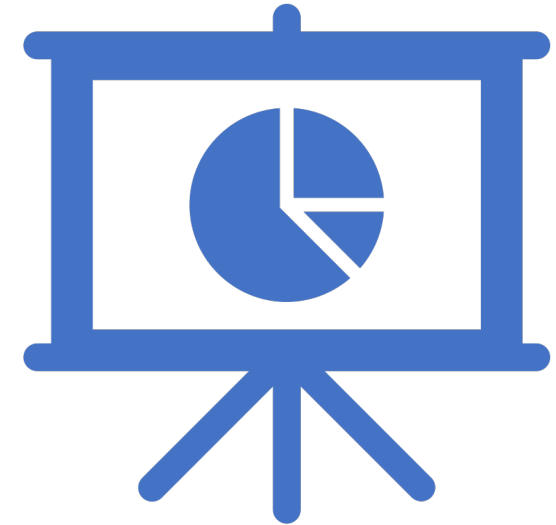
YEAR TWO: “CLEAN” MESSAGE

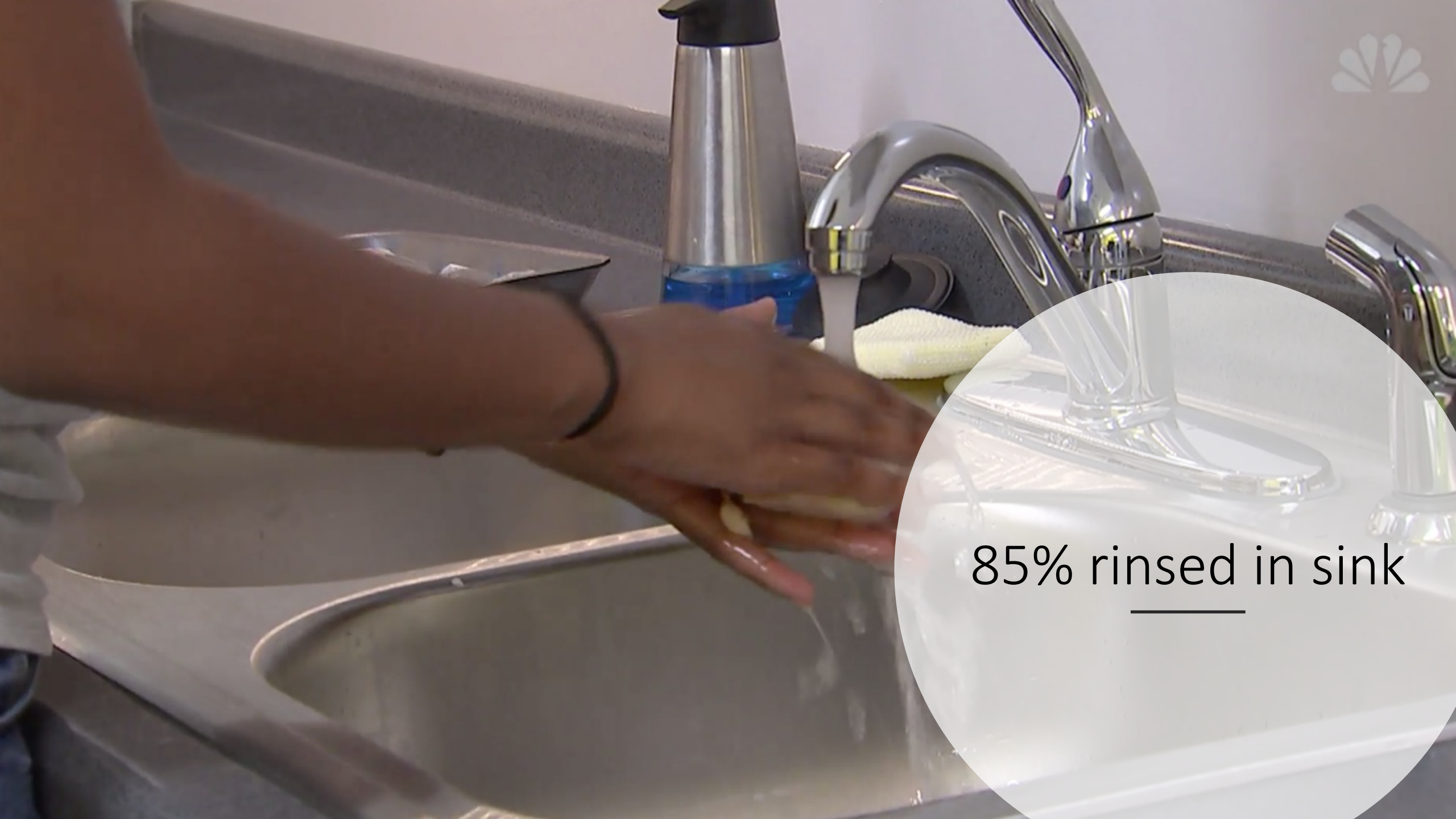
- Recruited individuals who self-reported as washing poultry
- Prepared chicken thighs and salad
- Intervention: Treatment group received messages in emails prior to study
- Assessed pathogen transfer before and after cleaning/sanitizing
- Post-observation interviews



YEAR TWO RESULTS

- Food safety messages effectively encouraged participants not to wash their poultry
 - 93% of treatment group did not wash
 - 39% of control did not wash
- Intervention did not affect cleaning/sanitizing attempts or success
- Use of the same cutting board was lower for treatment





85% rinsed in sink



Of the participants who washed their raw poultry, 60 % had surrogate bacteria in the sink after washing or rinsing the poultry. Even more concerning is that 14% still had the surrogate in their sinks after they attempted to 'clean' the sink.

26% of participants that
washed raw poultry
transferred bacteria from that
raw poultry to their ready to
eat salad lettuce



YEAR THREE: “COOK” MESSAGE

- Prepared not-ready-to-eat frozen, bread chicken breasts and salad
- Viewed news loop in waiting room
 - Treatment group's included messaging about using thermometer on frozen NRTE foods
- Video triggered locations for follow-up questions
- No microbiological component
- Post-observation interviews

Front Panel



RAW

**FIT & FLAVORFUL BREADED
RAW STUFFED CHICKEN BREASTS** WITH RIB MEAT

CORDON BLEU Filled with a Blend of Cheeses and Ham

2 individually wrapped entrées

KEEP FROZEN Enlarged to show quality

NET WT. 8 OZ. (227g) serving suggestion after baking



RAW • FOR FOOD SAFETY, COOK TO A MINIMUM INTERNAL TEMPERATURE OF 165°F MEASURED BY A MEAT THERMOMETER

RAW— DO NOT MICROWAVE: to help prevent foodborne illness caused by eating raw poultry

CONVENTIONAL OVEN COOKING INSTRUCTIONS:

Due to variations in ovens, cooking times may vary.



**DO NOT
MICROWAVE**

- 1 PREHEAT OVEN to 375°F.
- 2 Remove frozen **RAW** breast(s) from pouch(es). Place each breast AT LEAST 2 INCHES APART on a **FLAT METAL BAKING SHEET**.

- 3 Bake in PREHEATED OVEN for:

1-2 BREASTS	3-4 BREASTS
29-31 MINUTES	32-34 MINUTES



**375°F
Oven Bake
Only**

For Food Safety, cook to a **MINIMUM INTERNAL TEMPERATURE** of 165°F measured by a meat thermometer.

INSTRUCTIONS: Insert meat thermometer into meat layer on each breast cooked (see diagram)

- 4 After baking, LET **COOL** for AT LEAST **3 MINUTES** before serving.
CAUTION: Filling will be hot and may splatter if not cooled.



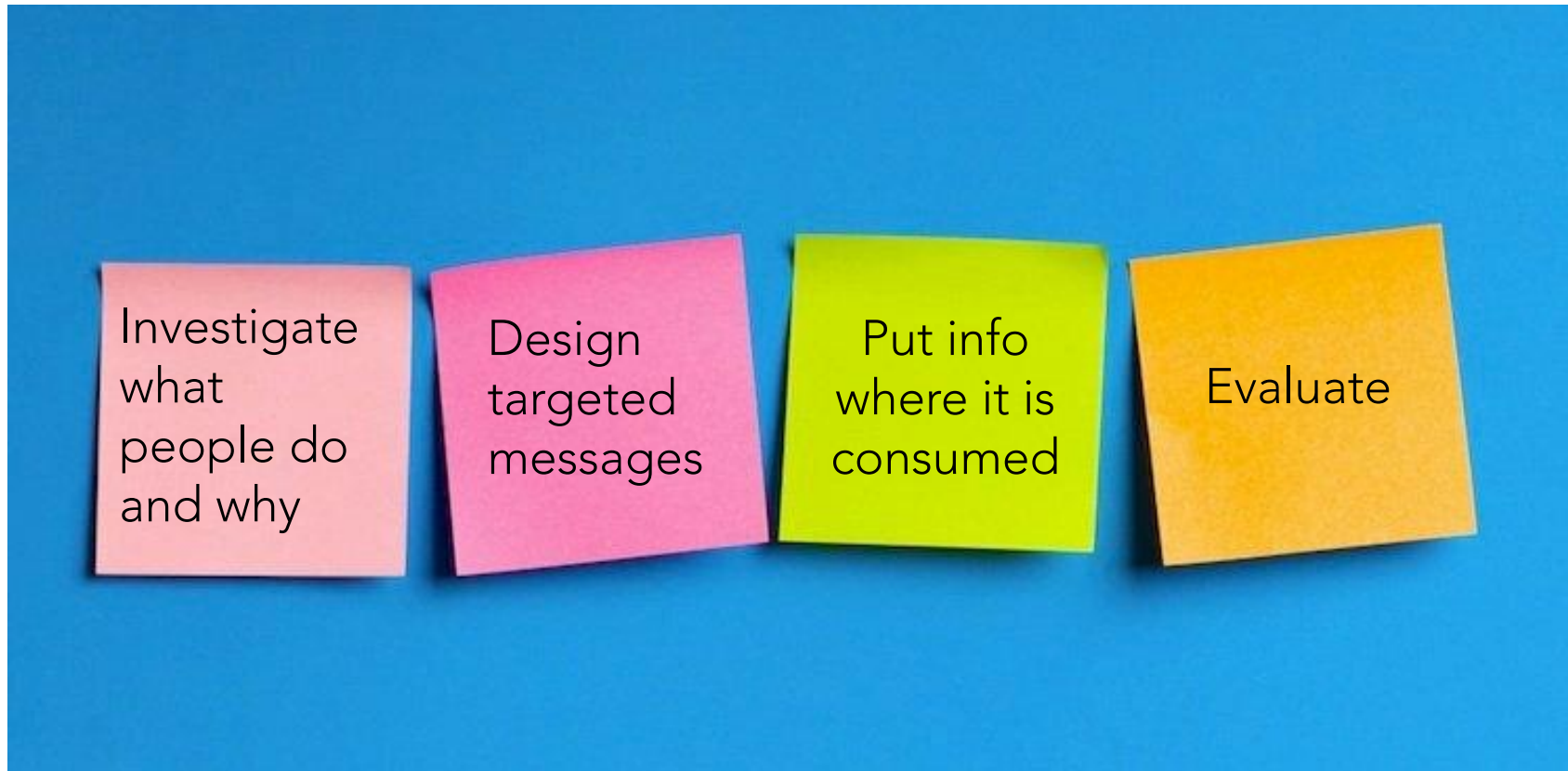
**Cross Section
of Breast**



YEAR THREE THERMOMETER USE

- Control group used thermometer 77% of the time
- Treatment group used a thermometer 88% of the time
- Nearly all participants read package (lack of familiarity)
- Intervention did not affect thermometer use (passive)
- High rate in Year 3 may be due to reading manufacturer's cooking instructions

MESSAGE DEVELOPMENT



WHO IS YOUR AUDIENCE?



Define Target
Audience



Appropriate
Language Is Key



Maximize Reach

Social Media



Twitter



Messenger



Telegram



Snapchat



TikTok



Google



Instagram



Facebook

MESSAGE DEVELOPMENT

- Timing - when is delivery occurring
- Relevance - food preparation really varies
- Need for nuance
- Presenting new information
- Continue to fill the gaps: handling of other products, consumer vs. retail



STRATEGIES



What resonates?



Passive vs. active messaging

QUESTIONS?



Ellen Shumaker, PhD

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CERTIFICATES



Certificates will be emailed out within **5-7 business days**, after submitting a certificate request.

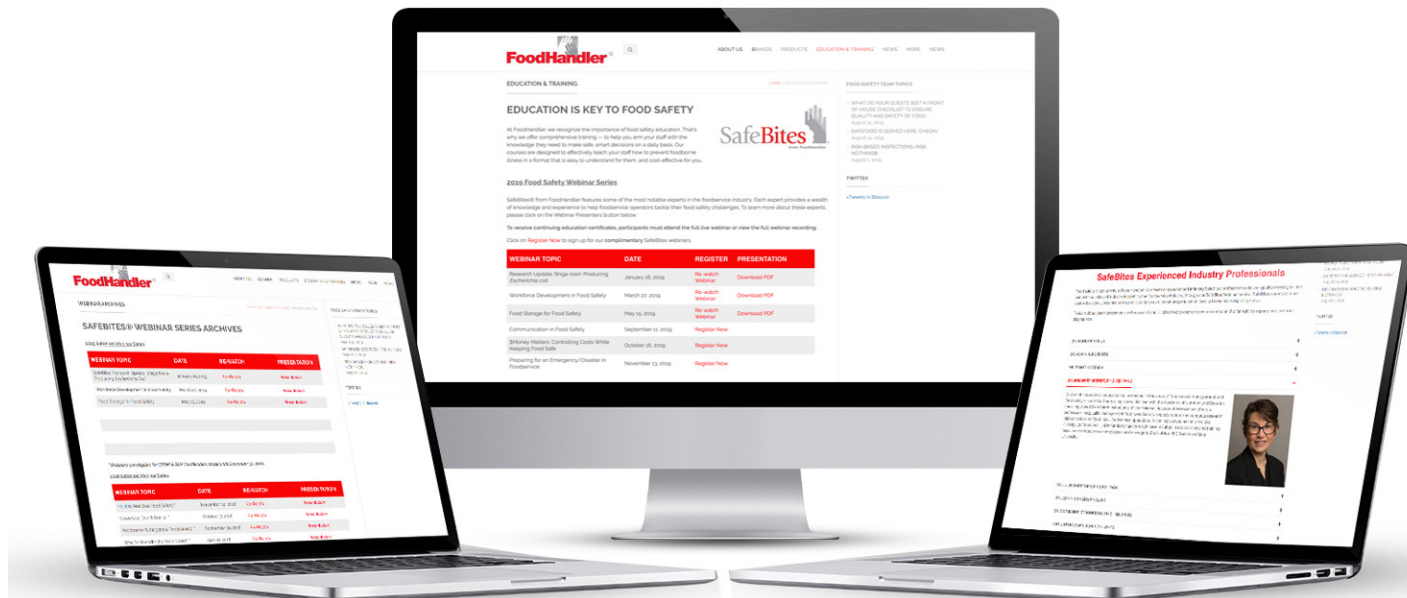
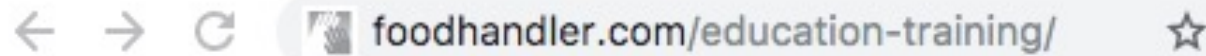


Request a certificate at foodhandler.com/safebite-certificate-request/

WEBINAR RESOURCE



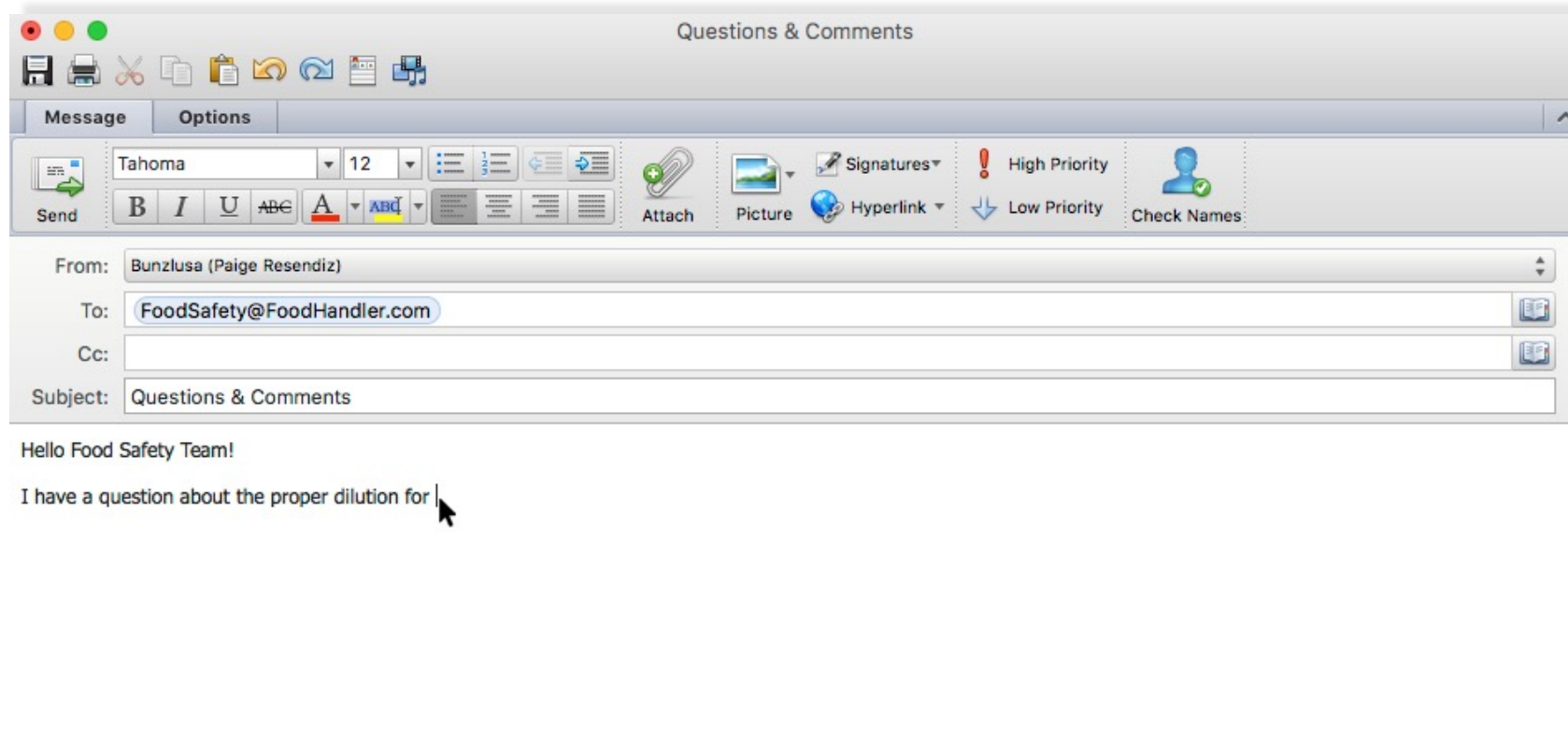
For more information about our webinars and registration:



FOODHANDLER FOOD SAFETY RESOURCES



Please send us your questions or comments at:
FoodSafety@foodhandler.com



THANK YOU FOR JOINING US!

