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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:
Food Safety from Farm to Table

Food Safety-Arming Consumers with the Right Knowledge and Tools

February 23, 2017

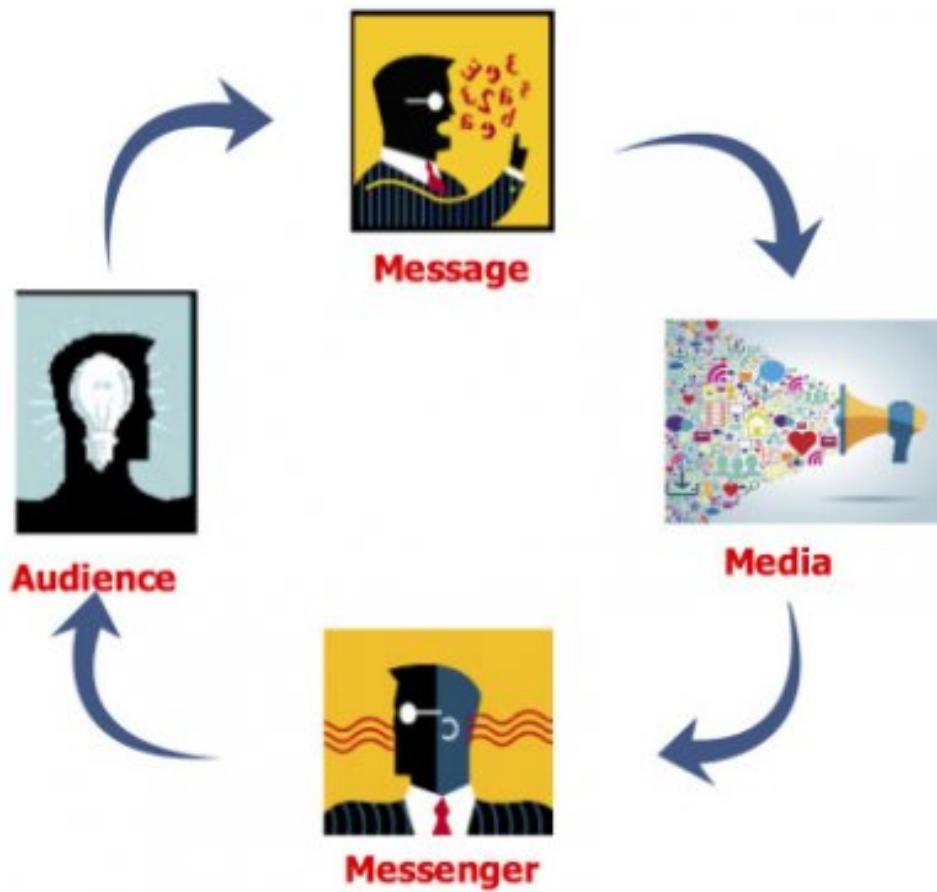
Aaron Lavallee
Deputy Assistant Administrator
Office of Public Affairs and Consumer Education
Food Safety and Inspection Service
U.S. Department of Agriculture

Food Safety and Inspection Service: Food Safety from Farm to Table

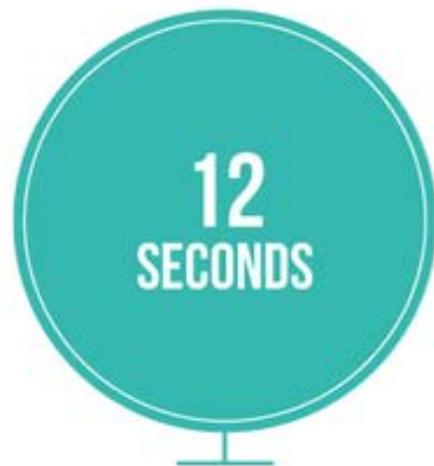


Food Safety and Inspection Service: The Communications Equation

- Understand the *audience*
- Tailor the *message* for that specific audience
- How will you move it - select the *media*
- Who is the messenger



Food Safety and Inspection Service: Understand the Audience



THE AVERAGE ATTENTION
SPAN OF A **HUMAN** IN
2000



THE AVERAGE ATTENTION
SPAN OF A **GOLDFISH**



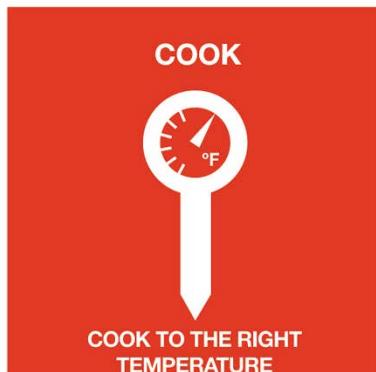
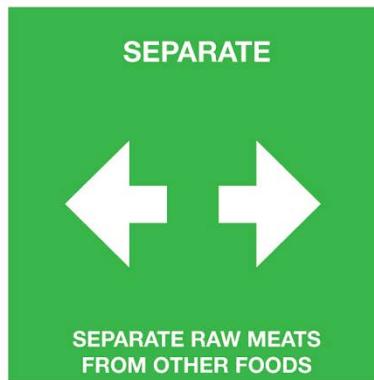
THE AVERAGE ATTENTION
SPAN OF A **HUMAN** IN
2013



THE AVERAGE ATTENTION
SPAN OF A **HUMAN** IN
2017

Food Safety and Inspection Service: The Message and Media

Food Safe Families



KEEP YOUR FAMILY SAFER FROM FOOD POISONING
Check your steps at FoodSafety.gov



Food Safety and Inspection Service:
Voices of Authority

% who rate each messenger as very/extremely credible:

- Technical Expert = 63%,  3%
- Academic Expert = 61%,  1%
- “A Person Like Yourself” = 54%,  6%
- NGO Representative = 46%,  3%
- Journalist = 39%,  12%
- Government Official/Regulator = 35%,  6%

Food Safety and Inspection Service: Research

- Consumer research
 - Observational research
 - Data on behaviors will help shape our messaging
 - 400 participants participated and were observed in a test kitchen in North Carolina on how they prepare a simple meal (hand washing, food thermometer usage, etc...)
 - Data from the observational study is expect around May 2018.
 - Annual data gathering – four food safety steps



Food Safety and Inspection Service: Additional Research

- Consumer research continued
 - Kibbeh, raw product
 - Under cooked burgers
 - Rinsing of poultry
 - 4 handling steps



Food Safety and Inspection Service: Food Safety from Farm to Table

Successes:

- Seasonal campaigns
- Super Bowl
- Trending topics

Engage in:

- Trending topics
 - #TheDress
- Newsworthy events
 - #HoustonFloods
- Pop culture topics
 - #Maythe4thBeWithYou



Published by Janell Goodwin [?] - May 31 - [?]

For National Senior Health & Fitness Day, protect the aging adults in your life from foodborne illness by sharing these food safety tips with them. Help them understand why certain pathogens are more common for their age group.



Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,200 people.

70,042 people reached

Boost Post

185

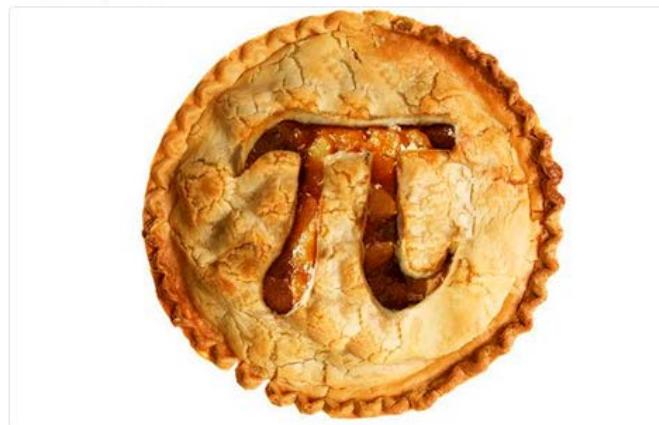
7 Comments 549 Shares



Food Safety and Inspection Service: Food Safety from Farm to Table



It's **#PiDay**! Don't get too **#irrational** today.
Keep hands clean by washing for 20 secs
w/soap & warm water B4 digging into your
delish pies!



2:36 PM - 14 Mar 2017

41 Retweets 67 Likes



3 41 67

PiDay

- Tying food safety to trending topics

Winter advisory for Stella Blizzard



⚠ Winter advisories ⚠ in your area? Follow
these tips to keep your food safe before &
during a winter storm! **#Blizzard2017**
#StormStella



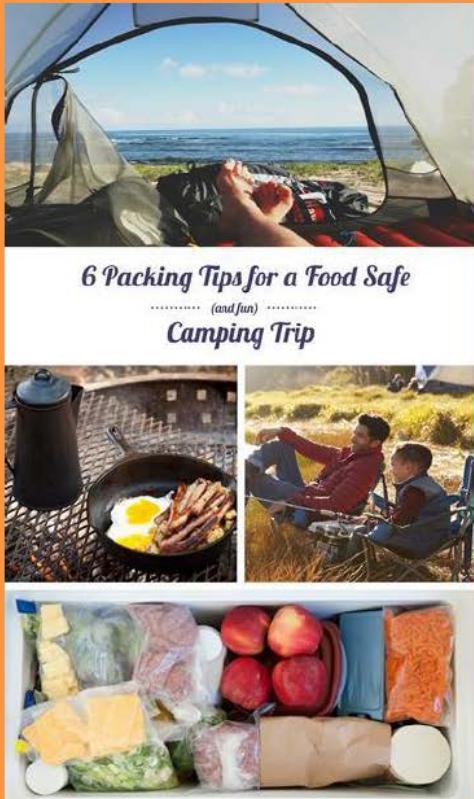
3:24 PM - 13 Mar 2017

219 Retweets 176 Likes



Food Safety and Inspection Service: Food Safety from Farm to Table

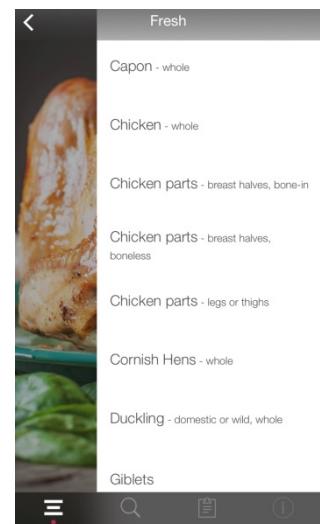
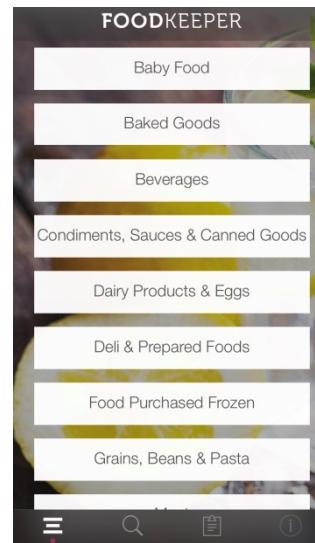
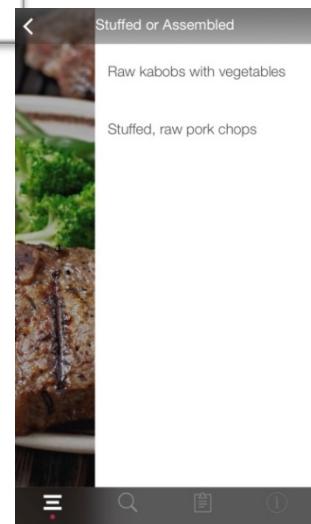
Info Image for Camping Blog



Pinterest

Where consumers search for
tips, recipes, and more

Food Safety and Inspection Service: Food Safety from Farm to Table



Food Safety and Inspection Service: Resources and Toolkits

- Existing channels
- Seasonal campaigns:
 - Super Bowl, Spring, Summer, Back to School, Thanksgiving and Winter holidays
- Media resources, infographics, social media content, blogs
- Long-term relationships and helps USDA reach underserved populations



Food Safety and Inspection Service: Outbreak Response Pilot

Key Takeaways:

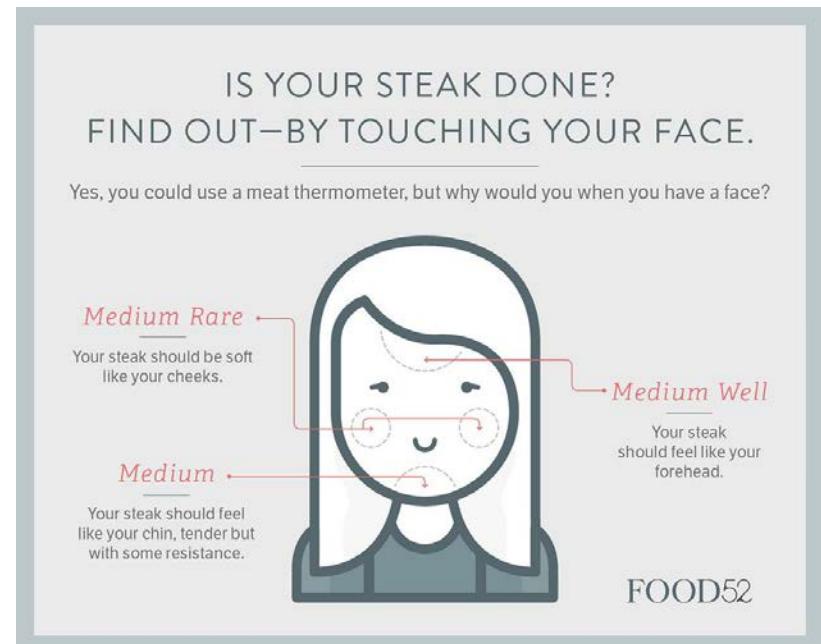
- ❑ Leveraging partnerships critical
- ❑ State officials and cooperative extension directors well-equipped to move information
- ❑ Impractical to establish county-level partnerships
- ❑ State-level partnerships more feasible to reach consumers at the county and local levels



Food Safety and Inspection Service: Food Safety: Challenges

Rise of Disinformation - Silence is Deeply Dangerous

modern farmer “7 Kinds of Sashimi Not Made With Fish”



FOOD52

Food Safety and Inspection Service: Questions and Contact Information



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