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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-Arming Consumers with the Right Knowledge and Tools

**February 23, 2017**

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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

The diagram consists of three horizontal bars stacked vertically. Each bar has a dark blue rounded rectangle on the left side containing white text, and a white rectangle on the right side. The bars are connected by a thin dark blue line that runs horizontally across the top and bottom, with vertical segments connecting the rounded rectangles to the horizontal line.

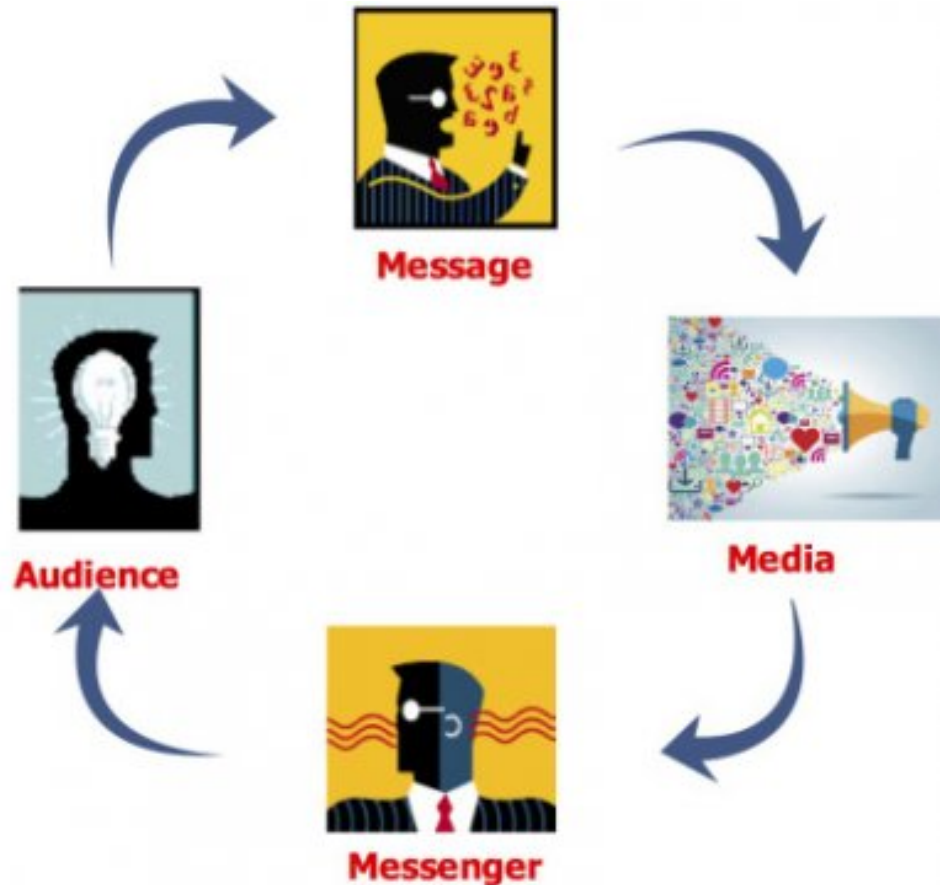
Landscape

Research

Delivery

# 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**



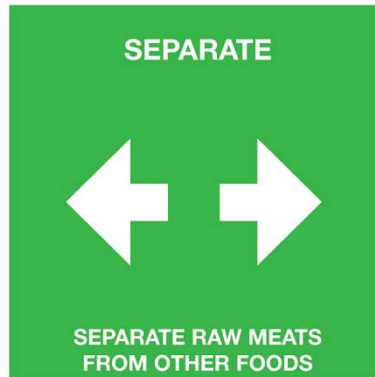
THE AVERAGE ATTENTION  
SPAN OF A HUMAN IN  
**2013**



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](http://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

 **FoodSafety.gov**  
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.



**What May Make You Sick?**

Here's a look at some of the most common food pathogens that affect older adults and where they're found:

E. COLI O157:H7	CAMPYLOBACTER	SALMONELLA
Undercooked ground beef, unpasteurized milk and juices, contaminated raw fruits and vegetables, and water	Unpasteurized (raw) milk	Raw or undercooked eggs, poultry or meat
Person-to-person contact	Raw or undercooked meat, poultry or shellfish	Unpasteurized (raw) milk or juice
	Untreated or contaminated water	Cheese and seafood
		Fresh fruits and vegetables

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

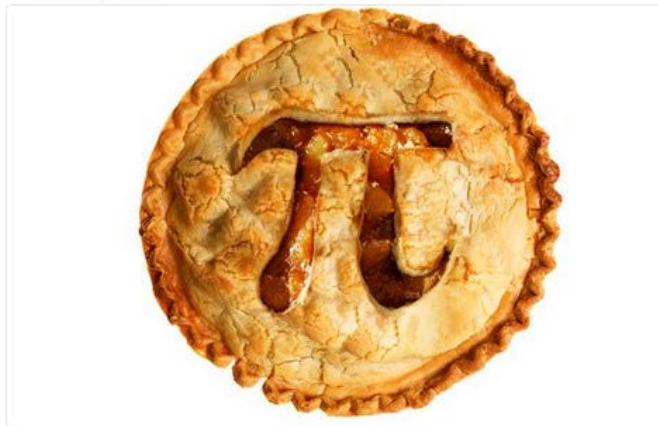
70,042 people reached [Boost Post](#)

👍👎👤 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



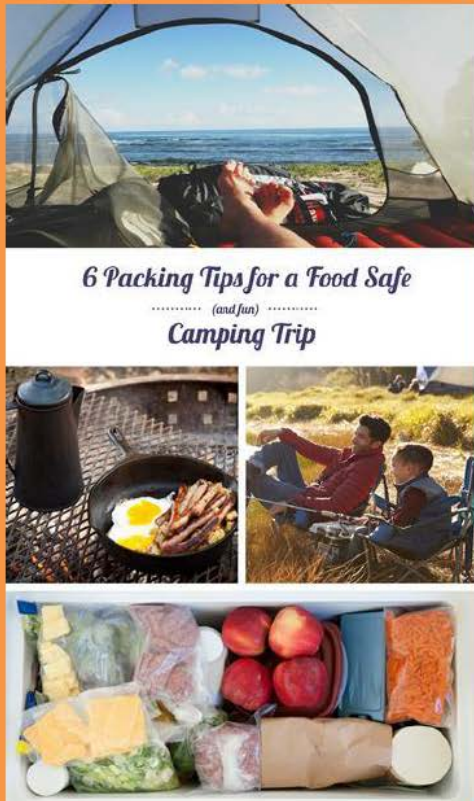
3:24 PM - 13 Mar 2017

219 Retweets 176 Likes



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

## Info Image for Camping Blog



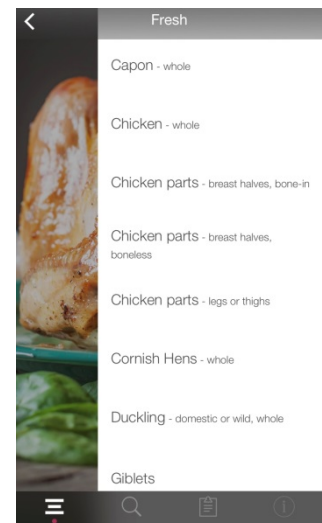
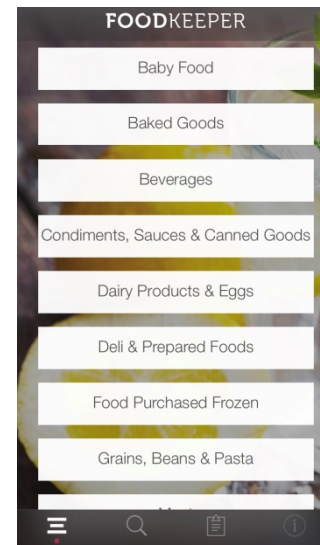
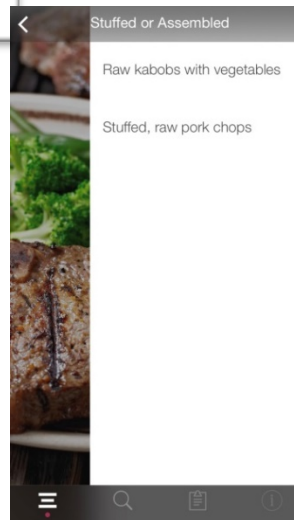
## Pinterest

Where consumers search for  
tips, recipes, and more

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



FoodKeeper



# 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:

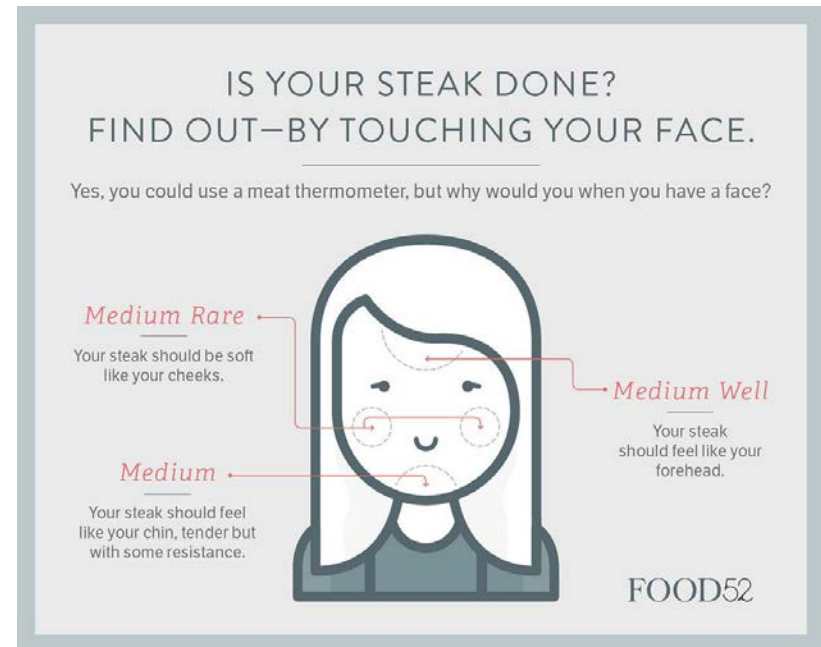
- ❑ Leveraging partnerships critical
- ❑ State officials and cooperative extension directors well-equipped to move information
- ❑ Impractical to establish county-level partnerships
- ❑ State-level partnerships more feasible to reach consumers at the county and local levels



## Rise of Disinformation - Silence is Deeply Dangerous

### **modern farmer**

**“7 Kinds of Sashimi Not Made With Fish”**



## Food Safety and Inspection Service: Questions and Contact Information



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