

2020



# MID-YEAR IMPACT REPORT

**Your contribution has made these activities (and more!) possible since January 2020. Thank you!**

**We look forward to achieving even more with you in the coming months.**

## **COVID-19 PANDEMIC & FOOD SAFETY**

BAC Fighters have been getting questions from their communities about **how to handle food** and as well as **how to reduce their risk of coronavirus**. As a result, there is an increase in demand from BAC Fighters for science-based information they can trust.

**Here is an update on some of the PFSE activities YOU made possible:**

- [Coronavirus resource page](#) for health and food safety educators
- Weekly email series to BAC Fighters on topics like clean/sanitize, kids' activities for home learning, and food delivery and takeout
- Video on [how to handle produce safely](#) (hint: not with bleach!)
- Social media posts on produce handling, delivery and take out, food package handling, safe recipes and kids' activities
- Quiz testing people's food safety knowledge related to coronavirus FAQs on food handling

We have seen increased engagement on social media, increased clicks in our e-cards and increased traffic to [www.fightbac.org](http://www.fightbac.org). **There is a great hunger for these resources!**



**"Thanks so much! These COVID-19 prevention tips will be extremely helpful to our program participants, especially during this time." – Lena, Central State University, Ohio**

**"I work with child nutrition programs in the schools. Many schools are sending refrigerated and frozen food to their students, relying on households to prepare it safely. Thank you for all the resources you have made available to help in these trying times!" – BAC Fighter**

## PROTEIN POWER HOUR & YOUTUBE EVENT ON MAY 13

Just like you, we want to **support the many families stuck at home right now**. We held two events to share safe handling information for meat, poultry and grilling safety. Here's how these events were received by educators and consumers:

### Webinar

- **# of Registrants:** 659\*
- **# of Attendees:** 399\*
- **85% of survey respondents** rated the webinar as Very Good or Excellent
- **Webinar comments:**
  - "Thank you! I look forward to more of your webinars while working from home to share with families sheltering in place."
  - "Great knowledge to share with our high school kids as they start testing their skills on the grill. Thank you!"

*\*High webinar registration and attendee rates for PFSE*

### YouTube Grilling Event

- **Views\*\*:** 489
- **Most viewed video:** [USDA intro video](#)
- **2nd most viewed video:** [Q&A with USDA Meat and Poultry Hotline](#)

*\*\*For all videos on PFSE Food Safety YouTube channel*



## WORLD FOOD SAFETY DAY ON JUNE 7

For **World Food Safety Day 2020**, we wanted to say "thank you" by highlighting stories of people, just like YOU, who are making it possible for their communities to be fed and stay healthy.

- [FoodSafetyDay.org](#) to recognize food safety heroes and to provide resources for others to join the conversation
  - **More than 4,600** web page views
- [World Food Safety Day video](#) saluting food safety heroes
  - Video received **more than 27,000 views**
- Recognition page at [foodsafetyday.org/recognitions2020](#)
  - **31 people or organizations** were recognized as food safety heroes
- Food safety quiz for consumers
  - **88%** average quiz score



Thank you for making this work possible and for supporting BAC Fighters!