



Food Safety Delivered

New Resources You Need for National Food Safety Education Month

Welcome from PFSE



Shelley Feist
Executive Director
Partnership for Food Safety Education
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Today's Line Up



- **Welcome / Housekeeping**
- **A New Era of Food Safety** with Steven Mandernach, Executive Director of Association of Food and Drug Officials
- **The Research Behind the Prep Yourself Campaign** with Shelley Feist, Executive Director of the Partnership for Food Safety Education
- **The Prep Yourself Campaign in Action** with Allison Beadle, RD, CEO of Wild Hive

Housekeeping



Join the chat!

Or send a question during the webinar.



After the webinar, you will receive a brief survey. Please fill it out.

Help us improve!

Continuing Education Units



One-hour CEU available from ANFP, CDR, NCHEC & NEHA

- Download certificate from chat box
- Follow-up email
- Download at fightbac.org under “Free Resources” tab and “Recorded Webinars” (on Sept. 2)

Today's Co-Host



Steven Mandernach

Executive Director
Association of Food and Drug Officials

PFSE Board Member

www.afdo.org

PFSE & Fight BAC! Origins



- Home food safety a critical link in the chain of prevention
- Commitment by all Partners to ensure consumer food safety education is shared with Americans
- *Clear *Concise *Consistent *Actionable
- Regardless of information source, consistency in messaging
- Public-private collaboration – spirit of cooperation (MOU 1997)

<https://www.fightbac.org/about-us/partnership-history/>

Food Delivery Enters the Stage



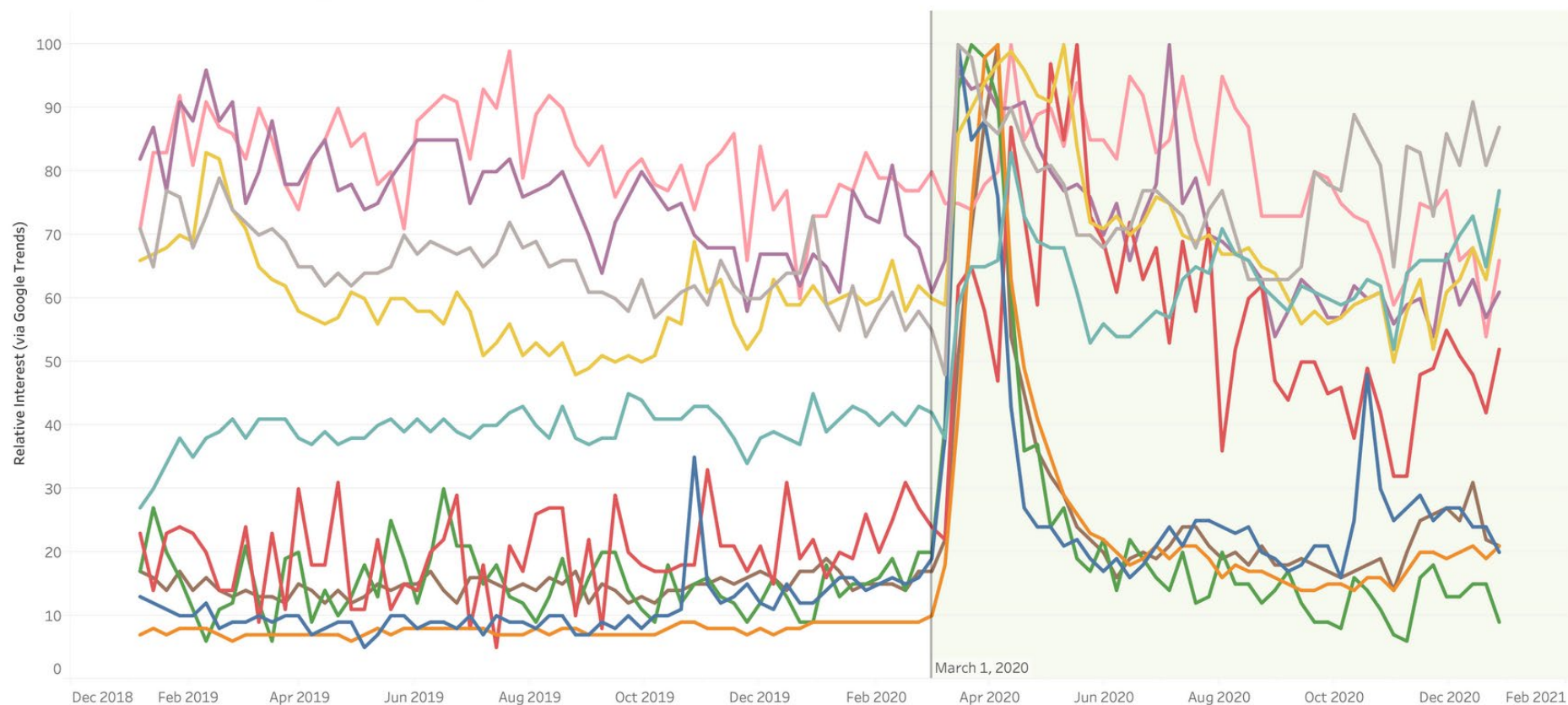
- Three types: grocery, meal kit and foodservice
- Food delivery services have been on the rise for years.
 - 2016-2017: Meal kit industry alone grew by 300% ¹
 - 2017-2019: Online foodservice food delivery (from restaurants, either direct or through a platform) grew by 41% ²
- COVID accelerated delivery growth:
 - August 2019-March 2020: U.S. grocery delivery and pickup sales grew by 233% ³
 - March-June 2020: Grew an additional 80%



What Google Search Data Shows



Relative Interest in Searching Food Delivery Services



Poll Question #1



Tell us what you are most interested in today?

- I'm curious about food delivery
- I work in food delivery
- I want to get access to the new campaign resources
- I'm interested in research data around consumer behavior and food delivery
- I love live webinars!
- I want to earn CEUs

The Changing Landscape



- INSERT VIDEO

Understanding the Opportunity



- Lack of evidence surrounding food delivery and food safety risks
- Two opportunities:
 - Educate delivery users about potential areas of risk
 - Leverage food delivery is a new vehicle to communicate to consumers about food safety at home
- The delivery handoff is a clear moment in time where people are accepting their role as a link in the food safety chain (whether they realize it or not!)



Campaign Goals



- New Technologies + New Consumer Touch Point = Opportunity to modernize food safety education
- Goals:
 - Raise consumer awareness around home safe handling of delivered foods in all forms – grocery, prepared food and meal kits
 - Encourage healthy food-handling habits in millions of households using food delivery services
 - Build on the PFSE reputation with health educators (BAC Fighters) and the nation's food retailers and food industry partners

Collaborative, Strategic Approach



2020

- **January-March:** PFSE Food service task force convenes
- **May:** Partner meeting (food delivery conversation followed)
- **July:** Consumer survey fielded (IA State Univ)
- **August:** Design workshop w Barb Chamberlin
- **December:** RFP process; 8 creative firms reviewed; 3 interviewed

2021

- **January:** Selection of Wild Hive
- **February:** Connecting with potential project investors
- **March 12:** Presentation of approach at CFSE virtual conference
- **March 31:** Pop up event on campaign w Frank Yiannas
- **June 1:** Federal Liaisons Briefing
- **July:** two rounds of creative testing
- **August 12:** 2ND Federal Liaisons briefing
- **August 25:** Release Date

Campaign Development



Deep Dive/Donor Dev

Strategic planning session
Identifying/filling research gaps
Audience identification
Developing a key insight
Developing donor prospectus
Donor engagement



Messaging/Creative

Ideation around the key insight to develop multiple concepts to test
Messaging/creative testing via online survey
Refining messaging/creative



Strategic Planning

Strategic communications plan development
Continued creative testing



Materials Development

Website design
Print, digital content/ads, video
Social media content
Media materials



Launch

Implementation
Further materials development

February-
March

March-June

June-July

July-August

August 25

Partners Provided Input



Federal agency input: FDA, USDA, CDC

Research Behind Prep Yourself



1. Consumer Survey: PFSE commissioned with Iowa State University
2. Review: observational data on consumer food safety behavior review & stakeholder interviews
3. Consumer Survey formative/message testing (May 2021)
4. Consumer Survey campaign testing (June 2021)
5. Consumer Survey creative testing (July 2021)

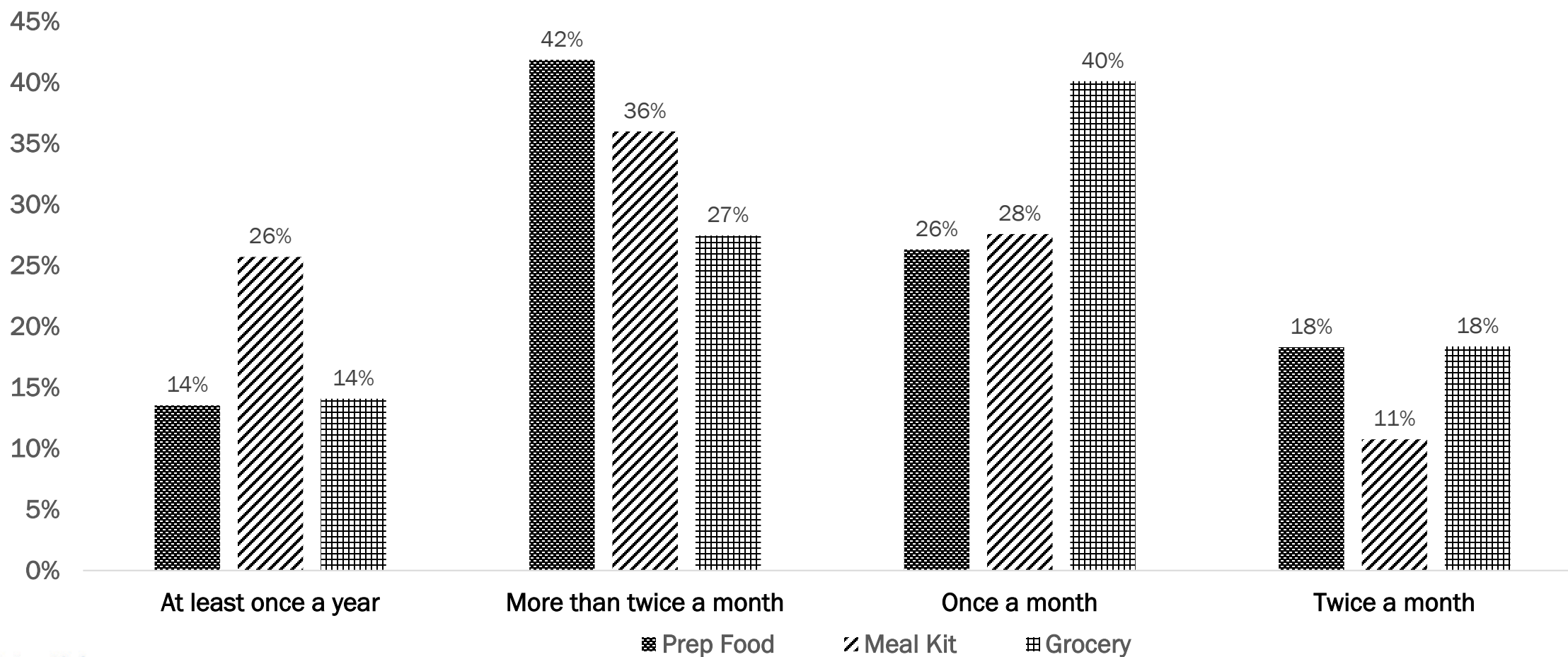
1. Iowa State Consumer Survey



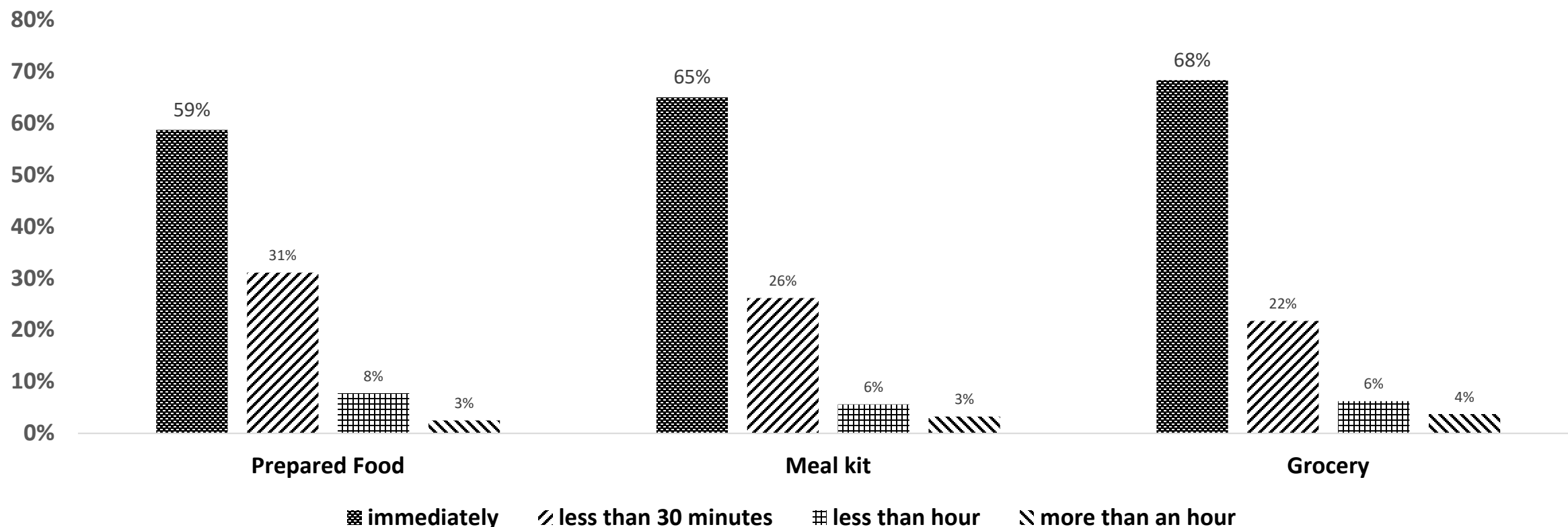
- Commissioned by PFSE
- Survey fielded July through August 2020
- 1,174 Respondents
- Identified user profiles for the three delivery services: meal kit, grocery and prepared food delivery
- Survey questions developed using validated survey questions (Byrd-Bredbenner, et al., 2010)

IOWA STATE
UNIVERSITY

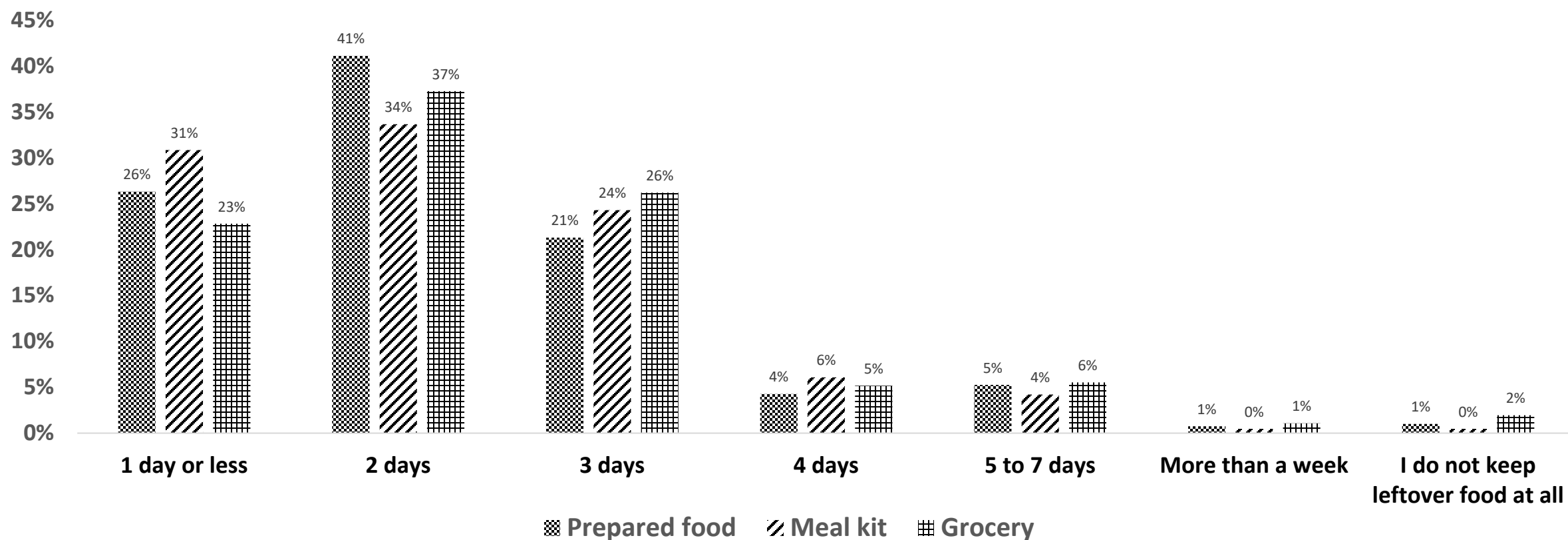
1. Delivery Service Use Frequency



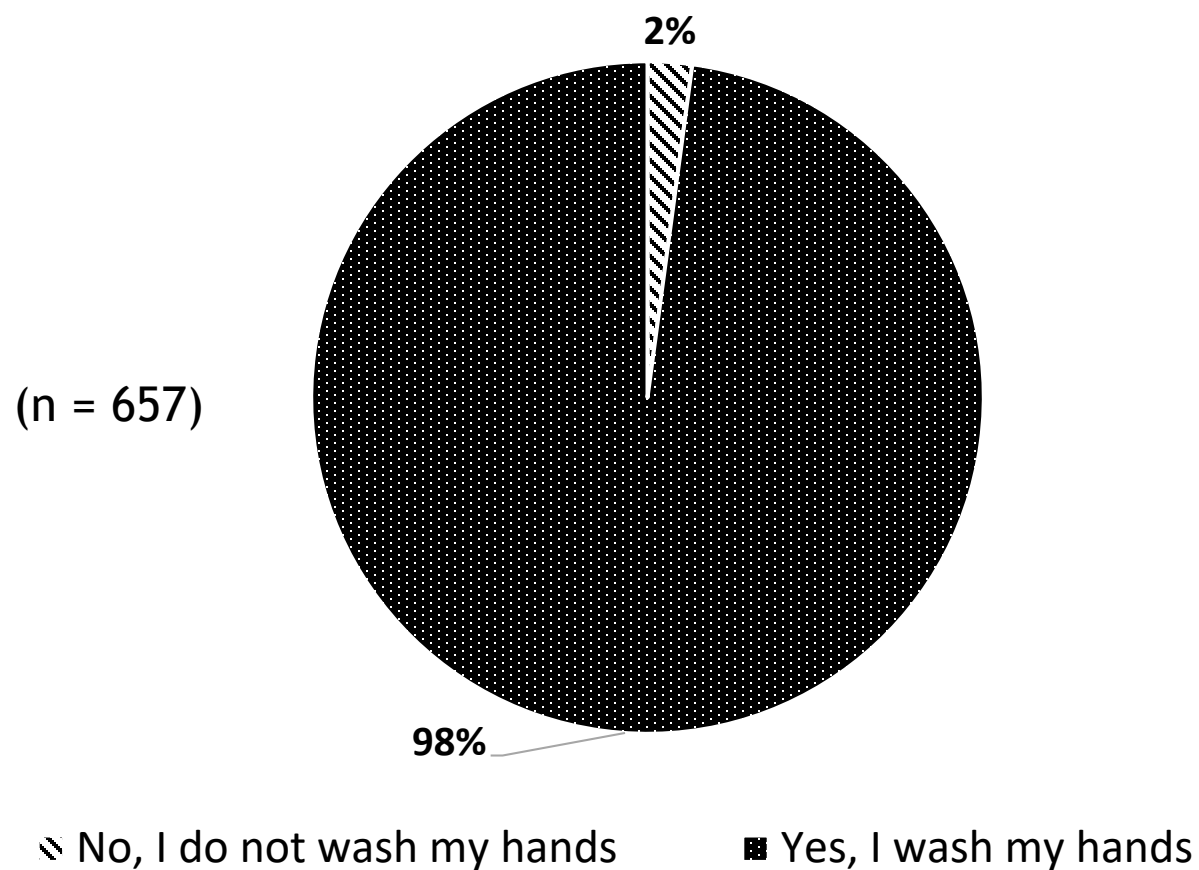
1. How long do you wait to put perishable items away?



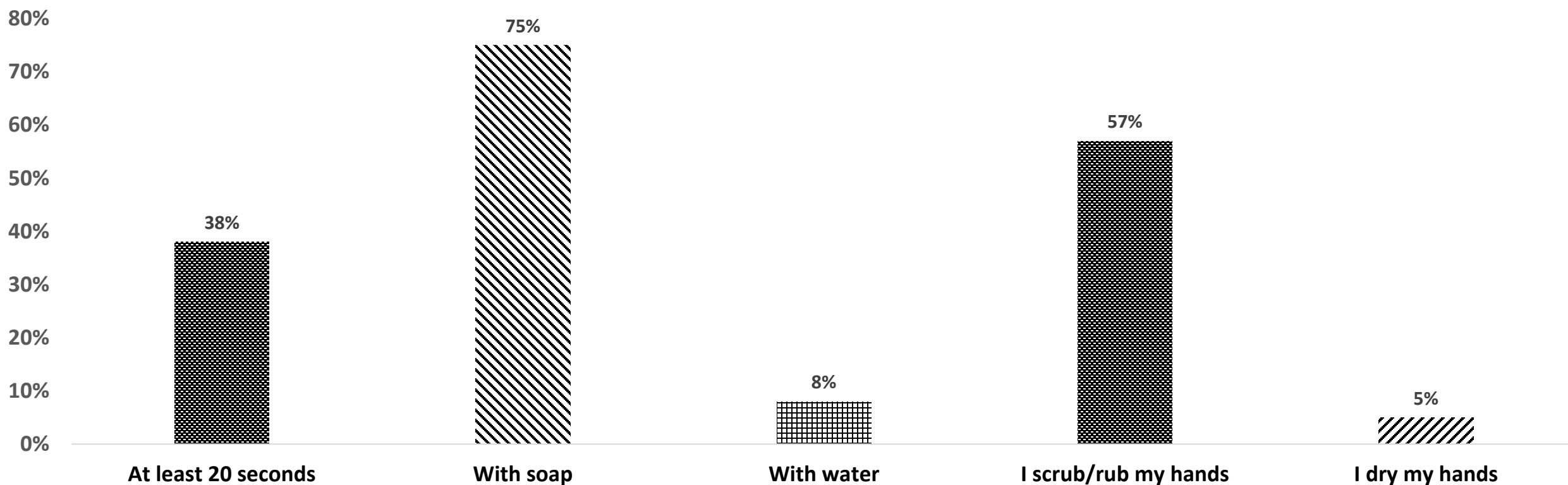
1. How long do you usually keep leftover food and then eat it?



1. Do you wash your hands before handling food?

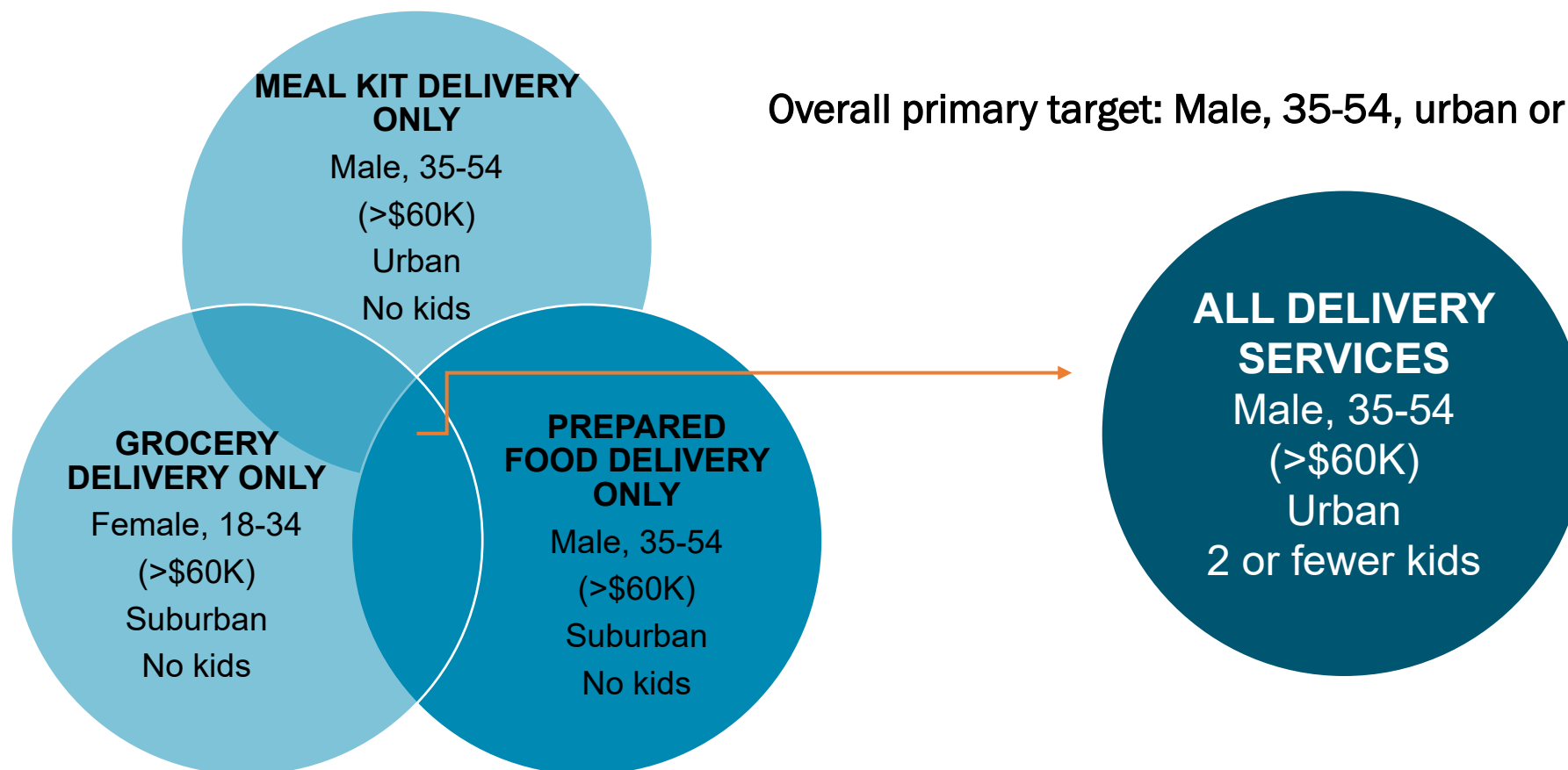


1. How do you wash your hands?



(n = 657)

1. Identified Food Delivery Users



2. Existing Research: Key Data



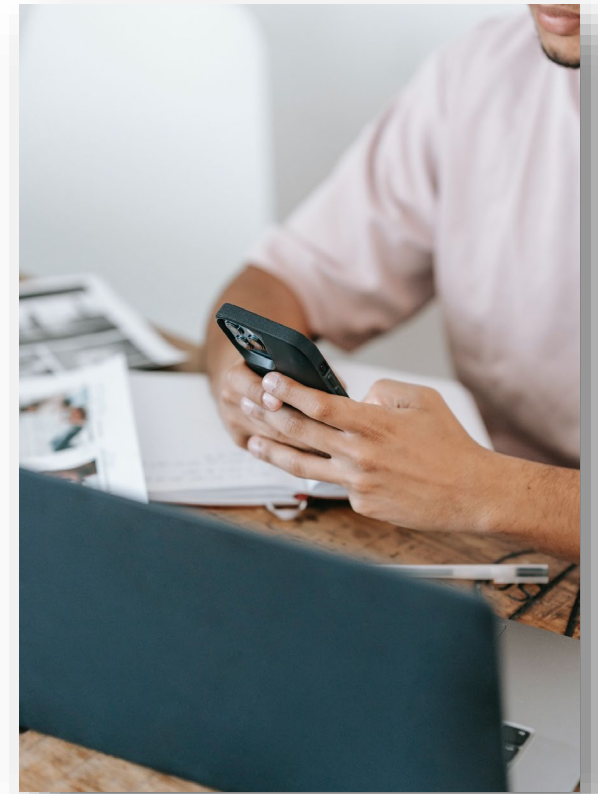
- 1 in 6 Americans gets sick from contaminated foods or beverages
- 48 million illnesses, 128,000 hospitalizations, and 3,000 deaths traced to foodborne pathogens
- USDA observational data suggests vulnerabilities:
 - Before meal prep, just 5% washed hands correctly with soap
 - During meal prep, people washed hands just 5% of the time that it was required
 - Nearly half reported not using a thermometer when cooking chicken at home
 - 97% (control) and 94% (treatment) did not properly clean or sanitize counters before or after meal prep

Food Safety Consumer Research Project: Meal Preparation Experiment Related to Not-Ready-To-Eat Frozen Foods, USDA FSIS. 2019.
Meal Food Safety Consumer Research Project: Preparation Experiment Related to Poultry Washing, USDA FSIS. 2019.

Creative Research



3. Formative/message testing (May 2021)
4. Campaign creative testing (June 2021)
5. Added campaign creative/message testing (July 2021)



3. Methodology (May 2021)



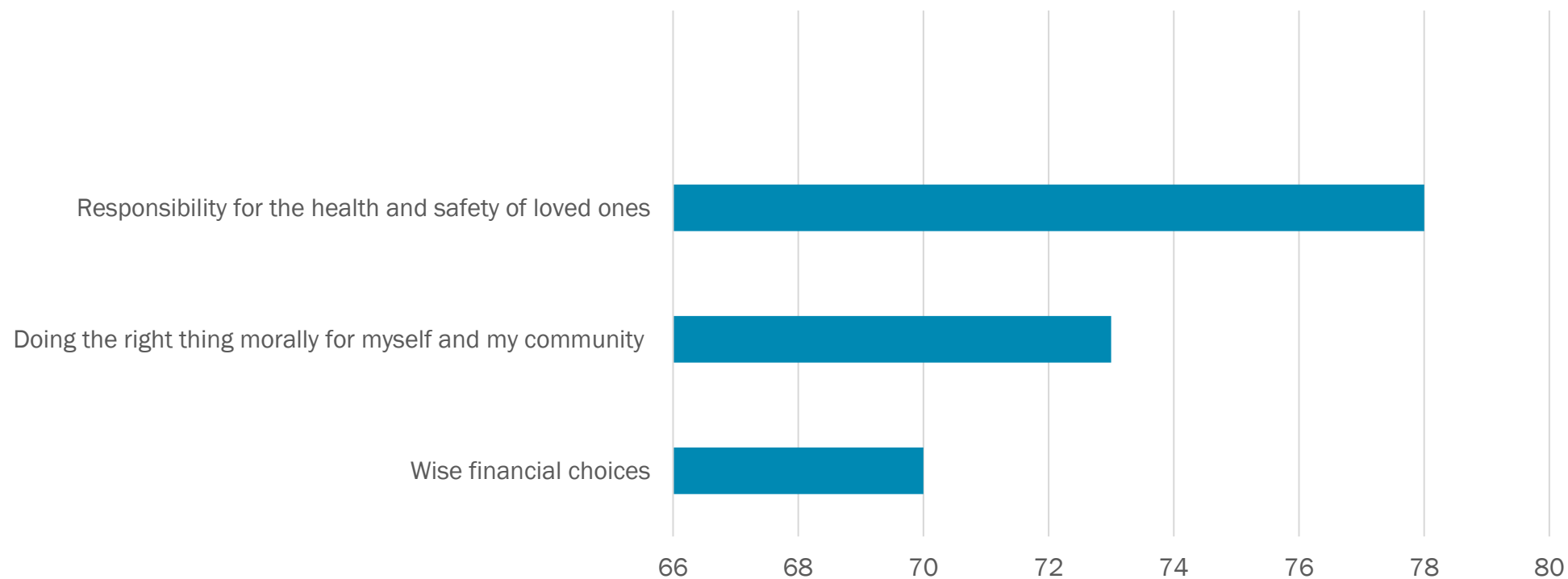
- **Purpose:** To understand how the average consumer perceives the issues around food safety practices, as well as what motivates them to make decisions that could alter their behavior
- 10-question survey
- Respondent count: 302
- Target audience profile:
 - U.S. market
 - Ages 18 to 76+
 - Income of \$60,000 or more*



3. Results



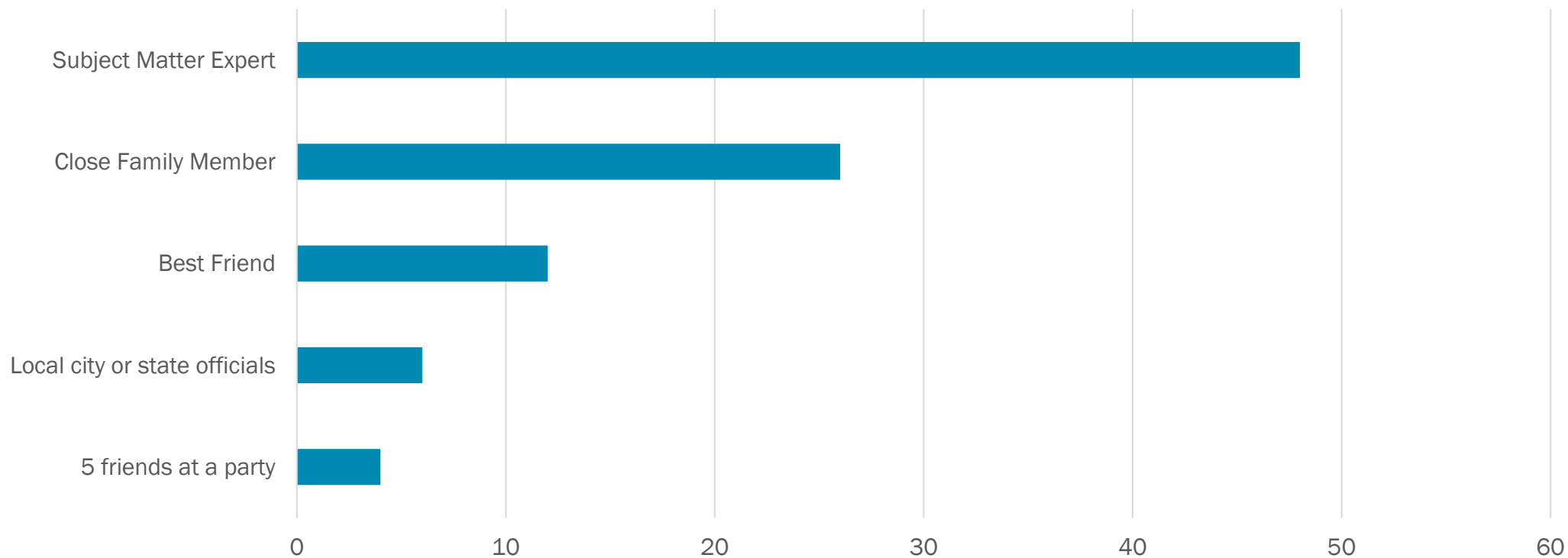
Decision-making Factors



3. Results (cont'd)



Authority/Credibility



3.Results (cont'd)



- Other considerations for influence based on multiple questions
- Influence factors:
 1. Helping or protecting a close family member
 2. Case study about a "town like mine"
- General Values:
 1. Long-term health
 2. Reducing food waste



3. Key Takeaways

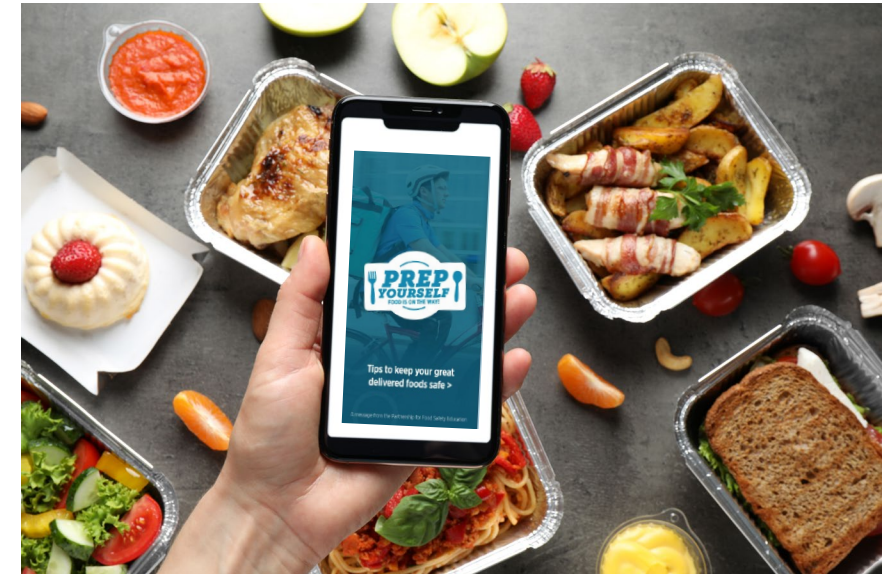


- Family and health care organizations/ research institutions are influential
- Statistics matter, especially when tied to something personal or local
- Relatable case studies and stories matter
- Unclear if financial benefits of proper food safety habits are motivators
- People want to be seen as protectors of their family and friends

4. Methodology (June 2021)



- Purpose: To understand how the average consumer perceives the headlines and themes within advertisements for food safety practices
- Respondents:
 - U.S. market
 - Ages 18 to 76+
 - Income of \$50,000 or more
- Respondents reviewed 7 different combinations of headlines and themes with two taglines



4. Results



Winning Tagline: **Prep' yourself: Wash hands, wipe down**

Favored in testing



Also favored in testing



5. Methodology (July 2021)



- Purpose: To test theme messaging and logo
- Respondent count: 203
- Target audience profile:
 - U.S. market
 - Males, ages 35 to 54
 - >\$50,000 income



5. Results



- Logo Key Takeaways:
 - 38% said it made them feel curious
 - 42% felt it would motivate them to wash hands and counters before eating
 - 78% felt it was positive
 - 65% preferred Prep Yourself: Wash Up! Hands + Counters



5. Results (cont'd)



- Key Takeaways from Messaging:

- 46% understood “Wash your counters” to mean Wipe off my counters with a disinfectant wipe
- 27% understood “Wash your counters” to mean wash my counters with soap and water
- 89% understood that “Wash your hands” meant Wash my hands with soap and water
- 64% understood that “serve or save” meant Eat the food now or store it appropriately to eat later
- When shown all three messages with the logo, 46% of respondents would follow all three steps



1) WASH COUNTERS

2) WASH HANDS

3) SERVE OR SAVE

Evolution of Campaign Creative

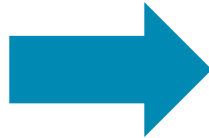


June 2021

July 2021

August 2021

**PREP'
YOURSELF**
WASH HANDS. WIPE DOWN.



**PREP
YOURSELF**
FOOD IS ON THE WAY!

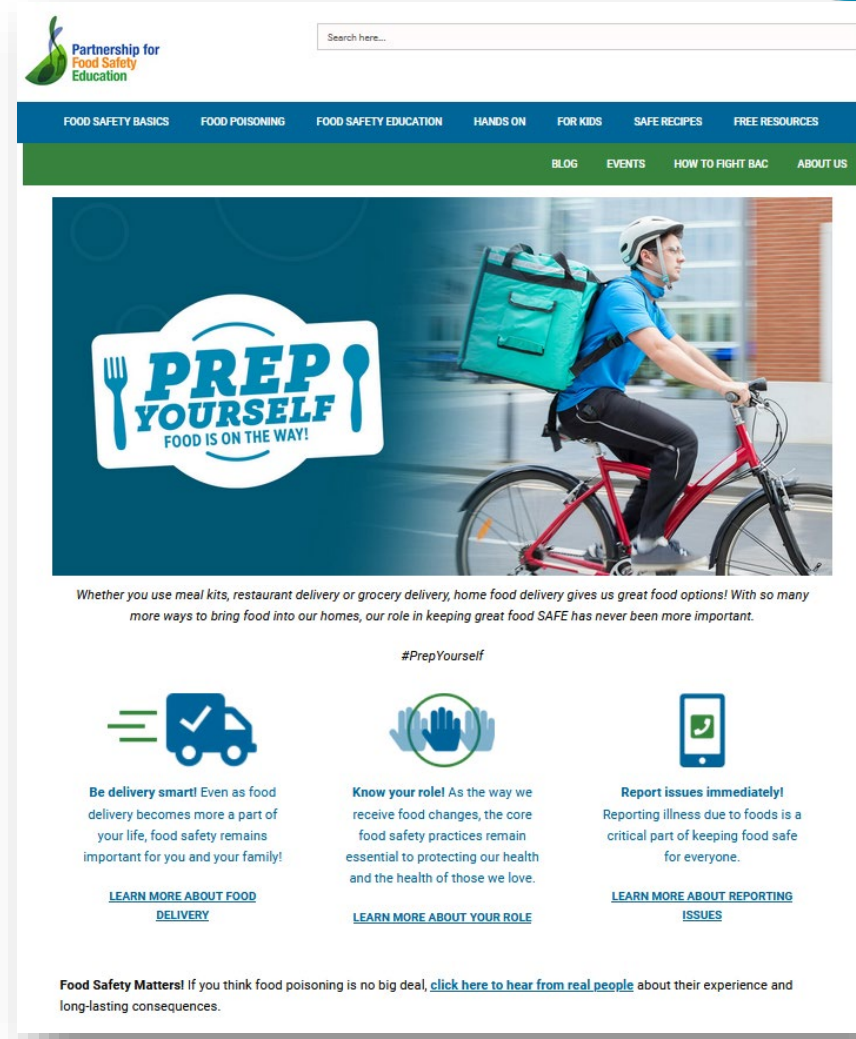
Final Creative



Prep Yourself Microsite



- www.fightbac.org/prep-yourself
- Consumer-facing microsite focuses on food delivery education, safe food handling at home, and reporting issues
- Downloadable campaign resources



Guest Speaker



Allison Beadle, MS, RDN

Founder & CEO

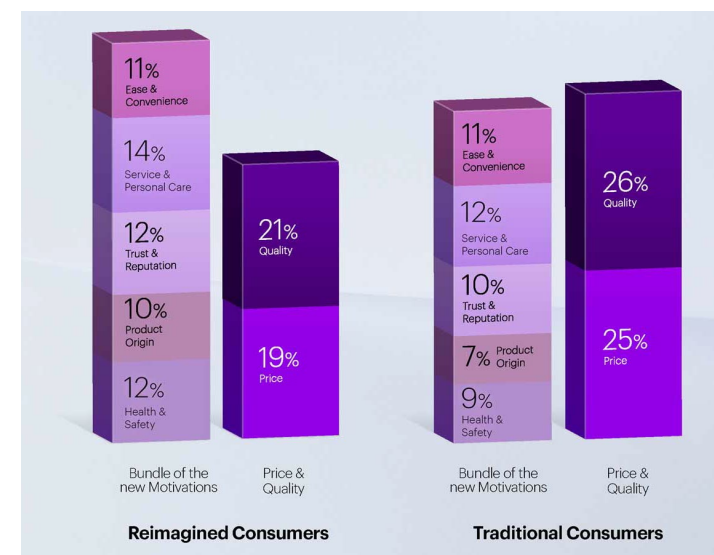
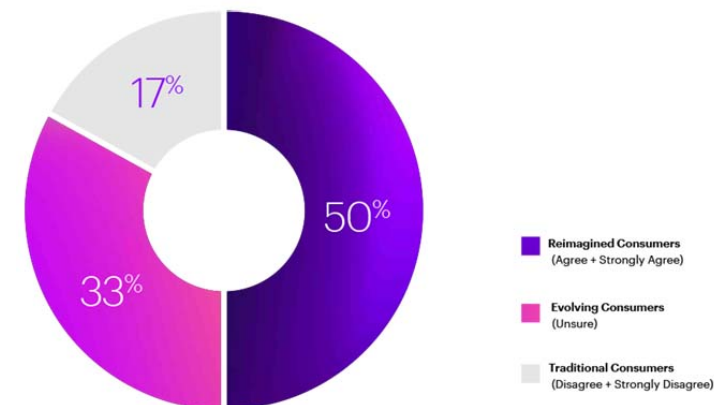
Wild Hive

www.wildhive.com

Current Consumer Mindset



- Consumers' priorities are shifting
 - 50% of global consumers say the pandemic made them TOTALLY REVISE their personal purpose and what is important for them in life
 - Health and safety motivations increased the most¹
- Consumers habits at home are changing
 - Consumers are cooking more often at home (44%)²
- Americans are less likely to have experienced some change to their eating or food preparation habits because of the pandemic:
 - 2020: 85%
 - 2021: 72%²
- Online grocery shopping continues to increase as you look at the number of Americans who said they shopped online:
 - 2019: 27%
 - 2020 (early): 33%
 - 2021: 42%²



Prep Yourself in Execution



Multi-pronged strategy requires collaboration



Create a microsite dedicated to food safety at home when ordering delivery; continue to expand content as new information emerges



Cultivate stories from real people about the dangers of foodborne illness and how they practice safe food handling at home



Engage food delivery companies and other experts, including food safety educators, registered dietitians, chefs and healthcare professionals, to help reach consumers about food safety at home

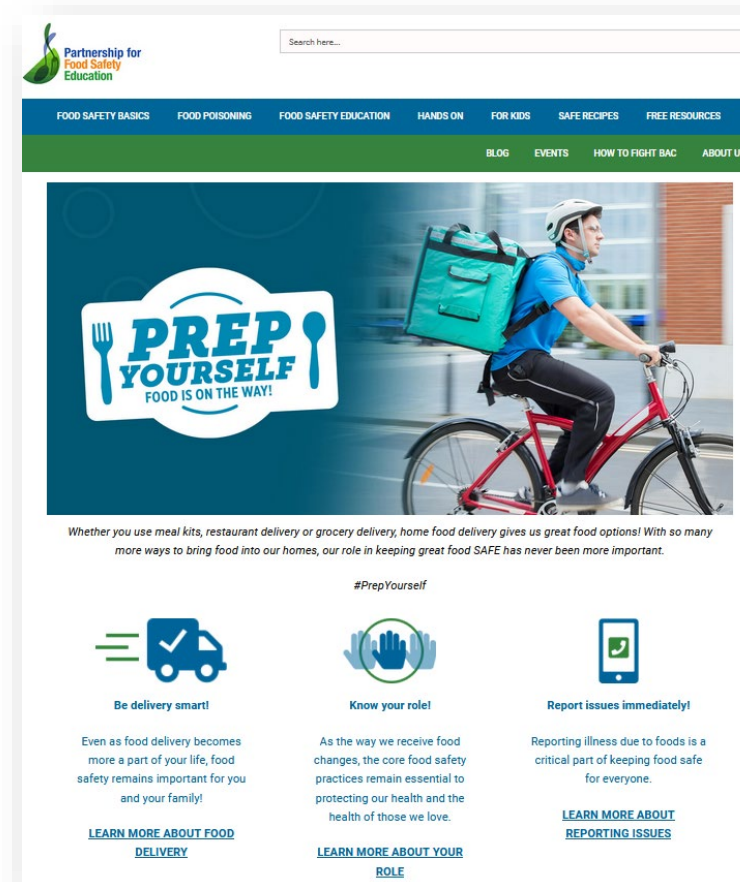


Engage traditional media; and launch digital and social media advertising to build awareness and drive consumers to the microsite

Prep Yourself in Execution



- Microsite live now at fightbac.org/prep-yourself
- Press release and media outreach beginning Aug. 30
- Promotion throughout PFSE channels during National Food Safety Education Month
- Ongoing engagement of experts and food delivery companies
- Leverage new food safety stories with media and to support educators
- Digital advertising will support Prep Yourself throughout the year



How You Can Use Prep Yourself



- Toolkit of materials will provide you with resources that can be used during National Food Safety Education Month and beyond
 - Share content in social media
 - Use resources in direct communications with consumers
 - Share information with other experts
 - Use information during media interviews
- Help identify food safety stories that can help consumers connect with the risks associated with food safety
- Share feedback with PFSE on more resources needed in this space

Toolkit of Materials (cont'd)



Brand Guide & Logos



Print Materials



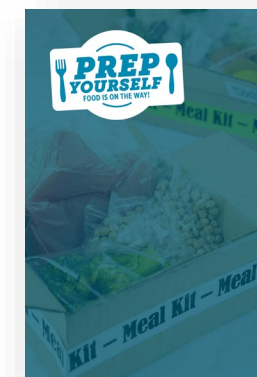
Toolkit of Materials



Digital Ads



Social Media Content



Poll Question #2



What tool do you rely on most to connect with people about food handling behaviors that can reduce risk of illness?

- Facebook
- Twitter
- LinkedIn
- Email
- Website
- Small-group presentations
- Virtual events
- Print materials



Comments, questions?

Thank you for joining us today!

Email Sign Up



Get Cooking Times!

- Monthly e-newsletter
- Delicious, safe recipes
- Food safety tips
- Cooking trivia & food facts

getcookingtimes.fightbac.org/home



Continuing Education Units



****FINAL REMINDER****

Get your CEU certificate – 3 ways

1. Download certificate from chat box
2. Follow-up email
3. Download at fightbac.org under “Free Resources” tab and “Recorded Webinars” (on Sept. 2)

JOIN US

Ready, Set, Cook it Safe!



Bring the whole family and cook like a kid again at this fun virtual cooking event!

Saturday, Sept. 18

11:30 a.m. EST

Register at www.fightbac.org/events

\$25 registration donation supports free webinars like this one!



Thank you, Prep Yourself Sponsors



ASSOCIATION OF FOOD
& DRUG OFFICIALS
SINCE 1896



We thank **Uber Technologies** for underwriting the 2020 Food Delivery Taskforce.