

COOK IT SAFE: **PRACTICAL STRATEGIES TO REDUCE FOODBORNE ILLNESS**

IFIC Foundation *2011 Food & Health Survey* Food Safety Webcast
Thursday, September 1, 2011
11:00am ET

Be sure to dial-in for the audio portion of the webcast:
800-658-3095 access code **964856914#**

Please submit any questions to foodandhealth@ific.org.



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Agenda

- Welcome
- Results from the *2011 Food & Health Survey*
- The Risks of Foodborne Illness
- “Cook it Safe” Campaign
- A Call to Action
- Questions & Answers
 - Please submit any questions to foodandhealth@ific.org.

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800-658-3095 access code **964856914#**



Housekeeping

- Please submit all questions to FoodandHealth@ific.org
 - Questions will be answered at the end of the webcast
- An email will be sent to your email one hour after the webcast with additional resources including
 - A link to the CPE certificate
 - A PDF copy of these slides
 - Links to the USDA FSIS “Cook it Safe” PSAs
- You can follow the discussion on Twitter by using #foodinsight
 - @IFICMedia
 - @FoodInsight
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International Food Information Council Foundation

Mission:

To effectively communicate science-based information on health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage and agricultural industries.

www.foodinsight.org

Please submit any questions to foodandhealth@ific.org.



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Objectives for the Webcast

- Identify the most common types of bacteria that cause foodborne illness and ways to reduce exposure.
- Understand consumer attitudes and behaviors toward food safety and identify areas for improvement.
- Understand the relationship between cooking time, temperature, and method and their impact on food safety.
- Recognize key messages related to food safety and appreciate ways to communicate them to the public.

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Speakers

Moderator

- Carrie Dooher

- Director, Trends and Consumer Insights
 - International Food Information Council Foundation

Results from the 2011 Food & Health Survey

- Katie Burns

- Manager, Food Safety & Defense
 - International Food Information Council Foundation

The Risks of Foodborne Illness

- Robert Gravani, Ph.D.

- Professor of Food Science
 - Cornell University



Speakers

“Cook it Safe” Campaign

- Diane Van
 - Food Safety Education Staff Deputy Director
 - USDA Food Safety and Inspection Service

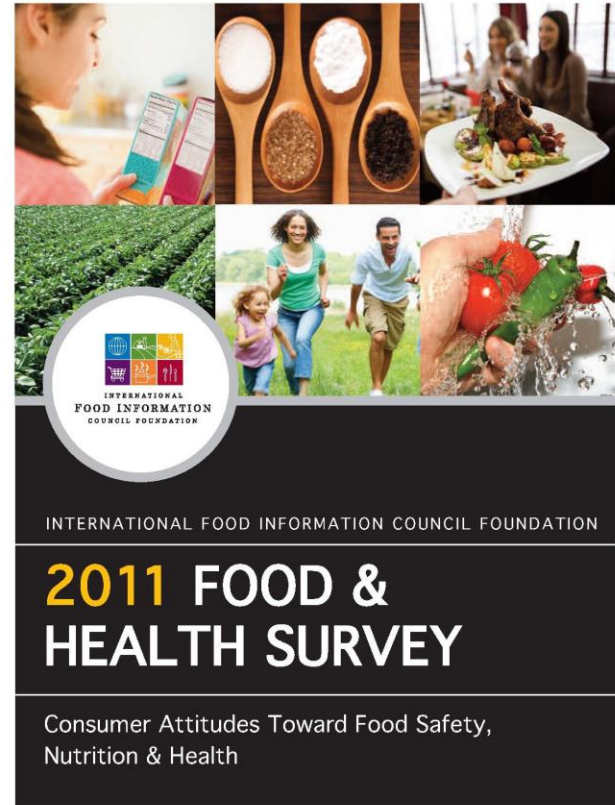
A Call to Action

- Marianne Smith Edge, MS, RD, LD, FADA
 - Senior Vice President, Nutrition & Food Safety
 - International Food Information Council Foundation



The IFIC Foundation *Food & Health Survey*

<http://www.foodinsight.org>





INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

2011 FOOD & HEALTH SURVEY



Consumer Attitudes Toward Food Safety,
Nutrition & Health

A TRENDED SURVEY

Methodology

Methodology	Web Survey
Conducted By	Cogent Research (Cambridge, MA)
Population*	Representative Sample of U.S. Adult Population (18+) on Age, Socioeconomic Profile, Race/Ethnicity, Region, and Gender
Data Collection Period	March 28-April 10, 2011
Sample Size (Error)	n=1,000 (± 3.10 for 2011) (± 4.3 among 2011, 2010, 2009, 2008, 2007, 2006)

*Weighting is a widely accepted statistical technique that is used to ensure that the distribution of the sample reflects that of the population on key demographics. With any data collection method, even when the outgoing sample is balanced to the Census, some populations are more likely than others to respond.

NOTES:

- 1) Statistical significant differences from previous years are noted in the report with up or down arrow keys:
▲ / ▼ Significant increase/decrease from year indicated.
- 2) Top 2 refers to the top two answers, 4 or 5 on a 5-point scale; Bottom 2 refers to the bottom two answers, 1 or 2 on a 5-point scale.
- 3) Rounding: Due to rounding conventions, please note that Top 2 and Bottom 2 may not add to 100% or respective composite score. In addition, statistical comparisons and totals on charts may not add to 100%. The discrepancy should be no more than +/- 1%.

RESULTS FROM THE *2011 FOOD & HEALTH SURVEY*

Katie Burns

Manager, Food Safety & Defense

International Food Information Council Foundation

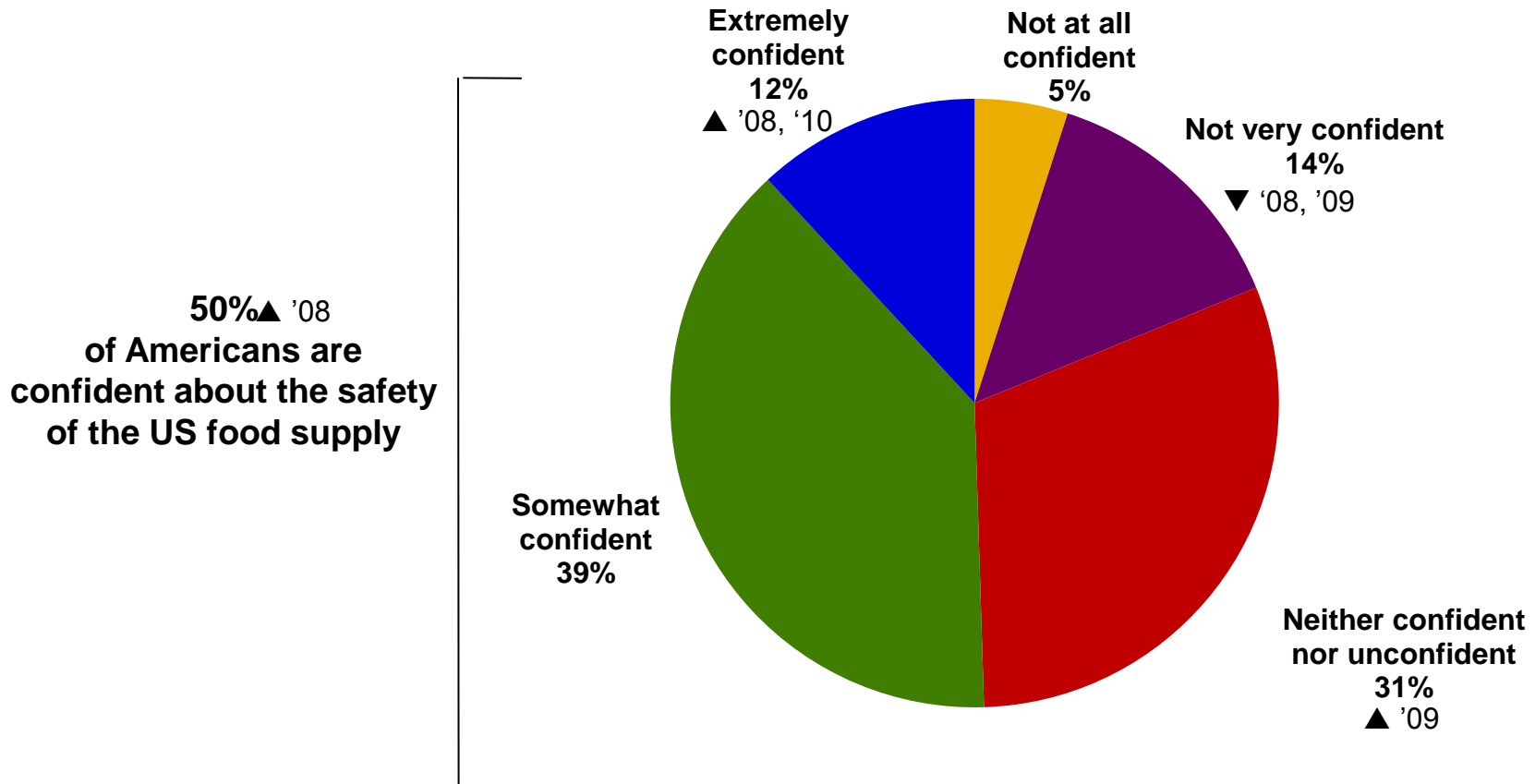
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Food Safety Confidence

About half of Americans are confident in the safety of the U.S. food supply.



To what extent, if at all, are you confident in the safety of the U.S. food supply?* [Select one] (n=1000)

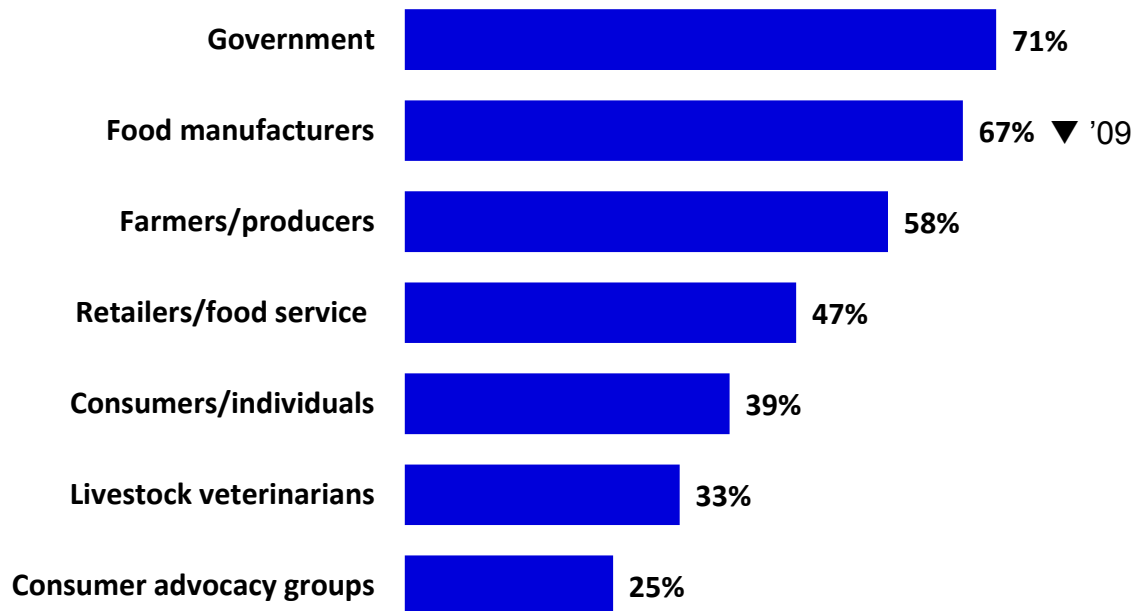
*Question asked since 2008.

** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated

Food Safety Responsibility

When asked who they believe is responsible for food safety in the U.S., 71% of Americans believe that the government is responsible, and 67% say food manufacturers, followed by farmers/producers (58%), retailers/food service (47%), and consumers/individuals (39%).



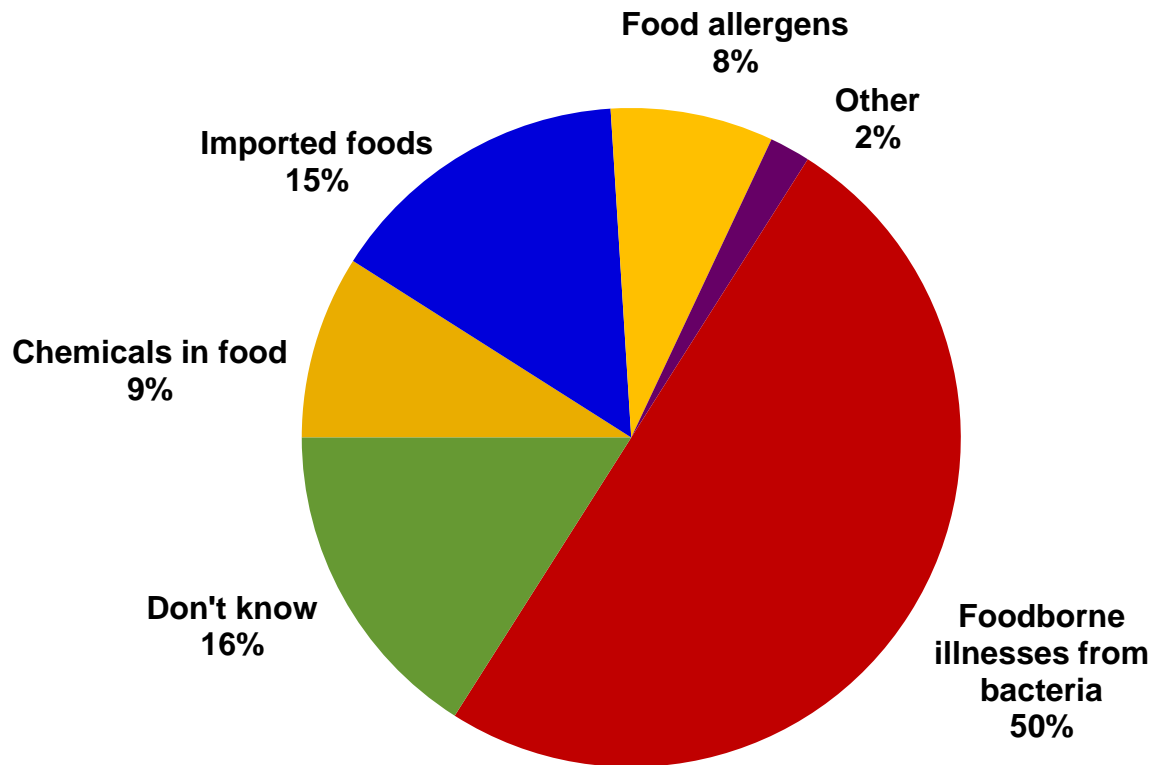
In general, who do you believe is responsible for food safety in the U.S.?
[Select all that apply] (n=1000)

*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated

Most Important Food Safety Issue Today

Foodborne illness from bacteria remains the most important food safety issue.



What, in your opinion, is the most important food safety issue today?* [If chemicals specify open end]
[Select one] (n=1000)

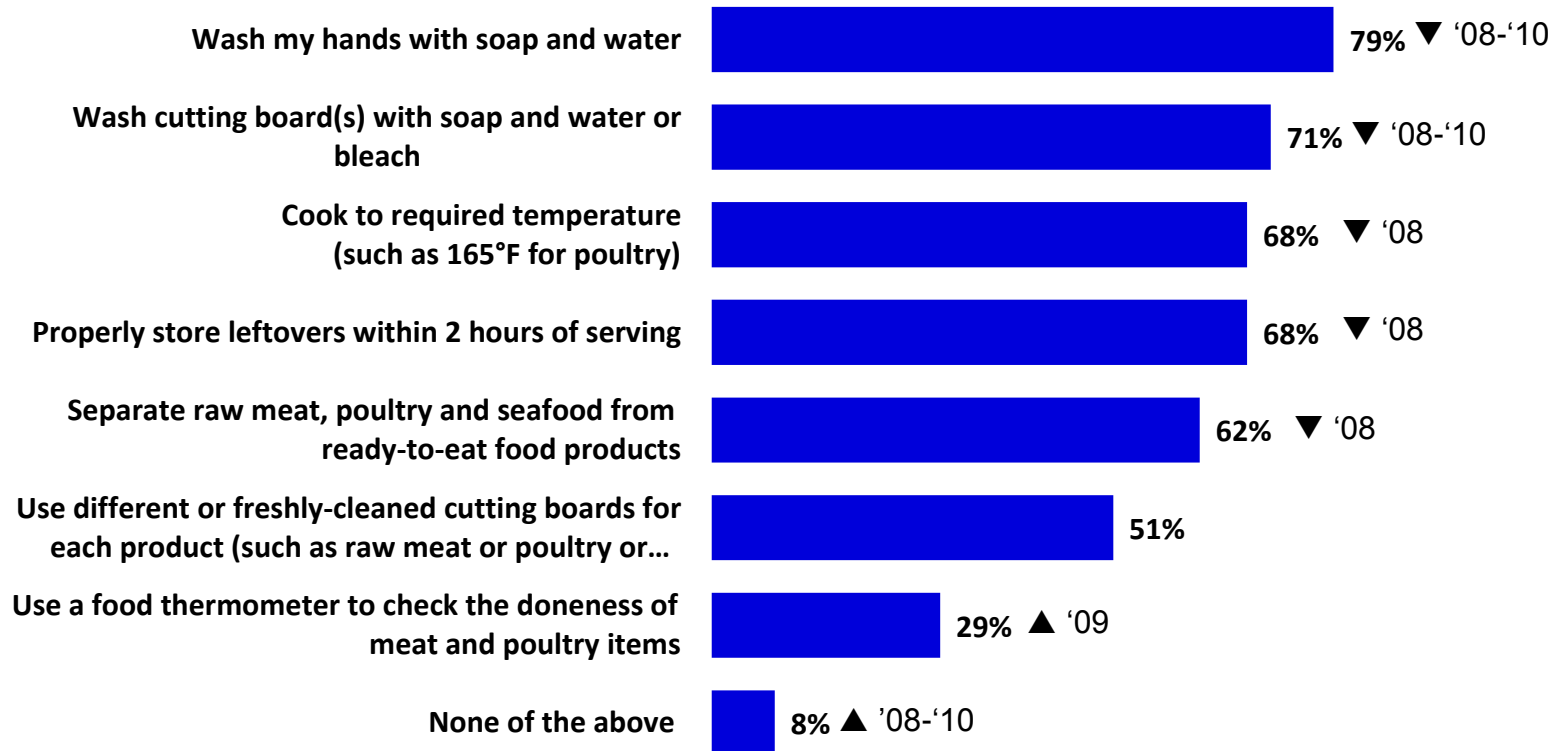
*Question asked since 2009.

** Question changed in 2011 by removing examples in the parentheses for “chemicals in food” and “foodborne illnesses from bacteria.”

▲ / ▼ Significant increase/decrease from year indicated

General Food Safety Practices

Across most actions asked about, fewer Americans report performing food safety practices on a regular basis compared to previous years.



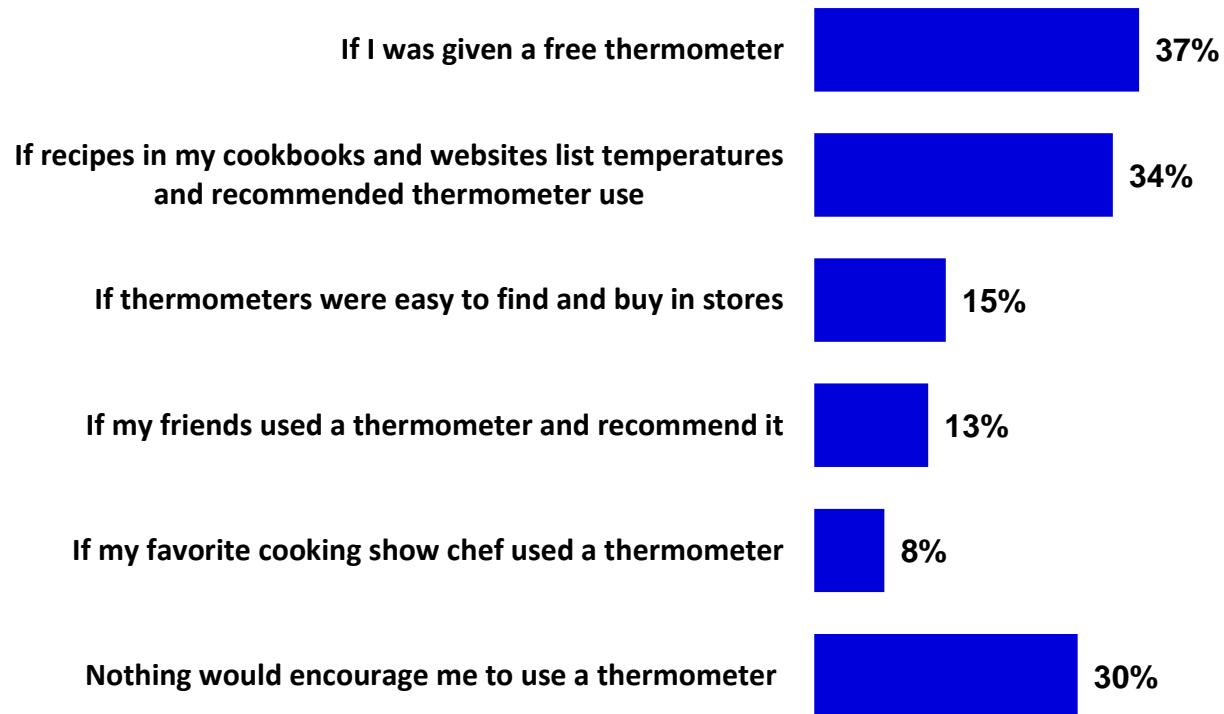
Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?*[Select all that apply] (n=1000)

*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indicated

Encourage to Use Thermometer

About one-third of Americans say that nothing would encourage them to use a food thermometer. Among those that might, a free thermometer and recommendations in cookbook and website recipes would help most.

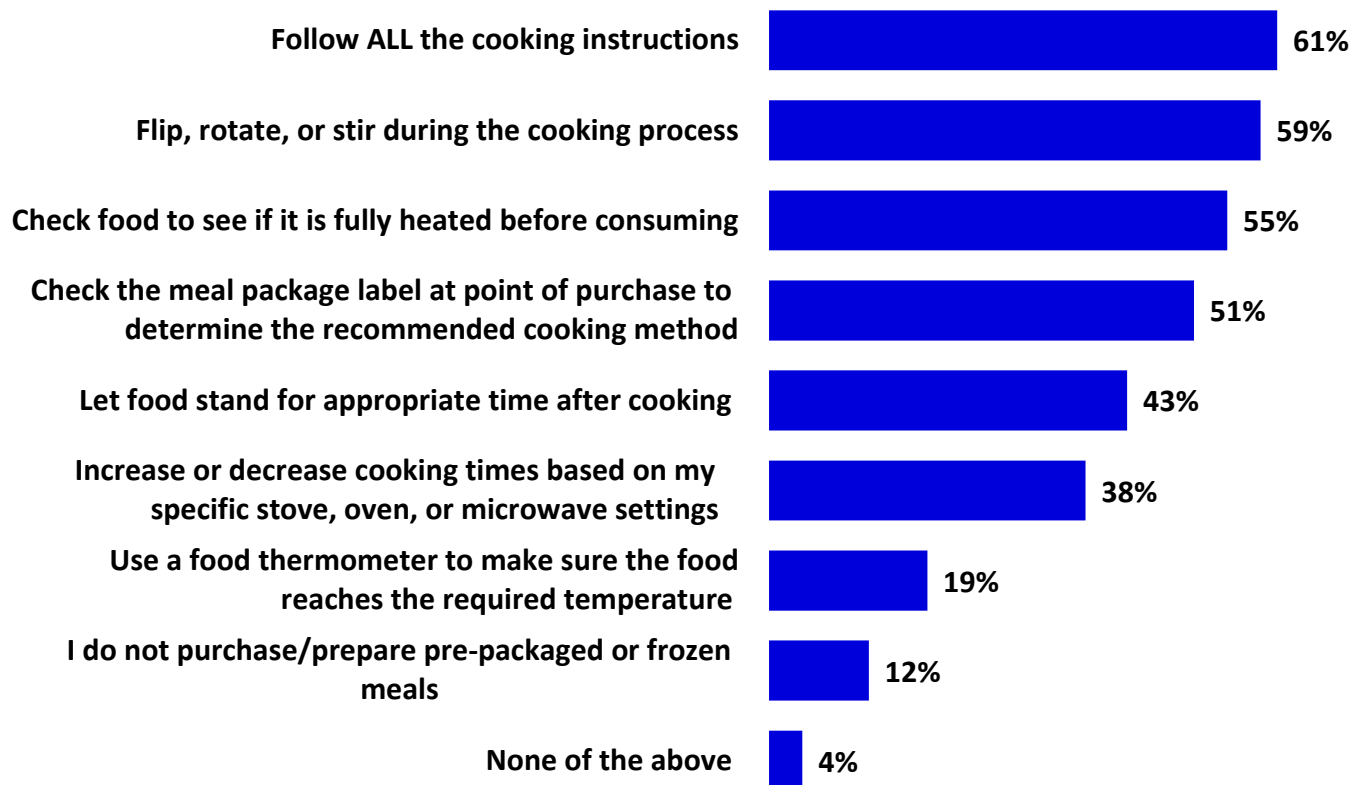


What would encourage you to use a food thermometer?* [Select all that apply] (n=1000)

*Question added in 2011.

Pre-Packaged Food Safety Practices

When it comes to pre-packaged food safety practices, 6 in 10 Americans say they follow all cooking instructions and/or flip, rotate, or stir during the cooking process on a regular basis.



Which of the following actions do you perform regularly when purchasing or preparing pre-packaged foods (e.g., packaged or frozen meals that contain cooking instructions) at home? * [Select all that apply] (n=1000)

*Question changed in 2011, no longer microwave-specific.

Recently Used Food Safety Sources

73% of Americans get their food safety information from media sources.

TV or radio news program	39%
Newspaper	23%
Cooking shows/hosts	22%
Internet article	20%
Talk shows	19%
Magazine article	17%
Public service announcement or ad campaign on TV or radio	12%
Blog or social networking site (e.g., Twitter, Facebook, etc.)	4%
Food label	27%
Friends/family	27%
Government official/public agency	15%
Grocery store, drug store, or specialty store	15%
Health association	9%
Consumer advocacy groups	8%
Product or manufacturer communications (i.e., website, advertising, etc.)	8%
Medical professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)	7%
At/from schools	4%
Church/faith based group	3%
Cooperative extension service agent	3%
Livestock veterinarians	3%
Registered dietitian	2%
Community leader	2%
Other	7%

**73%
cite at
least
one
media
source**

In the past six months, from which of the following sources, if any, have you heard or read about food safety practices?* [Select all that apply] (n=1000)

*Question changed in 2011.

Trusted Food Safety Sources

Americans trust government officials as the primary source for food safety information. However, when media sources are considered together, over half of Americans trust these sources for food safety information.

TV or radio news program	23%
Newspaper	18%
Public service announcement or ad campaign on TV or radio	18%
Cooking shows/hosts	17%
Internet article	15%
Magazine article	15%
Talk shows	9%
Blog or social networking site (e.g., Twitter, Facebook, etc.)	4%
Government official/public agency	33%
Health association	32%
Medical professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)	29%
Food label	29%
Registered dietitian	24%
Friends/family	22%
Consumer advocacy groups	17%
Grocery store, drug store, or specialty store	15%
Product or manufacturer communications (i.e., website, advertising, etc.)	12%
Cooperative extension service agent	9%
Livestock veterinarians	8%
At/from schools	6%
Church/faith based group	5%
Community leader	4%
Other	6%

**55%
cite at
least
one
media
source**

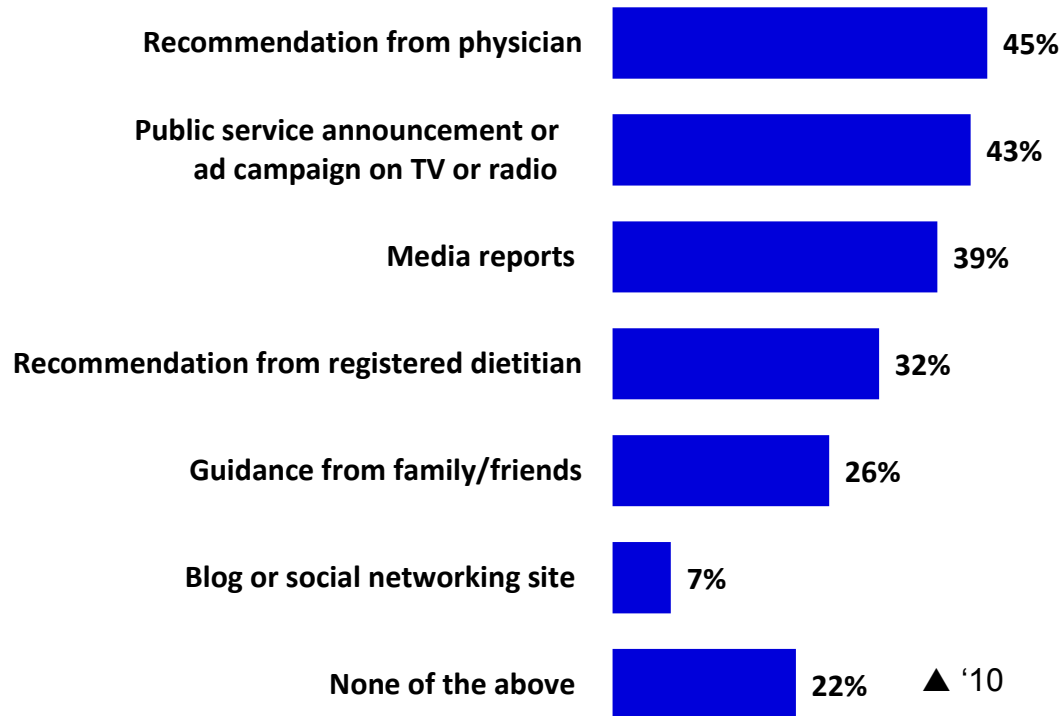
Which of the following sources, if any, do you trust to deliver food safety information?*

[Select all that apply] (n=1000)

*Question change in 2011.

Sources that Prompt Safe Food Handling Changes

Recommendations from physicians and public service announcements are most likely to motivate Americans to make changes regarding food handling.



Which of the following, if any, would prompt you to make changes about safe food handling?*
[Select all that apply] (n=1000)

*"Public Service Announcement" added in 2011.

▲ / ▼ Significant increase/decrease from year indicated

THE RISKS OF FOODBORNE ILLNESS

Dr. Bob Gravani

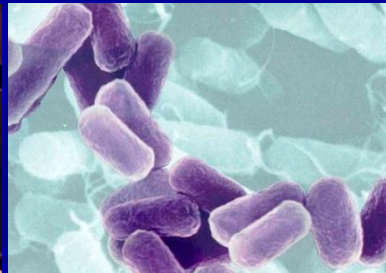
Professor of Food Science

Cornell University

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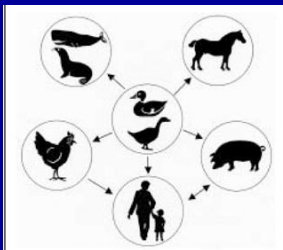
The Risks of Foodborne Illness

By

Robert B. Gravani, Ph.D.

Department of Food Science

Cornell University





**Today's consumers
are more concerned
about food quality
and safety than ever
before !**

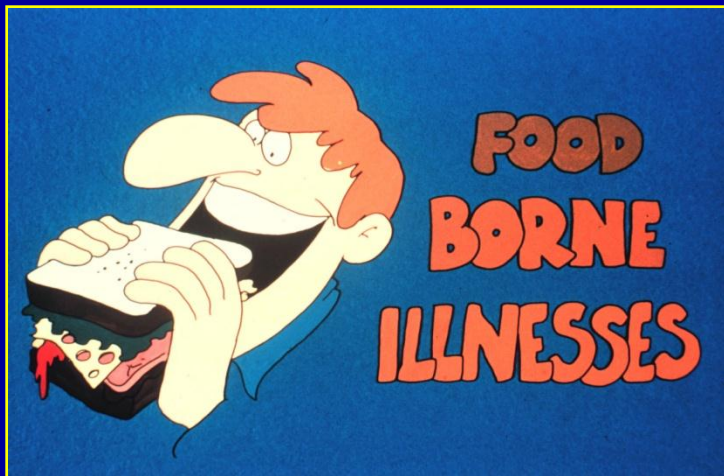




FOOD

FEARS

Foodborne Diseases / Illnesses



... result from eating
foods that contain
pathogenic microorganisms
(or their toxins), toxic

chemicals, parasites
or viruses



Complications from some Foodborne Infections

Salmonellosis

Cholecystitis, endocarditis, reactive arthritis, septicemia

***E. coli* O157:H7
enteritis**

**Hemolytic uremic syndrome (HUS),
Thrombotic thrombocytopenic
purpura (TTP)**

Campylobacteriosis

**Arthritis, meningitis, septicemia,
Guillain-Barré syndrome**

Complications from some Foodborne Infections

•FDA estimates that 2-3% of all foodborne illnesses develop secondary long-term illnesses & complications (chronic sequellae)



•These sequellae affect all parts of the body (joints, nervous system, kidneys or heart)

Foodborne Diseases / Illnesses

- **There are about 250 foodborne diseases**
- **Each year, 31 major pathogens cause FBI in US**
- **Although outbreaks are common, 95% of all foodborne infections occur as sporadic cases**
- **These are the types that often occur in homes**

Estimate of Foodborne Illnesses in the U.S.

	1999	2011
Illnesses	76 Million	48 Million
Hospitalizations	325,000	128,000
Deaths	5,000	>3,000

Foodborne Illness in the U.S.

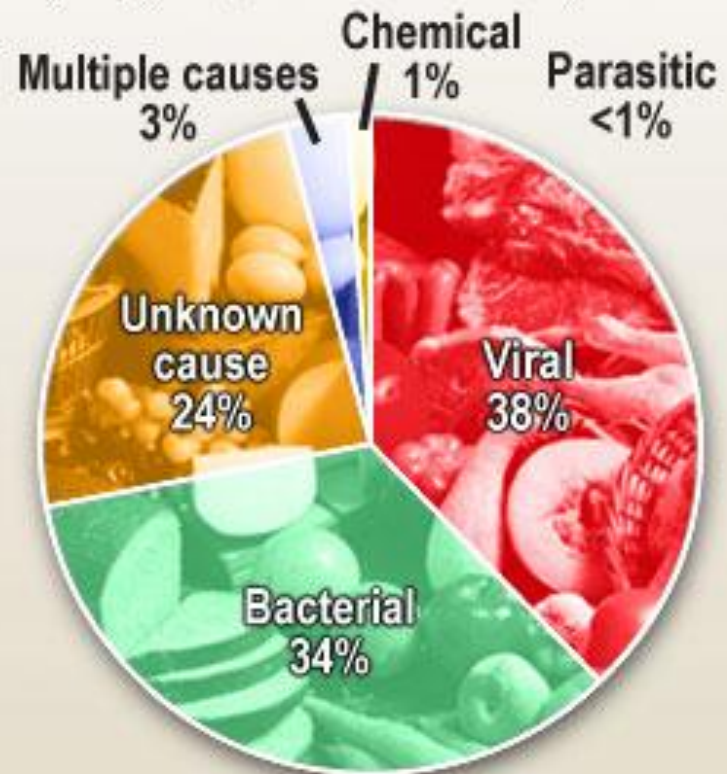
What do these numbers really mean?

- **1 in 6 Americans (~ 48 Million) will get sick each year**

Foodborne Outbreaks, 2007

- **1097 Outbreaks**
- **21,244 illnesses**
- **18 deaths**
- **Viral & bacterial agents responsible for most illnesses**

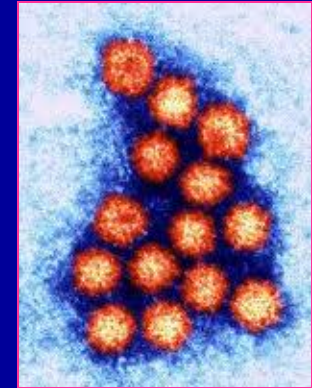
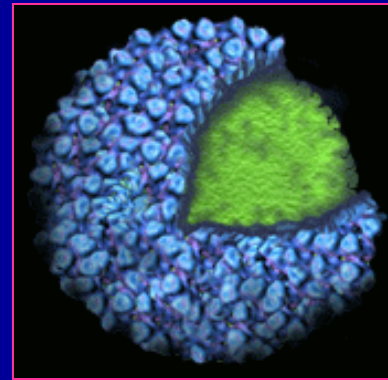
Outbreak-Associated Illnesses by Agent, United States, 2007*



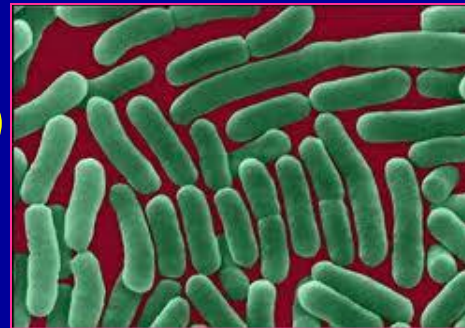
*n=21,244 illnesses associated with outbreaks

Top Five Pathogens of concern

* **Norovirus (58%)**



* ***Salmonella* (11%)**



* ***Clostridium perfringens* (10%)**

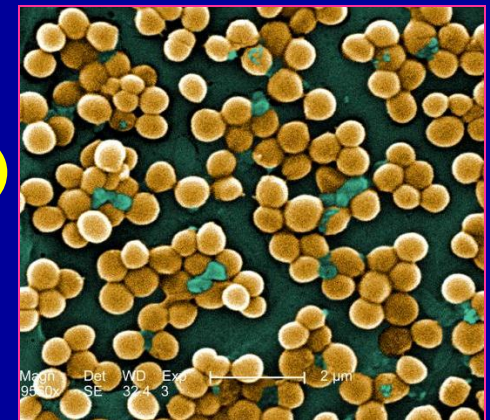


Top Five Pathogens of concern

* *Campylobacter* (9%)



* *Staphylococcus aureus* (3%)



Other Bacterial Pathogens of concern

* *Listeria*



* *E. coli* O157:H7

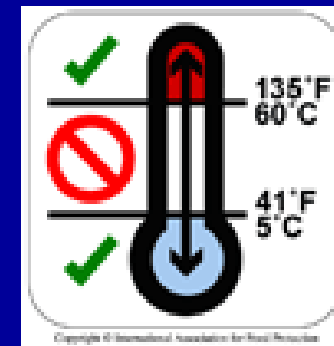
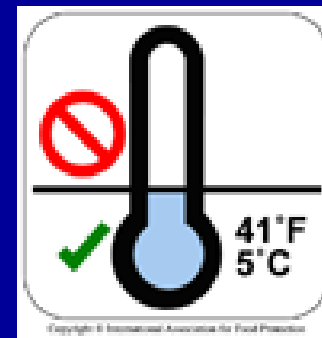


Top Five FBI Risk Factors

- 1. Improper hot/cold holding temperatures**
- 2. Inadequate cooking temperatures**
- 3. Dirty/contaminated utensils & equipment**
- 4. Poor food preparer health & hygiene**
- 5. Food from unsafe sources**

Improper Hot/Cold Holding

- **Hold foods at 41°F or below**
or at 135°F or above
- **Minimize time that food**
is in the Danger Zone



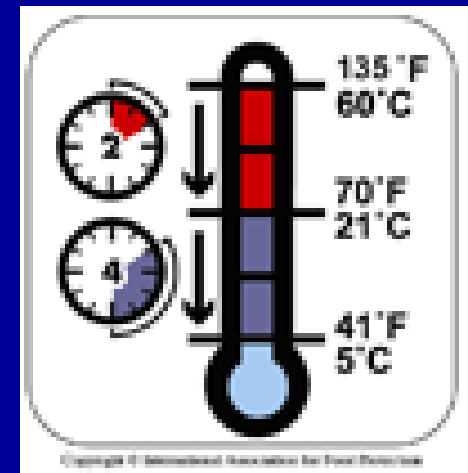
Inadequate Cooking Temperatures

- **Cook foods thoroughly to kill bacteria**
- **Use an accurate thermometer to determine doneness**



Cooling Foods

- **Cool foods rapidly by breaking them into smaller portions**
- **Keep food in the Danger Zone no longer than two hours**



Dirty/Contaminated Equipment

- **Be sure to clean dirty utensils & equipment to prevent cross contamination**
- **Three step process**

* **Wash**

* **Rinse**

* **Sanitize**



Poor Health & Hygiene

- **People should be healthy and maintain good personal hygiene when preparing food**
- **Those with gastrointestinal illness (diarrhea, vomiting, etc.) should not work with food**



Poor Health & Hygiene

- **Proper hand washing goes “hand-in-hand” with foodborne illness prevention**
- **Wash hands for 20 seconds before beginning food preparation & as necessary during the process**

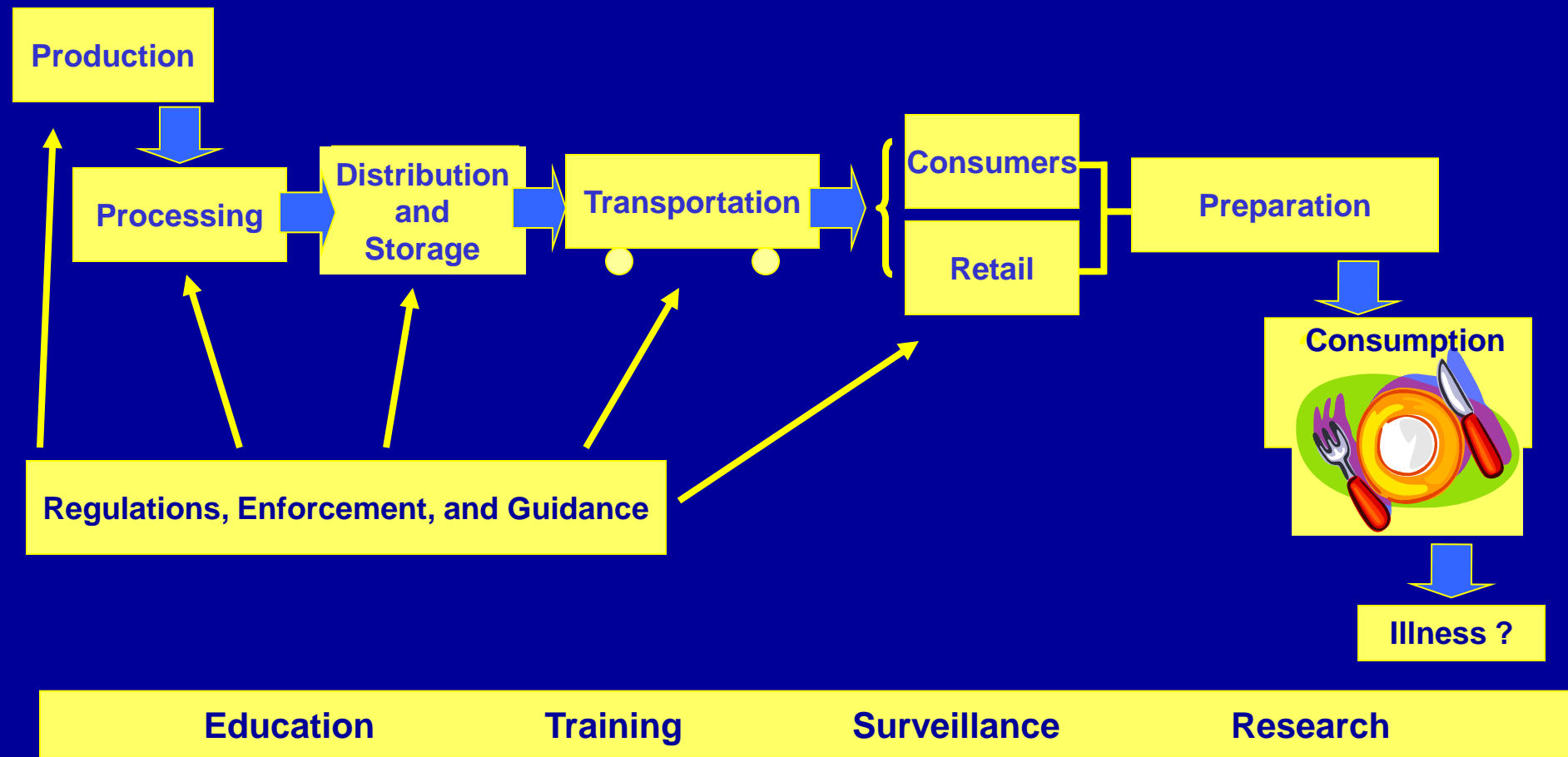


Food From Unsafe Sources

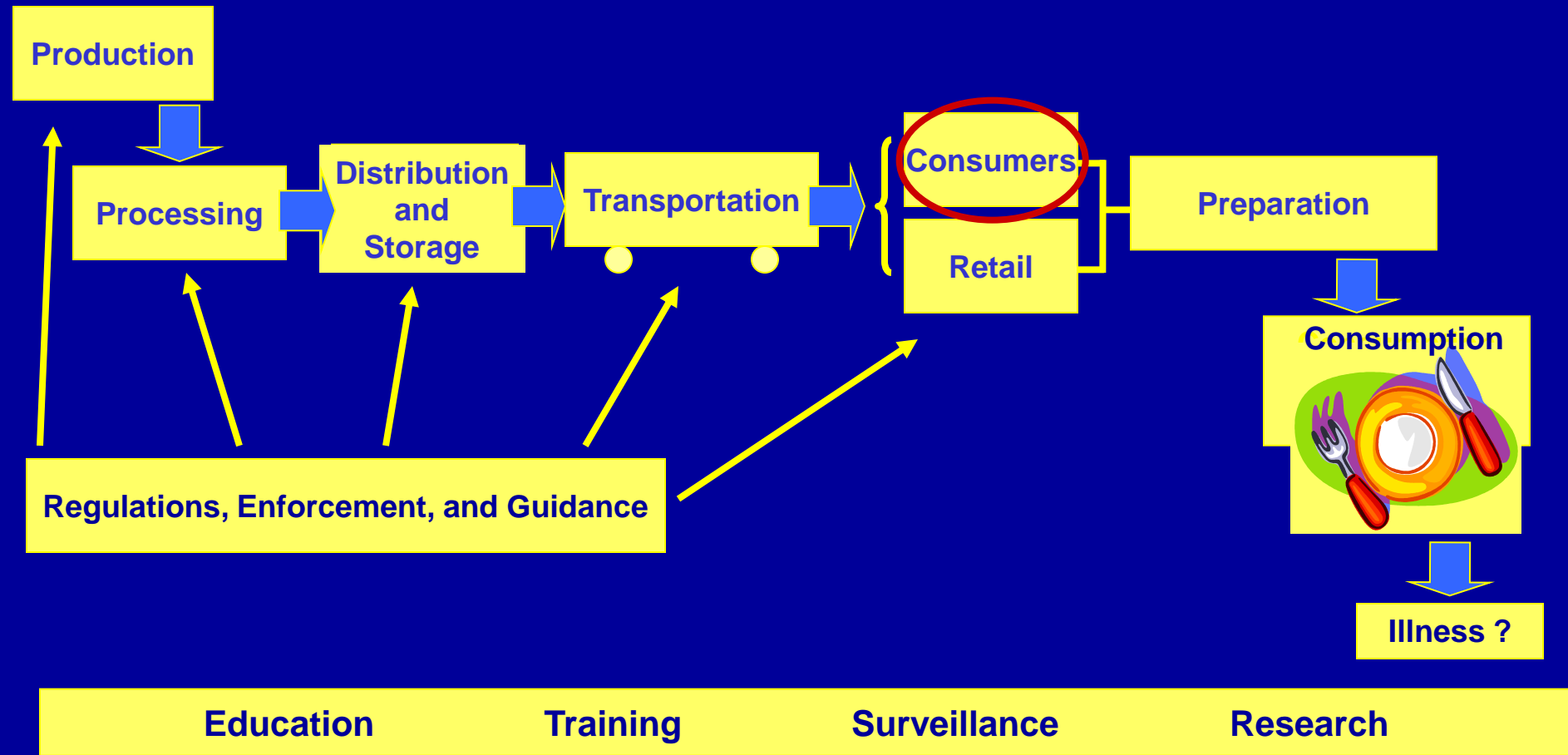
- Obtain food from an approved, inspected source
- The facility must meet or exceed the standards of the responsible regulatory agency



Reducing Foodborne Illness through Prevention



Reducing Foodborne Illness through Prevention



A composite image featuring a dark blue night sky with a bright comet streaking across it. On the left, a black silhouette of a pyramid stands against the horizon. Below the horizon, a city skyline is visible, with its lights reflected in a body of water. The text "The End" is centered in a bold, orange font.

The End

“COOK IT SAFE” CAMPAIGN

Diane Van

Food Safety Education Staff Deputy Director
USDA Food Safety and Inspection Service

Please submit any questions to foodandhealth@ific.org.



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Cook It Safe:

Practical Strategies to Reduce Foodborne Illness

2011 Food & Health Survey Food Safety Web Cast

Thursday, September 1, 2011

Diane Van

Eileen Dykes

Cook It Safe

Foodborne Illness and Not-Ready-To-Eat (NRTE) Products

- Multiple public health alerts and product recalls related to outbreaks of salmonella resulting from consumption of undercooked, prepared NRTE products
- Products involved in outbreaks were frozen and microwavable

Cook It Safe

Foodborne Illness and Not-Ready-To-Eat (NRTE) Products

- Frozen stuffed chicken entrees (2005, 2006, 2008)
- Frozen pot pies, frozen pizza (2007)
- Consumers are not always aware that breaded, pre-browned products may contain raw, uncooked ingredients

Cook It Safe

Food Safety Risks of Not Ready-to-Eat Products

- Product may or may not be intended for microwave cooking
- Time to reach a safe internal temperature varies depending on microwave wattage
- Undercooking of product perceived to be fully cooked may result in some pathogenic organisms not being killed

Cook It Safe

Branded educational campaign on Convenience Food Safety

- Communication taskforce was formed to include food processors, food retailers, appliance manufacturers, government and food safety educators.
- Goal: an integrated approach to educating consumers on the safety of convenience food products emphasizing appropriate time/temperature requirements and proper use of appliances and settings.

Cook It Safe

Partners

- International Food Information Council Foundation
- Partnership for Food Safety Education
- American Frozen Food Institute
- American Home Appliance Manufacturers
- ConAgra
- Nestlé's
- National Chicken Council
- USDA/FSIS
- FDA

Cook It Safe

Challenges Faced

- Difficulty in getting consumers to use a food thermometer to measure internal temperature of products
- Uneven heating in the microwave oven
- Wattage variation amongst makes and types of microwave ovens
- Partially cooked products that appear fully cooked
- Potential for cooked surface appearance with uncooked interior
- Package instructions may not be clear and accurate
- Package instructions not read, followed or understood by the consumer

Cook It Safe

Target Audience

- Teens - age 15 – 18 – high school students making snacks and helping mom
- Young Adults – age 19– 25 – cooking for themselves and inexperienced
- Older Adults – Age 65+ - cooking convenience foods

Cook It Safe

Four Key Messages of the Campaign

Cook It Safe

Four Key Messages

Read and follow package cooking instructions



Cook It Safe

Four Key Messages

Know when to use a microwave or
conventional oven



Cook It Safe

Four Key Messages

Know your microwave wattage before microwaving food.



Cook It Safe

Four Key Messages

Always use a
food thermometer
to ensure a safe internal
temperature.



Cook It Safe Campaign

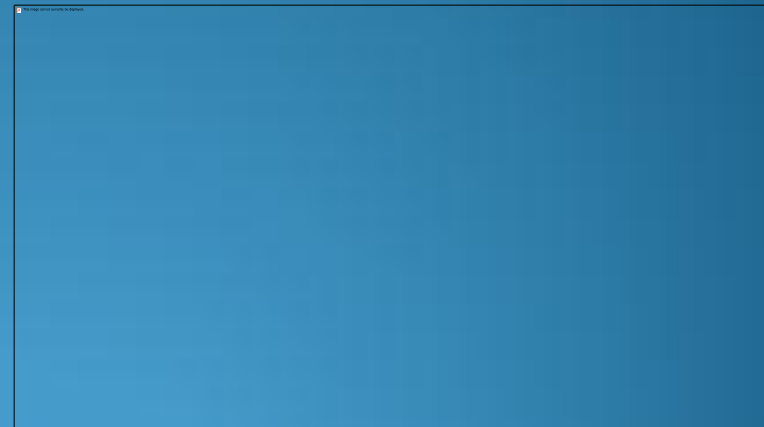
Campaign Components

- Two PSAs launched September 1, 2011
- Distribution to over 800 broadcast stations throughout the U.S.
- Brochure
- Exploring ways to increase profile of microwave oven wattage
- Common labeling terminology, markings and display
- Partners link to PSAs and campaign information
- Common messaging between government and industry
- Outreach to Educators
- IFIC will have weekly blogs and twitter chat during September 2011
- Foodsafety.gov will have campaign blog and PSA links

Cook It Safe

Link to the *Cook It Safe Challenge* PSAs

USDA/FSIS Web page: www.fsis.usda.gov



Microwave or Conventional Oven?

Know Your Microwave Wattage

For questions or information about the campaign:
Diane Van - 301-344-4777 or Diane.van@fsis.usda.gov

A CALL TO ACTION

Marianne Smith Edge, MS, RD, LD, FADA
Senior Vice President, Nutrition & Food Safety
International Food Information Council Foundation

Please submit any questions to foodandhealth@ific.org.



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Our Call to Action

- **WE** need to understand where consumers are.
- When we communicate to consumers, **WE** have to start where they are, not where we are.
- **WE** need to become a more frequently used and trusted source.
- It goes back to consistent, positive messaging that will motivate consumers to change.

WE need to be part of the SOLUTION.

Please submit any questions to foodandhealth@ific.org.



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QUESTIONS & ANSWERS

Submit all questions to foodandhealth@ific.org.



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Additional Resources

- You can access more information on the *2011 Food & Health Survey* report here: www.foodinsight.org/Resources/Survey-Research.aspx.
- You can view the USDA FSIS “Cook it Safe” PSAs here: www.fsis.usda.gov/
- For more videos on food safety, visit: www.fightbac.org/cornellvideos.
- We will be discussing the Cook it Safe campaign via Twitter on Friday, September 16th at 12:00pm ET. Join us by using #cookitsafe.
 - @IFICMedia
 - @FoodInsight

An email with links to these resources and a link to the CPE certificate will be sent to your email one hour after the webcast.



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