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

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

- 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**: 12 seconds
- **The Average Attention Span of a Goldfish**:
- **2013**: 8 seconds
- **2017**: 7 seconds
Food Safety and Inspection Service: The Message and Media

Food Safe Families

CLEAN
WASH HANDS AND SURFACES OFTEN

SEPARATE
SEPARATE RAW MEATS FROM OTHER FOODS

COOK
COOK TO THE RIGHT TEMPERATURE

CHILL
REFRIGERATE FOOD PROMPTLY

KEEP YOUR FAMILY SAFER FROM FOOD POISONING
Check your steps at FoodSafety.gov
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
Successes:
• Seasonal campaigns
• Super Bowl
• Trending topics

Engage in:
• Trending topics
  o #TheDress
• Newsworthy events
  o #HoustonFloods
• Pop culture topics
  o #Maythe4thBeWithYou
Food Safety and Inspection Service:
Food Safety from Farm to Table

Winter advisory for Stella Blizzard

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!

PiDay
• Tying food safety to trending topics
Food Safety and Inspection Service: Food Safety from Farm to Table

Info Image for Camping Blog

6 Packing Tips for a Food Safe (and fun) Camping Trip

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
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”

IS YOUR STEAK DONE?
FIND OUT—BY TOUCHING YOUR FACE.
Yes, you could use a meat thermometer, but why would you when you have a face?

Medium Rare
Your steak should be soft like your cheeks.

Medium
Your steak should feel like your chin, tender but with some resistance.

Medium Well
Your steak should feel like your forehead.

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