



**Review of Media Landscape to Support Development of a  
Multi-Year Mass Media Campaign Plan**

***“Identifying Media Opportunities to Reach Target  
Audiences and Influence Their Safe Food Handling  
Behaviors”***

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## Purpose

The purpose of this report is to inventory and analyze media coverage of safe food handling topics, including articles or stories on food safety programs from Food Safety and Inspection Service (FSIS) and other government and public/private programs, regulatory issues, health and medical science. Through this analysis, we will be able to identify media opportunities through which we can deliver our messages, facilitate behavioral change, and correct any misconceptions.

## Introduction

Media coverage increases public awareness of food issues and has a significant influence on peoples' thinking and decision-making about food and nutrition (Keenan, AbuSabha, Sigman-Grant, Achterberg, & Ruffing, 1999; AbuSabha, 1998; Stuart & Achterberg, 1997; Van Woerkum, 1997). Television (48 percent) and magazines (47 percent) were found to be the primary sources of nutrition and food-related information mentioned by respondents, followed by newspapers (18 percent) and reference/general books (12 percent) (The American Dietetic Association, 2000).

***However, the Internet, 24-hour cable news networks and the proliferation of online news sources, electronic newsletters and Web logs ("blogs") have resulted in the media disseminating more news stories in more locations and formats.***

## Executive Summary

- Creating effective communication support to behavioral change is all about delivering the right information to the right audience and at the right time -- when recipients are most open to change. For example, an outbreak of a foodborne illness in a community provides the perfect time to educate and reinforce correct behaviors. Consumer and media interest are greatly heightened, so messages will find receptive audiences.
- In an era of era of 24-hour news cycles and content-thirsty news web sites, the FSIS has an almost infinite number of outlets through which to deliver its message. That in itself presents the biggest challenge—rising above the noise to be heard by the target audiences.
- Because the United States media market is fiercely competitive, they are sometimes prone to sensationalism—especially when it comes to illness, such as mad cow or E.coli contaminations. Because the FSIS is often mentioned in such coverage, consumers could dismiss FSIS health and safety programs by incorrectly associating them with the negative news.
- Messages also need to be tailored to each target audience's level of awareness, understanding and behaviors in support of food safety. These could be delivered to affinity/niche publications such as fitness and well-being (e.g., *Men's Health, Self, Women First*); gourmand (e.g., *Gourmet, Food & Wine, Conde Nast, Epicurean*); new mothers and parenting (e.g., *Parenting*); and trade publications/newsletters for physicians, nurses, and health educators.

## Methodology

Our assessment involved secondary research covering print and broadcast media, and their Web sites, as well as general news Web sites. We also looked at media and web sites that target several priority audiences: pregnant women, parents of young children, people with immune deficiencies and their caregivers.

In addition, an online search for media placements was conducted in October and covered the period January 1, 2002 to November 1, 2004. Media channels included in the search were national and local newspapers, national television news and news-type programs, and magazines. Media search tools used included Factiva, Lexis-Nexis, NewsEdge, and FindArticles.com. For general coverage, search

terms of “food safety,” “foodborne illness,” and “food sickness” were used. For a USDA-specific search, the terms “FightBAC!,<sup>®</sup>” “Foodsafety.gov,” “Partnership for Food Safety Education,” “Thermy<sup>™</sup>,” “USDA Meat & Poultry Hotline,” and “Is It Done Yet?” were tracked.

Because these tools are limited in their review of articles more a year old, and because multiple placements from a single wired release, results are not to be considered exhaustive. In addition, electronic searches of this nature do not indicate where the article was placed within a publication, which indicates the importance the media have placed on a topic. Lastly, broadcast coverage is difficult to gather on a retrospective basis without having an existing scanning mechanism in place at the time the news was broadcast.

## General Media Coverage of Food Safety Topics

According to “*Food For Thought V*,” the 2003 edition of a biennial study by the Center for Media and Public Affairs for the International Food Information Council Foundation, overall food reporting dropped six percent from 2001 levels. It reported that the topic of foodborne illness did not rank in the top 10 topics, after having been in the top three in the past four studies. This was attributed to increased coverage of bovine spongiform encephalopathy (BSE) and no high-profile outbreak of foodborne illness during the period being assessed. The study said that reporting on traditional food safety and nutrition issues was up slightly at many media outlets, but drop-offs in coverage at the wire services and media web sites accounted for a small overall decline in coverage.

Coverage of food safety and nutrition issues by both Associated Press and Reuters wire services dropped in 2003. Associated Press food news fell 45 percent, while the number of reports dropped 38 percent at Reuters, according to the study. The reduction in wire service stories is far reaching, as their news is widely reprinted in newspapers and web sites.

This significant role for wire services reflects media attempts to address consumer interest in health and nutrition news while at the same time living within tighter budgets and with smaller news staffs. Even with the decline in coverage, the Associated Press, Reuters and other wire services accounted for 143 stories in other outlets, or 12 percent of coverage. (*Food for Thought V*, International Food Information Council Foundation and the Center for Media and Public Affairs, 2003).

One of the findings of a 1996 study, commissioned by the International Food Information Council, was that local newspapers and news broadcasts reported more news and information on food safety and nutrition than national news outlets, but they were less likely to accent positive messages. The survey indicated 1.) that local newspapers and evening news programs gave twice the attention to food issues as did their national counterparts, 2.) with food news more likely to appear on morning news programs than on evening broadcasts 3.) women’s magazines presented more coverage than general magazines.

In general, the amount and focus of food safety news has been based on research findings, new technologies, presentations, and special programs and events that impact consumers.

Specifically, the news coverage has had one or more of the following elements:

- **Timeliness**—Food safety news rises in response to breaking news (i.e., food illness outbreak, natural disasters), and in advance of regular events of high interest (i.e., holiday cooking, National Food Safety Education Month).
- **Proximity**—News is more likely to appear in areas affected by the results. Geographic coverage of the message was not found to focus on one specific region. (e.g., coverage was most intense in areas closely affected by a negative event such as in Pennsylvania due to a hepatitis A outbreak and in Florida concerning food storage and preparation as a result of hurricane-inflicted power outages).

- **Uniqueness**—The importance and uniqueness of certain findings or events may determine their coverage.
- **Magnitude**—The more people affected by the story, the more newsworthy it is.
- **Prominence**—Some stories are newsworthy because they involve well-known people or organizations.
- **Human interest**—The media are usually interested in stories with a strong consumer focus, such as human interest stories. These kinds of stories may not be based on specific research, but rather on wide-reaching topics that instill empathy—such as children who have suffered a debilitating foodborne illnesses or a family changing its food preparation practices as a means to prevent illness.

### **Accuracy of the Coverage**

Reporting on safe food handling has generally been accurate and is often based on the “Clean, Separate, Cook, Chill” principles. Research has shown the only two areas of inconsistencies have been reported: the number of deaths reported from foodborne illness—5,000 vs. 9,000—and the proper temperature for heating leftovers—145 vs. 165 degrees.

### ***5,000 vs. 9,000 Deaths from Food Borne Illness***

The frequently used figure of 9,000 deaths from food borne illness seems to have originated from a 1987 article “Infectious and parasitic diseases,” in the textbook, “Closing the gap: the burden of unnecessary illness” (Oxford University Press). It gained notoriety when it was cited in a widely publicized 1994 report, “Foodborne Pathogens: Risks and Consequences,” from the Council for Agricultural Science and Technology (CAST), a think tank located in Ames, Iowa.

On January 25, 1997, the 9,000 death figure was cited by President Clinton on his weekly radio address, in which he announced his Food Safety Initiative. In May, 1997, the “Food Safety from Farm to Table” report prepared by USDA, FDA, EPA and CDC also used the 9,000 figure. It was also used in August, 1998, in the report “Ensuring Safe Food: From Production to Consumption,” (Committee to Ensure Safe Food from Production to Consumption, 1998).

A May/June 1998 article in the *Columbia Journalism Review*, “Food Poisoning’s Phony Figure” questioned the 9,000 figure, as did an October 1998 article, “Food-Borne Illness Statistics: Skewed by a Single Year,” from STATS, a non-profit, non-partisan organization affiliated with The Center for Media and Public Affairs.

In the October, 1999, article, “Guesswork and Food-Borne Illness Statistics,” STATS also questioned the 5,000 death statistic, saying CDC researchers estimated the number of deaths nationally from numbers extrapolated for each disease and then doubled that number to account for under-reporting. Their conclusion was that the doubling was, essentially, arbitrary and the 5,000 deaths was guesswork.

### **Media Coverage**

Results of the media scan of FSIS key words for the period January 1, 2002 – November 1, 2004 can be divided into three general categories: 1.) reaction to news (such as foodborne illness outbreak or response to a natural disaster), 2.) program announcements, and 3.) general or holiday/seasonal preparation tips.

A summary of those results follows. A detailed breakdown can be found in Appendix A.

**Table 1. Mass Media Placements for FSIS-Related Key Words**

<b>Key word</b>	<b>Total</b>	<b>Response to News</b>	<b>USDA announcement</b>	<b>Tips</b>
FightBAC!®	41	11	1	29
Foodsafety.gov	25	7	0	18
Partnership for Food Safety Education	31	13	2	16
Thermy™	21	2	10	9
USDA Meat & Poultry Hotline	46	6	1	39
“Is It Done Yet?”	2	0	2	0
<b>Totals</b>	<b>176</b>	<b>54</b>	<b>16</b>	<b>36</b>

## Examination of News Coverage

### *Response to News*

Several mentions of safe food handling practices were included in news coverage or follow up coverage of natural disasters.

#### *Examples:*

- Several articles in late summer 2004 informed victims of hurricanes in Florida, Georgia and Louisiana how long food could be considered safe after a power outage and instructed them on proper cooking temperatures to ensure food would be free of bacteria during the outage (Example: *The Palm Beach Post*, “Foods Safe to Keep – And What to Toss,” September 30, 2004).
- During the fall of 2003, contaminated scallions (green onions) distributed to a national restaurant chain caused an outbreak of hepatitis A in Georgia, Pennsylvania, and Tennessee. Significant media coverage in those states informed the public about steps to ensure produce is prepared properly to reduce the risk of foodborne illness (*The Atlanta Journal Constitution*, “Healthy Living: Use caution in preparing raw vegetables to avoid illness,” December 9, 2003).

### *Program/Activity Announcements*

The safe food handling message also receives coverage when it is included as part of announcement stories.

#### *Examples:*

- Food Safety Mobile Stops (*The Newark Star-Ledger*, Food safety van visits Garwood, NJ, July 4, 2004)
- Release of government health/food safety studies (*Tampa Tribune*, Officials Issue Food Safety Reminders, November 26, 2003)

### *General Tips/Seasonal*

As expected, significant coverage on proper food handling techniques coincides with events that traditionally focus food preparation in or around the home:

- Holidays -- Thanksgiving, Christmas, Easter, Fourth of July
- Sporting events -- Super Bowl party, March Madness, tailgating
- Misc. annual events -- start of summer grilling season, back to school, National Food Safety Education Month

**Examples:**

- *The Press-Enterprise*, “Take care in handling food during the holidays,” December 18, 2002
- *The Philadelphia Inquirer*, “Turkey-challenged hosts can call on holiday hotlines for help,” November 20, 2003
- *Asheville Citizen-Times*, Make It a Holiday to Remember, Not Regret, July 2, 2002
- *The Daily Oklahoman*, “Keep it Clean for Easter,” March 20, 2002
- *The Hamilton Spectator*, “FightBAC!® to keep your food safe,” May 31, 2002
- *Ocean County Observer*, “Plan a Super Bowl Party,” January 24, 2003
- *Internet Wire*, “Bounce the ‘BAC’ from your Final Four Bash,” March 14, 2002
- *Lansing State Journal*, “Football Food,” August 29, 2002

Coverage that is not prompted by an “outside” event are often are based on a reporter’s interest in the subject matter, which can be cultivated by media outreach.

**Examples:**

- *Chronicle-Tribune*, “Watch out for uninvited bacterial guests,” July 11, 2004
- *St. Paul Pioneer Press*, “Health: Follow four food handling steps to stay safe in kitchen,” April 19, 2004
- *Charlotte Observer*, “Your kitchen may be a recipe for disaster; To avoid foodborne illnesses, follow these simple but critical rules,” April 19, 2004

## What the Media Are Not Covering

Based on media coverage in the two-year period analyzed, the following have been identified as under-reported issues in terms of food safety:

### **High-risk groups; implications of food safety**

*Recommended angle* – “High-risk” groups including older adults, young children, and patients with immune system disorders are rarely mentioned in general news coverage related to proper food handling. These can be highlighted to generate media interest safe food handling for these audiences.

### **Hectic lifestyles**

*Recommended angle* – U.S. home food-preparers are juggling too many tasks in the kitchen, putting them at risk for foodborne illness. Seventy-three percent of home cooks say they watch television, 70 percent wash the dishes and 62 percent talk on the phone while preparing food. Others said they work on the computer, play with kids and pet the dog or cat while they cook. (American Dietetic Association and ConAgra Foods, 2004). An article or interview can highlight on the importance of maintaining focus while preparing foods to prevent cross-contamination and to ensure safe food handling.

### **Home-meal replacement**

*Recommended angle* – With 60 percent of American women trying to juggle work with caring for their families, many want to spend fewer than 15 minutes to prepare a meal. Based on this, there has been a virtual explosion in new convenience foods, take-out, and value-added (precut, prewashed) and readymade foods. (Food Marketing Institute; 1999). An article can be developed that looks at the implications of insufficient time and seeking short-cuts to food safety.

### **Food safety for the chronically ill**

*Recommended angle* – Three types of bacteria that grow on food and cause foodborne illness are of particular concern for persons with weakened immune systems (Clemson University Extension Services). For example, AIDS patients are 100 times more likely to become ill from *Salmonella*, 35 times more likely from *Campylobacter* and much more likely to get listeriosis (which is often fatal for AIDS patients) than healthy consumers.

### Parents educating children

*Recommended angle* – Educating children about food safety practices can help them build positive food safety habits that last a lifetime. According to *Cook's Illustrated*, 75 percent of American children do not know how to cook or handle food properly.

### Leftovers

*Recommended angle* – The number of meals taken from restaurants to be eaten off premises jumped 40 percent between 1990 and 2002 based on personal dining diaries kept by 12,000 people (NPD Foodworld, 2002). In a survey conducted by the ADA involving 1,048 adults—70 percent took a carryout meal home once a week and 90 percent took a leftover meal home once a week. More than half did not know the proper temperature for reheating leftovers is 165 degrees.

### Mothers-to-be, new mothers

*Recommended angle* – Foodborne illness caused by *Listeria* in pregnant women can result in premature delivery, miscarriage, fetal death, and severe illness or death of a newborn. In addition, new mothers don't have the time to be sick from foodborne illnesses.

### Research Studies

*Recommended angle* – Update FSIS studies:

- In 2000, the Economic Research Service (ERS) of the USDA estimated the cost from five bacterial foodborne pathogens to be \$6.9 billion for that year. This study has not been updated.
- In 1996, ERS issued results of the Hamburger Preparation Quiz to determine consumer knowledge of how to properly cook a hamburger. The study has not been updated.

### “Competitive” Messages on Food Safety Topics

Dozens of government agencies, organizations, academic institutions, State and local cooperative extensions and public/private partnerships are delivering messages on food safety and proper food handling, largely based on “Clean, Separate, Cook, Chill” principles.

One organization, a partnership between the American Dietetic Association (ADA) and ConAgra Foods Foundation, has been the most active of these organizations in terms of delivering messages.

Below is a comparison of frequency and messages in news releases pulled from Web sites of the Partnership for Food Safety Education and from ADA/ConAgra "Home Food Safety ... It's In Your Hands."

### Press Releases issued by Partnership for Food Safety Education, 2001-2004

Date	Headline
Oct. 6, 2003	Shelley Feist Appointed Executive Director of the Partnership for Food Safety Education
April 10, 2003	Public Private Coalition Dedicated to Food Safety Names First Board of Directors
Nov. 19, 2002	Don't Invite BAC! to your home for the Holidays!
Jan. 24, 2001	America's Doctors, Patients Get a Lesson in Food Safety CBS Health Newswatch Quotes Partnership E.D. Melanie Miller
Jan. 24, 2001	American Medical Association's Patient Education Handbook Features Fight Bac!® Food Safety Education Messages
January 23, 2001	Consumers Urged To Fight Bac!® To Prevent Foodborne Illness

Press Releases issued by ADA/ConAgra "Home Food Safety ... It's In Your Hands," 2001-2004

<b>Date</b>	<b>Headline</b>
Sept. 7, 2004	Americans Need Help Managing "Mealtime Multitasking"
Aug. 11, 2004	Kids Deliver The Lunch Box Lowdown
June 16, 2004	"Grillertaining" guidelines for summer barbecue buffs.
May 5, 2004	America's Love Of Leftovers Demands Safe "Reheat & Eat-Iquette"
Jan. 20, 2004	Food Safety To Go: ADA and Conagra Foods Partner With Buca Di Beppo Restaurants On Label Program
Nov. 21, 2003	Holiday Chefs Need Mistake Makeover: New Traditions For Today's Safe Kitchens
Sept. 30, 2003	Desktop Dining Trend Demands New Office Eating Etiquette
August 15, 2003	What To Throw Out When The Power Goes Out
June 26, 2003	Doggy Bag Dining Done Right
June 24, 2003	Americans Need A Helping Of Food Safety When Dining Outdoors
May 20, 2003	Beware The En Route Smorgasbord
Nov. 21, 2002	Beat The Buffet Blues This Holiday Season
Nov. 8, 2002	Americans Today Are More Aware Of Home Food Safety
Oct. 15, 2002	When It Comes To Food Safety At TailGates, Americans Aren't Scoring Points
Sept. 5, 2002	Does Your Child's Lunch Box Make The Grade?
May 24, 2002	Survey Reveals Restaurant Patrons Are Hungry for Help at Home
Dec. 1, 2001	American Dietetic Association and ConAgra Foods Partner with Open Arms of Minnesota to Lend a Hand on World AIDS Day
Nov. 12, 2001	Take the Food Safety Route When Hitting the Road This Holiday Season
Oct. 9, 2001	American Dietetic Association and ConAgra Foods Foundation Focus on Home Food Safety at ADA's Annual Food & Nutrition Conference & Exhibition
Sept. 4, 2001	American Dietetic Association and ConAgra Foods Foundation Educate Americans During National Food Safety Education Month
July 23, 2001	Make an A+ in Food Safety This School Year
July 11, 2001	Add Food Safety to the Rules of the Road This Summer
June 27, 2001	Vow to Keep Wedding Celebrations Happy and Healthy with Summer Food Safety Tips
May 8, 2001	Make Mom Proud With Four Key Food Safety Habits
May 7, 2001	What's Cookin' On Your Home Plate? American Dietetic Association and ConAgra Foundation Host Safe Summer Recipe Contest
April 16, 2001	"Immunity Challenge" for Older Americans: Take Control of Home Food Safety
April 16, 2001	Pregnant Women: Take Control of Home Food Safety
April 16, 2001	Immune-Compromised Americans: Take Control of Home Food Safety
April 6, 2001	Survey Reveals Americans Need A Refrigeration Refresher
April 6, 2001	Home Food Safety Refrigeration Survey Key Findings
April 5, 2001	Food Experts Provide Egg-Cellent Tips For A Safe Easter Celebration
April 4, 2001	When The Lights Go Out - What To Throw Out? Keeping Your Food Safe And Your Family Healthy During A Power Outage
Feb. 6, 2001	Don't Let Food Poisoning Kill The Romance This Valentine's Day
Nov., 2000	Unwrap The Gift Of Home Food Safety This Holiday Season
May 12, 2000	Online Survey Reveals Consumers Need The Recipe For Safe Summer Grilling
May 12, 2000	Home Food Safety Summer Survey: Key Findings
May 12, 2000	Can You Pass The Summer Food Safety Quiz?



May 12, 2000	Celebrating Latino Cuisine with a Blend of Food Safety: American Dietetic Association and ConAgra join Calle Ocho
Oct. 19, 1999	Got a Flu Shot, But Still Have "The Flu?"
Oct. 19, 1999	Home Food Safety Benchmark Survey: Key Findings
Oct. 19, 1999	Is It "The Flu" or Something You Ate?
June 24, 1999	Is Your Picnic Basket Safe?
June 24, 1999	Home Food Safety Summer Survey: Key Findings
June 24, 1999	Is The Man In Your Life Making You Sick?

## Review of Media Trends

*With more news and information available now than ever before—on-demand and often in as much detail as a consumer needs, thanks to the internet, traditional journalism is undergoing a revolution.*

*Among the trends shaping this revolution were these identified by the Project for Excellence in Journalism in its study, The State of the News Media 2004:*

- *A growing number of news outlets are chasing a relatively static or even shrinking audience for news. One result of this has been that most sectors of the news media today are finding their audiences are shrinking. The only media seeing general audience growth today are online, ethnic and alternative media. While English-language newspapers have seen circulations decline steadily since 1990, for instance, Spanish-language newspapers have seen circulation more than triple to 1.7 million papers a day. All three of these growing sectors share the same strength—the opportunity for audiences to select tailored content, and in the case of the Internet, to do so on demand.*
- *Much of the new investment in journalism today—much of the information revolution generally—is in disseminating the news, not in collecting it. Most sectors of the media are cutting back in the newsroom, both in terms of staff and the time they have to gather and report the news. While there are exceptions, in general journalists face significant pressures trying to maintain quality with fewer resources.*
- *Online journalism seems to be converging with, rather than replacing, traditional media This is an exciting possibility that offers the potential for new, highly targeted audiences, new ways of storytelling, more immediacy, and more citizen involvement.*

*Following is a brief discussion on audience and programming trends in the media.*

### Newspapers

More than 70 percent of newspapers measured by the Audit Bureau of Circulations lost circulation during the last six months, according an ABC report released on November 1, 2004. Major newspapers recording daily circulation declines included the *Washington Post* (-3 percent daily), *The Los Angeles Times*, *The Denver Post* (-6 percent daily), the *Philadelphia Inquirer*, and the *New York Daily News* (-1.6 percent daily).

ACCORDING TO DATA FROM THE NEWSPAPER ASSOCIATION OF AMERICA, ABOUT 53 PERCENT OF ADULTS IN THE TOP 50 MARKETS NOW READ A NEWSPAPER EACH WEEKDAY, DOWN SIGNIFICANTLY OVER THE PAST FIVE YEARS. THE NAA DATA ALSO SHOW THAT 17 MILLION ADULTS IN THE TOP 50 MARKETS USE THEIR ONLINE SERVICE TO READ A NEWSPAPER.

The Project for Excellence in Journalism says readership is lowest among the country's two fastest-growing minority populations, Asians (46 percent) and Hispanics (35 percent). When it comes to age, 41 percent of people under 35 read a newspaper, 54 percent of people age 35 to 54 read a newspaper, and 68 percent of people 55 and older read a newspaper.

## **Magazines**

The overall number of magazines is growing, with much of that growth coming from niche service magazines, because magazine publishers are able to add and subtract titles aimed at specialty segments very quickly. (Project for Excellence in Journalism, 2004).

However, recently released spring 2003 magazine-readership data from Mediamark Research indicates that the top six women's magazines lost nearly eight percent of their readership from the same period in 2002. Overall readership dropped to 124.2 million from 133.7 million in spring 2002 at *Better Homes and Gardens*, *Family Circle*, *Good Housekeeping*, *Ladies' Home Journal*, *Redbook* and *Woman's Day*—collectively referred to as the Six Sisters.

## **Television**

More than 98 percent of total U.S. households own at least one television (U.S. Bureau of the Census, 1996), and on any given night, more than 91 million Americans watch television (Nielsen Media Research, 1993). In 2004, adult Americans (age 18 and older) watched an estimated 1,669 hours of television in 2004—the equivalent of about 70 days. (U.S. Census Bureau, 2003).

### ***Network Television***

The three nightly newscasts have seen Nielsen ratings decline by 34 percent in the last decade, and nearly 44 percent since 1980. (Project for Excellence in Journalism, 2004). Despite the drop, 29 million people still watch network evening news. Morning news audiences held steady over most of the past 10 years and increased in 2003, to 14.6 million viewers.

### ***Local Television***

Over the years, surveys have shown consistently that people generally trust local television news more than any other type except cable. That trust, while still higher than for network news or local newspapers, is beginning to wane. (Project for Excellence in Journalism, 2004) In 1985, 34 percent said they could believe “all or most” of what they saw on local television news. In 2002, that had declined to 26 percent, according to Pew Research Center surveys.

### ***Public Television***

According to Nielsen NSI ratings, public television stations across the country broadcast more than 71 cooking shows, a 69 percent increase from three years ago. Food is the most popular program produced by American Public Television, a programming distributor to public television stations. APT shows such as *America's Test Kitchen* and Lidia Bastianich's *Lidia's Italian-American Kitchen* are viewed on average by about twice the audience as Food Network's top programs.

### ***Cable Television***

Cable is the predominant provider of television in the United States, with 68percent of U.S. TV households (108,410,160) receiving their TV programs via cable as of February 2004, according to A.C. Nielsen. With its 24/7 format, it is also the leading source of news (Project for Excellence in Journalism, 2004), and is able to devote entire channels to affinity programming such as food and lifestyle.

For example, Food Network now entertains an average of 550,000 households during prime-time each day, a 16 percent increase above last year and a 33 percent increase above the network's prime-time audience in 2002. Its overall ratings put it well ahead of E!, ESPN2, Cartoon and TV Land among 18- to 49-year-old viewers. In the last three years, Food Network has expanded its reach from 54 million to 84 million households, enough for the 10-year-old network to be considered a universally available channel. It delivers more than 800 hours of original food programming a year.

Another example, HGTV's primetime ratings were the highest May ever in its history, with an average 0.8 Nielsen Media Research HH rating, representing about 614,000 average households.

HGTV said these numbers represent a 33 percent increase in ratings over May 2002 and follow four previous months of record ratings for Home & Garden Television.

### **Radio**

More than 90 percent of Americans listen to the radio, and nearly all of them get some news there, but total radio listenership is off 13 percent over the last decade, according to Arbitron.

Though hard evidence is difficult to obtain, consolidation of the radio market comes at the expense of local programming, including news, which often involves simply reading the headlines. (Project for Excellence in Journalism, 2004) Clear Channel Communications Inc. owns more than 1,200 stations nationwide. The nation's No. 2 radio station owner, Cumulus Media Inc., owns 305. Infinity Broadcasting, a unit of Viacom Inc., owns 185 stations.

Traditional broadcast radio is also being threatened by satellite radio. In just two years, Sirius has attracted 600,000 subscribers. Its main competitor, XM Satellite Radio, has 2.5 million subscribers.

### **Internet**

Nearly 200 million Americans - 68 percent of the population - now use the internet, according to Nielsen/NetRatings. In 2002, 27 percent of Americans visited the Internet for food safety information, an 11 percent increase from 1999. (American Dietetic Association and ConAgra, 2002) According to a Harris Interactive poll, an estimated 100 million consumers sought health information on the Internet in the year 2000, up from 70 million in 1999 (*Wall Street Journal*, December 29, 2000).

Nielsen/NetRatings also reports that one in three users used a search engine in January 2004, each spending nearly forty minutes using search engines. The top five search destinations were Google, Yahoo! Search, MSN Search, AOL Search and Ask Jeeves during January 2004. Fifty-nine million users or 39 percent of active Internet users visited Google. Thirty percent of visitors used Yahoo! Search, 30 percent went to MSN Search, followed by AOL Search and Ask Jeeves.

Traffic to the 26 most popular news sites in 2003 grew by 70 percent from May 2002 to October 2003, according to Nielsen/NetRatings.

Internet journalism largely consists of reposting material from traditional media rather than original content, and much of the content does not originate in-house. The Project for Excellence in Journalism *The State of the News Media 2004* reports that among the eight sites whose content was studied, only about a third (32 percent) of the lead stories were original reports.

The emergence of the Internet as a major source of health and nutrition information reflects the fact that consumers are taking more responsibility for researching and participating in their own healthcare decisions. Online properties of news organizations, consumer magazines and organizations are responding by archiving food safety advice.

#### ***Example: Better Homes & Gardens***

Web site contains additional information on food safety including articles titled:

- Don't Cross-Contaminate
- Food Safety: Eliminate Bacteria in the Kitchen
- Food Safety on Picnics
- Food Safety: Temperatures
- Food Safety: Handling and Cooking Meat
- Food Safety: Handling and Cooking Poultry
- Food Safety: Keep in Touch
- Turkey Safety
- Using a Meat Thermometer

## **Outreach Through Consumer-Generated Media**

Consumer-generated media (CGM)—considered to be the online equivalent to word-of-mouth communication—has emerged as a new platform for consumer “opinion” sharing within the online environment. (CGM refers to commonly archived online content that is readily accessible by other consumers or key marketplace influencers.) While paid media and earned media reach a broader audience, CGM can reach networked, segmented communities on a more viral marketing level by initiating or engaging in online communities that are already discussing and sharing information about food safety related topics in message boards, chat rooms, discussion groups, and blogs.

### ***Online Forums***

Forums, characterized as virtual meeting-places in which individuals communicate, collaborate, and share ideas and thoughts, offer the ideal environment for facilitating discussions to express the FSIS’s positioning on food safety. FSIS could sponsor/facilitate a chat surrounding food safety or facilitate a discussion by posing topics for the audience. Such communities include the following:

<b>Food Safety Forum</b>	<b>URL</b>
Foodservice.com	<a href="http://www.foodservice.com/forums/categories.cfm?catid=34">http://www.foodservice.com/forums/categories.cfm?catid=34</a>
Saferpak.com	<a href="http://www.saferpak.com/forum/index.php?act=idx">http://www.saferpak.com/forum/index.php?act=idx</a>
Rawfoodsupport.com	<a href="http://www.rawfoodsupport.com/">http://www.rawfoodsupport.com/</a>
<b>Cooking Forums</b>	
Epicurious.com	<a href="http://www.epicurious.com/forums/">http://www.epicurious.com/forums/</a>
Cookbooks.com	<a href="http://www.cookbooks.com/discuss.htm">http://www.cookbooks.com/discuss.htm</a>
Seasoned.com	<a href="http://www.seasoned.com/community/chat.html">http://www.seasoned.com/community/chat.html</a>
Cyberspacegrill.com	<a href="http://www.cyberspacegrill.com/chat.html">http://www.cyberspacegrill.com/chat.html</a>
Cookwithpassion.com	<a href="http://www.cookwithpassion.com/italiancookingforums.htm">http://www.cookwithpassion.com/italiancookingforums.htm</a>

### ***Discussion Groups***

Prominent portals such as Google, Yahoo!, and MSN focus on communities where individuals with similar interests, hobbies, and concerns congregate to discuss various topics. FSIS could engage particular communities that are interested in cooking and catering to seed information related to food safety. Another ideal online community would be new moms with infants. The proper preparation of homemade baby food is a major concern for women who belong to these types of online groups. While they don’t necessarily offer wide reach in terms of audience size, they consist of the most active Internet users.

### ***Blog strategy***

Web-logs (or blogs as they are referred to, or even “flogs” as food blogs are often called) have quickly evolved as an essential component of the online media landscape. They are Web pages for self-anointed pundits in the form of personal online journals, often updated throughout the day, full of raw, unedited opinions and often substantive information about a series of topics. Authored by individuals considered part of the “influential online community,” blogs have evolved as a viable platform to engage in commentary on food safety issues, food preparation, cooking, etc. The value in utilizing this tactic in addressing the food safety issue serves several purposes:

- It provides an additional delivery mechanism for educating audience about the dangers of improper use and preparation of food products.
- Blogs are presented in a more personalized format, absent of corporate rhetoric (thus having more credibility) in order to establish a less formal rapport with the intended audiences.
- Blogs are fast becoming an effective tool for impacting positioning and perspectives with the ability to increase the advertiser’s share of voice.

As people increasingly turn to the Internet for news and information, strategies can be developed for controlling the misinformation/personal opinions that appear in blogs. Blogs are considered to be a resource for those looking for "insider" information and not necessarily information published by corporations, organizations. From an online communications standpoint, they will allow FSIS to further balance out and extend its voice online, whether it implies creating blogs to be posted on the Web site or responding to blogs that are indexed in search engines. FSIS could leverage the blogs utilizing several approaches:

- **Media Response:** FSIS could respond to misinformation as it is posted within the blogosphere to ensure that appropriate messages are being communicated regarding food safety issues.
- **Content syndication:** FSIS could package information on food safety to proactively push out to bloggers to be posted on their site to ensure continuous presence.
- **Strategic alliance:** FSIS could approach a prominent blogger who focuses on food related topics to act as the voice for FSIS on food safety. This is often considered a viable approach since bloggers have the most credibility in terms of information dissemination amongst his core audience and other journalist with the blogger community. Potential blogs that can be leveraged for outreach include the following:

<b>Food Related Blogs</b>	<b>URL</b>
Kiplog Food	<a href="http://www.kiplog.com/food/">http://www.kiplog.com/food/</a>
A Fully Belly	<a href="http://www.afullbelly.com">http://www.afullbelly.com</a>
FoodFodder	<a href="http://sugarcoma.blogs.com/foodfodder/">http://sugarcoma.blogs.com/foodfodder/</a>
Fork and Pen	<a href="http://www.forkandpen.com/">http://www.forkandpen.com/</a>
The Food Section	<a href="http://jtown.typepad.com/foodsection/">http://jtown.typepad.com/foodsection/</a>
Mum Mum Eat Eat	<a href="http://www.mum-mum.info/blog.htm">http://www.mum-mum.info/blog.htm</a>

## Appendix A

The following charts provide details of media coverage from the scan conducted for the period of January 1, 2002 – November 1, 2004.

FightBAC!®						
Publication	Date	Headline	News	FSIS Announcement	Holiday prep	General Tips
The State (Columbia, SC)	19-Oct-04	FDA steps up food safety efforts		x		
Obesity, Fitness & Wellness Week	16-Oct-04	Food Safety; Report released detailing American's food safety behaviors	x			
Biotech Week	13-Oct-04	Partnership for Food Safety Education; Report released detailing American's food safety behaviors	x			
Science Letter	12-Oct-04	Food Safety; Report released detailing American's food safety behaviors	x			
Life Science Weekly	12-Oct-04	Food Safety; Report released detailing American's food safety behaviors	x			
Health & Medicine Week	11-Oct-04	Food Safety; Report released detailing American's food safety behaviors	x			
Biotech Business Week	11-Oct-04	Food Safety; Report released detailing American's food safety behaviors	x			
South Florida Sun-Sentinel	10-Sep-04	ASK AMY AMY DICKINSON				x
Muskogee Daily Phoenix & Times Democrat	8-Aug-04	Muskogee school menus to be mainly last year's course				x
Marshfield News-Herald	31-Jul-04	Summer heat reason to keep food cool				x
Chronicle-Tribune	11-Jul-04	Watch out for uninvited bacterial guests				x
Journal of the American Dietetic Association	1-Jun-04	Where Can I Find Summer Food Safety Resources?				x
Peoria Journal Star	26-May-04	Tasteful concerns				x
Alexandria Daily Town Talk	22-May-04	BALANCING ACT [Tips for staying healthy]				x
St. Paul Pioneer Press	19-Apr-04	Health: Follow four foodhandling steps to stay safe in kitchen				x
Charlotte Observer (NC)	19-Apr-04	Your kitchen may be a recipe for disaster; To avoid foodborne illnesses, follow these simple but critical rules				x
Houston Chronicle	18-Apr-04	BANISH FOOD-BORNE ACTERIA				x
Times-Picayune	1-Apr-04	EASTER EGGS & SAFETY			x	
The State (Columbia, SC)	24-Mar-4	A taste for the races; And they're off ... Making exotic sandwiches, savory chicken for tailgating				x

Journal Gazette	3-Mar-04	mad cow' disease Simple steps can keep food-borne illness at bay				x
Journal Gazette	3-Mar-04	State cattle tests exceed guidelines	x			
Aberdeen American News (SD)	13-Feb-04	Don't mess with food safety myths!				x
The Dallas Morning News	18-Jan-04	Dallas Morning News – Resources [fightBAC web site listing]				x
Houston Chronicle	7-Jan-04	GETTING SHEEPISH ABOUT CATTLE/In a complex market, eating anything requires trust, and in Texas it starts on the smallest ranch				x
Seattle Post-Intelligencer	31-Dec-03	SAFE HANDLING OF FRESH PRODUCE IS VITAL TOO				x
Los Angeles Daily News	29-Dec-03	HANDLE WITH CARE AMID NEWS OF MAD COW DISEASE, DON'T FORGET TO TAKE SAFETY PRECAUTIONS WITH FRUITS AND VEGGIES, TOO				x
Tampa Tribune	26-Nov-3	Officials Issue Food Safety Reminders			x	
Telegraph-Forum	12-Sep-03	Tips for making sure lunch is safe				x
Lansing State Journal	16-Aug-3	[Restaurant] Owners reminded of food guidelines				x
Nation's Restaurant News	9-Jun-03	How safe is the food chain? (Cover Story).(a discussion of food safety at restaurants)				x
Philadelphia Inquirer	19-May-03	Inspector Accuses USDA of Ignoring Filth, Vermin at Meat Plant.	x			
Poughkeepsie Journal	7-May-03	Bad food can spoil the summer				x
The Spokesman Review	26-Mar-03	Clean sweep ; It's important to consider food safety tips to avoid; hatching bacteria such as salmonella, E. coli				x
The Press-Enterprise Riverside, CA	18-Dec-02	Take care in handling food during the holidays			x	
T H E Journal (Technological Horizons In Education)	1-Dec-02	USDA for Kids: the healthy new look of the U.S. Department of Agriculture's Web site.(EduNet)	x			
The News & Observer Raleigh, NC	24-Nov-02	Food supply is absolutely as safe as it can be	x			
Time Magazine	30-Sep-02	What to Do About Listeria A mysterious outbreak of food poisoning has killed at least a dozen, but there's no need to panic	x			
Denver Post	16-Jul-02	Thorough cooking among ingredients of meat safety				x

Times Union Albany, NY	13-Jun-02	Raws eggs and salad dressings				x
The Hamilton Spectator	31-May-02	FightBac! to keep your food safe				x
St. Louis Post-Dispatch	1-Apr-02	SENIORS HEAR TIPS, SHARE STORIES AT PRESENTATION ON FOOD HEALTH, SAFETY				x
<b>TOTAL MEDIA HITS: 41</b>			<b>11</b>	<b>1</b>	<b>3</b>	<b>26</b>
<b>FoodSafety.gov</b>						
<b>Publication</b>	<b>Date</b>	<b>Headline</b>	<b>News</b>	<b>FSIS Announcement</b>	<b>Holiday prep</b>	<b>General Tips</b>
Reno Gazette-Journal	28-Jun-04	A RECIPE FOR TROUBLE?				x
The State (Columbia, SC)	25-Jan-04	ONLINE [Internet sites for food safety]				x
The Dallas Morning News	18-Jan-04	Dallas Morning News - Resources. [Internet sites for food safety]				x
The Seattle Times	14-Jan-04	Food fears: How to find real, useful information				x
The Fort-Worth Star-Telegram	30-Dec-03	Food for thought [caution in preparing produce]				x
Anchorage Daily News	10-Dec-03	Steps you can take to guard against food-borne illness			x	
The Atlanta Journal - Constitution	9-Dec-03	Healthy Living: Use caution in preparing raw vegetables to avoid illness				x
Morbidity and Mortality Weekly Report	28-Nov-03	Hepatitis A outbreak associated with green onions at a restaurant--Monaca, Pennsylvania, 2003.	x			
Tampa Tribune	26-Nov-03	Officials Issue Food Safety Reminders			x	
The Philadelphia Inquirer	20-Nov-03	Turkey-challenged hosts can call holiday hotlines for help			x	
World & I	1-Sep-03	Keeping our food safe	x			
Lansing State Journal	16-Aug-03	Owners reminded of food guidelines				x
The Spokesman Review	26-Mar-03	Clean sweep ; It's important to consider food safety tips to avoid; hatching bacteria such as salmonella, E. coli				x
The Florida Times-Union	19-Mar-03	Web Watch [Food supply threats]				x
The Cincinnati Enquirer	27-Nov-02	body & mind [Taking care of your whole self]				x
The Philadelphia Inquirer	20-Nov-02	Marilyn Marter [Help for turkey-challenged cook just a phone call away]			x	
The Wall Street Journal	24-Oct-02	The Informed Patient: Knowledge Is Half the Battle In Avoiding Infectious Diseases	x			
Morning Star - Wilmington, N.C.	9-Oct-02	Freshly packed? Make sure danger isn't lurking in your child's lunchbox				x



Progressive Grocer	15-Sep-02	Is ready-to-eat safe to eat? operators must prevent cooked seafood from becoming contaminated between the cooking and the sale. (Supermarket Business: Fresh Food).(Brief Article)	x			
Lansing State Journal	29-Aug-02	Football food				x
The Harrisburg Patriot	23-Jul-02	Pack picnic spreads cautiously				x
Prepared Foods	1-May-02	Chill factors: When creating refrigerated foods, processors should utilize effective formulation hurdles, new technologies and shelf-life studies. (Formulation & Ingredient Challenges).(U.S. supermarket sales of prepared refrigerated foods rose to \$9.5 b in 2001)(Statistical Data Included)	x			
Charlotte Observer (NC)	1-May-02	ILLNESS TRACED TO SCHOOL FOOD KEEPS RISING; GAO FAULTS LACK OF COORDINATION IN INSPECTING, BUYING FOOD;	x			
Houston Chronicle	1-May-02	School food poisonings on rise / Federal inspection agencies faulted in increase of illnesses	x			
The Columbian	1-May-02	CONGRESSIONAL REPORT: OUTBREAKS FROM SCHOOL FOODS ON RISE	x			
San Jose Mercury News	6-Mar-02	Thinking outside the bag PUT AWAY THE PB&J: SOPHISTICATED, HEALTHY IDEAS ABOUND FOR PACKED LUNCHES				x
Convenience Store News	3-Mar-02	Playing it safe: the threat of food terrorism, added to the usual concern over accidental contamination, prompts retailer vigilance.	x			
American Family Physician	15-Feb-02	CFSAN Web Site for Foodborne Illness.(Center for Food Safety and Applied Nutrition)( <a href="http://www.foodsafety.gov">http://www.foodsafety.gov</a> )				x
The Milwaukee Journal Sentinel	13-Jan-02	U.S. agency advises caution at the salad bar	x			
<b>TOTAL MEDIA HITS: 29</b>			<b>10</b>	<b>0</b>	<b>4</b>	<b>15</b>
<b>National Food Safety Education Month</b>						
<b>Publication</b>	<b>Date</b>	<b>Headline</b>	<b>News</b>	<b>FSIS Announcement</b>	<b>Holiday prep</b>	<b>General Tips</b>
Progressive Grocer	15-Oct-04	Tops food Markets/Buffalo Bill partnership promoting food safety in party platters				x

The Evansville Courier	27-Sep-04	New food inspection rules	x			
Telegraph-Forum	11-Sep-04	Hand-washing reminders available				x
The Allentown Morning Call	8-Sep-04	Hand-washing reminders available				x
Dairy Foods	1-Sep-04	Quality Chekd recognizes Food Safety Month, 60th Anniversary.(Inside the News)(checked)	x			
Palladium-Item	24-Sep-03	Community Column [Safer meals begin with food safety guidelines]				x
Nation's Restaurant News	15-Sep-03	Tyson celebrates food safety month with FoodWise debut.(Supplier News)(Brief Article)	x			
Telegraph-Forum	12-Sep-03	Tips for making sure lunch is safe				x
The Evansville Courier	10-Aug-03	YOU GOTTA EAT! STATE JUST WANTS YOU TO DO IT SAFELY	x			
Grocery Headquarters	1-Jul-02	A haven for safe food: is enough being done to educate workers and shoppers when it comes to food safety?	x			
Nation's Restaurant News	27-May-02	Celebrity chef Tsai named food safety month spokesman. (Supplier News).(Brief Article)	x			
<b>TOTAL MEDIA HITS: 11</b>			<b>6</b>	<b>0</b>	<b>0</b>	<b>5</b>

**Partnership for Food Safety Education**

Publication	Date	Headline	News	FSIS Announcement	Holiday prep	General Tips
Obesity, Fitness & Wellness Week	16-Oct-04	Food Safety; Report released detailing American's food safety behaviors	x			
Progressive Grocer	15-Oct-04	Tops food Markets/Buffalo Bill partnership promoting food safety in party platters	x			
Restaurants & Institutions	15-Oct-04	Hand Washing Is Food Safety's Starting Point; Study shows Americans are not practicing proper personal hygiene.	x			
Market News Publishing	15-Oct-04	BIONICHE LIFE SCIENCES INC - Industrial Research Chairs in Food Safety Filled	x			
The Virginian-Pilot & The Ledger-Star	13-Oct-04	How old is too old? [for food]				x
Science Letter	12-Oct-04	Food Safety; Report released detailing American's food safety behaviors	x			
Washington Daybook	8-Sep-04	The Washington Daybook - General News Events - [Discussion on the safety of US food supply]		x		
Food Chemical News	7-Jun-04	Committee calls for food security partnership; waffles on test-and-hold.(USDA)	x			

Aberdeen American News (SD)	13-Feb-04	Don't mess with food safety myths!					x
CNN: Sunday Morning	8-Feb-04	Weekend House Call - [secret lives of germs]					x
The Seattle Times	14-Jan-04	Food fears: How to find real, useful information	x				
Seattle Post-Intelligencer	31-Dec-03	SAFE HANDLING OF FRESH PRODUCE IS VITAL TOO	x				
Los Angeles Daily News	29-Dec-03	HANDLE WITH CARE AMID NEWS OF MAD COW DISEASE, DON'T FORGET TO TAKE SAFETY PRECAUTIONS WITH FRUITS AND VEGGIES, TOO					x
The Tallahassee Democrat	24-Dec-03	Food facts: Thaw turkey safely				x	
Nation's Restaurant News	22-Sep-03	Industry works to reform image of food safety: operators enlist technology, guidelines, education to prevent outbreaks of illness.(The New American Revolution? Industry on Alert)	x				
Telegraph-Forum	12-Sep-03	Tips for making sure lunch is safe					x
Philadelphia Inquirer	19-May-03	Inspector Accuses USDA of Ignoring Filth, Vermin at Meat Plant.	x				
Nation's Restaurant News	28-Apr-03	Food Safety group names Farquharson vice chmn. (News).(John Farquharson is elected vice chairman at Partnership for Food Safety Education)(Brief Article)	x				
Journal Gazette	16-Apr-03	Leftover Easter eggs? Get crackin' on these treats				x	
Food Chemical News	24-Mar-03	USDA hits the road with food safety education mobile. (USDA).(Brief Article)		x			
Jet	27-Jan-03	Healthy eating tips for take-out food fans					x
Ocean County Observer	24-Jan-03	Plan a super Super Bowl party					x
The News & Observer Raleigh, NC	24-Nov-02	Food supply is absolutely as safe as it can be	x				
The Wall Street Journal	24-Oct-02	The Informed Patient: Knowledge Is Half the Battle In Avoiding Infectious Diseases	x				
Houston Chronicle	18-Aug-02	Tailgating/HEALTH TIPS					x
The Gazette	22-Jul-02	Cooking meat to right temperature key to safety					x
Asheville Citizen-Times	2-Jul-02	MAKE IT A HOLIDAY TO REMEMBER, NOT REGRET Avoid the pitfalls of heat and fireworks				x	
The Miami Herald	18-Apr-02	Give your kitchen some class [Keep it clean]					x

Progressive Grocer	15-Apr-02	Summer safety: In produce, the risks of spoilage and bacteria rise with the temperature. Teaching shoppers how to keep their fruits and vegetables fresh and healthy can pay off in sales. (Supermarket Fresh Food Business).				x
Pittsburgh Post-Gazette	28-Mar-02	HARD-COOKED EGGS: THE VERSATILE LEFTOVERS				x
The Daily Oklahoman	20-Mar-02	Keep it clean for Easter			x	
<b>TOTAL MEDIA HITS: 31</b>			<b>13</b>	<b>2</b>	<b>4</b>	<b>12</b>

**Thermy™**

Publication	Date	Headline	News	FSIS Announcement	Holiday prep	General Tips
Lansing State Journal	4-Aug-04	Food-safety focus: Turn up the temps		x		
Courier-News	4-Jul-04	Food safety van visits Garwood, NJ		x		
The Star-Ledger	4-Jul-04	Food safety van visits Garwood, NJ		x		
The Capital Times & Wisconsin State Journal	19-Dec-03	WHAT DANGERS LURK IN THE FRIDGE? ; WORDS TO LIVE BY: WHEN IN DOUBT, THROW IT OUT				x
The Courier-Journal Louisville, KY	11-Dec-03	Is your kitchen clean enough?			x	
The Columbian	5-Oct-03	Food safety mobile		x		
The Columbian	30-Sep-03	Food safety mobile		x		
The Las Vegas Review-Journal	26-Aug-03	Food safety mobile		x		
Las Vegas Sun	10-Aug-03	Food safety mobile		x		
Journal of Environmental Health	1-May-03	Food safety publications available in other languages		x		
Journal of Environmental Health	1-Apr-03	New educational program encourages home use of food thermometers	x			
Food Chemical News	24-Mar-03	USDA hits the road with food safety education mobile. (USDA).(Brief Article)		x		
The Tampa Tribune	11-Nov-02	FAVORITE WEB SITES [www.fsis.usda.gov]				x
The San Diego Union-Tribune	4-Nov-02	PERSONAL TECHNOLOGY   TOP SITES [www.fsis.usda.gov]				x
The Plain Dealer Cleveland, OH	16-Oct-02	WEBWATCH [www.fsis.usda.gov]				x
Dayton Daily News	10-Oct-02	TECH SITES; A FEW TECH WEB SITES TO KEEP YOU BROWSING [www.fsis.usda.gov]				x
Atlanta Journal - Constitution	6-Oct-02	NETWATCHER: TOP TEN SITES OF THE WEEK [www.fsis.usda.gov]				x

The Food Institute Report	26-Aug-02	USDA unveils new recall guide for school foodservice.(Brief Article)		x		
Pittsburgh Post-Gazette	13-Jun-02	PROPER COOKING TEMPERATURES BEST DEFENSE AGAINST FOODBORNE ILLNESS				x
CNN: Live Today	27-May-02	Tips on Summer Grilling				x
Progressive Grocer	15-Feb-02	Hot stuff on the barbecue: With an assist from the government, retailers are promoting meat thermometers to help their customers enjoy healthy cookouts. (Supper Nonfoods Business).(Brief Article)	x			
<b>TOTAL MEDIA HITS: 21</b>			<b>2</b>	<b>10</b>	<b>1</b>	<b>8</b>

**USDA Meat & Poultry Hotline**

Publication	Date	Headline	News	USDA Announcement	Holiday prep	General Tips
The Palm Beach Post	30-Sep-04	FOODS SAFE TO KEEP - AND WHAT TO TOSS				x
The Grand Rapids Press	25-Aug-04	How to use a food thermometer				x
Combat Edge	1-Jul-04	red, white, & BBQ [tailgating food safety tips]				x
Aberdeen American News (SD)	28-May-04	North Dakota State University experts have acted to educate youth about the significance of proper food handling	x			
Akron Beacon Journal (OH)	5-May-04	Products recalled over fear of E. coli; Buehler's Food Markets announces precautions on ground beef items	x			
The Miami Herald	24-Apr-04	FOOD SAFETY				x
The Gazette	21-Apr-04	From pasture to plate ; Beef doesn't take just one path to the table	x			
The State Journal-Register	22-Mar-04	HEALTHY LIVING [food safety Q&A]				x
Telegraph-Forum	19-Feb-04	Protect frozen food when the power goes out				x
St. Louis Post-Dispatch	4-Feb-04	KEEP A CLOSE EYE ON FOOD STORED IN REFRIGERATOR				x
The Palm Beach Post	22-Jan-04	BEEFEATERS CONSIDER THEIR CHOICES	x			
The Miami Herald	25-Dec-03	LAST-MINUTE RECIPES			x	
Telegraph-Forum	4-Dec-03	Always ship food carefully				x
The Pantagraph	3-Dec-03	USDA brochure offers food handling safety tips		x		
Austin American-Statesman	24-Nov-03	Last-minute suggestions for the Thanksgiving cook			x	

Pittsburgh Post-Gazette	20-Nov-03	DIFFERENT FACTORS WILL AFFECT TURKEY'S COOKING TIME, SAFETY			x	
Chicago Tribune	20-Nov-03	Don't stuff Turkey Day with stress			x	
The Hartford Courant	20-Nov-03	AS HOLIDAY NEARS, IT'S TIME TO TALK TURKEY			x	
Times-Picayune	20-Nov-03	How to make Thanksgiving easy on the cook			x	
The Atlanta Journal - Constitution	20-Nov-03	RELAX AND GIVE THANKS BANISH STRESS FROM HOLIDAY MENU WITH TIPS FROM THE EXPERTS			x	
Daily Press	19-Nov-03	DON'T DREAD THE TURKEY; YOUR FIRST THANKSGIVING DOESN'T NEED TO BE DIFFICULT			x	
The Milwaukee Journal Sentinel	19-Nov-03	HOLIDAY HELP			x	
The San Francisco Chronicle	19-Nov-03	Help's coming / Turkey-time help			x	
Chicago Tribune	19-Nov-03	OK, you've got the turkey. Now what? A chef shows Thanksgiving rookies how to pull off a polished feast			x	
Detroit Free Press	18-Nov-03	Turkey tips			x	
San Jose Mercury News	18-Nov-03	State in middle of road on health; RANKED 22ND IN NATION IN ANNUAL REPORT CARD	x			
Lancaster New Era/Intelligencer Journal/Sunday News	1-Oct-03	Breast enlargements; Get more from your boneless, skinless chicken	x			
Austin American-Statesman	20-Aug-03	Work's hard enough. Bag that sliced bread and give yourself a real lunch break ; Grown-up tastes				x
Times Herald	16-Aug-03	Homeowners need to be wary of food in powerless freezers				x
Pacific Daily News, Hagatna	8-Aug-03	Keeping school lunches safe				x
Orlando Sentinel	7-Aug-03	MEAT IN MARINADE CAN BE FROZEN				x
Austin American-Statesman	19-Feb-03	Facing the fear with a full pantry ; If you're heeding the government's calls to stock up, choose familiar, fuss-free foods -- and lots of water				x
The Orange County Register	26-Dec-02	Loving your leftovers				x
Chicago Tribune	27-Nov-02	Tips to get a holiday feast on the table			x	
Centre Daily Times	27-Nov-02	Daybreak			x	
Portland Oregonian	26-Nov-02	HOT LINES OFFER TIPS			x	

The San Diego Union-Tribune	24-Nov-02	Talking turkey   The ins and outs of cooking the big bird			x	
Telegraph-Forum	21-Nov-02	Handle turkey with care			x	
The San Diego Union-Tribune	20-Nov-02	Holiday help just a phone call away			x	
The Milwaukee Journal Sentinel	20-Nov-02	HOLIDAY ANSWERS			x	
Chicago Tribune	20-Nov-02	Turkey Day trouble? Holiday help is at hand			x	
The Wilkes-Barre Times Leader (PA)	20-Nov-02	No tough turkey There's a variety of ways to make certain you don't have to put up with a dry main entree again this Thanksgiving Day.			x	
Detroit Free Press	19-Nov-02	Don't let turkey troubles gobble up your holiday			x	
Chicago Sun-Times	13-Nov-02	A rare bird ; Fresh turkeys harder to find, but they are out there			x	
The San Diego Union-Tribune	13-Nov-02	Holiday help just a phone call away			x	
The Gazette	23-Oct-02	Microwave, plastics a bad combination [food prep tips]				x
<b>TOTAL MEDIA HITS: 46</b>			<b>6</b>	<b>1</b>	<b>24</b>	<b>15</b>
<b>Is It Done Yet?</b>						
<b>Publication</b>	<b>Date</b>	<b>Headline</b>	<b>News</b>	<b>FSIS Announcement</b>	<b>Holiday prep</b>	<b>General Tips</b>
www.progressivegrocer.com	3-Aug-04	USDA, Michigan State University Join Forces to Promote Food Thermometer Use		x		
The Grand Rapids Press	25-Aug-04	Done deals; Food thermometer will keep family safe		x		
<b>TOTAL MEDIA HITS: 2</b>			<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>

## Appendix B

The following section describes key magazines and gives examples of recent food safety related coverage, if any.

### *News Magazines*

<b>Publication</b>	<b>Profile</b>	<b>Example of Recent Food Safety Related Coverage</b>	<b>Circulation</b>
Time	Weekly news magazine. Regular coverage of food, health and science.	“Flunking Lunch; Roaches! Bacteria! Grease galore! What may be lurking in your child’s cafeteria – and what to do about it,” <i>December 2, 2002</i>	4,034,491
Newsweek	Weekly news magazine. Regular coverage of food, health and science.	“Mad Cow: What’s safe now?” <i>January 12, 2004</i>	3,145,362
U.S. News & World Report	Weekly news magazine	No recent examples of coverage of food safety or foodborne illness.	2,022,383

### *Health, Lifestyle Magazines*

<b>Publication</b>	<b>Profile</b>	<b>Example of Recent Food Safety Related Coverage</b>	<b>Circulation</b>
AARP The Magazine	Official publication of the American Association of Retired Persons, an association for Americans over the age of 50. Offers editorial on today's headlines, as well as pertinent topics such as careers, politics, financial planning, travel, food, health and fitness, retirement, technology, and family matters.	“Nutrition Tips for Older Americans,” <i>March 3, 2003</i>	22,720,073
Better Homes & Gardens	Written for readers interested in making their home and family the focal points in their lives. Articles encompass home-improvement and family-oriented topics.	“Know when it’s done (meat thermometer for food safety and professional cooking results),” <i>June 1, 2004</i>	7,628,424
Family Circle	Established in 1932, serves women with the information they need to make personal and home improvements and maintain healthy family relations.	Didn’t find any previous coverage on food safety or relevant messages – after reviewing content on the web site you may want to consider dropping this one from the list	4,372,813
Good Housekeeping	Written for the contemporary homemaker. Articles focus on food, nutrition, fashion, beauty, relationships, home decorating, health, child care and other consumer and social issues. Has a regular "Family Health" section. Publication works in cooperation with iVillage.com.	“What she ate almost killed her,” <i>November 1, 2004</i>  Has own "safe food" campaign, "GH's campaign for safe food."	4,623,113
Ladies' Home Journal	Established in 1883, Ladies' Home Journal is a monthly magazine that understands and informs, explores and celebrates the rich values of	No recent examples of relevant food safety stories.	4,108,619



	modern family life. It provides women (aged 30-45) with the support, insights and services they require as they live within their families.		
Men's Health	Established in 1986 and written to show men the practical and positive actions that can make their lives better.	"Survive a Grilling," <i>July 2004</i>	1,718,319
Prevention Magazine	Established in 1950 as an authoritative, trustworthy and innovative source for practical health information and ideas on healthy living. Written to motivate, inspire, and enable male and female readers ages 35 and over to take charge of their health.	"Special Report: e. coli; Is your produce poisoned?; Keeping pathogens off of produce; Where's the (safe) beef?" <i>June 2004</i>  Has regular sections on Health and Food & Nutrition, with subhead of "food safety")	3,359,698
O, The Oprah Magazine	Established in 2000 and written as a source for practical tips to lead a more fulfilling life.	No food recent food safety articles, but has regular food and health sections	2,721,046
Redbook	Established in 1903, created for working woman ages 23 to 40 years old who strives to sustain a happy balance between a career, social life, and busy home life.	No recent examples of relevant food safety stories. Does have regular Health and Diet & Fitness sections.	2,360,218
Cooking Light	Established in 1987 and aimed at the health conscious consumer. Written as America's recipe for healthy living and dedicated to helping readers eat better, feel better and look their best.	No previous coverage specifically referencing foodborne illness.  Features "cooking 101" section.	1,661,386
Woman's Day	Established in 1931 as a forum to report on the changing needs of today's woman through coverage of fashion, food, job, and lifestyle news.	No recent examples of relevant food safety stories.	4,060,619
Shape	Established in 1981 and created as the essential publication for today's contemporary active woman interested in maintaining a healthy lifestyle.	"What you fear...What you should fear," <i>June 24, 2004</i>  Has regular "Live Healthy" and "Eat Right" sections.	1,640,871

### *Parenting Magazines*

<b>Publication</b>	<b>Profile</b>	<b>Example of Recent Food Safety Related Coverage</b>	<b>Circulation</b>
American Baby	Established in 1938 for the health and well-being of newborns and expectant mothers. Includes developments in nutrition, beauty tips, maternity and infant fashions, nursery and juvenile furniture, and other	Regular coverage of food safety issues.	2,001,740

	<p>immediate baby needs. Owned by same publishing company as Better Homes &amp; Gardens and Ladies Home Journal.</p>		
Baby Talk	<p>Established in 1935 and written for pregnant women and mothers of infants up to 18 months old. Content focuses on dispelling the myths of raising a baby, instead focusing on real-life stories relevant to the modern, working parent. Includes humorous tips and educational features on topics such as nutrition, working at home, fashion, cooking and travel. Every area the magazine covers is approached from a 'how-to' perspective</p>	<p>Parenting Magazine and Baby Talk share the same web address (<a href="http://www.parenting.com">www.parenting.com</a>) Pub does cover new born health issues regularly but no evidence found of previous coverage of food safety or foodborne illness</p>	2,001,280
Parents	<p>Established in 1926 and provides today's parents with the information on topics such as children's health and safety, food and nutrition, toys, travel and family life.</p>	<p>"Summer Food Safety," <i>July 7, 2004</i>; "Turkey Dos and Don'ts," <i>November 1, 2002</i></p>	2,200,423
Parenting Magazine	<p>No evidence of previous coverage on food safety. Does have regular content on health for both the new born and mother</p>	<p>Established in 1987 and written for parents of children ages 0-12 as a source of general and in-depth information. Content focuses on the raising of children, covering education, health, nutrition, child development, discipline and activities.</p>	2,191,621

## Appendix C – Sample Food Safety on Web Sites

Safe at the Plate - Microsoft Internet Explorer provided by APCO

Address: <http://www.familyeducation.com/article/0,1120,3-615,00.html>

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**Safe at the Plate**  
Elizabeth Ward, MS, RD

When it comes to food safety, most parents know enough to keep cold foods cold; hot foods hot; and that frequent handwashing prevents the spread of menacing germs to food. And according to health experts, it's unlikely that small children will become ill from tainted food. Yet it pays to be protective.

Food-borne illness can be severe in children, especially infants. "Food-borne illness hits kids harder because a small child's immune system isn't as strong as an adult's," says Connie Diekman, a St. Louis-based registered dietitian and spokesperson for the American Dietetic Association. "The high concentration of bacteria or virus is harder for children to fight, and it's easier for them to become dangerously dehydrated." Here's how to handle some food safety pitfalls that go beyond commonsense basics.

**Think before you drink**  
Few kids will turn down milk or juice, but there's one kind they should pass up: the unpasteurized variety. Unpasteurized juices and raw milk may contain harmful bacteria, including the potent E. coli. Pasteurized beverages are heated to a high enough temperature to kill nearly all harmful bacteria.

**Related Links**

**More On**

- [Drugs, Alcohol & Tobacco](#)

**Article**

- [Scooter Safety: Sales and Injuries Skyrocket](#)

**What Works**

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**Preventing food poisoning in your home**

Approved by the BabyCenter Medical Advisory Board

By JoAnne Robb

- Do I really need to worry about food poisoning?
- Where do bacteria come from?
- Is my kitchen clean enough?
- Won't cooking kill bacteria?
- Is my refrigerator cold enough?
- Related Links

**Do I really need to worry about food poisoning?**

You do if you want to avoid those nasty bouts of cramps, diarrhea, and vomiting. The fact is that most every time you or your child has a stomachache or diarrhea, food poisoning bacteria are the likely culprits. What's more, you may never know what caused it, since symptoms generally take up to two days to appear. Bacteria in food can double in number every 20 minutes at room temperature, and a few thousand is all it takes to lay an adult low. Children may be even more vulnerable to food poisoning because of their small size.

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Address: [http://www.kidshealth.org/parent/firstaid\\_safe/home/food\\_safety.html](http://www.kidshealth.org/parent/firstaid_safe/home/food_safety.html)

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**Food Safety for Your Family**

KidsHealth > Parents > First Aid & Safety > Home Safety & First Aid > Food Safety for Your Family

You probably have lots of concerns about the foods you give to your child. Is it a [nutritious](#) meal? Will your child eat it? Is there too much fat? But one thing that may not cross your mind as you're slicing and dicing in the kitchen is food safety.

Why is food safety so important? Proper food preparations are necessary to prevent your family from becoming sick from food-borne illnesses caused by bacteria such as E. coli, [Salmonella](#), [Campylobacter](#) and [Listeria](#) (which can cause symptoms such as [diarrhea](#), [fever](#), abdominal cramps, nausea, [vomiting](#), and [dehydration](#)). Food safety precautions include knowing how to select foods in the grocery store, how to store them, how to cook them, and how to clean up afterward.

So what can you do to make sure your kitchen and the foods you prepare are safe? Keep reading to find out.

RELATED ARTICLES

Food Poisoning and Safe Food Handling -- Other Places To Get Help - Microsoft Internet Explorer provided by APCO

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**Food Poisoning and Safe Food Handling**

Other Places To Get Help

**Online Resources**

**Bad Bug Book**  
U.S. Food and Drug Administration, Center for Food Safety and Applied Nutrition  
Web Address: <http://m.cfsan.fda.gov/~mow/intro.html>

*The Bad Bug Book* is an online source for complete and up-to-date information about food poisoning.

**Fight Bac**  
Partnership for Food Safety  
Web Address: <http://www.fightbac.org/main.cfm>

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**How safe is your meat? It's in your hands.**

We've been hearing about salmonella and E. coli bacteria in the news, and yet the meat supply in this country has often been called the safest in the world. At least it was until 1992-93 when a major food-borne outbreak happened as a result of people eating hamburgers contaminated with bacteria. Now everyone is aware of the danger of consuming undercooked (i.e., less than "well done") "burgers." And no one was ever comfortable with eating a poultry product that was pink or a bit bloody. Now everyone feels safe if these meats are cooked to the state of well done. That will kill the bacteria that cause these terrible diseases. However, does the public really understand the implications of having these organisms in our raw meats? I don't think so. Some groups like children, the elderly, those receiving treatment for cancer, or who have chronic diseases or organ transplants, and people infected with HIV/AIDS are especially at risk for becoming seriously ill or even dying from food-borne illnesses. Food safety is everyone's business.

First, all of these organisms (germs) that concern us are found in the intestinal tract (gut) of the animals from which the meat comes. These organisms are also found in the animal's feces, which sometimes contaminates our meat during processing. The government allows some level of these organisms (called coliforms), in our meat supply. There is no tolerance or acceptable level for coliforms in our water supply, but it's "OK" for the meat supply. We have allowable limits in raw meats because the organisms are always there. If the meat items are improperly handled, for example, thawing on the counter top, then these organisms grow to unacceptable numbers, or go above the tolerance. The simple truth of the matter is we can find coliforms in and on a lot of our foods; other foods have also been connected to many food-borne illnesses.

That brings me to the second point. Cooking cures all. That's right, cook it and eat it, and everything will be "OK."

Food Network: Cooking Guides - Microsoft Internet Explorer provided by APCO

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Address: http://www.foodnetwork.com/food/ck\_cooking\_guides/text/0,,FOOD\_16096\_22231,00.html

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**COOKING GUIDES**  
**Proper Food Handling**

Proper food handling is essential. The main concerns are cleanliness, preventing cross-contamination, and keeping foods at safe temperatures. With just a little knowledge, you can save yourself a lot of misery.

**1. Washing hands**  
Wash hands thoroughly with hot soapy water, for a minimum of 20 seconds. Remember to lather up to the elbow. Pay special attention to nails and fingertips, one of the easiest and most crucial steps in food safety. Rings and bracelets can harbor germs, so either remove them or wash them carefully. It is important to wash hands in the following situations:

- Before the start of food preparation
- Between handling different food items, such as raw meat, poultry, or fish and vegetables (Don't forget to wipe off the faucet!)
- After using the bathroom or changing a diaper
- After touching a pet
- After tending to a sick person, blowing your nose, sneezing, or coughing
- After handling garbage
- After touching your face or hair

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**SafeFood Zone**

**Food Safety**

It's time to focus on food safety. Most people get sick from something they ate during warmer months, when warm weather makes it more of a challenge to keep food at the right temperature.

Every year, 76 million Americans come down with food poisoning, more than 300,000 are hospitalized and 5,000 die, according to the Centers for Disease Control and Prevention in Atlanta. The most severe cases tend to occur in the very old, the very young, those who already have a weakened immune system, and in healthy people exposed to a very high dose of an organism.

Bugs crop up in everything from raspberries to chicken to cheese. We've tried to cover the basics with our food safety guide. Start with this simple rule: hot foods hot, cold foods cold, and keep food clean.

**In The Kitchen**

**Related Links**

The theme of National Food Safety Month is **BE SMART. KEEP FOODS APART.**

Visit **FightBack!**, the Partnership for Food Safety Education's Website

Dinnertime? Use our **Cook It Safe Calculator** to tell you when it's done.

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