

Social Media Toolkit

Title: Food Safety

For use during week 47 (November 25-December 1, 2019)

Launch Date: November 11, 2019

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit will provide 10 hashtags, 10 tweets, 5 Facebook messages, 5 Instagram Messages and four videos related to food safety.

Each year, 1 in 6 Americans (approximately 48 million people) get sick, 128,000 are hospitalized, and 3,000 die from eating contaminated food. Anyone can get sick from a foodborne illness (also called food poisoning). But some groups of people are more likely to get sick and have a more serious illness. These groups included the following:¹

- Children younger than 5
- Adults aged 65 and older
- People with health problems or who take medicines that lower the body's ability to fight germs and sickness
- Pregnant women

Many different disease-causing organisms can contaminate foods, so there are many different foodborne infections. Researchers have identified more than 250 foodborne diseases. Most of them are infections, caused by a variety of bacteria, viruses, and parasites. Harmful toxins and chemicals also can contaminate foods and cause foodborne illness.

The **top five organisms** that cause illnesses from food eaten in the United States are the following:²

- Norovirus
- *Salmonella*
- *Clostridium perfringens*
- *Campylobacter*
- *Staphylococcus aureus* (Staph)

Common symptoms of foodborne diseases are nausea, vomiting, stomach cramps, and diarrhea. However, symptoms may differ among the different types of foodborne diseases. Symptoms can sometimes be severe and some foodborne illnesses can even be life-threatening.

Four steps in preparing and handling food can prevent foodborne illness:

- **Clean:** Wash your hands, utensils, and surfaces often when you cook.
- **Separate:** Raw meat, poultry, seafood, and eggs can spread germs. Separate them from cooked food and fresh produce.
- **Cook:** Use a food thermometer to make sure foods are cooked to an internal temperature that kills germs.
- **Chill:** Refrigerate perishable foods and leftovers within two hours. Chill within one hour if it's above 90°F.

Target audience/high-risk subsets

**Describe target audience*

Anyone who eats food!

**Describe high-risk or sub-populations, if appropriate*

- Children younger than 5
- Adults aged 65 and older
- People with health problems or who take medicines that lower the body's immune system and sickness
- Pregnant women

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Information on recalls and outbreaks related to food safety can be found on the website

<https://www.foodsafety.gov/recalls-and-outbreaks>

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[Center for Food Safety and Applied Nutrition](#)

[Centers for Disease Control and Prevention](#)

[Foodsafety.gov](#)

[Global Food Safety Initiative](#)

[Hygiene Food Safety](#)

[Institute for Food Safety and Health](#)

[ServSafe](#)

[U.S. Department of Agriculture Food Safety and Inspection Service](#)

[U.S. Food and Drug Administration](#)

References

¹Centers for Disease Control and Prevention. (2019, August 28). Food Safety. Retrieved on 11/6/19 from: <https://www.cdc.gov/foodsafety/index.html>

²Centers for Disease Control and Prevention. (2019, October 23). Foodborne Illnesses and Germs. Retrieved on 11/7/19 from: <https://www.cdc.gov/foodsafety/foodborne-germs.html>



Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda NEOMED MPH Student																																					
Estimated time used to create	7 hours																																					
Date submitted	November 7, 2019																																					
DUE date & TARGET date for release (Monday)	Due Date: October 25, 2019 Target Date for Release: November 11, 2019																																					
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>11/8/19</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Mark Adams</td> <td>11/9/19</td> <td></td> <td>MA</td> <td>MA</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	11/8/19	AL			Mark Adams	11/9/19		MA	MA											Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																																					
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>6</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>5</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	6	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	5	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional										
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FACEBOOK

<p>Facebook 1</p>		<p>Safe steps in food handling, cooking, and storage are essential to prevent foodborne illness. You can't see, smell, or taste harmful bacteria that may cause illness. In every step of food preparation, follow the four steps of the Food Safe Families campaign to keep food safe: Clean — Wash hands and surfaces often. Separate — Don't cross-contaminate. Cook — Cook to the right temperature. Chill — Refrigerate promptly. Website: https://www.cdc.gov/foodsafety/index.html Source: Centers for Disease Control and Prevention</p>
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	Infographic	Website	Embedded link	Caption (if provided)	When accessed	Permission
<p>Facebook 2</p>		<p>https://www.cdc.gov/foodsafety/communication/socialmedia.html</p>			<p>11/7/19</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Facebook 3</p>		<p>https://www.cdc.gov/foodsafety/communication/graphics.html</p>		<p>Protect Yourself when Eating Out</p>	<p>11/7/19</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Facebook 4</p>		<p>https://www.cdc.gov/norovirus/multi-media.html</p>	<p></p>	<p>Protect yourself from novovirus</p>	<p>11/7/19</p>	<p>Source: Centers for Disease Control and Prevention</p>

<p>Facebook 5</p>		<p>https://www.usda.gov/media/blog/2016/09/26/are-you-and-your-food-prepared-power-outage#:~:targetText=Before%20the%20Power%20Goes%20Out%3A&targetText=Keep%20ice%2C%20freezer%20packs%2C%20and,help%20keep%20each%20other%20cold.</p>	<p>Food Safety Before, During and After a Power Outage</p>	<p>SV</p>	<p>Source: U.S. Department of Agriculture</p>
<p>Facebook 6</p>		<p>https://www.usda.gov/media/blog/2017/11/08/have-food-safe-holiday-season</p>	<p>Have a Food Safe Holiday Season</p>	<p>SV</p>	<p>Source: U.S. Department of Agriculture</p>

TWEETS

Twitter best practices






- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Get an A+ in Food Safety this year with these 4 basic steps: clean, separate, cook & chill! #BacktoSchool #FoodSafety
Tweet 2	Bacteria found on raw meats, such as Campylobacter & Salmonella, can survive on surfaces for up to 32 hours! This includes your spices & countertops, too! Always clean surfaces before & after food prep, especially when making lunch for your family! #BacktoSchool
Tweet 3	Keeping hands clean is one of the most important steps children can take to avoid getting sick & spreading germs to others this school year. Many illnesses are spread by not washing hands with soap & clean, running water. Remind them at lunch time to use moist towelettes!
Tweet 4	Washing, rinsing and/or marinating meat or poultry in saltwater, lemon juice or vinegar will not destroy bacteria! Only cooking to a proper internal temperature will kill harmful bacteria. Always use your food thermometer to check! #FoodSafety
Tweet 5	Returning home after a power outage? Keep in mind an unopened freezer only keeps food safe for up to 2 days during a power outage. Still unsure about an item? See the chart below. #FoodSafety
Tweet 6	If you think you have food poisoning or an allergic reaction to food, call your doctor. If it's an emergency, call 911. If you believe you or someone you know became ill from eating a certain food, contact your county or city health department.
Tweet 7	Don't cross-contaminate. Keep raw meat, poultry, fish, and their juices away from other food. After cutting raw meats, wash cutting board, utensils, and countertops with hot, soapy water.
Tweet 8	Never leave food sitting out for long periods of time. Germs multiply quickly at room temperature. Place food in the refrigerator within 2 hours of cooking (1 hour if it's above 90°F outside). https://go.usa.gov/xyuBJexternal icon
Tweet 9	Germs can live almost anywhere in your kitchen. Be a #FoodSafetyHero by using hot, soapy water to wash any surface that comes into contact with food. #FSEM https://go.usa.gov/xyuBJexternal icon
Tweet 10	Germs can live almost anywhere in your kitchen. Be a #FoodSafetyHero by using hot, soapy water to wash any surface that comes into contact with food. #FSEM https://go.usa.gov/xyuBJexternal icon

INSTAGRAM

Instagram best practices






- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.cdc.gov/foodsafety/symptoms.html	Five Signs of Severe Food Poisoning	11/7/19	Source: Centers for Disease Control and Prevention
Instagram 2		https://www.foodsafety.gov/keep-food-safe/food-safety-by-events-and-seasons#thanksgiving	Let's Talk Turkey	11/7/19	Source: Foodsafety.gov
Instagram 3		https://www.cdc.gov/foodsafety/images/socialmedia/Keep-Foods-Separate-2018-1200px.jpg		11/7/19	Source: Centers for Disease Control and Prevention
Instagram 4		https://www.cdc.gov/foodsafety/communication/socialmedia.html	Gear up for Food Safety	11/7/19	Source: Centers for Disease Control and Prevention
Instagram 5		https://www.cdc.gov/foodsafety/communication/socialmedia.html	Keep your food safe during power outages	11/7/19	Source: Centers for Disease Control and Prevention

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#FoodSafety
Hashtag 2	#ServSafe
Hashtag 3	#FoodPoisoning
Hashtag 4	#HandWashing
Hashtag 5	#KeepHandsClean
Hashtag 6	#FoodHygiene
Hashtag 7	#Novovirus
Hashtag 8	#Salmonella
Hashtag 9	#Outbreak
Hashtag 10	#Ecoli

VIDEO (OPTIONAL)

Media	Image	Website	Embedded Code	Caption (if provided)	When Accessed	By Whom	Permission
Videos							
Video #1		https://www.facebook.com/FoodSafety.gov/videos/564749944068891/		Handwashing results (length 0:26)	11/6/19	SV	Source: Foodsafety.gov
Video #2		https://www.youtube.com/watch?v=JFq4sWTzTA8	<iframe width="560" height="315" src="https://www.youtube.com/embed/JFq4sWTzTA8" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	The Importance of Cleaning and Washing During Food Preparation (length 2:51)	11/7/19	SV	Source: USDA Food Safety
Video #3		https://www.youtube.com/watch?v=SBMcOvDoi8	<iframe width="560" height="315" src="https://www.youtube.com/embed/SBMcOvDoi8" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	Why you should not wash meat or poultry (length 0:22)	11/7/19	SV	Source: USDA Food Safety
Video #4		https://www.youtube.com/watch?v=-2KkV2yFiN0&t=31s	<iframe width="560" height="315" src="https://www.youtube.com/embed/-2KkV2yFiN0" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	The Importance of Cooking to a Safe Internal Temperature and How to use a Food Thermometer (length 3:17)	11/7/19	SV	Source: USDA Food Safety
Video #5		https://www.youtube.com/watch?v=ZuS03JpKoss#action=share	<iframe width="560" height="315" src="https://www.youtube.com/embed/ZuS03JpKoss" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	People at Higher Risk for Food Poisoning (length 0:25)	11/7/19	SV	Source: Centers for Disease Control and Prevention