### **GenIC Clearance for CDC/ATSDR**

# Formative Research and Tool Development

# Food Safety Communication Evaluation: Assessing Food Safety Messages, Knowledge, and Attitudes

Attachment 12 – Messages for testing

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## Messages for testing

Message/content (also add in if there is anything specific you would like to test—like focus on the colors etc).	What	Audience	POC/Branch
Compare these messages:  Washing raw chicken can spread germs to other foods.  Code gov/foodsafety  Compare these messages:  Washing raw chicken does not prevent illness, and can actually spread bacteria to other foods, utensils, and surfaces through splashing. To kill germs, cook chicken and other poultry to 165°F.  Washing raw chicken can spread germs and make you sick. If you wash it, immediately clean and thoroughly sanitize sink and surrounding area.  USDA study: 1 in 7 people who cleaned sink after washing chicken still had germs in the sink.  Washing chicken can spread germs and make you sick. Instead of washing, you could pat chicken dry with a paper towel and throw towel away. Immediately wash hands and sanitize surfaces the chicken touched.  Raw chicken is ready to cook. It doesn't need to be washed first. According to a USDA study, 1 in 7 people who cleaned their sink after washing chicken still had germs in the sink. If you choose to wash chicken, do so as safely as	SM post and potential website content – want to see which people prefer and which is most likely to cause behavior change, 1) cook to kill germs, 2) washing spreads germs, 3) paper towel alternative, 4) safe way to wash chicken	Maybe target: AA/Black individuals H/L Older adults	Kelsey/Cara

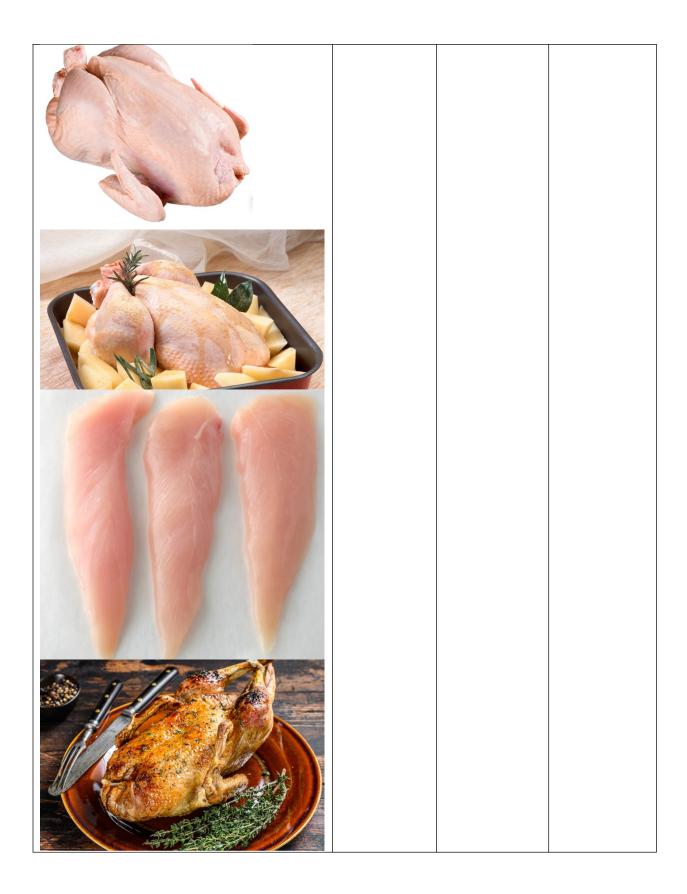
possible: 1. Run the water gently over the chicken to reduce splashing. 2. Then immediately clean the sink & area around the sink with hot soapy water & sanitize thoroughly. 3. Wash your hands for 20 seconds.  Wash chicken vs rinse chicken		
Refrigerate perishable food within 2 hours. If the food is exposed to temperatures above 90°F (like a hot car or picnic), refrigerate it within 1 hour.  Refrigerate perishable food (including meat, chicken, turkey, seafood, eggs, cut fruit, cooked rice, and leftovers) within 2 hours. If the food is exposed to temperatures above 90°F (like a hot car or picnic), refrigerate it within 1 hour.	Message, specifically interested in people's understanding of (1) "perishable", (2) the 1 hour exception and (3) the examples of	Kelsey
Use a food thermometer to ensure foods are cooked to a safe internal temperature:  • Fish with fins: 145°F or cook until flesh is opaque  • Fish with fins: 145°F or cook until flesh separates easily with a fork	perishable  Message, want to know what description of "done" is easier to understand or if they have suggestions	Kelsey
<ul> <li>Keep raw chicken and its juices away from ready-to-eat foods.</li> <li>OR</li> <li>Keep raw chicken and its juices away from ready-to-eat foods, like salads or food that is already cooked.</li> </ul>	Message, want to know if they understand ready-to-eat or need the examples	Kelsey
<ul> <li>Always wash hands after handling uncooked meat, poultry, seafood, flour, or eggs.</li> <li>OR</li> <li>Always wash hands after handling uncooked meat, chicken and other poultry, seafood, flour, or eggs.</li> </ul>	Message, want to know if they understand "poultry" or need the chicken example	Kelsey

Use a food thermometer to ensure foods are cooked to a safe internal temperature:  • Whole cuts of beef, veal, lamb, and pork, including fresh ham (raw): 145°F (then allow the meat to rest for 3 minutes before carving or eating)  • Whole cuts of beef, veal, lamb, and pork, including fresh ham (raw): 145°F (then allow the meat to sit untouched for 3 minutes before carving or eating)	Message, want to see what is easier to understand (rest or sit, untouched)	Kelsey
FSEM infographic with all steps  FOR A SAFE PLATE,  DON'T CROSS- CONTAMINATE  7 Tips to Keep Your Food Safe  Separate mae, pourry, and searod from other food in shopping cart.  Raw chicken in brady to Cook. It down't see the separate from all other food in shopping cart.  Raw chicken in brady to Cook. It down't see the separate from all other food in the serious serious games to other foods. It you wash and eager separate from all other foods in the refrigerator.  Its one carting board or plate for row meat, poultry, and seafood and a separate cutting board or plate for protose, the set, and controlling are self-out of plate for protose, the set, and country and seafood and a separate cutting board or plate for protose, the set, and country and seafood and a separate cutting board or plate for protose, the set, and country and seafood and country and seafood or or plate for protose, the set and the set of the foods that won't be cooked.  To see the set of the foods that won't be cooked.  It is separate plates for row meat and cooked meat. The same advice applies to poultry, seafood, or eggs.  LEARN MORE: cdc.gov/foodsafety	Full infographic with messages and images (more realistic than those tested in the past)	Kelsey/Cara
Updated food poisoning symptoms searchable	Web page -	Kelsey

Some germs m table provides		r you swallow them. Othe by different germs, when	ers may take a few days to make you sick. This they usually start, and common sources for	test desktop and mobile version of table		
When Symptoms ® Begin	Symptoms	Germs	Common Sources			
30 minutes to 8 hours		Staphylococcus aureus (Staph food poisoning)	Foods that are not cooked after handling, such as sliced meats, puddings, pastries, and			
Within 24 hours	Watery diarrhea, nausea, stomach cramps, vomiting, fever, chills	Vibrio	sandwiches  Raw or undercooked shellfish, particularly oysters			
6 to 24 hours	Diarrhea, stomach cramps that	<u>Clostridium</u> perfringens	Meat, poultry, gravies, and other foods cooked in large batches and held at an unsafe temperature			
6 hours to 6 days	Diarrhea (can be bloody), fever, stomach cramps, vomiting	Salmonella	Raw or undercooked <u>chicken</u> , turkey, and other meats; <u>eggs unpasteurized (raw) mills</u> and juice; <u>raw fruits and vegetables</u> , many <u>animals</u> , including <u>backyard poultry</u> , <u>reptiles</u> and <u>ampliblans</u> , and <u>codents</u> (pocket pets)			
12 to 48 hours	Diarrhea, vomiting, nausea, s stomach pain—fever, headache, and body aches are also possible	Norovirus	Leafy greens, fresh fruits, shellfish (such as raw oysters), contaminated water, infected person, touching surfaces that have the virus on them			
18 to 36 hours	Difficulty swallowing, muscle weakness, double or blurred vision, drooping eyelids, slurred speech, and difficulty moving eye - symptoms start in the head and move down as the illness gets worse		Improperly <u>canned</u> or <u>fermented foods</u> , ) homemade <u>Illicit alcohol</u> (pruno)			
2 to 5 days	Diarrhea (often bloody), fever, stomach cramps	<u>Campylobacter</u>	Raw or undercooked poultry, raw (unpasteurized) milk, contaminated water, pets (including cats and dogs)			
3 to 4 days	Severe stomach cramps, diarrhea (often bloody), vomiting Long-term effects: Around 5–10% of people diagnosed with E. coli develop a life-threatening health problem called hemolytic uremic syndrome	6 E. coli (Escherichia c	Raw or undercooked ground beef, raw (unpasteurized milk and juice, raw yegetables (such as letture), raw sprouts, and contaminated water			
1 week	Watery diarrhea, loss of appetite, weight loss, stomach cramps, bloating, increased gas, nausea, fatigue	, <u>Cyclospora</u>	Raw fruits or vegetables and herbs			
2 weeks	Fever and flu-like symptoms (such as muscle aches and fatigue), headache, suff neck, confusion, loss of balance, and seizures  People who are pregnants: infections during pregnancy can lead to miscarriage, stillbirth, premature delivery, or life-threatening infection of the newborn. Call the dottor right away if you have a fever and feel more tired and achy than usual.	Listoria (invastivo	Queso fresco and other soft cheeses, raw sprouts, melons, but does, pate's, dell meats, smoked fish, and raw/unpasteurized) milk			
	Poisoning Syr		CDC high-risk groups	Web page -	All high-risk	Kelsey
Safer Foo Weakene	od Choices for People with d Immune Systems	veg real  Automated or Julio   Automated or Julio   Automated or Julio   Automated or Julio   Automated   Automate	Private and Committee and	the content is still under review and then we will build out the table (there is a different table for each group) and an infographic based on this content	groups	
<u>turke</u> y	y bear, superl	nero post	nksgiving mom, , rules of the game, holiday meat video	Messages, pick a few for participants to		Kelsey

	see side-by-	
	side and state	
	preference	
	and why and	
	which are	
	most likely to	
	· ·	
	impact	
	behavior	
	change	
New winter 2022 graphics with food	Graphic, want	Kelsey
thermometer placement in meat	to know if	
14 mas of the	they find it	
C Sent 3	helpful to be	
	shown and	
	told where to	
	place the	
	thermometer	
	and if that will	
	impact	
	behavior	
	change. This	
	version will be	
	updated soon	
	to be a GIF	
W E	that shows the	
	different	
	places that	
	need to be	
	checked.	
People who have 1 cutting board message-	Health equity	
write message that explains to wash it in	related	
between uses, or just cut meat last	message, since	
<ul> <li>cut fruits and veggies first then wash</li> </ul>	kitchen tools	
cutting board with soap and hot water	may be	
before cutting raw meat on it	expensive.	
	'	
Show video of a physician giving advice	Healthcare	
Show video of a physician giving advice	provider was	
	1 -	
	most popular	
	choice for	
	people to pick	
	where they	
	want Food	
	safety info	
	from (PN	
	styles): can we	
	explore web	
	cyhioi e wen	

	T	T	
	or social		
	messages		
	from a doctor?		
	(ie. Create a		
	new video)		
Behavior/perception question: Explore what	,		
makes certain races (from our research, non-			
white) more worried about getting sick from			
salmonella in chicken			
		D	
Soft cheeses recommendation		Pregnant	
		people	
food safety in an emergency messages and graphics	SM	General public	Kelsey/Cara
foodsafety.gov @ @foodsafetygov · Sep 21  Have you lost power? When in doubt, throw it out. Throw away perishable refrigerated foods like meat, seafood, milk, and eggs if the power is out for more than 4 hours. Learn more food safety tips for power outages: bit.ly/3UhHYJN #Fiona #Alaska			
KEEP YOUR FOOD SAFE DURING POWER OUTAGES  Keep the refrigerator and freezer doors closed as much as possible.  A refrigerator and seep food cold for about 4 hours (the control of the state of the stat			
Q t₁ 8 ♥ 9 ⚠ III			
foodsafety.gov  @foodsafetygov · Oct 1  Have you lost power? When in doubt, throw it out. Throw away perishable refrigerated food like meat, seafood, milk, and eggs if the power is out for more than 4 hours. Food will stay safe in refrigerator up to 4 hours if the door stays closed. Learn more: bit.ly/3BXrrT2			
After a power outage, throw out perishable food in your refrigerator after 4 hours.  Check temperature of food in your freezer and in codes: Throw out food above 40°.  You can safely refreeze or ook thawed frozen food that still contains ite crystals or is at 40° for below.  When in doubt, throw it out.			
Different kinds of chicken images			
Director kinds of efficient images		l	



LOWER PRIORITY for OD comms			
Compare raw flour: stock image post, family post, and cartoon post			Sarah D
test this page: <a href="https://www.cdc.gov/foodsafety/communicati">https://www.cdc.gov/foodsafety/communicati</a> <a href="on/no-raw-dough.html">on/no-raw-dough.html</a>			Sarah D
Raw Milk messaging (Raw Milk Questions and Answers   Raw Milk   Food Safety   CDC)	Explore how people feel about messaging including special focus on more "fear based messaging" and what is most likely to impact behavior change	"moveable middle" of raw milk drinkers	SD
Food waste prevention messages pulled from <u>Tips to Reduce Food Waste   FDA</u>	Health equity issue- need to		

	talk to SMEs
#	
"Ugly" fruits and vegetables are still food safe!	about this, but
"Ugly" produce has physical imperfections but	we are not
are not damaged or rotten. "Ugly" fruits and	conscious of
vegetables are safe and nutritious and can	some of our
sometimes be found at discounted prices.	wording on
	our pages (ie
Do you have any fruit or vegetables that are	don't buy ugly
bruised or damaged? Before you eat them, you	vegetables/fru
can cut away any damaged or bruised areas to	its)
prevent food waste.	If we could get
Pulled from Fruit and Vegetable Safety   CDC	SMEs to agree
	on any of
	these
	messages, it
	would be
	great to test
	graphics

### WDPB

Message/content (also add in if there is	What	Audience (see	POC/Branch
anything specific you would like to test—like	(SM/inforgrap	audience list	
focus on the colors etc).	hic/message)	above)	
Cronobacter prevention infographic (cdc.gov)	Infographic	Mothers and	Ashley
		caretakers of	Andujar/WDPB
		infants	Brittany
			Robinson,
			WDPB

#### ORPB

Message/content (also add in if there is anything specific you would like to test—like focus on the colors etc).	What (SM/inforgrap hic/message)	Audience (see audience list above)	POC/Branch
Do not eat recalled ground beef. Throw it away.  Context: Looking to find out what people in these groups would do if they read this message. Would they follow the advice, or would they consider cooking it rather than wasting the food?	Message	Lower income people/ People who use food banks AI/AN people, people living in non-metro areas, people	ORPB Comms

Do not eat recalled ground beef. Throw it away or return it to the store.  Context: Looking to find out what people in these	Message	with no access to cars -people who cook/eat ground beef at home Lower income people/ People who use food banks	ORPB Comms
groups would do if they read this message. In comparison to the message above, would they follow this advice given the option to return for a refund or would they still consider cooking it rather than wasting the food?		AI/AN people, people living in non-metro areas, people with no access to cars -people who cook/eat ground beef at home	
What People at Higher Risk Should Do  You are at higher risk for severe Listeria illness if you are pregnant, aged 65 or older, or have a weakened immune system due to certain medical conditions or treatments. If you are not in these groups, you are unlikely to get very sick from Listeria.  Listeria is especially harmful if you are pregnant, aged 65 or older, or have a weakened immune system due to certain medical conditions or treatments. If you are pregnant, it can cause pregnancy loss, premature birth, or a life-threatening infection in your newborn. Other people can be infected with Listeria, but they rarely become seriously ill.	Web screenshot?	-older adults 65+ -Pregnant people -Immuno- compromised -People who are not in the high risk groups -parents to children under 5	ORPB Comms
Listeria – new infographic for pregnant people in English and Spanish (draft)  332018-A.F. Listeria- Pregnancy DRAFT_200	Factsheet	Pregnant people	ORPB Comms
Listeria – existing fotonovela ( <u>English</u> <u>PDF</u> , <u>Español PDF</u> )		Hispanic/L pregenant people	
Listeria factsheet for older adults Listeria – new infographic for older adults and	Factsheet	Older adults 65+	ORPB Comms

people with weakened immune system (draft)			
332018-C_PS_Listeria- OlderAd ults.pdf			
E. coli/Salmonella/Listeria symptoms module in outbreak postings  Context: These symptoms modules have been used for many years with few changes. We're looking for feedback on the understandability or usefulness of their content from a variety of audiences.  Symptom language from here  - Questions and Answers   Salmonella   CDC  - Salmonella Outbreak Linked to Pet Bearded Dragons   CDC	Message/web text	-H/L individuals -AA/Black individuals -Parents to children under 5 -Older adults 65+ -Pregnant people (one H/L pregnant one?) -Immuno- compromised	ORPB Comms
Symptom language from: Listeria Outbreak Linked to Enoki Mushrooms   CDC  sytmptoms from this page CDC Issues Update on Search for Source of Midwestern E. coli Outbreak   CDC Online Newsroom   CDC E.coli on outbreak pages About E. coli:			
<ul> <li>Symptoms of Shiga toxin-producing <i>coli</i> (STEC) infection vary for each person, but often include severe stomach cramps, diarrhea (often bloody), and vomiting. Some people may have a fever, which usually is not very high (less than 101°F/38.5°C).</li> <li>Most people get better within 5 to 7 days. Some infections are very mild, but others are severe or even lifethreatening.</li> <li>Most people with a STEC infection start feeling sick 3 to 4 days after eating or drinking something that contains the bacteria. However, illnesses can start anywhere from 1 to 10 days after exposure.</li> </ul>			

E.coli Symptoms of Shiga toxin-producing E. coli (STEC) infection vary for each person, but often include severe stomach cramps, diarrhea (often bloody), and vomiting. Some people may have a fever, which usually is not very high (less than 101°F/38.5°C). Most people get better within 5 to 7 days. Some infections are very mild, but others are severe or even life- threatening.  Most people with a STEC infection start feeling sick 3 to 4 days after eating or drinking something that contains the bacteria. However, illnesses can start anywhere from 1 to 10 days after exposure. Contact your healthcare provider if you have diarrhea that lasts for more than 3 days or diarrhea that is accompanied by a fever higher than 102°F, bloody diarrhea, or so much vomiting that you cannot keep liquids down and you pass very little urine.			
Many groceries stores have shopper card or store loyalty programs. Enroll in these programs to track your grocery purchases. Shopper records can provide important information on foods, brands, and other details that can help outbreak investigators. Outbreak investigators only use your shopper records with your permission.  Context: We hear in outbreaks that people are often	Web message	-White, under 65 year olds -H/L individuals -AA/Black individuals -Older adults 65+	ORPB PEA
reluctant to give out shopper card info. This info helps tremendously during outbreaks, and we're looking to find a message that may convince people we won't/don't share their private info.			
Always take steps to prevent getting sick from raw frozen breaded stuffed chicken products. Some frozen breaded stuffed chicken products may look browned and cooked but are, in fact, raw. They have been linked to several outbreaks, including a 2015 Salmonella outbreak.  • Follow cooking instructions exactly as written on the label. Do not cook them	Message	-Lower income people -People who live in mobile- types of homes -Younger adults (18-29 years)	ORPB PEA

using a microwave, air fryer, or other methods not stated on the label; these methods do not always cook raw chicken products fully.  • Use a food thermometer to check that the center of the chicken has reached 165°F, a temperature high enough to kill harmful bacteria. Color is not a reliable way to tell if the chicken is safe to eat.  • Wash your hands before and after handling raw chicken products. Wash surfaces and containers that have touched raw chicken using hot soapy water or a dishwasher.  Context: Looking to find what people would do if they read this message. Survey data indicates certain groups of people more likely to not use ovens or use microwaves to prepare  Irradiation webpage	Web	ORPB PEA
	message/Infog	
	raphic?	

#### **EDEB**

Message/content(also add in if there is anything specific you would like to test—like focus on the colors etc).	What (SM/inforgrap hic/message)	Audience (see audience list above)	POC/Branch
Making Chitlins? (cdc.gov) https://www.cdc.gov/yersinia/chitlins.html			
Behavioral questions about:			Staci
Asking people their behaviors about "pre-prepared"  Frozen breaded stuffed chicken  Frozen breaded not stuffed chicken  Chicken nuggets  What do they know about this?  Is this something they are aware of being an issue?			
Cronobacter and the preparation of infant formula  O What is the usual amount of time an infant can get a bottle of the formula after it's prepared?  O Do people typically go beyond		Pregnant people	Staci

	0	the time limit? What are best practices? How do people get this info?			
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