## 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	What	Audience	POC/Branch
anything specific you would like to test—like focus on the colors etc).			
<ul> <li>Focus on the colors etc).</li> <li>Food Safety Tips</li> <li>Washing raw chicken can spread germs to other foods.</li> <li>Cet gev/foodsafety</li> <li>Food Safety Tips</li> <li>Washing raw chicken can spread germs to other foods.</li> <li>Washing raw chicken can spread germs to other foods.</li> <li>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.</li> <li>Washing raw chicken can spread germs and make you sick. If you wash it, immediately clean and thoroughly sanitize sink and surrounding area.</li> <li>USDA study: 1 in 7 people who cleaned sink after washing chicken still had germs in the sink.</li> <li>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.</li> <li>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</li> </ul>	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 <mark>perishable food</mark> within 2 hours. <mark>If</mark>	Message,	Kelsey
the food is exposed to temperatures above	specifically	
90°F (like a hot car or picnic), refrigerate it	interested in	
within 1 hour.	people's	
	understanding	
	of (1)	
Refrigerate perishable food (including meat,	"perishable",	
chicken, turkey, seafood, eggs, cut fruit, cooke	d (2) the 1 hour	
rice, and leftovers) within 2 hours. If the food i	s exception and	
exposed to temperatures above 90°F (like a ho	-	
car or picnic), refrigerate it within 1 hour.	examples of	
	perishable	
Use a food thermometer to ensure foods are	Message,	Kelsey
cooked to a safe internal temperature:	want to know	,
• Fish with fins: 145°F or cook until flesh		
is opaque	description of	
<ul> <li>Fish with fins: 145°F or cook until flesh</li> </ul>		
	easier to	
<mark>separates easily with a fork</mark>	understand or	
	if they have	
	suggestions	
• Keep raw chicken and its juices away	Message,	Kelsey
	want to know	NEISEY
from <mark>ready-to-eat foods</mark> . OR		
	if they understand	
Keep raw chicken and its juices away     from ready to get feeder like selectory		
from ready-to-eat foods, like salads or	ready-to-eat	
food that is already cooked.	or need the	
	examples	
Always wash hands after handling	Message,	Kelsey
uncooked meat, poultry, seafood, flou	r, want to know	
or eggs.	if they	
OR	understand	
Always wash hands after handling	"poultry" or	
uncooked meat, chicken and other	need the	
poultry, seafood, flour, or eggs.	chicken	
	example	
	champic	

<ul> <li>Use a food thermometer to ensure foods are cooked to a safe internal temperature:</li> <li>Whole cuts of beef, veal, lamb, and pork, including fresh ham (raw): 145°l (then allow the meat to rest for 3 minutes before carving or eating)</li> <li>Whole cuts of beef, veal, lamb, and pork, including fresh ham (raw): 145°l (then allow the meat to sit untouched for 3 minutes before carving or eating)</li> </ul>	(rest or sit, untouched) F	Kelsey
<section-header></section-header>	Full infographic with messages and images (more realistic than those tested in the past)	Kelsey/Cara
Updated food poisoning symptoms searchable	e Web page -	Kelsey

Some germs m				test desktop		
Some germs m				and mobile		
	s details about the symptoms caused b	r you swallow them. Othe by different germs, wher	ers may take a few days to make you sick. This n they usually start, and common sources for	version of		
hose germs. S	Search the table for symptoms you are	e having. Search		table		
When Symptoms						
Begin 30 minutes to	Symptoms Nausea, vomiting, stomach	Germs <u>Staphylococcus aureus</u>	Common Sources Foods that are not cooked after handling, such as sliced meats, puddings, pastries, and			
8 hours Within 24	cramps, diarrhea Watery diarrhea, nausea, stomach	(Staph food poisoning)	as since means, poolings, pastnes, and sandwiches Raw or undercooked shellfish,			
hours	cramps, vomiting, fever, chills Diarrhea, stomach cramps that	VIDIO	particularly <u>oysters</u> <u>Meat. poultry</u> , gravies, and other foods cooked			
6 to 24 hours	last for less than 24 hours— vomiting and fever are not common	Clostridium perfringens	in large batches and <u>held at an unsafe</u> 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</u> : <u>unpasteurized (raw) milk</u> and juke; <u>raw fruits and vegetables</u> , many <u>animals</u> . including <u>backyard</u> poultry. reptiles and <u>amphibians</u> , and <u>rodens</u> (pocket pets)			
12 to 48 hours	Diarrhea, vomiting, nausea, rs 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			
8 to 36 hours	Difficulty swallowing, muscle weakness, double or blurred vision, drooping eyelids, slurred s 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> . p) homemade <u>illicit alcohol</u> (pruno)			
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)			
	Severe stomach cramps, diarrhea (often bloody), vomiting	a				
3 to 4 days	Long-term effects: Around 5–10% of people diagnosed with E. coli develop a life-threatening health problem called <u>hemolytic uremic</u> syndrome	<u>E. coli (Escherichia c</u>	Baw or undercooked ground beef, raw (unpasteurized milk and juce, raw wegetables (such as <u>letture</u> ), raw sprouts, and contaminated water			
l week	Watery diarrhea, loss of appetite, weight loss, stomach cramps, bloating, increased gas, nausea, fatigue	, <u>Cyclospora</u>	Raw fruits or vegetables and herbs			
	Fever and flu-like symptoms (such as muscle aches and fatigue), headache, stiff neck, confusion, loss of balance, and seizures	h				
2 weeks	People who are pregnant: Infections during pregnancy can lead to miscarriage, stillbirth, premature delivery, or life- threatening infection of the newborn. Call the doctor right away if you have a fever and feel more tired and achy than usual.	<u>Listeria</u> (invasive illness)	Queso fresco and other soft cheeses, raw sprouts: melois, bid does, addite, dell meats, smoked fish, and raw (unpasteurized) milk			
Riskie	Poisoning Syn er/safer foods	table for	CDC high-risk groups	Web page -	All high-risk	Kelsey
	ed Immune Systems		As furth and regrestions, including lettics and segmethics, including strates at solubits of the solution of	the content is still under	groups	
Help Prevent Food	Raw or understocked     Oall mart, cold cuts, hot dogs, and fe doloan, other poultry, or next bet     Unharsed dail mart, cold cuts, hot dogs, and formation of or fly     Poultry and mart cooled for a such to present or to a lood themoment	termanted or all teaming all teaming and the second	sports, such any     unpartmeter juice or other     unpartmeter juice or other     sports and such any     sports, such any     sp	review and		
Help Prevent Food	cold card, het days, an add ferrented or dry an adje ment peedd ment peedd a the second of the second of the second of the cold of the second of the second of the cold of the second of the second of the cold of	Namanad dir di kasamagi Anang Ang Ang Ang Ang Ang Ang Ang Ang Ang A	A Unpatiented in the former of the second plane of of the se	then we will build out the		
Help Prevent Food	cold cat, hot dop, and ferrar do the second fail table in the second formation of the second failed the second interaction of the second failed the second mean provide the second failed the second failed the second failed failed the second failed the se	ner to check. Che mb, and pork r the maat to ming or 1 and pork,	Bernardian and an analysis of the second and an analysis of the second and analysis of the second	then we will build out the table (there is		
Help Prevent Food	cold card, het days, an add ferrented or dry an adje ment peedd ment peedd a the second of the second of the second of the cold of the second of the second of the cold of the	ner to check. Che mb, and pork r the maat to ming or 1 and pork,	Burger and Sector 2014     Burger and Secto	then we will build out the table (there is a different		
Help Prevent Food	cold card, het days, an add ferrented or dry an adje ment peedd ment peedd a the second of the second of the second of the cold of the second of the second of the cold of the	ner to check. Che mb, and pork r the maat to ming or 1 and pork,	Burger and a second secon	then we will build out the table (there is a different table for each		
Help Prevent Food	<ul> <li>And and human set of the set of</li></ul>	ner to check. Che mb, and pork r the maat to ming or 1 and pork,	Burger and a second secon	then we will build out the table (there is a different table for each group) and an		
Help Prevent Food	<ul> <li>And and human set of the set of</li></ul>	ner to check. Che mb, and pork r the maat to ming or 1 and pork,	Burger and a second secon	then we will build out the table (there is a different table for each group) and an infographic		
Help Prevent Food	<ul> <li>And and human set of the set of</li></ul>	ner to check. Che mb, and pork r the maat to ming or 1 and pork,	Burger and a second secon	then we will build out the table (there is a different table for each group) and an infographic based on this		
Hep Present Fact Systems Case Systems For Systems Case Systems For First Systems Case Systems For Systems For Sys	<ul> <li>and a final sector of the secto</li></ul>	Se in the sharp of	Image: Second	then we will build out the table (there is a different table for each group) and an infographic based on this content		Kelsev
tep Provent Read	<ul> <li>Branch Stein, Ste</li></ul>	hics: that	Burger and a second secon	then we will build out the table (there is a different table for each group) and an infographic based on this		Kelsey

	1	
	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	
The second second	they find it	
C S A NES KM 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	
	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	
····· · · · · · · · · · · · · · · · ·	provider was	
	most popular	
	choice for	
	people to pick	
	where they	
	want Food	
	safety info	
	from (PN	
	styles): can we	
	explore web	

	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			
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			
<text><text><text><list-item></list-item></text></text></text>			
Q       € 8       ♥ 9       ①       II         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/3BXrT2			
Eat Safe Food after a Power Outage			
After a power outage, throw out perishable food in your refrigerator after 4 hours.			
Different kinds of chicken images			



EVER PRIORITY for OD comms			
Compare raw flour: <u>stock image post</u> , <u>family</u>			Sarah D
post, and <u>cartoon post</u>			
test this page: <u>https://www.cdc.gov/foodsafety/communicati</u> <u>on/no-raw-dough.html</u>			Sarah D
Raw Milk messaging ( <u>Raw Milk Questions and</u> 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	Health equity		
Tips to Reduce Food Waste   FDA	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
sometimes be round at discounted prices.	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 <u>Fruit and Vegetable Safety   CDC</u>	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)	
<u>Cronobacter prevention infographic (cdc.gov)</u>	Infographic	Mothers and caretakers of infants	Ashley Andujar/WDPB Brittany Robinson, WDPB

#### ORPB

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)	
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

		with no access	
		to cars	
		-people who	
		cook/eat	
		ground beef at	
		home	
Do not eat recalled ground beef. Throw it away	Message	Lower income	ORPB Comms
or return it to the store.		people/ People	
		who use food	
Context: Looking to find out what people in these		banks	
groups would do if they read this message. In		AI/AN people,	
comparison to the message above, would they		people living in	
follow this advice given the option to return for a		non-metro	
refund or would they still consider cooking it rather		areas, people	
than wasting the food?		with no access	
		to cars	
		-people who	
		cook/eat	
		ground beef at	
		home	
What People at Higher Risk Should Do	Web	-older adults	ORPB Comms
	screenshot?	65+	
You are at <u>higher risk for severe Listeria illness</u>		-Pregnant	
if you are pregnant, aged 65 or older, or have a		people	
weakened immune system due to certain		-Immuno-	
medical conditions or treatments. If you are not		compromised	
in these groups, you are unlikely to get very		-People who are	
sick from Listeria.		not in the high	
		risk groups	
Listeria is especially harmful if you are		-parents to	
pregnant, aged 65 or older, or have a		children under	
weakened immune system due to certain		5	
medical conditions or treatments. If you are		5	
pregnant, it can cause pregnancy loss,			
premature birth, or a life-threatening infection			
in your newborn. Other people can be infected			
with <i>Listeria</i> , but they rarely become seriously			
ill.			
Listeria – new infographic for pregnant people	Factsheet	Pregnant	ORPB Comms
in English and Spanish (draft)		people	
2			
332018-A F5 Listeria-			
Pregnancy-DRAFT_200			
Listeria – existing fotonovela ( <u>English</u>		Hispanic/L	
DDE Español DDE)	1	pregenant	
<u>PDF, Español PDF</u> )		pregenant	
		people	
Listeria factsheet for older adults	Factsheet		ORPB Comms

people with weakened immune system (draft)			
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 - 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:	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
<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 life-threatening.</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>			

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<b>E.coli</b> Symptoms of Shiga toxin-producing <i>E</i> . <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). 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. <b>Contact your healthcare</b> <b>provider</b> 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.	Web message	-White, under 65 year olds -H/L individuals -AA/Black individuals -Older adults 65+	ORPB PEA
Context: We hear in outbreaks that people are often 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 <u>2015 Salmonella outbreak</u> .	Message	-Lower income people -People who live in mobile- types of homes -Younger adults (18-29 years)	ORPB PEA
<ul> <li>Follow cooking instructions exactly as written on the label. Do not cook them</li> </ul>			

#### 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?		