



United States Department of Agriculture

**One Team, One Purpose**



# **Food Safety and Inspection Service**

Protecting Public Health and Preventing Foodborne Illness



# **Incorporating Cultural Sensitivity in Communicating Raw Product Risk**

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# Outline

- Measures taken to ensure cultural sensitivity in communicating effectively the risk of consuming raw meat and raw meat products
- Focus on:
  - Partnership outreach
  - Message development
  - Lessons learned

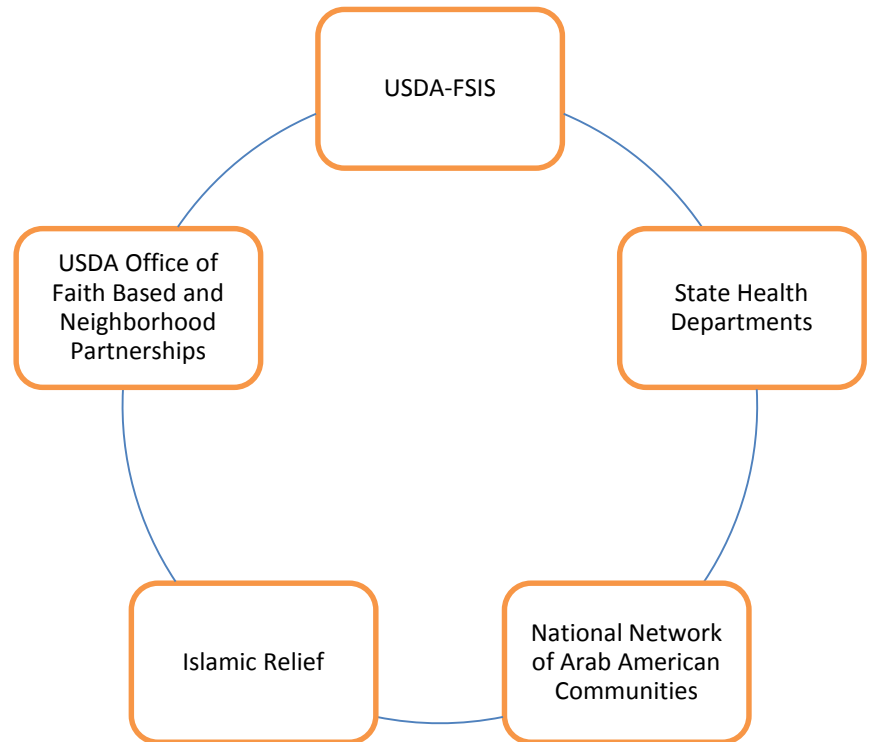
# Background and Purpose



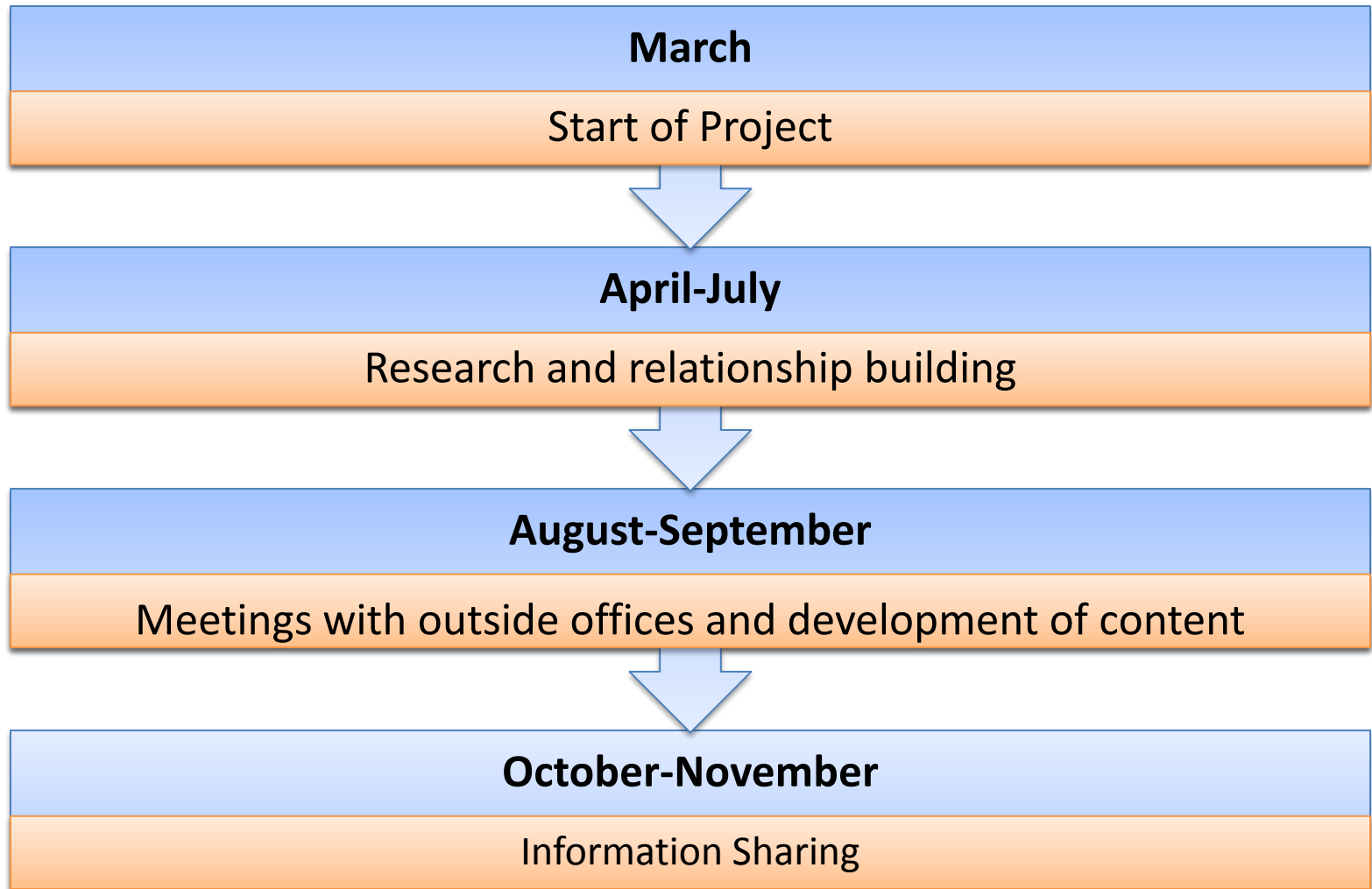
- Background
  - Winter of 2012/2013 4 illness reported in WI and linked to raw meat products
  - 2014 an additional 3 illnesses in WI were reported
- Purpose
  - Increase outreach and education in identified groups
  - Share risks associated with these products
  - Evaluate an internal process for assessing this issue/develop a communication plan

# Partners

- FSIS worked directly with USDA's Office of Faith Based and Neighborhood Partnerships
- This office connected FSIS to outside organizations and provided cultural context when needed



# 2015 Timeline



# Message Development

**NOT SO SAFE**

**5 Outbreaks**

A Dangerous Trend  
linked to consumption of  
raw ground beef

Raw or undercooked meat, poultry, and eggs can cause  
**SEVERE FOODBORNE ILLNESS**

FEVER  
NAUSEA & VOMITING  
DEHYDRATION  
UPSET STOMACH  
CRAMPS  
DIARRHEA

**Prevention** Do not eat raw or undercooked meat, poultry, or eggs.

**CLEAN:** Wash hands & surfaces often.

**SEPARATE:** Keep raw meat, poultry & eggs separate from ready-to-eat foods.

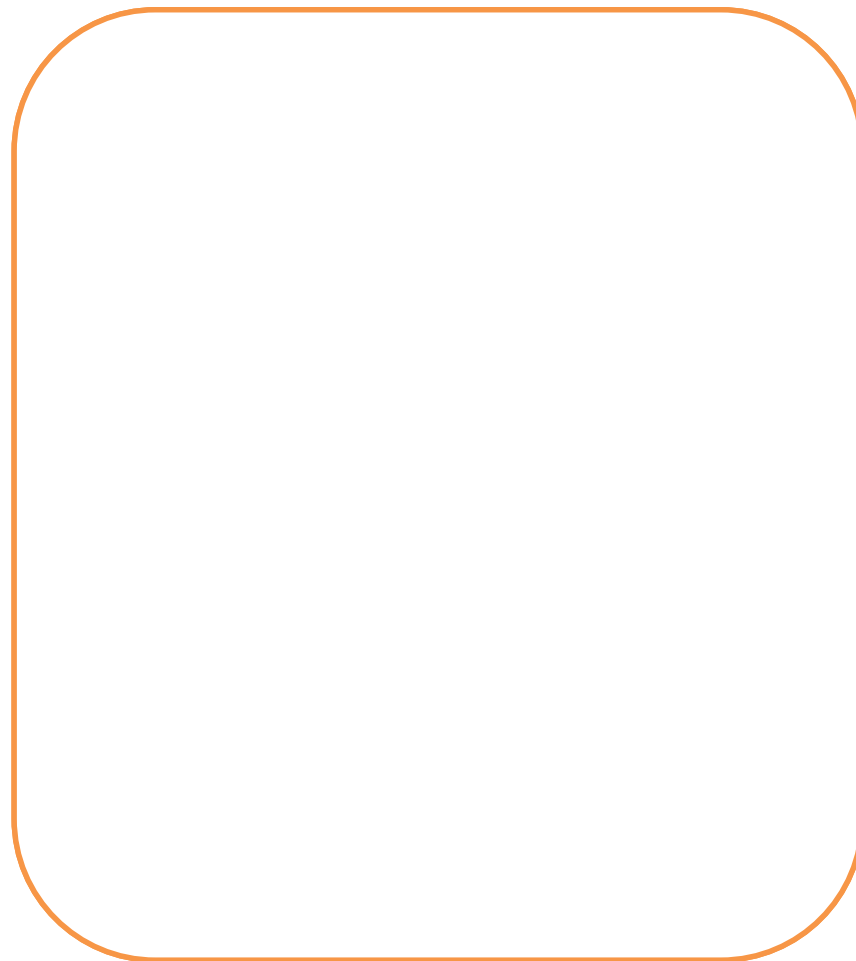
**COOK:** Cook foods to a safe internal temperature.

**CHILL:** Chill perishable foods within 2 hours.

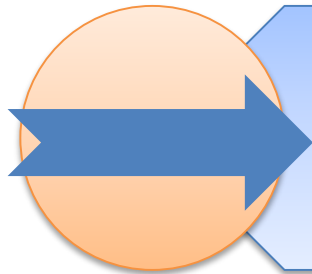
**Food Safety and Inspection Service (FSIS)**

FSIS is the public health agency in the U.S. Department of Agriculture responsible for ensuring that the nation's commercial supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged.

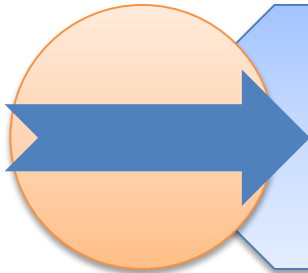
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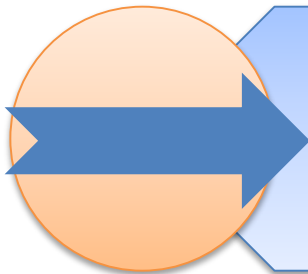
# Lessons Learned



Recognizing when, how and where to confirm messaging with reliable external sources



Timing; plan for delays



Importance of tailoring specific messages for greatest impact



# Future

- Finalize Infographic incorporating received feedback
- Distribution of Infographic to state and local health departments
- Visit of USDA's Food Safety Discovery Zone to areas where outbreaks most frequently occur
- Working with State Cooperative Extension Services in MN, WI, and MI



# Questions



Questions or comments  
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