



Canadian Partnership for Consumer Food Safety Education
Partenariat canadien pour la salubrité des aliments

Volume 1 • Issue 1 • May 2010

Upcoming Meetings

Ottawa: June 17, 2010

Annual Meeting of the Partnership, Government of Canada Conference Centre

Toronto: Nov 5 – 14, 2010

Journey to Your Good Health Exhibit, Royal Agricultural Winter Fair, Exhibition Place

What's Inside...

| | |
|-------------------------------------|---|
| Membership Renewal | 2 |
| Recent Public Opinion Research... | 2 |
| Be Food Safe – Separate | 3 |
| Working Groups | 3 |
| Your Opinion Matters | 3 |
| Partnership Board and Executive ... | 4 |

Newsletter Editorial Committee

Marty Brett, CFC

Carol Anne Deneka, CFIA

Brenda Watson, CPCFSE

Contact Us

The Canadian Partnership for Consumer Food Safety Education

Brenda Watson, Executive Director

Phone: 519.651.2466 • Fax 519.651.3253

brenda.watson@canfightbac.org

Partnership Launches Member Newsletter

Quarterly Member Newsletter is Highest Priority of the Board

In this first issue of our Member Newsletter, the Co-Chairs of the Partnership were asked to share what their organizations value most about membership in the Partnership. Marin Pavlic, Beef Information Centre, Private Sector Co-Chair says for his organization, a founding member of the Partnership, the greatest value is access to excellent educational material containing attractive graphic elements. Partnership members include a range of public and private sector organizations, which increases the consistency of the food safety education message. The Partnership also provides an opportunity to network and share knowledge with peers involved in food safety education.

Public Sector Co-Chair, André Jean says that Health Canada is a proud founding and active member of the Canadian Partnership for Consumer Food Safety Education. The Partnership has created resourceful tools such as the popular FightBAC!® program and its new website and the new Be Food Safe Canada program and website to help consumers, seniors, school-aged children and the general public



enjoy their food safely! As a member and public sector co-chair of the Partnership, he had the opportunity to share some of the Partnership's successes that include the creation of media campaigns that have reached millions through TV and print; the distribution of over half a million food safety tools including fridge thermometers, magnets and brochures to consumers, serving as a resource for media and building a reputation as a leader in food safety knowledge. The Partnership is viewed internationally as a shining example of how government, industry and consumer groups can work together when it comes to food safety and Health Canada supports those initiatives in the interest and the benefit of Canadian consumers.

Tell us why your organization is a member and you may see your quote in the next issue!



Canadian Partnership for Consumer Food Safety Education
Partenariat canadien pour la salubrité des aliments

Partnership Vision

Consumers in Canada practice safe food handling and preparation activities in order to reduce the risk of microbial food borne illness. Consumers understand their role in ensuring the food they consume is safe. Member organizations will be provided with food safety education programs focussed on the consumer.

Partnership Mission

To increase the awareness and use of safe food handling practices by consumers in Canada.

Organizations active in the development and delivery of consumer food safety communication to Canadians are brought into a process leading to harmonized messaging.



Membership Renewal

Remember to send in your membership renewal

The renewal notices for 2010-2011 were emailed to members from our business office in Ottawa. The Partnership fiscal year is April 1st – March 31st. We do not have pro-rated membership dues. This year only we have applied an 11% GST/HST amount to fulfill requirements set out by Canada Revenue Agency. If you have questions about how this tax applies to your annual fees please let us know by emailing brenda.watson@canfightbac.org

Membership renewals are complete when the annual membership form, membership dues, and Be Food Safe license agreement are received.

Recent Public Opinion Research on Food Safety

Health Canada recently completed a telephone survey of Canadians' Knowledge & Behaviour Related to Food Safety. The survey involved 1,536 Canadians, four at risk target groups (seniors age 65+, pregnant women and those who expect to become pregnant within one year, parents of children under six years of age, immune-compromised individuals) and a general public comparison group were included in the survey. The research was done by EKOS Research Associates.

The survey findings are consistent with other research fielded here in Canada and in the United States. The survey explored self-rated food safety behaviour among

Canadians. Results suggest that Canadians engage in a wide range of safe food handling practices with some notable exceptions. Canadians say they do not wash their reusable grocery bags and most do not use a food thermometer to determine the doneness of the food they are cooking.

The survey report concluded that although Canadians express high levels of self-rated confidence and awareness of food safety information, it also revealed gaps in knowledge of safe food handling practices. To read the full report, go to <http://tinyurl.com/2e5tstf>



Canadian Partnership for Consumer Food Safety Education
Partenariat canadien pour la salubrité des aliments



Your Opinion Matters ...

Tell us what you would like to read about in the next edition of the newsletter.

What are your story ideas?

We are seeking your articles for the newsletter.

We would like to hear about your upcoming events that will be featuring FightBAC®, Mrs. Cookwell or Be Food Safe.

Call for action – please let us know if you or a member of your team would like to participate on a “get it done” working group. Groups that need dedicated volunteers are:

- newsletter
- websites
- awards
- Journey to Your Good Health exhibit at the 2010 Royal Agricultural Winter Fair, Toronto
- funding proposal writing team

Future Newsletter

Publication Dates:

- August
- November
- February

Be Food Safe. - Separate

The Be Food Safe Canada platform of graphics are designed to target the main food preparer in the household, the person responsible for preparing food for young children, expectant moms, immune compromised individuals and seniors.

The brightly colored graphics and in-depth messaging are the perfect images to use in your social marketing strategy.

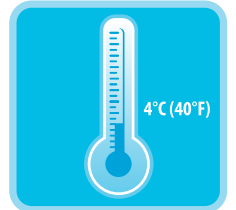
Based on findings in the Health Canada public opinion research mentioned earlier your organization may wish to feature the Separate message to encourage consumers to: use a separate, dedicated, reusable grocery bag for raw meat, poultry and seafood purchases in order to avoid cross-contamination. Also, you could also remind consumers to follow the manufacturer’s instructions for washing reusable grocery bags once the food has been transported to the home kitchen and the contents safely refrigerated at 4°C or lower or placed in the home freezer.

In each subsequent edition of the Partnership newsletter we will feature one of the core four safe food handling lessons. We will share with you some of the ways that the Partnership and Members of the Partnership are using the graphics to reach consumers.

Continued on page 4



be food safe.



clean. separate.
cook. chill.

www.befoodsafe.ca



Canadian Partnership for Consumer Food Safety Education
Partenariat canadien pour la salubrité des aliments



Continued from page 3

Partnership use of the Be Food Safe Separate logo in 2009-2010

Creation of the How to: Be Food Safe Canada video which is on YouTube and the befoodsafe.ca website.

Featured the How to: Be Food Safe Canada video in Journey to Your Good Health exhibit at the 2009 Royal Agricultural Winter Fair.

Used the four core safe food handling messages in a Foodliness is next to Cleanliness, a Cinderella Story performed on the Be Healthy Stage in Journey to Your Good Health by the students of Sheridan College Performing Arts Preparation Program. You can watch the video of this interactive food safety pantomime at www.royalfair.org/HealthVideos (under safe food).

The Partnership also developed a food safety at home checklist with creative and design assistance of CFIA, and with major support for production and project management by Maple Leaf Foods Inc., we updated Food Safety for Families.

Retailers across Canada placed the logos in their weekly grocery flyers and the City of Hamilton had four storey high billboards on 4 major street corners in their city and placed ads inside transit buses.



2009-2010 BOARD OF DIRECTORS

André Jean

Health Canada – Public Sector *Co-Chair*

Marin Pavlic

Beef Information Centre – Private Sector
Co-Chair

Carol Anne Deneka

Canadian Food Inspection Agency –
Vice-Chair

Erica Charlton

Canadian Poultry and Egg Processors
Council – *Treasurer*

Tony Amalfa

Ontario Ministry of Health and
Long-Term Care

Sally Blackman

Canadian Produce Marketing Association

Marty Brett

Chicken Farmers of Canada

Jackie Crichton

Canadian Council of Grocery Distributors

Robert DeValk

Canadian Association of Regulated
Importers and Further Poultry Processors
Association

Lance Hill

B.C. Food Protection Association

Kim Kessler

Egg Farmers of Canada

Barbara Marshall

C-Internet Surveillance, Public Health
Agency of Canada

Ex-Officio

Ellie Topp

Ontario Home Economics Association –
Secretary

Brenda Watson

Executive Director