



2023 Consumer Food Safety Education Conference

Marketing Toolkit

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A. CONFERENCE MESSAGE POINTS

- The **2023 Consumer Food Safety Education Conference (CFSEC)** on March 1-3, 2023, is expected to draw 400 community-based health and food safety educators across the U.S. who are involved in educating people about food safety.
- **The 2023 Consumer Food Safety Education Conference (CFSEC)** is THE place for health educators and public health professionals to focus exclusively on how they can best support consumers with actionable steps to reduce the risk of foodborne illness.
- The **2023 Consumer Food Safety Education Conference (CFSEC)** will equip health and food safety educators from all sectors to be prepared for the future of food safety education and orient educators to national goals such HealthyPeople 2030 and the Core Element 4.3 of the New Era of Smarter Food Safety.
- Join us for an event to advance your knowledge and practice as a food safety educator in support of proposed Healthy People 2030 goals. Hosted by the Partnership for Food Safety Education, the **2023 Consumer Food Safety Education Conference (CFSEC), March 1 – 3** is the only conference in the U.S. dedicated to consumer food safety education.

Conference features

- **Focused discussions** on topics ranging from health equity to the effect of climate change on food safety are to be led by:
 - Dr. Cynthia Baur, endowed chair and director, Horowitz Center for Health Literacy, University of Maryland
 - Dr. Devlon Jackson, assistant research professor, Behavioral and Community Health, University of Maryland
 - Dr. Ellen Evans, research fellow at the ZERO2FIVE Food Industry Centre, Cardiff Metropolitan University
 - Dr. Ian Young, associate professor in the School of Occupational and Public Health, Toronto Metropolitan University
 - Erin the Food Science Babe, food scientist and social media influencer @foodsciencebabe
- The **opportunity to network and collaborate** with health and food safety educators from government agencies, non-profit organizations, higher education, and the food industry
- **Access to tools and resources** that address the biggest food safety challenges of today and tomorrow.
- **Pre-Conference Workshops** on developing strategies to effectively communicate food safety risks.
- A dozen **poster sessions** exploring the latest food safety research and innovations.

Five reasons to attend:

1. Participate in the only conference in the U.S. dedicated to consumer food safety education.
2. Gain insights into how to change consumer behavior to improve food safety practices.
3. Connect with the health and food safety community — your peers and colleagues from across the country.
4. Collaborate with a planning partnership of federal, non-profit, higher education, and industry professionals.
5. Advance your knowledge at a solution-based program addressing today's critical food safety challenges.

Hashtags

- #BACFighter
- #foodsafety
- #foodsafetyeducator
- #CFSEC2023
- #healtheducator
- #foodsafetymatters
- #foodsafetyfirst
- #fightBAC

B. SOCIAL MEDIA POSTS

Facebook	Twitter	Graphic
<p>Wondering about the future of #foodsafety education? Join us at the 2023 Consumer Food Safety Education Conference to hear from federal #health & food safety experts like Frank Yiannas, Dr. Robert Tauxe & Sandra Eskin!</p> <p>More info: http://cfsec.org #CFSEC2023 #CEUs</p>	<p>Did you know that the #CFSEC2023 is the only conference in the U.S. dedicated to consumer food safety education? #CFSEC2023 is THE place for food safety experts to talk about all things food safety over 3 days full of insights.</p> <p>Register now: http://cfsec.org #CFSEC2023 #foodsafety</p>	
<p>Reserve your spot today! The 2023 Consumer Food Safety Education Conference will feature keynote speaker Dr. Garth Graham of @YouTube & @Google Health, who will discuss communication strategies.</p> <p>Register now: http://cfsec.org #CFSEC2023 #foodsafetyeducator #foodsafety</p>	<p>You don't want to miss the 2023 Consumer Food Safety Education Conference! Dr. @CynthiaBaur1 of @UMDHealthLit @UMDPublicHealth will discuss how to communicate food safety risks.</p> <p>Register here: http://cfsec.org #CFSEC2023 #foodsafety</p>	
<p>Have you registered for the 2023 Consumer Food Safety Education Conference? Dr. @Ian_D_Young of @TorontoMet will discuss the impacts of climate change on consumer food safety.</p> <p>Learn more: http://cfsec.org #CFSEC2023 #foodsafety #CEUs #conference #climatechange</p>	<p>Are you ready to hear inspiring keynotes and sessions about the future of #foodsafety education? When you come to the #2023CFSEC you'll learn how to address critical food safety challenges from inspiring experts and your peers.</p> <p>Register here: http://cfsec.org #CFSEC2023 #foodsafety</p>	

I'm a #BACFighter and am presenting at the #CFSEC2023 in March 2023! Don't miss my session [insert title, date, time and description].

Register now: <http://cfsec.org>
 #CFSEC2023 #foodsafety
 #foodsafetyeducator

I'm a #BACFighter and am presenting at the #CFSEC2023 in March 2023! Come to hear my session [insert title, date, time and description].

Register now: <http://cfsec.org>
 #CFSEC2023 #foodsafety
 #foodsafetyeducator



I just registered for the #CFSEC2023 in March 2023! Join me at THE place for food safety experts to discuss critical food safety challenges over 3 days full of insights.

Register now: <http://cfsec.org>
 #CFSEC2023 #foodsafety
 #foodsafetyeducator

I just registered for the #CFSEC2023 in March 2023! Join me at THE place for food safety experts to talk about critical food safety challenges over 3 days full of insights.

Register now: <http://cfsec.org>
 #CFSEC2023 #foodsafety
 #foodsafetyeducator



SAMPLE EMAIL

Subject line options:

1. Join BAC Fighters [or me] at the 2023 Consumer Food Safety Education Conference
2. Coming in March: 2023 Consumer Food Safety Education Conference
3. I'm presenting at the 2023 Consumer Food Safety Education Conference

Dear <FirstName>,

As a BAC Fighter dedicated to food safety, here's a great opportunity to expand your knowledge, share your expertise and connect with your colleagues: the **2023 Consumer Food Safety Education Conference (CFSEC), March 1 – 3.**

Hosted by the Partnership for Food Safety Education, [customize here: I just registered, I'm presenting, I'm sponsoring] for this event, which is the ***only conference in the U.S. dedicated to consumer food*** safety education. Focused discussions will explore topics ranging from health equity to the effect of climate change on food safety and more!

- Enjoy [Plenary Sessions](#) featuring federal health and food safety experts Frank Yiannas, USDA,, Dr. Robert Tauxe, CDC, and Sandra Eskin, USDA who will discuss food safety and the health of Americans and a research round-up on new directions for food safety education.
- [Network and collaborate](#) with health and food safety educators from government agencies, non-profit organizations, higher education, and the food industry
- Attend a dozen [Poster Sessions](#) and learn the stories behind successful food safety behavior change programs.

[Customize here: insert session title and information if applicable]

[Register](#) by January 2, 2023 to take advantage of the early bird registration — a \$50 savings off the standard rate!

PRESS RELEASE

Media Contact:
Shawnte Loeri
sloeri@fightbac.org
202-688-3260

The Future of Food Safety: Everyone Has a Seat at The Table

Conference explores the Future of Food Safety Education, Next Generation of Food Handlers and More

ARLINGTON, Va. (October 5, 2022) — The Partnership for Food Safety Education will host the [Consumer Food Safety Education Conference](#) (CFSEC), March 1-3, 2023, the only conference in the U.S. dedicated to consumer food safety education. The conference convenes research experts, nutrition professionals, and community-based health and food safety educators across the country who educate people how to handle food safely at home.

This unique conference will be chaired by [Howard Popoola](#), vice president of corporate food technology and regulatory compliance with Kroger, and [Dr. Shauna Henley](#), family and consumer sciences educator with the University of Maryland Extension and PFSE board member.

The 2023 CFSEC will equip health and food safety educators from all sectors to be prepared for the future of food safety education and orient educators to national goals such as [Healthy People 2030](#).

These federal health and food safety experts will be featured at the upcoming conference:

- **Frank Yiannas**, Deputy Commissioner for Food Policy and Response, U.S. Food and Drug Administration
- **Dr. Robert Tauxe**, Director of the Division of Foodborne, Waterborne and Environmental Diseases in the National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention
- **Sandra Eskin**, Deputy Under Secretary for Food Safety, U.S. Department of Agriculture's Food Safety and Inspection Service

Opening keynote speaker **Dr. Garth Graham**, director and global head of healthcare and public health partnerships at YouTube and Google Health, will highlight the strategies YouTube and Google use to communicate health matters.

Focused discussions on topics ranging from health equity to the effect of climate change on food safety are to be led by:

- **Dr. Cynthia Baur**, endowed chair and director, Horowitz Center for Health Literacy, University of Maryland
- **Dr. Devlon Jackson**, assistant research professor, Behavioral and Community Health, University of Maryland
- **Dr. Ellen Evans**, research fellow at the ZERO2FIVE Food Industry Centre, Cardiff Metropolitan University
- **Dr. Ian Young**, associate professor in the School of Occupational and Public Health, Toronto Metropolitan University
- **Erin the Food Science Babe**, food scientist and social media influencer @foodsciencebabe

Health, nutrition and food safety educators need to be poised to reach all generations with food safety education that is effective at influencing behavior change. This conference will help advance knowledge in today's critical health and food safety challenges.

Other features of the CFSEC include:

- The opportunity to network and collaborate with health and food safety educators from government agencies, non-profit organizations, higher education, and the food industry
- Access to tools and resources that address the biggest food safety challenges.
- Posters exploring the latest research and innovations.

Registration is now open with an early bird rate of \$450 through **January 2, 2023** — a \$50 savings off the standard rate!

For more information, visit cfsec.org or contact PFSE at cfsec2023@fightbac.org.

The 2023 Consumer Food Safety Education Conference is supported in part by Beef CheckOff, International Association for Food Protection (IAFP), McDonald's Corporation, and in-kind media partners, Food Safety Magazine and Food Safety News.

The conference planning is supported by the Food and Drug Administration(FDA) of the U.S. Department of Health and Human Services(HHS) as part of a financial assistance award R13FD007697 totaling \$50,000 with 17% funded by FDA/HHS and \$246,603 and 83% funded by nongovernment source(s).The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by FDA/HHS, or the U.S. Government.

About the Partnership for Food Safety Education

The Partnership for Food Safety Education (PFSE) is a nonprofit, public health organization with a mission to develop and promote effective education programs to reduce foodborne illness risk for consumers. This important work is done through a historically significant cross-sector collaboration with the federal government, food industry, consumer groups, and scientific associations. PFSE supports more than 13,000 health and food safety educators with free, science-based safe food handling messages who reach 8.5 million U.S. households each year. Food safety professionals, health educators, and consumers can download free food safety education information from the Partnership's website at www.fightbac.org.

NEWSLETTER ARTICLE

Registration is open for the CFSEC, March 1-3, 2023

Wondering about the future of food safety education? Join co-chairs Howard Popoola, vice president of corporate food technology and regulatory compliance with Kroger, and Dr. Shauna Henley, family and consumer sciences educator with the University of Maryland Extension and PFSE board member for the 2023 Consumer Food Safety Education Conference (CFSEC), March 1-3, 2023.

Enjoy [Plenary Sessions](#) featuring federal health and food safety experts Frank Yiannas, USDA,, Dr. Robert Tauxe, CDC, and Sandra Eskin, USDA who will discuss food safety and the health of Americans and a research round-up on new directions for food safety education.

You can also attend a dozen [Poster Sessions](#) and learn the stories behind successful food safety behavior change programs.

Don't miss your opportunity to [network and collaborate](#) with health and food safety educators from government agencies, non-profit organizations, higher education, and the food industry.

Invite your colleagues! [Register](#) by January 2, 2023 to take advantage of the early bird registration — a \$50 savings off the standard rate.

Speakers Tips

- Speakers should post about conference participation, and/or engaging with conference posts, especially before early bird rates end on Jan. 2 and two weeks prior to the conference,
- Start your promotion as soon as your session is confirmed. This will help build interest and excitement early
- Cross-promote with other speakers and panelists. Connect with them and help promote each other.
- Use a natural voice in your posts and make sure you reply to other posts when you can. Answer participants' questions about your session and thank them for their interest.
- Generate interest in your sessions by sharing a video sneak peek.
 - Give your audience a taste of why you're speaking and how your topic can help them grow personally and professionally.
 - Tell them the date and time of your session.
 - Share how they can register for the conference <https://cfsec.org/>
 - Aim to keep your message between 30-45 seconds.

Send your videos to **Shawnte Loeri**, at sloeri@fightbac.org to have your message shared on social media channels. Please include your social media handles.