Constituent Update

Protecting Public Health Through Food Safety and Food Defense

Todo Cuenta: Everything Counts

FSIS recently teamed with popular Spanish television network Univision and two California-based radio stations for a mobile messaging campaign called *Todo Cuenta*, featuring food safety messages. The campaign runs from December 2010 thru May 2011. This campaign provides food safety information to its Spanish-speaking audience and mobile community via e-mail and text messaging.

The campaign includes radio spots that air the *Todo Cuenta* public service announcements, four recorded Spanish interviews, USDA food safety tips of the day and a *Todo Cuenta* banner displayed on the radio stations' websites (KLYY-FM *www.Jose975.com* and KRQB-FM *www.quebuena961.com*). Both are also linked to *Pregutele a Karen* and *Todo Cuenta* web pages.

Messages will also invite consumers to call the Meat and Poultry Hotline at 1-888-MPHotline (1-888-674-6854) and receive brochures as well as other fun food safety information. Check out why "everything counts" on the *Todo Cuenta* website at *www.fsis.*

FSIS Seeks Scientific Assistance on the Release of FSIS-Generated Establishment-Level Data

The agency is requesting the assistance of a standing committee from the National Academies of Science (NAS). An important role of FSIS is protecting public health by collecting and analyzing data from sampling, inspection, verification and other agency activities. In most cases, the data is complex and may not be easily understood by all audiences.

To make sure that agency data is transparent and better understood by a variety of stakeholders, FSIS is requesting that the committee evaluate the impacts (both positive and negative) of publicly

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posting FSIS-generated establishment level data, especially where specific establishments are identified and publicly connected to data about them.

A secondary objective is for the committee to provide an analysis of best practices. To that end, FSIS will make a presentation about the proposed study during a public meeting hosted by the committee from 10 a.m. to 12:30 p.m., Dec. 13, in Room 101 of the Keek Center of the National Academies of Science, 500 Fifth Street, N.W., Washington, DC.

The NAS committee was formed at the request of FSIS to evaluate the use of public health data in agency food safety programs. The committee is made up of 29 experts from academia, industry and public health.

Web Video: PHIS vs. PBIS

The agency is now offering a comparative video, *PHIS vs. PBIS: A Side-by-Side Comparison*, illustrating the benefits of the Public Health Information System (PHIS).

The video compares the current paper-based business process to what will be a fully automated, data-driven inspection system. With the new system, establishments will be able to view and respond electronically to non-compliance records and request reports relevant to them.

PHIS will also streamline and automate many export/import activities such as the online submission of applications and forms by importers and exporters. The system can also electronically confirm a product's eligibility with import requirements of the destination country.

Visit FSIS' website to check out the video at *www.fsis. usda.gov/PHIS* or on YouTube at *www.youtube.com/ watch?v=w2B9EwBwse4*.

Get Ready for PHIS Access

With the upcoming launch of PHIS, it is important for establishments, import and export brokers and other businesses to be ready to access the system. Take advantage of interacting with FSIS electronically.

FSIS is mailing step-by-step instructions on preparing to access PHIS (obtaining a Level 2 USDA eAuthentication account).

For more information on PHIS, go to *www.fsis.usda.gov/PHIS*. Also, keep reading the *Constituent Update* for more information about PHIS in future issues.

Holiday Food Safety Tip: Preparing the Bird

All cooks want to be remembered for the right reasons—not because someone developed a foodborne illness.

For helpful food safety tips on cooking holiday polutry and meats, visit *www.fsis.usda.gov/Fact_Sheets/Seasonal_Food_Safety_Fact_Sheets/index.asp*.

Get Answers at *AskFSIS*

AskFSIS is a web-based technology and policy question-and-answer forum on topics such as exporting, labeling, inspection, programs and procedures.
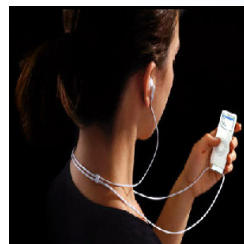
In addition, *AskFSIS* offers Really Simple Syndication (RSS) feeds that link back to the Q&As. Visit *askfsis.custhelp.com/* to find the answers to your questions. Recently posted topics include:

State-Inspected Non-Amenable Species Crossing State Lines
http://askfsis.custhelp.com/cgi-bin/askfsis.cfg/php/enduser/std_adp.php?p_faqid=1446

Signing Export Certification for Russia When an Inspector Generated Pathology Submission Diagnosis Identifies Avian Leukosis Complex (Marek's Disease)
http://askfsis.custhelp.com/cgi-bin/askfsis.cfg/php/enduser/std_adp.php?p_faqid=1447

New Podcasts

Tune in to podcasts on selecting, handling and preparing meat and poultry products to reduce the risk of foodborne illness. FSIS released these podcasts helpful to consumers.

Food Safety at Home: Roasting Other Holiday Meats (English and Spanish)

Check out these podcast at *www.fsis.usda.gov/news_&_events/Podcasts/index.asp*. Spanish language consumer podcasts are available at *www.fsis.usda.gov/En_Espanol/Podcasts_SP/index.asp*. Video-casts in American Sign Language are available at *www.fsis.usda.gov/news_&_events/SignFSIS/index.asp*.

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