

Clean. Separate. Cook. Chill. **Clean.** Separate. Cook. Chill. Clean. **Separate.** Cook. Chill. Clean. Separate. Cook. Chill. Clean. Separate. **Cook.** Chill. Clean. Separate. Cook. **Chill.** Clean. Separate. Cook. Chill. Clean. Separate. Cook. Chill. Clean.

Dear Food Safety Educator,

Welcome to the *Be Food Safe* campaign!

The *Be Food Safe* partner campaign, developed by USDA using the Fight BAC!® messages and endorsed by the Partnership for Food Safety Education, is a communications program that delivers specific safe food handling messages to help consumers understand the simple steps that can be taken to prevent foodborne illness. Using an easy to remember theme directed to caregivers of children or older adults, the *Be Food Safe* campaign empowers consumers with the knowledge to achieve and maintain safe food handling behaviors.

With this partner media toolkit, we invite you to join the campaign to educate the public about safe cooking and handling of food. This toolkit is designed to be a companion to your existing food safety education efforts and provides the tools needed to launch your own local media campaign to spread the *Be Food Safe* message. It features a DVD containing ready-to-use print and radio advertisements, feature articles, and other tools to help you run an effective, co-branded campaign.

As a partner in this program, you will be helping reduce the number of cases of foodborne illness—a serious but little recognized public health issue that causes approximately 13 deaths each day in the United States.

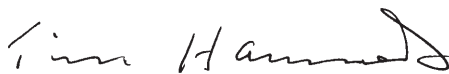
If you should have any questions concerning the *Be Food Safe* media campaign, please e-mail [befoodsafe@fsis.usda.gov](mailto:befoodsafe@fsis.usda.gov). On behalf of USDA and the Partnership for Food Safety Education, we thank you for using the campaign materials.

Together, we can help America *Be Food Safe*.

Sincerely,



Mike Johanns  
Secretary of Agriculture



Tim Hammonds  
Chairman  
Partnership for Food Safety Education

