

Foodborne Illness Public Education and Prevention

A modern communication model -
breaking through language and
cultural barriers

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Foodborne illness is an epidemic across the US and worldwide



- Each year, approximately 1 in 6 Americans will experience the effects of a foodborne illness*
- Unfortunately, most foodborne illnesses are underreported and preventable
- In addition, there's a lack of easily accessible information on food safety and handling
- Today, there's an opportunity to deliver important and urgent information in a variety of languages, delivery methods and programs
- Especially here in Central California where we have a growing diverse and multicultural community which requires a unique approach

Adopting modern media will expand our reach and drive focus on food safety

- Today our system of communication is limited to printed flyers, food safety conferences and classes as well as signage for facility operators
- There's an opportunity to broaden the delivery channels to include:
 - A social media presence across Facebook, Twitter and other platforms
 - A robust web site with easily accessible information available in multiple languages to meet the needs of our multi-cultural communities
 - A video library of food safety training, educational webinars and public service announcements easily accessible through YouTube and the web
- A targeted, balanced and coordinated system of communication can help us break through language and cultural barriers



To succeed a unified coalition across multiple public agencies is needed

- Greater efficiencies might be found through pooled departmental and budgetary resources
- Furthermore, we can seek grants and funding from other governmental organizations to increase IT support and other health services resources
- Cost can be minimized by leveraging technology to share training videos, webinars and other information across multiple organizations

