This report represents PARTNERSHIP FOR FOOD SAFETY EDUCATION INC’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.
Mission:
The Partnership for Food Safety Education develops and promotes effective education programs to reduce foodborne illness risk for consumers. The Partnership is creator and steward of the Fight BAC! home food safety campaign for consumers and its four core messages of Clean, Separate, Cook and Chill.

Partners include leading consumer groups, industry and professional associations, other for-profit and not-for-profit organizations, and government agencies with a particular interest in consumer food safety.
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1. What are we aiming to accomplish?
According to the CDC, 1 in 6 Americans gets food poisoning each year. Those affected may continue to have chronic health issues over many years, especially immunocompromised populations. We believe education plays a critical role in preventing foodborne illness. The Partnership provides free, evidence-based materials so that safe food handling practices - clean, separate, cook and chill - become common knowledge for all Americans, including children. We work with food safety and health educators to ensure our efforts are effective, collaborative, measurable and visible. Our 25 partner organizations represent the country’s leading food industry associations, commodity groups, and professional associations in food sciences, health, and nutrition and, together, with Federal agencies (USDA, FDA, and CDC), we develop and endorse new approaches for positive health outcomes. The Partnership is the leader in food safety education and developing ways to measure outcomes against these Healthy People 2020 goals: Reduce infections caused by key pathogens transmitted commonly through food (FS-1), Increase the proportion of consumers who follow key food safety practices (FS-5).

2. What are our strategies for making this happen?
1. The Partnership convenes and supports practitioner communities inside and outside the government to work together to improve outcomes in food safety education. Some examples include organizing the annual Consumer Food Safety Education Conference and supporting national consumer education campaigns promoting safe poultry handling, food safe holidays, and more. 2. The Partnership amplifies the collective efforts of thousands of partners/educators by bringing attention to the impact of their work on the health of people in their communities. 3. The Partnership leads efforts to evaluate the impact of consumer food safety education.

3. What are our organization's capabilities for doing this?
PFSE will be able to realize our goal of ending illness and death from foodborne infections in the United States through prevention because of the strength of our education resources, our growing and vital network, and our reputation as a leader in the field. Education at Hand: Since 1997, PFSE has developed science-based food safety resources for educators and consumer-friendly tips for home use. PFSE materials and Fight BAC!® kits have been distributed in the tens of thousands through PFSE’s partners and downloaded from PFSE online channels. The PFSE website engages 20,000 unique visitors each month, 50% of whom are visiting because of their knowledge of the Fight BAC!® program. A Growing and Vital Network: Our education materials reach consumers through our partner organizations, our BAC! Fighters and Federal agencies. The Partnership's 27 partner organizations represent more than 30,000 companies and agencies, including leading food, health and nutrition industry associations. In communities across the country, our 14,000 BAC! Fighters represent state and local governments (39%); cooperative extension/university (20%); nonprofits (20%); private sector (17%) and federal government (4%). Additionally, the US Department of Agriculture, US Food and Drug Administration, and Center for Disease Control and Prevention are active liaisons to the Partnership. A Leader in the Field: Helmed by an active board and a recognized expert in the field, Executive Director Shelley Feist, PFSE, and our Fight BAC!® Program have a reputation as a leader in food safety. Feist has appeared in the New York Times and Fitness Magazine and on NBC’s Today Show to discuss the food safety tips. Ms. Feist is the recipient of the 2015 Woman of Influence in the Food Industry.

4. How will we know if we're making progress?
The Partnership developed a multi-year plan to measure the impact of their consumer food safety education efforts against the Healthy People 2020 goals. Board and staff develop and perform against established goals and benchmarks for success. We regularly review progress against the tactics and activities and gather various quantitative measures on a quarterly basis.
5. What have and haven't we accomplished so far?

Our goal of preventing foodborne illness starts with education and spreading the word to affect behavior change. A major accomplishment toward realizing our goal is the growth of contributing partner organizations from 18 to 26 and BAC! Fighters from 9,000 to 13,000 over the past two years who will take our message further. PFSE is committed to three core focus areas to improve outcomes - supporting educators, amplifying success stories of our partners, and evaluating impact. Specific accomplishments include: 1. Convening BAC! Fighters through a series of consumer educational webinars. Initiating the Food Safe Families Action Pledge as a participatory tool to encourage field educators to utilize the Food Safe Families toolkit. 2. Launching the annual Consumer Food Safety Education Conference. 3. Regularly publishing the Field Educator Report blog. 4. Refining program approaches to align best with intended results. The goal of prevention means all consumers are informed about food safety, to that end we’re planning new content for use with young people. In 2016, “The Story of Your Dinner” campaign will launch in the Southeast U.S., and in 2017, the national campaign, “Don't Wing It!” will commence.