Important Food Safety
at Friendship Donations Network
Help us prevent contamination & foodborne illness
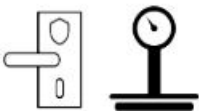
Hands

Upon entering, wash hands with soap and hot water

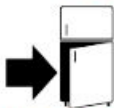Use gloves when handling food directly

Surfaces

Clean surfaces that are used frequently

Keep food containers off of the floor

Temperature

Store food as soon as possible after weighing

Do not thaw and refreeze food

CoolBot™

Keeping our food donations fresh
on less than $0.50 per day

Learn more about CoolBot™
www.storeitcold.com

Built by FDN Volunteers in 2013
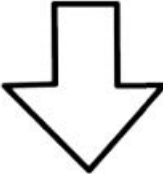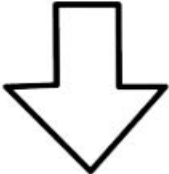thanks to funding from:

United Way

**United Way
of Tompkins County**

sustainable
tompkins

NEIGHBORHOOD
MINI-GRANT
PROGRAM

Older & Wiser
Bread

Take ⬇ First

New
Bread

This ⬇ End

Please Close Door!
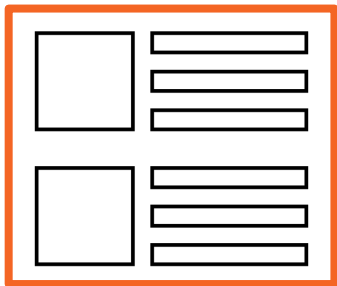
Be Sure It Latches Before You Leave

PULL HARD

THIS DOOR IS STUBBORN

Friendship Donations Network:
Food Safety Signage

Hannah Bidigare-Curtis

Outline

1. **Client: Friendship Donation Network (FDN)**
   a. **Background**
   b. **Problem**
   c. **Goal**
2. **Food Environments & Food Safety**
   a. **What are food environments?**
   b. **Empirical and theoretical basis**
   c. **Food safety messaging**
   d. **Survey**
3. **Products**
   a. **Poster**
   b. **Signs**

Friendship Donations Network (FDN)

- Background
  - Founded 1988
  - Mission
  - Food Rescue Basis
- Problem Summary
  - Volunteer-based
  - Limited capacity
  - Food safety training

BTG Project Goal

"To create new signage for the FDN warehouse that promotes food safety."

Food Environments

Definition: "the collective physical, economic, policy and sociocultural context that influences people's consumption choices and nutritional status" (Grace, 2016, p. 18)

- Health and BMI

- Foodborne Illness & Contamination

- Food Safety Messaging

Food Safety Messaging

"Good communication practice seeks to **bridge the divides** between scientific experts, policy makers, health practitioners, industry marketers, and consumers." (Rutsaert et al., 2014, p. 84)

- Communication of Risk

- Effective Message Design

- **Theory of Planned Behavior**

Survey

1. Establish a baseline

2. Measure effect of intervention

3. Messaging opportunity

Survey: Baseline Results

- Short survey - 14 questions
  - Responsibilities
  - Food safety
  - Types of Food
  - Demographics
- 28/40 active volunteers responded (70% response rate)
- Strong majority had positive attitudes around food safety
- COVID-19 Impact

Survey Results - Awareness

Q2. I'm aware of food safety rules at FDN.
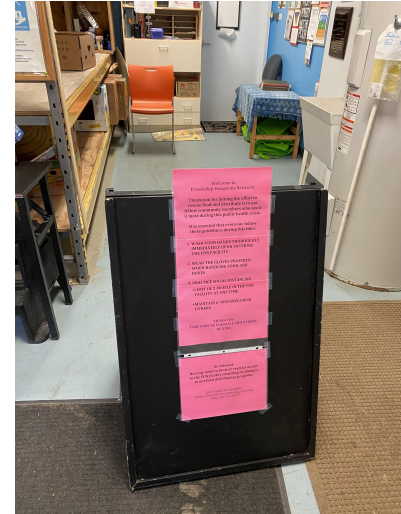
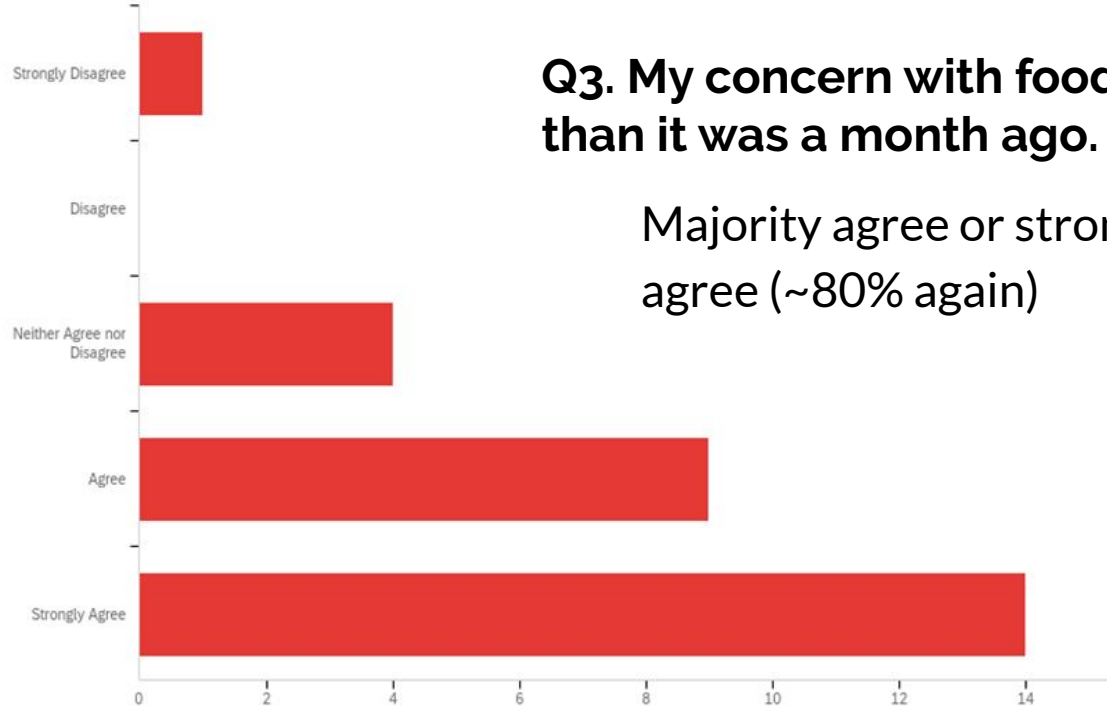Majority agree or strongly agree

~ 81% (23/28)
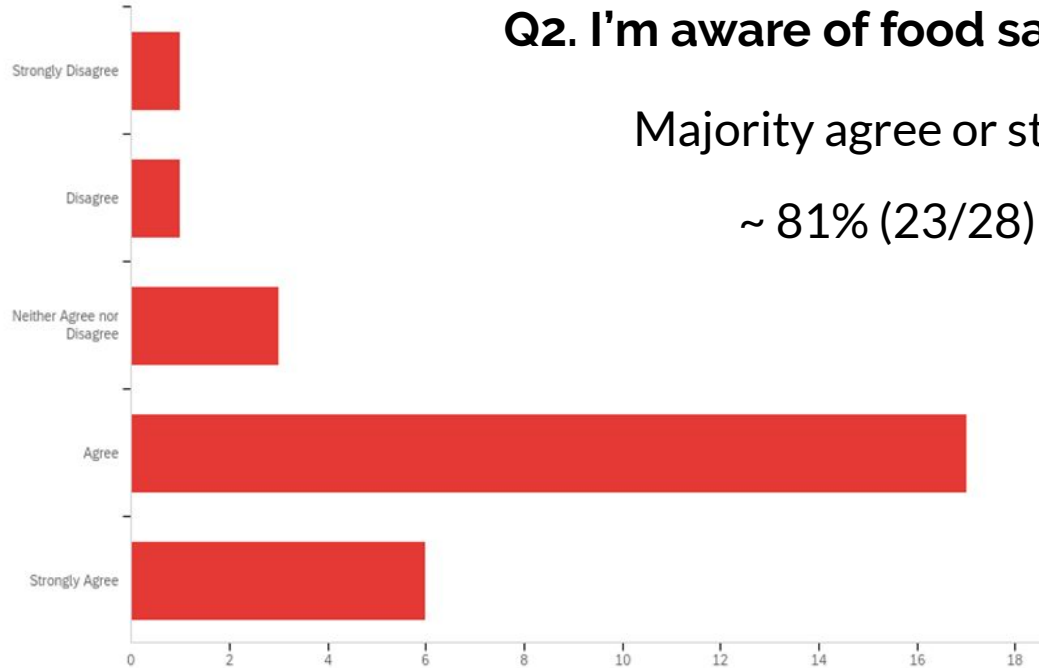
Survey Results - COVID-19

Q3. My concern with food safety is greater now than it was a month ago.
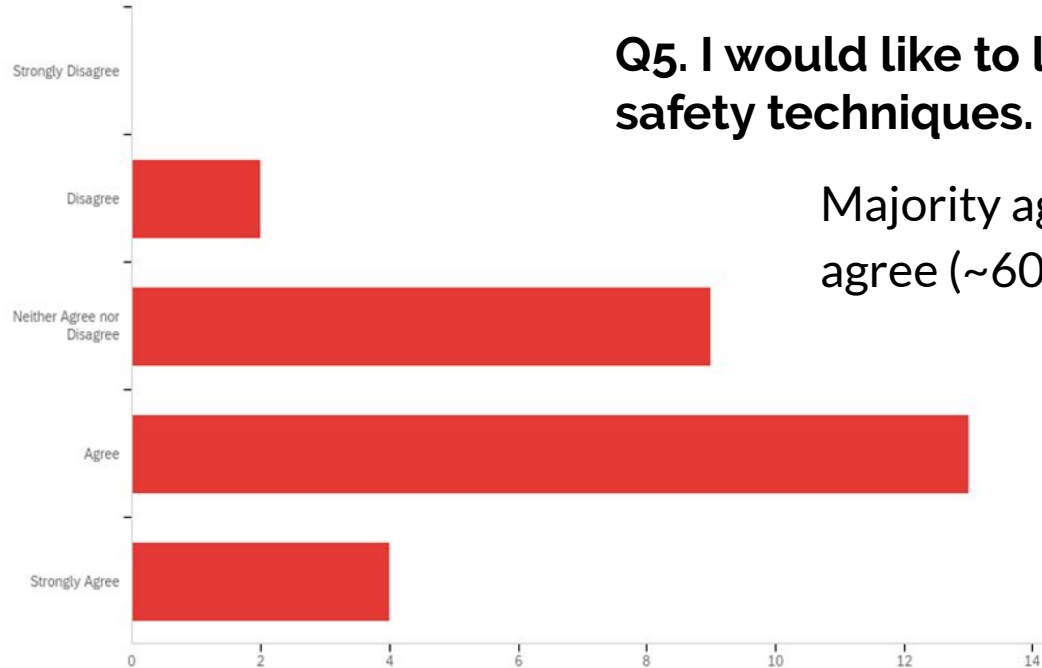
Majority agree or strongly agree (~80% again)

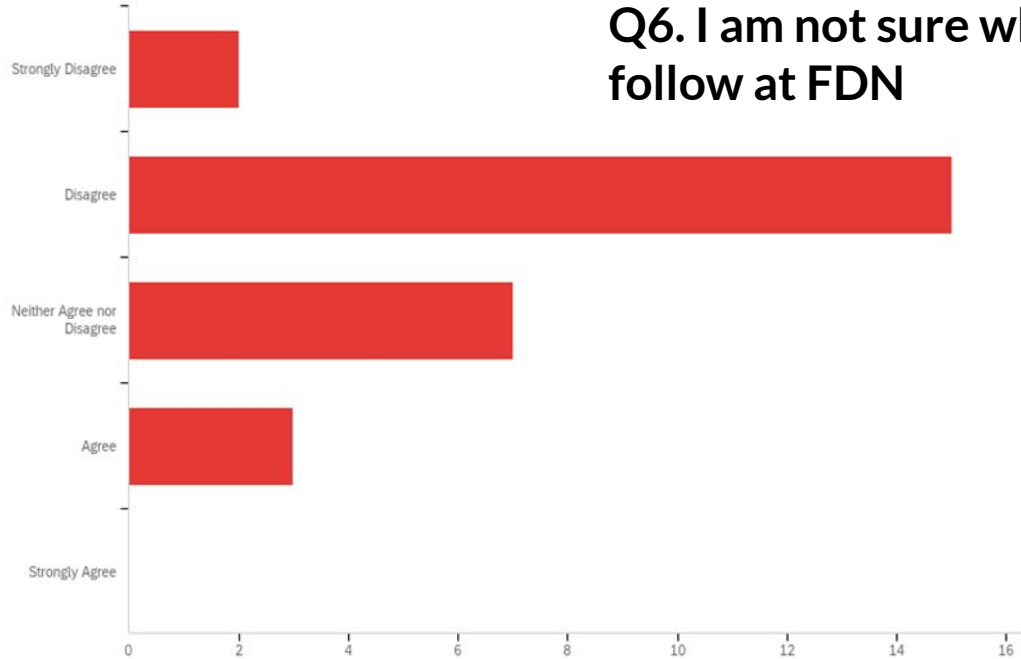# Survey Results - Knowledge

Q5. I would like to learn more about food safety techniques.

Majority agree or strongly agree (~60%)

Survey Results - Knowledge

Q6. I am not sure what food safety rules I need to follow at FDN

Majority disagree or strongly disagree (~60%)
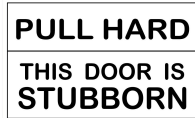
BTG Products: Poster and Signs

- **Poster goal**: to affect food safety intent by addressing antecedents identified in the Theory of Planned Behavior (TpB)

- **Directional signs goals**: to clearly convey messages about space logistics and dynamics, thereby setting the tone of the environment and promoting self-efficacy.

Product 1: Food Safety Poster

Design Choices:
- Clear and concise
- Impactful in passing
- Memorable
- Action-oriented graphics

Messaging:
- Invokes team mentality
- Tailored to context
- Uses direct language
- Not too much information
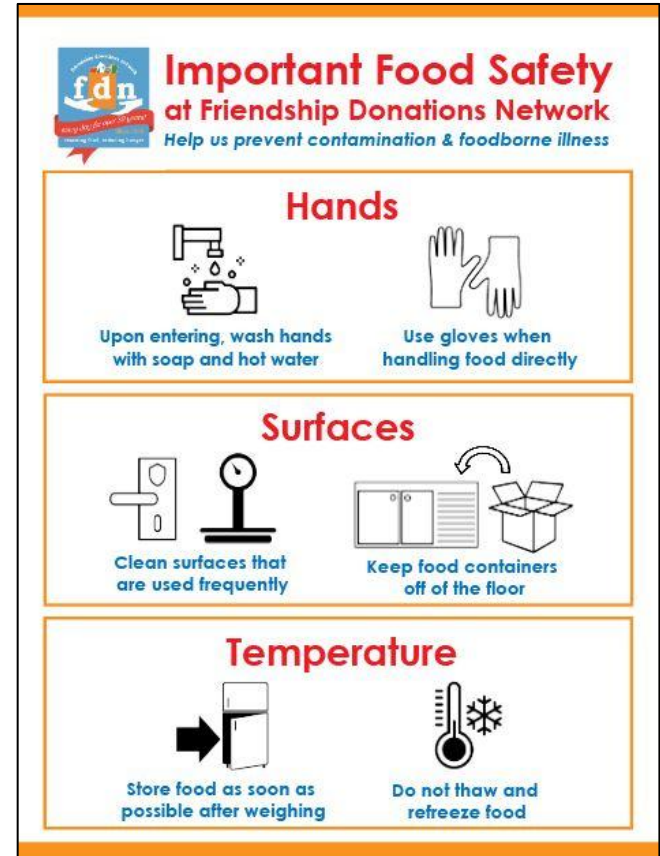
Product 2: Directional Signage
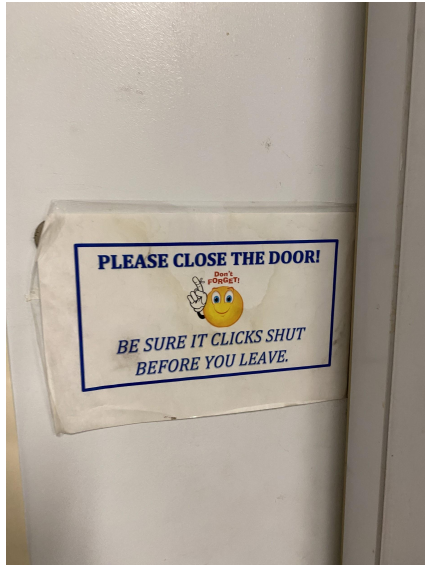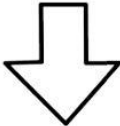
NEW BREAD
ON THIS END
Please put new bread
donations here

OLDER BREAD
WISER
ON THIS END
Please take older bread first
and compost anything that
is moldy or too old
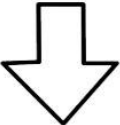
Older & Wiser
Bread
Take ⬇ First

New
Bread
This ⬇ End

CoolBot™

Keeping our food donations fresh with less than $0.50 per day

Learn more about CoolBot™
www.storeitcold.com

Built by FDN Volunteers in 2013 thanks to funding from:

This Freezer is
UNLOCKED

It's just really well sealed.
Which is good,
but a pain in the neck.
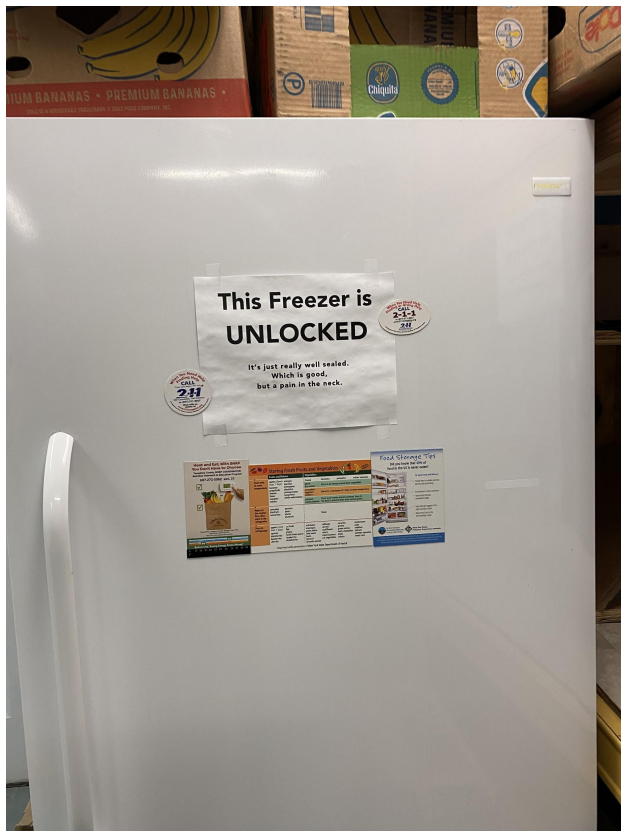
PULL HARD

THIS DOOR IS
STUBBORN

We Are Ithaca FDN Video

https://www.facebook.com/weareithaca.org/videos/532198141041464/

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