

**Title:** BE FOOD SAFE - NOT JUST WORDS BUT ACTIONS

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**Learning Outcome:** Upon completion of the presentation the participant will understand the research undertaken in the development of the Be Food Safe umbrella campaign, and will be able to identify the four key concepts in food safety and the tools available.

**Text:** USDA developed the national *Be Food Safe* campaign and resulting toolkit in cooperation with the Partnership for Food Safety Education (PFSE), FDA, and CDC to promote safe food handling behaviors. Grounded in social marketing, behavior change and risk communications theories, it focuses on the concepts of clean, separate, cook and chill, providing partners with more visually practical campaign and toolkit for use with adults.

As part of a multi-year development program, initial research included a review of literature, and review of media landscape. Two focus groups with 9 consumers evaluated the theoretical framework for the creative concepts. Based on the findings, modification in messaging and campaign materials occurred. Four additional consumer focus groups in two cities with 5-7 participants researched perceptions and attitudes toward the messaging.

In addition to an ongoing process evaluation, a pretest/posttest in-depth interview with an expert panel of 9 and 7 educators occurred in 2007 to evaluate the toolkit materials and gain qualitative data on how the campaign materials are used and shared with consumers. Based on this information the toolkit underwent revisions.

Under a Memorandum of Understanding, USDA and the PFSE are promoting *Be Food Safe* to consumers, educators in State and local government, CSREES, health professionals, the media, food companies and retailers in order to affect positive behavior change. Approximately 800 educators have joined the campaign as well as at least thirty retailers representing more than 5,300 individual stores to disseminate *Be Food Safe* information hence demonstrating the success of the campaign.

**Funding Disclosure:** None

**Title:** BENEFITS OF FAMILY STYLE MEAL IN PSYCHIATRIC UNIT

**Author(s):** R. Y. Lee, H. Mullan; Nutrition, The Johns Hopkins Hospital, Baltimore, MD

**Learning Outcome:** Family style meal can improve customer satisfaction scores.

**Text:** The purpose of this poster was to provide the overall results of patient satisfaction scores of the psychiatric units on two types of food delivery services. The patients were given the same meal but 2 choices of selecting their food. The first service was family style meal (bulk style) which consisted of the food being served by the dietary staff directly on the unit. The second service was the traditional tray services in which the patient filled out a menu and dietary sent the tray via kitchen on carts with the patient's selections. Any patient who had special needs, the staff assisted with meal selection. The survey was completed prior to discharge. Statistical analyses were performed by Press Ganey. This third party vendor assessed for the quality and quantity of food, temperature and accuracy of the food. Based on twelve-month period (09/06 - 09/07), the family style meal service had significantly higher patient's satisfaction scores than the tray group. From family style meal, the higher score was primarily attributed to quantity of food. Thus, the results of this study, our data suggested that family style meal might improve patient's satisfaction scores in psychiatry unit.

**Funding Disclosure:** None

**Title:** A COMPARISON OF ORIGINAL AND REPLACEMENT MEAL DELIVERY CARTS IN TERMS OF TEST TRAY TEMPERATURES AND DELIVERY TIMES IN AN ACUTE CARE FACILITY

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**Learning Outcome:** To identify if replacing meal carts used at an acute care facility resulted in optimal food temperatures at delivery.

**Text:** The objective of this study was to test whether tray temperatures and delivery times improved after replacing original carts with a more modernly designed cart. Time elapsed from tray assembly to delivery was recorded, as were temperatures of soups, starches, vegetables, and casseroles from the trayline and at delivery. Data from the original meal carts was collected for six months using test tray evaluation forms. After the new carts were put into use, evaluation forms were completed for four months. Sixty trays containing 241 food samples were analyzed to compare elapsed time and temperature changes. Mean time from tray assembly to delivery to the medical unit was 24.8 minutes, which was significantly faster ( $p < 0.0001$ ) than when using old carts. Of the foods that met the temperature standard at the point of delivery, 30% traveled on old carts versus 70% on new carts. Soups, starches, vegetables, and casseroles delivered on new carts retained the required temperature significantly more often ( $p < 0.001$ ,  $p < 0.001$ ,  $p < 0.02$  and  $p < 0.02$ , respectively) than these same foods delivered using the old carts. The loss in entrée temperature transported in old carts was significantly greater ( $p < 0.0001$ ) than entrée temperature loss in the new carts. Delivery times were significantly faster and temperature change was significantly improved upon transition to the new meal carts.

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**Title:** CUSTOMER SATISFACTION WITH AND GROSS PROFIT OF A WORKSITE CAFETERIA HEALTHFUL OPTIONS FOOD STATION

**Author(s):** A. N. Kimathi, M. B. Gregoire, R. A. Dowling, M. K. Stone; Food & Nutrition, Rush University Medical Center, Chicago, IL

**Learning Outcome:** Recognize benefits of designating a cafeteria station for sale of healthful menu items.

**Text:** The purpose of this study was to determine customer satisfaction with and gross profit of a worksite cafeteria healthful options food station. Questionnaires from 655 (24.5% response) employees and students provided data on satisfaction and usage of the station. Sales and gross profit from the healthful options station were compared to those of the Comfort station. Customers were satisfied with the healthful options station (means  $> 3$  on a 5 point scale). Customers who had purchased from the healthful options station rated the station significantly ( $p < .001$ ) higher for attributes: healthfulness of entrées, food presentation, food quality, overall quality of the cafeteria, length of line, and food choices available compared to their ratings for the cafeteria in general. The healthful options station generated average daily sales of \$458 and gross profit of \$306. However, sales and gross profit were significantly ( $p < .05$ ) less than the comparison Comfort station (average daily sales of \$604 and gross profit of \$405).

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