



Annual Report 2000/01

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MESSAGE FROM THE CO-CHAIRS

THE PARTNERSHIP...Building on Success

The Canadian Partnership for Consumer Food Safety Education has completed its third year of operations. In addition to building upon its initial success by continuing the many and varied program activities launched in 1997, the Partnership made significant progress on the food safety front this year.

The Partnership built on the success of the Kindergarten to Grade 3 Learning Program, launched last year, and launched the Grades 4 to 7 Learning Program on April 23, 2001. We are continuing to teach safe food handling messages to children, this time reaching out to an older age group, ages 9 to 12.

Special thanks go to all of the members of the Education Committee, including Christine Moses, Chair of the Education Committee from Agriculture and Agri-Food Canada, Isabelle Dufresne and Justine Callahan from Health Canada and Cheryl Jitta, Partnership Project Manager from the Canadian Food Inspection Agency, for their work and dedication in developing the components of the Grades 4 to 7 Learning Program and planning the Launch of the Learning Program.

The Business Plan was also completed this year by Michele Sury of the Canadian Food Inspection Agency. The Business Plan articulates the short and long-term goals of the Partnership and presents options for funding strategies. The Partnership intends to pursue additional revenue options so that the scope of its activities can be enlarged.

This past year, total contributions, monetary and in-kind, exceeded \$1,293,000 which demonstrates the partners commitment to food safety.

We would like to take this opportunity to thank all members, and particularly those that served on the Standing Committees, for their diligence in developing a solid foundation for the Partnership and its current programs.

Special thanks also go to Leanne Byers of the Canadian Food Inspection Agency, Partnership Project Manager until October 2000 and to Cheryl Jitta, Partnership Project Manager as of November 27, 2000, from the Canadian Food Inspection Agency; Isabelle Dufresne, Partnership Secretariat from Health Canada; Joëlle Perreault, Assistant to Project Manager and Karen de Blois, Financial Officer from the Canadian Federation of Agriculture for providing their expertise. The Partnership's main program objective for the upcoming year is to expand its membership and bring more corporate support into the mix. This way the Partnership can continue to deliver food safety messages to Canadian consumers as often as possible.

We look forward to a productive, and as always, a pleasurable year working with our partners on this important initiative aimed at influencing consumer behaviour and preventing unnecessary illness or even life threatening situations.

To all Partnership members - thanks for a great year and for your continued support, dedication and effort in getting safe food handling messages to Canadian consumers!



Robert de Valk
Private Sector Co-Chair



JoAnn Myer
Public Sector Co-Chair

EXECUTIVE SUMMARY

2000-2001 was a year of new and exciting activities for the Canadian Partnership for Consumer Food Safety Education. The Partnership created a new Learning Program, geared to Grades 4 to 7, which included a teacher's guide, poster and original food safety video. In addition to creating 4 new colour fact sheets, other communications tools were reprinted to continue to help educate Canadian consumers on safe food handling practices.

Membership has increased to 68 members, including the United States Partnership for Food Safety Education, with which the Canadian Partnership continues to work closely. The Standing Committees, which were created and formalized last year have been hard at work, each one developing both short and long-term objectives for the upcoming year.

The main objective for Year 3 was to build on the *FightBAC!*® Campaign originally launched in November 1998, with a focus on developing materials to educate children. This was successfully completed with the creation of the Grades 4 to 7 Learning Program.

The *FeedBAC!*™ newsletter, to keep Partnership members up to date on news and activities, has been revised to a more succinct format. Members undertook many other initiatives throughout the year, from attending food and trade shows with the Partnership exhibit and mascot, to writing and distributing newspaper and magazine articles.

The total approximate amount of funding received from Partnership members for Year 3 was over \$132,000. The value of in-kind contributions and services amounted to approximately \$1,161,000.

The main objective for Year 4 is to continue to deliver food safety messages to Canadian consumers as often as possible.

BACKGROUND

Foodborne illness occurs when a person gets sick by eating food or drinking fluids that contain harmful bacteria, parasites or viruses (also known as ‘microbes’ and ‘pathogens’). Due to shifting population demographics, changing patterns of food production and consumption and new, reemerging or drug resistant disease agents, foodborne illness is classified as an infectious disease. According to Health Canada’s latest statistics, there are an estimated two million cases of foodborne illness each year in Canada, which cost Canadian health services, industry and society an estimated \$1 billion a year.

Although food reaches the consumer through long chains of industrial production, and opportunities for contamination exist during production and harvest, initial processing and packing, distribution, and final processing, it is estimated that many cases of foodborne illness occur as a result of improper food handling and preparation by the consumer.

Since December 1997, the Canadian Partnership for Consumer Food Safety Education, a unique coalition of industry, consumer, government, health and environmental organizations has been working together, through the *FightBAC!*® Campaign, to improve consumer understanding of foodborne illness and the measures that can be taken to decrease the risks of the illness. The mandate of the Partnership is “*To contribute to the reduction of microbial foodborne illness in Canada by increasing awareness of safe food handling practices through the coordination and delivery of food safety education programs focussed on the consumer.*”

PARTNERSHIP STRUCTURE

The Partnership assumes an industry/government co-chair approach to management, with a nominated Board of Directors and elected Executive Committee. In June 2000, Robert de Valk of Further Poultry Processors of Canada was elected to the industry co-chair position for a third term, and JoAnn Myer of the Canadian Food Inspection Agency was elected to the government co-chair position. Members of the Board of Directors and Executive Committee are attached as Appendices II and III.

Until October 2000, the Partnership was managed by Leanne Byers of the CFIA. Michele Sury of CFIA served as Interim Project Manager, until November 27, 2000 when Cheryl Jitta of CFIA started as Project Manager. As of May 2000, Isabelle Dufresne of Health Canada started as Partnership Secretariat. As of October 16, 2000, Joëlle Perreault joined the Partnership as Assistant to the Project Manager. Karen de Blois of the Canadian Federation of Agriculture provided accounting services. The Partnership structure is attached as Appendix IV.

MEMBERSHIP

As of April 30, 2001, membership totaled 68 industry, consumer, health and environmental organizations, and the federal and provincial government organizations which are concerned with food safety. Founding members of the Partnership include those organizations who were instrumental in the initial development of the Partnership, writing the Terms of Reference, and the initial development of the *FightBAC!* Campaign. Most of these members also financed the majority of the activities undertaken in 2000-2001 and/or contributed in-kind services. The founding members are listed below:

Consumer, Health and Environmental Organizations

- Canadian Home Economics Association
- Consumers Association of Canada
- Environmental Health Foundation of Canada
- Kidney Foundation of Canada

Industry Organizations

- Beef Information Centre
- Canada Pork
- Canadian Council of Grocery Distributors
- Canadian Egg Marketing Agency
- Canadian Federation of Agriculture
- Canadian Federation of Independent Grocers
- Canadian Meat Council
- Canadian Poultry & Egg Processors Council
- Canadian Produce Marketing Association
- Canadian Turkey Marketing Agency
- Chicken Farmers of Canada
- Chicken Farmers of Ontario
- Crop Protection Institute of Canada
- Dairy Farmers of Canada
- Further Poultry Processors of Canada

Government Organizations

- Canadian Food Inspection Agency
- Federal/Provincial/Territorial Committee on Food Safety
- Health Canada
- Ontario Ministry of Agriculture, Food and Rural Affairs
- Vancouver/Richmond Health Board

Affiliate Member

- United States Partnership for Food Safety Education

Membership is open to any industry, consumer, health, educational, environmental or government organization interested in contributing to the reduction of foodborne illness in Canada. Partnership meetings are open to all members, although voting privileges are restricted to those who contribute a minimum of \$1,000 per year to the Partnership. The levels of membership are attached as Appendix V. A full list of Partnership members and their individual levels of membership at year-end is attached as Appendix VI.



THE U.S. PARTNERSHIP FOR FOOD SAFETY EDUCATION

The United States Partnership for Food Safety Education is an international affiliate member of the Canadian Partnership, with its main organization members located in Washington, D.C. The U.S. Partnership launched the *FightBAC!®* Campaign in October 1997 and continues to be a strong ally of the Canadian Partnership, providing a strong research and development foundation for Canadian Partnership programs. Now in its fifth year of operation, the U.S. Partnership continues to focus on developing educational materials for young and high school students, and has developed a grassroots *FightBAC!®* Campaign manual so that communities can work together to fight foodborne illness. The U.S. Partnership is funded by the contributions of industry trade associations with technical assistance and in-kind support provided by government agencies and consumer organizations.

2000-2001 OBJECTIVES

The objectives of the Partnership for Year 3 were to communicate the messages of the *FightBAC!®* Campaign to Canadian consumers and to continue to develop food safety materials for children.

STANDING COMMITTEE ACTIVITIES

1. EDUCATION COMMITTEE

The main objective of the Education Committee is to increase knowledge of Canadians regarding safe food handling practices in their homes and to influence a positive change in their food handling behaviours. The Committee researches, develops and evaluates *FightBAC!®* learning tools. The Committee has developed an Evaluation Criteria to rate project proposals received by the Partnership for endorsement and/or other support. See Evaluation Criteria in Appendix VII.

The main activity of the Education Committee for 2000-2001 was the development of the bilingual Grades 4 to 7 (Ages 9 to 12) Learning Program. In order to develop this program in a time- and cost-efficient manner, the committee used the U.S. *FightBAC!®* Grade 4 to 6 Education Program as a foundation. The U.S. program was “Canadianized” and focus tested in Canada to meet the needs of Canadian school teachers and children. The Education Committee worked with Ontario Agri-Food Education to revise the Teacher’s Guide and develop a new Poster. The Education Committee worked with Carleton Productions to develop an original 9 minute food safety Video. The Grades 4 to 7 Learning Program is a useful supplementary tool for teachers and other educators to use in their school curriculum or other courses. The Learning Program contains an easy-to-use Teacher’s Guide with reproducible Student Activity pages, a colour Poster featuring the four key food safety messages and a food safety Video. The Teacher’s Guide is available on the Partnership Web site in a downloadable format.

Based on projections from the U.S. and the interest in the Learning Program from Canadian teachers and other educators prior to the completion of the Program, the Committee printed 12,000 copies of the Teachers Guide and Poster and 7,000 copies of the Video.

Camilla Corrigan of the Canadian Food Inspection Agency has undertaken the task of creating a distribution plan for the Learning Program, targeting all of the school boards across Canada, teachers associations, youth associations and health professionals, while Nada Skaf from Health Canada has undertaken the handling and shipping of the Learning Programs, as well as all of the Partnership materials.

*Additional details on the launch of the Learning Program are included under “Special Projects”.

2. CONSUMER TOOLS COMMITTEE

The main objective of the Consumer Tools Committee is to further increase public awareness of foodborne illness and how to *FightBAC!®* by getting the 4 key messages of the *FightBAC!®* Campaign (chill, clean, cook and separate) into Canadian homes. The Consumer Tools Committee researches the feasibility of, and assists in the development of consumer education tools in order to support the objectives of the *FightBAC!®* Campaign.

Due to high demand from Canadian consumers in 2000-2001, certain existing communications tools were reprinted including the refrigerator thermometers, which were 50% funded by Health Canada. In addition, the Chill Out brochures were reprinted by several of our members (Beef



Information Centre, Canadian Meat Council, Canadian Poultry and Egg Processors Council, Canadian Turkey Marketing Agency and Chicken Farmers of Canada) and 50,000 copies were donated to the Partnership.

The following are a list of all of the Consumer Tools that the Partnership has available:

- ***FightBAC!*® Action Kits**

The action kits contain 'ready-to-use' communications materials such as fact sheets and graphics for use by organizations interested in starting a food safety campaign. In 2000-2001, approximately 1,500 kits were distributed across Canada, with over 13,500 distributed to date.

- ***FightBAC!*® Bookmarks**

Bookmarks distributed in 2000-2001 totalled 43,145. To date, that is a total of 87,799 *FightBAC!*® bookmarks. The bookmarks contain the four messages of the campaign. The bookmarks are housed with the exhibit at the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and at Health Canada, and are distributed to consumers wherever the display is showcased, or upon request.

- **Exhibit**

The Partnership 10' x 12' portable exhibit, produced and donated by OMAFRA, was used at a total of 9 food and trade shows and conferences in 2000 - 2001, including the Royal Agricultural Winter Fair in Toronto, Ontario; Yukon Food Safety Week in Whitehorse, Yukon; and at the Outdoor Farm Show in Woodstock, Ontario, to name a few.

- **BAC![™] Mascot**

Throughout 2000-2001, the *FightBAC!*® Campaign mascot, BAC![™] made appearances at a total of 11 food and trade shows/conferences including Heritage Days in Edmonton, Alberta; Canadian School Board Association Show in Charlottetown, P.E.I.; and the Grades 4 to 7 Learning Program Launch in Ottawa, Ontario. The Partnership purchased a new BAC![™] mascot in April 2001. This new, inflatable mascot is easier to wear and manipulate.

- ***FightBAC!*® Brochure**

Due to increased demand for general information on the Partnership and the *FightBAC!*® Campaign, a high-quality, low cost brochure, designed for both organizations as well as consumers was developed. The brochure provides information on the Partnership and the Campaign and lists the communications tools which are available for consumers. In 2000-2001, 37,299 brochures were distributed with a total distribution to date of 43,362.

- ***FightBAC!*® Stickers**

These stickers have proven to be extremely popular with both children and adults. In 2000-2001, 63,902 stickers were distributed with a total distribution to date of 97,296. These have been distributed across the country at various trade and food shows and by request.

- ***FightBAC!*® Refrigerator Thermometers**

Health Canada produced and donated a total of 12,500 refrigerator thermometers to the Partnership in 2000-2001. The thermometers are for use inside the refrigerator and let consumers know if the temperature is too warm, too cold, or ideal. This is an extremely popular item, necessitating a reprint in January 2001. Before reprinting, the material was redesigned by Health Canada, to make it easier to use. In 2000-2001, 2,133 refrigerator thermometers were distributed with a total distribution to date of 11,291.

- **Millennium Calendar**

This year 2000 calendar was sponsored by the Canadian Food Inspection Agency and featured 12 safe food handling tips and pictures of each of the 4 key food safety messages. The Partnership distributed a total of 962 in 2000-2001.

- **BAC!™ Colouring Sheets, Travel and Word Find Games**

These tools were popular with children. In 2000-2001, 7,311 of these were distributed with a total distribution to date of over 12,411.

- ***FightBAC!*® Kindergarten to Grade 3 Learning Program**

This Learning Program continues to be a popular product. In 2000-2001, 2,545 Kindergarten to Grade 3 Learning Programs were distributed with a total distribution to date of 3,765.

- ***FightBAC!*® Main Fact Sheet**

The Main Fact Sheet explains The Invisible Enemy: Bacteria and the Four Simple Steps to *FightBAC!*®. In 2000-2001, a total of 617 were distributed.

- ***FightBAC!*® Fact Sheets**

This set of four, colour fact sheets, sponsored by the Canadian Food Inspection Agency, features each of the 4 key food safety messages in a fun and informative, double-sided format. Printed in January 2001, a total of 2,295 sets have been distributed to date.

3. WEB SITE COMMITTEE (www.canfightbac.org)

The main objective of the Web site Committee is to provide Canadians with an interactive “one stop” source for all available information on the Canadian Partnership for Consumer Food Safety Education. The Web site Committee updates and maintains the *FightBAC!*® Web site. The Committee also makes recommendations to the Executive Committee on additional materials/tools to post to the site.

The Canadian Food Inspection Agency continues to maintain the bilingual web site for the Partnership, on a cost-recovery basis, with Agriculture and Agri-Food Canada hosting the site through ACEIS as the service provider as an in-kind contribution. The site has been updated with the goal of making the site more user-friendly encouraging visitors to remain on the site longer and visit more often.

In its third year of operation, the estimated total number of Web site visitors was over 65,000. The average weekly number of visitors to the Web site is over 1,250. The most viewed page was the Consumer Centre. The most downloaded section was the Kindergarten to Grade 3 Learning Program, low resolution version, with over 1,500 downloads.

4. MEDIA RELATIONS/ADVERTISING COMMITTEE

The main objective of the Media Relations/Advertising Committee is to raise media and health professionals awareness of the importance of adhering to safe food practices so that they become enticed to help the Partnership deliver the 4 key food safety messages. The Media Relations/Advertising Committee researches and recommends opportunities for increased visibility for the *FightBAC!*® messages and the Partnership, in the general consumer and trade press.

In 2000-2001 the committee implemented the following activities:

- **Letter Writing Campaign**

A letter-writing campaign geared to major magazines to provide them with story ideas and interview opportunities was undertaken. An introductory letter, a table with story ideas for different periods of the year and a list of designated Partnership contacts was provided to the major magazines. After the packages were sent, the Media Relation/Advertising committee members followed up with the editors to encourage them write about food safety messages.

Story ideas included: food safety tips for summer, back to school, grocery shopping, food safety for kids too, causes of foodborne illness, homemade preserves and canning, have food while travel and tips for holiday entertaining.

- **Partnership Member Poster**

A poster to denote member participation in the Partnership, was developed and distributed to members. The poster is to be used by members at various events and trade shows. The colour poster was created in English, French and bilingual formats. The size of the poster was developed to be complementary to the Members own materials. See Poster in Appendix VIII.

5. STRATEGIC PLANNING COMMITTEE

The Strategic Planning Committee was created to take recommendations from each of the above standing committees and to develop both short and long-term strategic operating plans which will enable the Partnership to achieve its mandate.

6. SPONSORSHIP COMMITTEE

This committee will research and pursue fund-raising/sponsorship opportunities to allow the Partnership to achieve its longer-term objectives. The Business Plan, which was presented at the April 9, 2001 Executive Committee meeting, will serve as a fund-raising tool.



7. NOMINATION COMMITTEE

The Nomination Committee administers the nomination and election process for the Board of Directors and Officers of the Partnership. The activity is conducted at each Annual General Meeting of the Partnership.

For a list of Standing Committee members see Appendix IX.

SPECIAL PROJECT

***FightBAC!*® Grades 4 to 7 (Ages 9 to 12) Learning Program Launch**

The Learning Program was launched on April 23, 2001 in Ottawa at Elgin Street Public School. The event consisted of a news conference followed by a demonstration of the food safety science experiments. Over 80 Grade 4 to 6 students listened to various speakers discuss the importance of keeping food safe and the role that everyone plays in food safety. Launch speakers included the Hon. Lyle Vanclief, Minister of Agriculture & Agri-Food; Dr. Edward Ellis, Associate Medical Officer of Health for Ottawa-Carleton; Ms. Diane Gorman, Assistant Deputy Minister, Health Products and Food Branch, Health Canada and Ms. Christine Moses, Partnership Education Committee Chair. Elgin Street Public School Acting Principal, Ms. Tara Sheridan was the Master of Ceremonies for the event.

The launch was organized by Cheryl Jitta, Project Manager, and executed with the assistance of volunteers from the Public Affairs Directorate of the Canadian Food Inspection Agency, including: Michele Sury, Judy Waldron (who played BAC![™]), Christine Lailey, Cindy Roy, Camilla Corrigan and Patrick Charette.

Following the news conference, the students participated in the 4 interactive food safety science experiments as outlined in the Grades 4 to 7 Teacher's Guide. The experiments were organized and demonstrated by scientists from Health Canada including: Isabelle Dufresne, Justine Callahan, Thomas Gleeson, Ashton Hughes, Stephen Kopil and Johanna Jennings. The students had fun while learning about the importance of Cook, Clean, Chill and Separate.

Partnership spokespersons included Marie-Claude Thibault for French and Robert de Valk and Cheryl Jitta for English. The New RO, CJOH (the CTV affiliate), Rogers Cable, as well as several radio stations were in attendance at the event and reported on the event the day of and the day after the event. Media coverage from the event was successful and positive. In the first two days following the launch, several television clips appeared on Ottawa's major television stations. Radio interviews were also conducted by three radio stations.

Media releases and launch articles were provided to all Partnership members, encouraging them to report on the event. Pictures were provided to members interested in expanding their articles. Articles were also provided to various education, health and wellness organizations such as: the Ontario Food Protection Association, the Canadian Home Economics Association, the Canadian Healthy Network, Ontario Health Promotion E-mail Bulletin, Dietitians of Canada, Industry Canada's SchoolNet, Ontario Agri-Food Education, etc. for inclusion in their Web sites, newsletters and listservs.

The Canadian Food Inspection Agency volunteered to coordinate the distribution plan of the Grades 4 to 7 Learning Program to health and educational organizations, with Health Canada managing the distribution and shipping.

FightBAC!® MEMBER INITIATIVES

A number of Partnership members performed significant projects throughout 2000-2001, the details of which are listed below.

Agriculture & Agri-Food Canada

- Served on Board of Directors, Chair Education Committee and member Education Committee
- Wrote Minister Vanclief's speech at the Grades 4 to 7 Learning Program Launch
- Speaker at the Grades 4 to 7 Learning Program Launch
- French text revision of the Grades 4 to 7 Learning Program
- Hosting of the Partnership Web site on the AAFC server
- Funding and script review in support of Fun Food Frenzy, a 26-episode television show aimed at elementary school aged children, which provided food safety information; the Partnership is listed in the credits and is linked to the Partnership Web site

Beef Information Centre

- Served on Executive Committee and Board of Directors
- Donated *Chill Out* brochures to the Partnership
- Messages in BIC communications and other industry-related communications

British Columbia Ministry of Health

- Served on Media Relations/Advertising and Education Committees

Canada Pork

- Chair Nominations Committee
- Served on Media Relations/Advertising Committee

Canadian Council of Grocery Distributors

- Served on Board of Directors, Chair Consumer Tools Committee, members of Consumer Tools Committee and Media Relations/Advertising Committee
- Organized national campaign with CCGD members to feature *FightBAC!®* messages
- Promoted *FightBAC!®* in CCGD newsletters to members, at the National Conference, in the National Post supplement and on CCGD Web site
- Issued news release featuring *FightBAC!®* at National Conference to members and media

Canadian Egg Marketing Agency

- Served on Board of Directors and Media Relations/Advertising Committee
- Included *FightBAC!®* messages in brochures
- Volunteered 16 hours at the Royal Agricultural Winter Fair in Toronto

Canadian Federation of Agriculture

- Served on Executive Committee and Board of Directors



- Provided accounting services

Canadian Federation of Independent Grocers

- Wrote and featured the Partnership in two separate issues of the CFGI association newsletter
- Linked to and from the Partnership Web site
- Posted the Partnership newsletters on the Member's only section of CFGI Web site

Canadian Food Inspection Agency

- Served in Co-Chair position, Project Manager position, on Executive Committee and Board of Directors
- Served on Education, Media Relations/Advertising and Consumer Tools Committees; Interim Chair Web site Committee (since December 2000)
- Managed the Assistant to Project Manager
- Supplied cellular phone and paid for phone services for Assistant to Project Manager
- Attended U.S. Partnership meetings in Washington, D.C.
- Attended meetings with Canadian Health Network to create partnership to *FightBAC!®* web site
- Attended meetings with City of Ottawa Health Department to discuss partnership opportunities
- Attended toll-free resource centre pilot project meeting in Guelph, Ontario
- Attended meeting with OMAFRA to discuss donation expenditures in Year 3 and potential Year 4 involvement
- Organized and attended learning program launch in Ottawa with exhibit and mascot
- Volunteered 8 Public Affairs staff for Ottawa launch, including event set-up and disassembly, acting as mascot, demonstrating science experiments, speaker and media liaison, photography
- Served as English Media spokesperson for launch of Grades 4 to 7 Learning Program giving television and radio interviews
- Created, printed and distributed launch media kits and information packages to speakers
- Coordinated and wrote some speeches at launch of Grades 4 to 7 Learning Program
- Coordinated the distribution plan for the Grades 4 to 7 Learning Programs
- Maintained and updated *FightBAC!®* Web site
- Created and printed 20,000 colour copies of Chill, Cook, Clean and Separate fact sheets
- Coordinated two students to work on Partnership activities, including development of fact sheets
- Wrote and edited the Partnership's *FeedBAC!™* newsletter
- Articles in three separate issues of *CONTACT* Newsletter (internal CFIA newsletter)

Canadian Home Economics Association

- Served on Board of Directors

Canadian Meat Council

- Served on Board of Directors and Web site Committee
- Donated *Chill Out* brochures to the Partnership
- Volunteered 4 hours at the Royal Agricultural Winter Fair in Toronto

Canadian Partnership for Consumer Food Safety Education



- Served on Web site Committee and as secretary for Education Committee

Canadian Poultry and Egg Processing Council

- Served on Board of Directors
- Donated *Chill Out* brochures to the Partnership

Canadian Produce Marketing Association

- Served on Board of Directors and Chair of Media Relations/Advertising Committee
- Served as French Media spokesperson for launch of Grades 4 to 7 Learning Program, giving television and radio interviews
- Prepared and inserted an article on preparing lunches and snacks in Mighty Munchers children's newsletter, 165,000 distributed through Canadian retail stores (<http://www.bctree.com/fun/newsletter>)
- Provided bi-annual reports to CPMA's Board of Directors and entire membership on the Partnership activities

Canadian Turkey Marketing Agency

- Volunteered 6 hours at the Royal Agricultural Winter Fair in Toronto
- Donated *Chill Out* brochures to the Partnership
- Articles in Plume newsletter
- Article in the Canadian Turkey Industry brochure

Chicken Farmers of Canada

- Served on Board of Directors and Media Relations/Advertising Committee
- Performed media monitoring services
- Donated *Chill Out* brochures to the Partnership

Chicken Farmers of Ontario

- Volunteered 23 hours at the Royal Agricultural Winter Fair in Toronto

Consumers Association of Canada

- Served on Board of Directors

Eastern Ontario Health Unit

- Served on Education and Consumer Tools Committees
- Volunteered at Grade 4 to 7 Learning Program launch in Ottawa
- Organized and staffed *FightBAC!* display and distributed materials at two A&P grocery stores in Cornwall and Hawkesbury in July 2000.
- Produced laminated *FightBAC!* Posters (originally from Halton Regional Health Department) in English and French
- Used the "Halton" posters and other *FightBAC!* Materials to create front lobby food safety display in six regional offices in the summer / fall of 2000

Environmental Health Foundation of Canada



- Served on Executive Committee, Board of Directors, Education and Consumer Tools Committee
- Participated in and provided display at the Annual Education Conference of the Canadian Institute of Public Health Inspectors in Vancouver

Further Poultry Processors of Canada

- Served as Co-Chair, on Executive Committee and on Board of Directors
- Presentation to the Canadian Food Safety Council for Poultry
- Served as English Media spokesperson for launch of Grades 4 to 7 Learning Program
- Volunteered 6 hours at the Royal Agricultural Winter Fair in Toronto
- Distribution of Chill Out brochures

Guelph Food Technology Centre

- Created awareness of the Partnership with retail and foodservice companies by introducing Partnership materials at all various GFTC food safety courses
- Provided information and answered requests for information on the Partnership
- Conducted a ten-part food safety program on Roger's Cable that highlighted some of the key messages of the Partnership
- Provided Partnership information to Sobey's, Flannagan's, Serca and the Ontario Restaurant, Hotel and Motel Association

Health Canada

- Served on Board of Directors and Education Committee
- Provided Secretariat services to Partnership including organizing meetings, minutes, conference call coordination, tracking corporate memory, storage and distribution of all Partnership materials (stored approximately 875 boxes at 2 cubic feet/box)
- Coordinated the revision and production of the refrigerator thermometers
- Provided scientific technical support for various Partnership activities
- Reviewed and provides comments on documents to ensure accuracy and completeness of the information
- Linked the Health Canada's Web site to the Partnership Web site
- Wrote 5 articles about the *FightBAC!*® campaign and the Partnership in Health Canada various communications pieces
- Participated in the planning of the video and French text revision for the Grade 4-7 Learning program
- Attended and participated at the Launch of the Grade 4-7 Learning Program
- Wrote speech for Diane Gorman, Assistant Deputy Minister, Health Products and Food Branch, Health Canada
- Planned, implemented and conducted science experiments at the launch of the Grade 4-7 Learning Program, including 6 volunteers to lead the experiments

Ministère de l'agriculture des pêcheries et de l'alimentation du Québec

- Prepared feedback for the preliminary drafts of the Grades 4 to 7 Learning Program

National Institute of Nutrition

- Served on Nomination Committee and Web site Committee



- Wrote article for Healthy Bites, a quarterly newsletter, entitled "Food Safety Tips for Summertime and Anytime" and included the *FightBAC!*® quadrant logo
- Share one FTE (full time equivalent) position with the Partnership

Nova Scotia Department of Agriculture & Fisheries

- Served on Education and Consumer Tools Committees
- Purchased six display panels for a *FightBAC!*® display for use at exhibitions
- Attended the Atlantic Winter Fair (3 days) with exhibit and distributed stickers and bookmarks
- Attended two school health fairs with exhibit (approximately 300 students)
- Displayed and distributed *FightBAC!*® materials during media event on summer food safety
- Provided *FightBAC!*® bookmarks and stickers to participants at provincial Atom hockey tournament
- Minister of Health on behalf of the Minister of Agriculture & Fisheries introduced a motion on the floor of the Legislature acknowledging the launch of the Grade 4-7 school program
- Include *FightBAC!*® messages in food safety information on Department Web site
- Provided information on the *FightBAC!*® Web site to organizer of a Seniors Expo to be used as source of food safety information

Ontario Farm Women's Network

- Served as Chair of Web site Committee until November 2000
- Attended International Plowing Match and distributed Partnership materials to consumers
- Hosted the Partnership at the Outdoor Farm Show, setting up, operating and distributing materials on behalf of the Partnership
- Presented Partnership materials, especially the K to 3 Learning Program, at teacher's exhibit at the Agricultural Museum in Milton, Ontario
- Represented the Partnership at own Annual General Meeting and Conference in April 2001 in London, Ontario
- Attended the Ontario Federation of Agriculture's Annual Conference and distributed Partnership materials

Ontario Independent Meat Processors

- Included Partnership messages in monthly "BlockTalk" newsletter
- Distributed Partnership kits to all new members that join OIMP
- Promoted Partnership participation in all presentations and at Annual Conference and Exposition

Ontario Ministry of Food and Rural Affairs

- Volunteered 32 hours at the Royal Agricultural Winter Fair in Toronto
- Stored and managed bookings and shipment of the two BAC!TM mascots and Partnership exhibit

Province of Manitoba, Agriculture and Food

- Distributed material to community nutritionists, regional health authorities, public health inspectors and home economists



Regional Municipality of Halton Health Department

- Supplied “Danger Zone” graphic to be used in the Grade 4 to 7 Learning Program
- Made CDs with *FightBAC!*® colour posters available to Members

Regional Municipality of Waterloo (Community Health Department)

- Volunteered 7 hours at the Royal Agricultural Winter Fair in Toronto
- Linked to Partnership Web site
- Developed a display with the 4 key food safety messages
- Created and staffed an interactive promotional display at Costco for three days and distributed Partnership materials; display used by Costco for in-service training for an additional three days
- Continued to use logo on various promotional materials

Soap & Detergent Association of Canada

- Volunteered 68 hours at the Royal Agricultural Winter Fair in Toronto

Yukon Health & Social Services

- Served on Education Committee
- Attended Yukon trade show and Dawson Gold Show, May 2000
- Participated in Food Safety Week in Yukon, March 2001 and distributed *FightBAC!*® materials
- Provided *FightBAC!*® materials for local health fairs

YEAR 3 BUDGET

Partnership members contributed approximately \$132,000 in funding in 2000-2001. Expenses for Year 3, including the development of the Grades 4 to 7 (Ages 9 to 12) Learning Program, the purchase of a new and improved BAC!™ mascot, reprinting of existing communications tools and the development of new ones, were approximately \$145,000. With the carryover from last year being approximately \$59,000, the net assets at end of year were approximately \$45,000. In-kind contributions to perform services were also donated by a number of Partnership members. The total dollar value of in-kind contributions for 2000-2001 was approximately \$1,161,000. See Appendix X for a list of members who provided additional in-kind contributions.

*In-kind contributions from all industry, consumer and government members, including volunteer time spent on Partnership activities, cost of travel to meetings, etc. are not included in the above figures.

The total contributions, monetary and in-kind, for the Partnership for Year 3 exceeded \$1,293,000.

** Financial statements (prepared without audit) for the year ending April 30, 2001 are attached as Appendix XI.

NEXT STEPS

The following are some of the objectives/activities the Standing Committees are investigating for Year 4.

Education Activities

The Education Committee will begin to investigate the feasibility of adapting an United States educational tool for seniors for use in Canada.

New Consumer Tools

In addition to reprinting existing communication tools, the Consumer Tools Committee will investigate items such as a table-top display and expanding the current exhibit program to attend all major food/trade shows/conferences in Canada.

www.canfightbac.org

The Web site Committee wishes to expand the site further and add more interactive components to the site including games for children and teenagers, quizzes for teachers to use as an aid in the classroom, a members section and an interactive kitchen.

Media Relations/Advertising

The Media Relations/Advertising Committee will raise awareness of the importance of adhering to safe food practices by delivering the Partnership 4 key messages on TV shows.

Retail Promotional Activities

The Canadian Council of Grocery Distributors will again conduct a Summer 2001 campaign using the *FightBAC!*® logo and messages in grocery stores and flyers.

EVALUATION

The Partnership continues to evaluate its success based on the number of hits to the web site, and requests for *FightBAC!*® communication tools, both of which were high for 2000-2001. The number of hits per week was about 1,250 with the K-3 Learning Program downloads at approximately 125 per month.

The Partnership may also consider updating current research on consumer knowledge, attitudes and beliefs toward safe food handling practices in the home.



CONTACT INFORMATION

General Partnership Inquiries:

Joëlle Perreault, **Assistant to Project Manager** E-mail: fightbac@aspireolutions.net
Phone: (613) 798-3042

Partnership Secretariat:

Isabelle Dufresne, Health Canada
E-mail: isabelle.dufresne@hc-sc.gc.ca
Phone: (613) 952-7322

Partnership Project Manger:

Cheryl Jitta, RD
Canadian Food Inspection Agency
E-mail: jittac@inspection.gc.ca
Phone (613) 225-2342 x 4126

Mascots, Portable Exhibit with Bookmarks:

David Doyle, Ontario Ministry of Agriculture, Food & Rural Affairs
Phone: 1-888-466-2372 ext. 63619 or (519) 826-3619

Chill Out Brochures

Beef Information Centre
E-mail: drobinson@beefinfo.org
fax: (204) 774-3264

FightBAC!® Colour Posters

Maurice Dickhout, Halton Regional Health Unit
E-mail: dickhout@region.halton.on.ca
Phone: (905) 825-6060 ext. 7410

APPENDIX I

TERMS OF REFERENCE

GOAL

The mandate of the Canadian Partnership for Consumer Food Safety Education is to:

“Contribute to the reduction of microbial foodborne illness in Canada by increasing awareness of safe food handling practices through the coordination and delivery of food safety education programs focussed on the consumer.”

OBJECTIVES

The objectives of the Partnership are:

1. To develop and implement a public awareness strategy for safe food handling practices through the coordinated efforts of the Partnership.
2. To disseminate consistent, clear and credible safe food handling messages.
3. To encourage multi-sectoral support for the Partnership and its mandate.
4. To encourage Partnership members to communicate and promote safe food handling practices within their own organizations.

GUIDING PRINCIPLES

Food is a basic determinant of health. There is a need for coordination at all levels of industry, government and non-government organisations on the relationship of food safety to achieving a reduction in foodborne illness in the Canadian population. Improving consumer food handling practices is an integral element of a comprehensive risk-management strategy.

The collective strength of the Partnership will be used to provide a coordinated scientific (research) resource base to address food safety education.

Members will communicate and promote the work of the Partnership within their jurisdictions. Strong linkages will be formed with other government agencies, non-government organisations, industry and consumer groups.

Programs developed by the Partnership will relate to all foods.

Where deemed necessary, programs developed by the Partnership will be consumer tested prior to implementation.

MEMBERSHIP

The Partnership is incorporated as a non-profit association under *The Canada Business Corporations Act*. Membership is open to organisations who share the common goal of reducing foodborne illness in Canada through consumer food safety education.

A broad group of industry organizations, federal departments and agencies, provincial ministries, non-government and consumer organisations have agreed to participate in the Partnership (see Schedule A).

CHAIR

The Partnership will be governed by Co-Chairs who will call meetings of the Partnership, set agendas, coordinate Partnership activities, and sign where appropriate on behalf of the Partnership. One Co-Chair will represent industry, the other government.

MEETINGS

The Partnership will meet at the call of the Co-Chairs. Representatives are expected to designate an alternate member of their organisation to attend meetings should they be unable to do so.

SUPPORT FOR PARTNERSHIP ACTIVITIES

Support for the Canadian Partnership relies on contributions from both industry and government. This support includes both direct financial contributions and the provision of services.

SCHEDULE A FOUNDING MEMBERS

Consumer, Health and Environmental Organizations

Canadian Home Economics Association
Consumers Association of Canada
Environmental Health Foundation of Canada
Kidney Foundation of Canada

Industry Organizations

Beef Information Centre
Canada Pork
Canadian Council of Grocery Distributors
Canadian Egg Marketing Agency
Canadian Federation of Agriculture
Canadian Federation of Independent Grocers
Canadian Meat Council
Canadian Poultry & Egg Processors Council
Canadian Produce Marketing Association
Canadian Turkey Marketing Agency
Chicken Farmers of Canada
Chicken Farmers of Ontario
Crop Protection Institute of Canada
Dairy Farmers of Canada
Further Poultry Processors of Canada

Government Organizations Canadian Food Inspection Agency
Federal/Provincial/Territorial Committee on Food Safety
Health Canada
Ontario Ministry of Agriculture, Food and Rural Affairs
Vancouver/Richmond Health Board

APPENDIX II BOARD OF DIRECTORS 2000/2001

ORGANIZATION	NAME	TELEPHONE	FAX	EMAIL
Agriculture & Agri-Food Canada	Linda Robbins	(613) 759-7550	(613) 759-7480	robbinsl@inspection.gc.ca
Beef Information Centre	Pat Scarlett (Secretary)	(604) 985-0113	(604) 985-8284	pscarlet@beefinfo.org
Canadian Council of Grocery Distributors	Sylvie Cloutier	(514) 982-0267	(514) 982-0659	scloutier@ccgd.ca
Canadian Food Inspection Agency	JoAnn Myer (Co-Chair) ¹	(613) 225-2342	(613) 228-6123	myerj@inspection.gc.ca
Canadian Federation of Agriculture	Jennifer Higginson (Treasurer) ²	(613) 236-3633	(613) 236-5749	Jennifer@agr.cfa-fca.ca
Canadian Produce Marketing Association	Marie-Claude Thibault	(613) 226-4187	(613) 226-2984	mcthibault@cpma.ca
Canadian Meat Council	Carla Abbatemarco	(613) 729-3911	(613) 729-4997	carlaa@cmc-cvc.com
Canadian Poultry & Egg Processing Council	Murray Hundt	(613) 724-6605	(613) 724-4577	cpepc@magi.com
Canadian Home Economics Association	Claire Cronier	(613) 238-8817	(613) 238-8972	ccronier@chea-acef.ca
Canadian Egg Marketing Agency	Bonnie Cohen	(613) 238-2514	(613) 238-1967	bcohen@canadaegg.ca
Chicken Farmers of Canada	Marty Brett	(613) 241-2800	(613) 241-5999	mbrett@chicken.ca
Consumers Association of Canada	Joanna Hilchie	(902) 435-3326	(902) 435-3326	stepupproductions@ns.sympatico.ca
Environmental Health Foundation of Canada	Klaus Seeger (Vice-Chair)	(519) 539-9800 x 229	(519) 539-6206	kseeger@ocl.net
Further Poultry Processors of Canada	Robert de Valk (Co-Chair)	(613) 738-1175	(613) 733-9501	fppac@sympatico.ca



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Health Canada	Hélène Couture	(613) 957- 1742	(613) 952- 6400	helene_couture@hc-sc.gc.ca
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¹ resigned as Co-Chair as of Jan. 8, 2001

² nominated as Treasurer as of Jan. 8, 2001

APPENDIX III EXECUTIVE COMMITTEE 2000/2001

ORGANIZATION	NAME	PHONE	FAX
Beef Information Centre	Pat Scarlett (Secretary) ¹	(604) 985-0113	(604) 985-8284
Canadian Federation of Agriculture	Jennifer Higginson (Treasurer) ²	(613) 236-3633	(613) 236-5749
Canadian Food Inspection Agency	JoAnn Myer (Co-Chair) ³	(613) 225-2342	(613) 228-6123
Environmental Health Foundation of Canada	Klauss Seeger (Vice-Chair)	(519) 482-3416	(519) 482-7820
Further Poultry Processors of Canada	Robert de Valk (Co-Chair)	(613) 738-1175	(613) 733-9501

¹ resigned as Secretary as of July 1, 2001

² nominated as Treasurer as of Jan. 8, 2001

³ resigned as Co-Chair as of Jan. 8, 2001



MANAGEMENT TEAM 2000/2001

ORGANIZATION	NAME	PHONE	FAX	EMAIL
Canadian Food Inspection Agency	Cherly Jitta (Project Manager) ⁴	(613) 225- 2342 x4126	(613) 228- 6123	jittac@inspection.gc.ca
Canadian Partnership for Consumer Food Safety Education	Joëlle Perreault (Assistant to Project Manager) ⁵	(613) 798- 3042	(613) 235- 7032	fightbac@aspireolutions.net
Health Canada	Isabelle Dufresne (Secretariat) ⁶	(613) 952- 7322	(613) 952- 6400	isabelle_dufresne@hc-sc.gc.ca

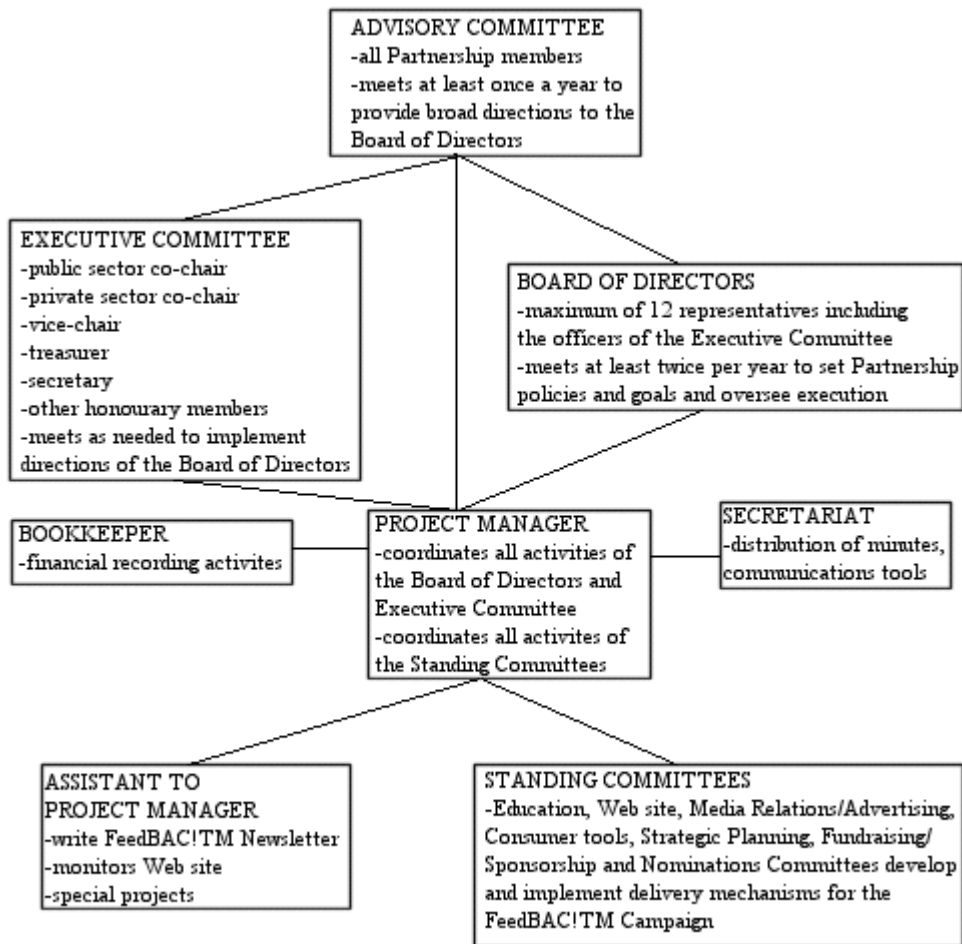
⁴ started Nov. 27, 2000

⁵ started Oct. 16, 2000

⁶ started May 2000



APPENDIX IV PARTNERSHIP STRUCTURE



APPENDIX V

MEMBERSHIP/SPONSORSHIP LEVELS

LEVEL I PARTNER

- reached with a minimum annual contribution of \$10,000 plus GST
- will be nominated for a seat on the Board of Directors
- will be nominated for a seat on the Executive Committee
- voting rights in the Partnership
- special recognition at the Annual Meeting
- name will be displayed on signage and displays

LEVEL II PARTNER

- reached with a minimum annual contribution of \$5,000 plus GST
- can be nominated for a seat on the Board of Directors
- can be nominated for a seat on the Executive Committee
- voting rights in the Partnership

LEVEL III PARTNER

- reached with a minimum annual contribution of \$1,000 plus GST
- can be nominated for a seat on the Board of Directors
- can be nominated for a seat on the Executive Committee
- voting rights in the Partnership

LEVEL IV PARTNER

- provide in-kind contributions
- can be nominated for a seat on the Executive

* The names of ALL partner organizations will appear on Canadian Partnership for Consumer Food Safety Education promotional materials.

* ALL partners will have access to the Partnership logo for use on non-commercial print materials.

APPENDIX VI BREAKDOWN OF MEMBERS & LEVELS (As of April 30, 2001)

*Founding Member

Level I Partners (\$10,000 & over)

- Agriculture and Agri-Food Canada
- Beef Information Centre*
- Canadian Council of Grocery Distributors*
- Canadian Egg Marketing Agency*
- Canadian Food Inspection Agency *
- Canadian Meat Council*
- Canadian Poultry & Egg Processors Council*
- Canadian Produce Marketing Association*
- Chicken Farmers of Canada*
- Health Canada*

Level II Partners (\$5,000 & over)

- British Columbia Ministry of Health
- Canadian Turkey Marketing Agency*
- Dairy Farmers of Canada*

Level III Partners (\$1,000 & over)

- Canada Pork*
- Canadian Federation of Independent Grocers*
- Canadian Institute of Public Health Inspectors/Association of Supervisory Public Health Inspectors of Ontario
- Canadian Meat Science Association
- Capital Health Authority (Alberta)
- Chicken Farmers of Ontario
- Environmental Health Foundation of Canada*
- Further Poultry Processors Association of Canada*
- Department of Health and Wellness, New Brunswick
- Newfoundland & Labrador Department of Health & Community Services
- Ontario Independent Meat Processors
- Ontario Ministry of Health
- Province of Manitoba
- Soap & Detergent Association of Canada
- Vancouver/Richmond Health Board*

Level IV Partners (In-Kind Contributions)

- Alberta Agriculture, Food and Rural Development
- Food Safety Infoline (AB)
- Alberta Environmental Health
- Association des manufacturiers de produits alimentaires du Québec



- Association of Supervisory Public Health Inspectors of Ontario
- Canadian Federation of Agriculture*
- Canadian Home Economics Association*
- Consumers Association of Canada*
- Crop Protection Institute of Canada*
- Eastern Ontario Health Unit
- Environmental Health Services -Queen's Region Health (P.E.I.)
- FarmFolk/CityFolk Society
- Federal/Provincial/Territorial Committee on Food Safety*
- Guelph Food Technology Centre
- Huron County Health Unit
- Kidney Foundation of Canada*
- Ministère de l'agriculture des pêcheries et de l'alimentation du Québec
- National Dairy Council of Canada
- National Institute of Nutrition
- New Brunswick Public Health
- Northern Lights Regional Health Authority (AB)
- Nova Scotia Department of Agriculture & Fisheries
- Northwest Territories Department of Health
- Ontario Farm Women's Network
- Ontario Ministry of Agriculture, Food & Rural Affairs*
- Ontario Public Health Association
- Oxford County Board of Health
- Palliser Health Authority (AB)
- Peace River Health Region
- Prime Restaurants Group Inc.
- Regional Municipality of Halton Health Department
- Region of Peel Health Department
- Regional Municipality of Waterloo Community Health Department
- Saskatchewan Health
- South Fraser Health Region
- Toronto Public Health - Eat Smart! Ontario's Healthy Restaurant Program
- Wellington-Dufferin-Guelph Health Unit (ON)
- Yukon Health & Social Services

Affiliate

- U.S. Partnership for Food Safety Education

APPENDIX VII

Now that the Partnership is entering into its third year of operation and specific committees have defined projects to complete, various organizations are becoming familiar with the *FightBAC!™* campaign. Some have food safety related educational products, tools, and programs that may fit the goals and objectives of the Partnership and the *FightBAC!™* campaign in general. An evaluation process has been developed to determine if a proposal meets the Partnership's mission. This evaluation process will allow all projects to be reviewed fairly, with the same criteria used for all applicants.

Below is the evaluation process with specific criteria and is based on one used by the BC Agriculture in the Classroom Foundation that was provided by Pat Scarlett of the Beef Information Centre. A second part is included using weighted criteria to select proposed initiatives and is based on a similar process used by the Environmental Health Foundation of Canada.

The Canadian Partnership for Consumer Food Safety Education Evaluation of Educational Resource Materials

Part 1

A) Name of Applicant: _____
 Company Name: _____
 Mailing Address: _____

 Phone # _____ (other) _____
 (Bus.) _____
 Fax: _____ Email Address: _____
 Name of Resource: _____
 Target Audience: (age) _____

NOTE: For sections B-G please attach information on separate page(s)

B) *Resource Summary: (50 words or less)*

C) *Budget Proposed: A copy of the proposed budget will need to be attached with application.*

D) *Background Research: Briefly describe research conducted supporting the need for the project. (E.g. studies, demographics, consultations)*

E) *Workplan: Provide projected timelines for production and delivery, including completion dates, with indicators of success in meeting the timelines. (If proposal has timelines lasting more than two years please provide detailed supporting information)*

F) *Outcomes: Provide specific outcomes expected and how they will be measured. If the resource is a learning program proposed for Boards of Education details need to be provided on how prescribed learning outcomes meet different curriculum objectives of various subjects. E.g. science, health, math, social studies etc. It should be noted that not all programs/resources being*

applied for need to be delivered in a school setting. This is especially important if the target audiences are adults.

- i. *Integration: Describe how the material (in the project) could be integrated into existing subjects. Provide details on how the food safety information could be sustained if it is integrated into existing curriculum.*
- ii. *Sustainability: We should be able to add to the information/project to be able to support or enhance it over time. I.e. develop prompts or integrate more details to support the basic concepts of the original project.*

G) *Meet with the Goals of the FightBAC!™ campaign: A description will be required on how the program/resource can be integrated into the FightBAC!™ campaign within the limits of the trademark agreement.*

Guiding Principles:

Certain principles should be inherent in the proposed application to help ensure success in achieving the desired outcomes. The principles could be general in nature or specific for both the student and adult audience. Either way, the following should be the minimum.

- *Stimulate interest in such a manner that the educational information encourages commitment for long term behaviour change.*
- *A good resource demonstrates real life and relevant situations that most people can identify with. When this principle is accomplished members of the target audience will be stimulated to ask questions, which helps them to make the appropriate decisions and commitment for behaviour change. For students the commitment for adopting the desired behaviour may be more subtle and dependent on how the message is reinforced.*
- *Address the intended audience appropriately.*
- *A good resource uses 'clear language' at the appropriate level for the audience at which it is directed.*
- *Promote learning by building on existing skills, knowledge, with the potential of changing attitudes when behaviour change is desired.*
- *The activities provided by the resource should extend existing knowledge and skills and, where appropriate, develop a commitment to change behaviour to enhance the new knowledge.*
- *Provide an experience which will optimize learning*
- *The resource should provide opportunities for active learning at a variety of levels - whole class, small group, and as an individual. A balance that appeals to different senses and to different learning styles.*
- *Present a local, regional, national or global perspective*
- *If funding sponsorship cannot be obtained from the Partnership, Associate or a Corporate member then the project shall have the capacity to be self-sustainable through a cost recovery process.*
- *If the item/project has official copyright registration then permission will be needed to use it. The applicant must show/proof of confirmation that the material is available for use to the Partnership with unnecessary cost. If a fee were applicable this would need prior approval by the Executive before proceeding.*
- *The FightBAC!™ campaign is not only a national one but also international in scope. The ability to focus activities locally is easily done and can be part of the overall national campaign. Having the four messages with the BAC!™ logo as the umbrella of any food safety program allows for this principle to be easily accomplished. There should be few problems with a proposed resource being absorbed within the campaign.*

Evaluation Criteria (see next page)

Using the Principles noted above as a guide the program/resource should meet the following critical criteria before being submitted for approval by the Board of Directors and endorsement by the entire Partnership. Meeting the Critical Criteria will ensure that all proposals begin their evaluation from a level playing field. Each category has a specific weighting score. Critical criteria with asterisks are mandatory and must be met. If not able to meet this item then the project/material must not be approved. The applicant shall be given an opportunity to meet the mandatory criteria.

NOTE: Sections B-G should be written so that the critical criteria are addressed in conjunction with the Guiding Principles.

Part 2 - Evaluation Criteria

Weight	Criteria Category	Definition		Total
3	If curriculum- Meet with Ministry of Education learning objectives	Materials must be adaptable & applicable in a range of curriculum areas. If not applicable deduct 15 from possible total score.	/5	
3	Sustainability	Financially self-sustainable	/5	
3	Interest stimulated	Audience attention obtained with activity leading to potential behaviour change	/5	
3	Potential for commitment of target audience to adopt message and take ownership	Potential commitment received to adopt message/resource resulting in long term behaviour change	/5	
3	Learning outcomes established to either take ownership of message or result in behaviour change	Learning outcomes must be specific so they can be measured to determine success in behaviour change. (short-term or long-term) When the resource is a tool to assist with one of the 'messages' the outcome should be measurable with respect to how using the tool has changed behaviour.	/5	
3	Is clear language used to address target audience	Clear language assessment needs to be made. Include sensitivity to such aspects as equity & stereotyping, race, gender neutrality.	/5	
** Mandatory Item	Meet with Partnership Mission and Objectives	All resources/programs must meet the requirements of the <i>Fight BAC!</i> TM trademark agreement and one or more Partnership objectives. If not applicable project should be refused. NOTE: Goals of <i>FightBAC!</i> TM campaign meet with Partnership Objectives		
2	Potential for commitment to have long term behaviour change.	Once the resource/program and adopted the potential for commitment by the target audience should be strongly evident.	/5	
2	Value for	Investment resulting in enhancement of	/5	



	investment	<i>FightBAC!™</i> campaign & Partnership profile.		
1	Uniqueness of contribution	Ability to increase impact of food safety knowledge in target audience and awareness of <i>FightBAC!™</i> campaign.	/5	
1	Contribution to overhead	Capacity to be a cost recovery or revenue producing initiative.	/5	
1	Resources	Availability of Partnership's human and financial resources required for the proposal	/5	
1	Local, regional, national global perspective	Ability for the local, national, international campaigns to adopt resource/program.	/5	
** Mandatory Item	Copyright permission received or established	If product is not Cdn. Partnership Origin confirmation must be provided that permission has been received to use material and to alter where necessary to meet Partnership Mission & Objectives	N/A	
		Totals		
			5 to 0	115 Max

**** Mandatory criteria which must be included in proposal.**

Determinations of Rating Factors

*Rating of 5 - The proposal meets **all** of the criteria of the category*

*Rating of 4 - The proposal meets the **majority** of criteria of the category.*

*Rating of 3 - the proposal meets **half** of the criteria of the category.*

*Rating of 2 - the proposal meets **some** of the criteria of the category.*

*Rating of 1 - the proposal meets **few of** the criteria of the category.*

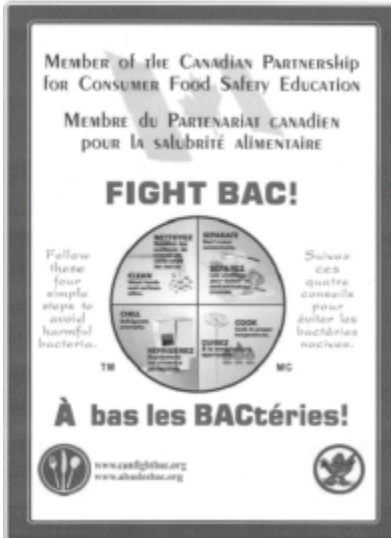
*Rating of 0 - the proposal meets **none** of the criteria of the category.*

Following a review of the applicant's information, provide a rate score for each criteria. This score is then multiplied by the weighting factor. All the scores are added up for a total. The minimum score needed to get endorsement is 80% (92 out of 115). The average of the highest 3 scores must meet the minimum amount. This means that at least three people must review the proposal. If more than 3 people review the proposal then the average of the 3 highest scores must meet 80% of the critical criteria. If the project/material is not a curriculum item then those criteria can be deducted from the total score available.



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APPENDIX VIII MEMBER POSTER - BILINGUAL VERSION



APPENDIX IX STANDING COMMITTEE MEMBERS

ADVERTISING AND MEDIA RELATIONS

Chair: Marie-Claude Thibault, Canadian Produce Marketing Association
Mary Ann Binnie, Canada Pork
Sylvie Cloutier, Canadian Council of Grocery Distributors
Bonnie Cohen, Canadian Egg Marketing Agency
Chantale Lafontaine, Chicken Farmers of Canada
JoAnn Myer, Canadian Food Inspection Agency
Lynn Wilcott, British Columbia Ministry of Health

CONSUMER TOOLS

Chair: Jackie Crichton, Canadian Council of Grocery Distributors (to Feb. 2001)
Chair: Now Vacant
Al Grant, Canadian Council of Grocery Distributors
Susan MacInnes, Canadian Council of Grocery Distributors
Jim P. McCorry, Nova Scotia Department of Agriculture and Fisheries
JoAnn Myer, Canadian Food Inspection Agency
Klaus Seeger, Environmental Health Foundation of Canada
Nadine Stumpf, Eastern Ontario Health Unit

EDUCATION

Chair: Christine Moses, Agriculture and Agri-Food Canada, Communications Branch
Justine Callahan, Health Canada, Bureau of Microbial Hazards
Isabelle Dufresne, Health Canada, Bureau of Microbial Hazards
Cheryl Jitta, Canadian Food Inspection Agency
Jim P. McCorry, Nova Scotia Department of Agriculture and Fisheries
Lynn Richards, Yukon Health and Social Services
Klaus Seeger, Environmental Health Foundation of Canada
Nadine Stumpf, Eastern Ontario Health Unit
Lynn Wilcott, British Columbia Ministry of Health
Chris Yost, Agriculture and Agri-Food Canada, Lacombe Research Centre

NOMINATION

Chair: Mary Ann Binnie, Canada Pork
Anne Kennedy, National Institute of Nutrition

SPONSORSHIP

Chair: Robert de Valk, Further Poultry Processors of Canada
JoAnn Myer, Canadian Food Inspection Agency

STRATEGIC PLANNING

Chair: JoAnn Myer, Canadian Food Inspection Agency
Mark Allen, Department of Health and Wellness, New Brunswick



Bonnie Cohen, Canadian Egg Marketing Agency
Linda Robbins, Agriculture and Agri-Food Canada
Robert de Valk, Further Poultry Processors of Canada

WEBSITE

Chair: Monique Klein-Swormink, Ontario Farm Women's Network (to December 2000)
Interim Chair: Cheryl Jitta, Canadian Food Inspection Agency (since December 2000)
Chair Now Vacant
Carla Abbatemarco, Canadian Meat Council
Anne Kennedy, National Institute of Nutrition
Joëlle Perreault, Canadian Partnership for Consumer Food Safety Education

APPENDIX X 2000-2001 MEMBER IN-KIND CONTRIBUTIONS

Agriculture and Agri-Food Canada

Hosting the Partnership on the AAFC server	2,000.00
Text revision of Grades 4 to 7 Learning Program	1,000.00
Writing Minister's speech for launch of Grades 4 to 7 Learning Program	500.00
Total	3,500.00

Beef Information Centre

Donation of <i>Chill Out</i> brochures	1,000.00
Staff time	1,500.00
<i>Chill Out</i> in BIC communications	1,000.00
TOTAL	3,500.00

Canadian Council of Grocery Distributors

Approximate cost of paid advertising space by CCGD members to place <i>FightBAC!</i> ® messages in grocery flyers (based on 182 issues at \$5,000 per issue, not including distribution costs)	910,000.00
TOTAL	910,000.00

Canadian Food Inspection Agency

Project Management & Staff:

-Project Manager	61,865.00
-Co-op Students	10,415.00
-Creation and production of 4 fact sheets	5,500.00

Office Expenses:

-Mailing, Photocopying, Courier, Telephone, Printing	2,000.00
-Cell phone for Assistant to Project Manager	400.00

Taxis 600.00

Attendance at 1-800 Consultation Meeting (January 2001, Guelph) 400.00

TOTAL 81,180.00

Canadian Federation of Agriculture

Bookkeeping	1,581.00
Courier & Postage	298.68
Stationery & Supplies	139.71

Rent	600.00
Office Equipment	600.00
Telephone & Fax	127.35
Management	1,800.00
TOTAL	4,846.74

Canadian Meat Council

Partnership exhibit at Annual Conference	100.00
Donation of <i>Chill Out</i> brochures	1,000
TOTAL	1,100.00

Canadian Poultry and Egg Processors Council

Donation of Chill Out brochures	1,000.00
TOTAL	1,000.00

Canadian Turkey Marketing Agency

Attendance at Royal Agricultural Winter Fair	300.00
Donation of Chill Out brochures	1,000.00
TOTAL	1,300.00

Chicken Farmers of Canada

Donation of <i>Chill Out</i> brochures	1,000.00
TOTAL	1,000.00

Environmental Health Foundation of Canada

Staff time and cost for meeting attendance and displays	2,100.00
TOTAL	2,100.00

Guelph Food Technology Centre

Mail out information and answer requests for information on the Partnership	1,000.00
Conducted a ten-part food safety program on Roger's Cable that highlighted some of the key messages of the Partnership	1,000.00
Provided Partnership information to Sobey's, Flannagan's, Serca and the Ontario Restaurant, Hotel and Motel Association	500.00
TOTAL	2,500.00

Health Canada

Staff:

-Secretariat services (% of salary)	18,600.00
-Education committee member (% of salary)	4,000.00
-Assistant (% of salary)	3,000.00
Printing and translation:	
-Printing and translation of Annual Report 1999-2000	6,471.56
-Printing of the 4 facts sheets in black and white for Royal Agricultural Winter Fair	260.82
-Printing and graphic design of the Business Plan	4,788.65
-Translation of Business Plan	1,226.16
-Translation of Grades 4 to 7 Learning Program	3,407.22
-Translation of various documents throughout the year	293.27
Meetings:	
-Lunch at the Board of Directors meeting	43.33
-Annual General Meeting (room reservations, lunch, breaks and AV equipment)	3,042.00
-Travel and accomodation for specific members to attend June 2000 AGM	1,813.16
-Contribution for production of 25,000 refrigerator thermometers	13,185.08
- Taxis	216.00
-Courrier	1,572.84
-Telephone - conference calls	3,000.00
-Postage - Canada Post	1,200.00
-Office supplies	800.00
TOTAL	66,920.09

Nova Scotia Department of Agriculture & Fisheries

Produced <i>FightBAC!</i> TM panels for display	600.00
Attendance at Atlantic Winter Fair	1,000.00
Participate in school health fairs	500.00
TOTAL	2,100.00

Ontario Ministry of Agriculture, Food and Rural Affairs

Donation	15,000.00
Shipping of <i>FightBAC!</i> ® exhibit	500.00
Labour	400.00
Storage	100.00
TOTAL	16,000.00

Ontario Farm Women's Network



Attendance at Outdoor Farm Show	960.00
Attendance at International Plowing Match	1,200.00
Teacher's Exhibition Agricultural Museum	300.00
Attendance at OFWN Annual Meeting and Conference	320.00
Attendance at OFA Annual Meeting and Conference	320.00
Staff time and association costs	3,252.00
TOTAL	6,352.00
Yukon Health & Social Services	
Staff costs at Yukon trade show and Dawson Gold Show, May 2000	5,660.00
Promotional materials, supplies, ads, booths and display shipping	1,416.00
Administrative support	1,076.00
TOTAL	8,152.00
TOTAL FROM CANADIAN MEMBERS	1,111,550.83
United States Partnership for Food Safety Education	
Grade 4 to 6 Learning Program - Creation and Production	50,000.00
TOTAL	50,000.00
TOTAL IN-KIND CONTRIBUTIONS FOR YEAR 3	

APPENDIX XI FINANCIAL STATEMENTS

To the Members,

Canadian Partnership For Consumer Food Safety Education

We have reviewed the Statement Of Financial Position of **Canadian Partnership For Consumer Food Safety Education** as at April 30, 2001 and the Statements Of Operations And Net Assets and Cash Flows for the year then ended. Our review was made in accordance with generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the organization.

A review does not constitute an audit and consequently we do not express an audit opinion on the financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these statements are not, in all material respects, in accordance with generally accepted accounting principles.



Chartered Accountants

Ottawa, Canada
May 18, 2001

STATEMENT OF FINANCIAL POSITION AS AT APRIL 30, 2001 (prepared without audit)		
	2001	2000
Asset		
Current		
Cash	\$ 53,354	\$ 107,224
Accounts receivable	<u>2,441</u>	<u>25,130</u>
	\$ 55,795	\$ 132,354
Liabilities		
Current		
Accounts payable	\$ 9,863	\$ 72,3000
Deferred revenue	<u>—</u>	<u>\$935</u>
Net assets	<u>45,932</u>	<u>59,119</u>
	\$ 55,795	\$ 132,354



STATEMENT OF OPERATIONS AND NET ASSETS FOR THE YEAR ENDED APRIL 30, 2001
(prepared without audit)

	2001	2000
Income		
Membership - Level I	\$ 98,037	\$94,766
Membership - Level II	14,673	19,019
Membership - Level III	13,542	14,019
Membership - Level IV	93	-
Interest	4,801	3,044
Other donations (note 3)	1,272	10,000
	<u>132,418</u>	<u>140,848</u>
Expense		
Education	87,591	39,480
Consumer tools	35,325	32,585
Program launches	1,908	1,332
Web site	2,522	12,940
Media relations/advertising	2,349	615
Staff	7,270	-
Unites States membership fee	7,568	7,572
Bank charges	88	78
Legal	30	30
Translation	204	-
Professional fees	750	750
	<u>145,605</u>	<u>95,382</u>
(Deficiency) Excess of revenue over expense	(13,187)	45,466
Net assets, beginning of year	<u>59,119</u>	<u>13,653</u>
Net assets, end of year	\$ 45,932	\$ 59,119

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED APRIL 30, 2001
(prepared without audit)

	2001	2000
Cash Flows from (used for) operating activites		
(Deficiency) excess of revenue over expenses for the year	\$ (13,187)	\$ 45,466
Net changes to non-cash items related to operations:		
Accounts receivable	22,689	(20,399)
Accounts payable	(62,437)	5,335
Deferred revnue	(935)	935
Net (decrease) increase in cash position	(53,870)	31,337
Cash position, beginning of year	<u>107,224</u>	<u>75,887</u>
Cash position, end of year	\$ 53,354	\$ 107,224



NOTES TO FINANCIAL STATEMENTS APRIL 30, 2001

(prepared without audit)

1. **Nature Of Organization**

The goal and purpose of the Partnership is to contribute to the reduction of food borne illness in Canada by increasing awareness of safe food handling practices through the coordination and delivery of food safety education programs focused on the consumer.

The objectives of the Partnership are to:

- develop and implement a public awareness strategy for safe food handling practices through the coordinated efforts of the Partnership;
- disseminate consistent, clear and credible safe food handling messages;
- encourage multi-sectoral support for the Partnership and its mandate;
- encourage members to communicate and promote safe food handling practices in their own organizations.

2. **Significant Accounting Policy**

Monetary contributions are recorded on an accrual basis. In-kind contributions and contributions of services have not been recognized in the financial statements.

3. **Other Donations**

This refers to additional monetary contributions made to the Partnership by non-member organizations.