



# Food Delivery National Campaign

## Request for Proposals

Consumer Food Safety Outreach

November 2020

**Open to US-based public relations or creative services firm. Deadline to submit Wednesday, December 9.** Late submissions will not be considered.

## Objectives

An effective consumer outreach effort that will result in raising consumer awareness around home safe handling of delivered foods in all forms – grocery, prepared food and meal kits.

Create healthy food -handling habits in millions of households using food delivery services.

Build on the PFSE reputation with health educators (BAC Fighters) and the nation's food retailers and food industry partners. Elicit active involvement of these partners in delivering campaign messages to American homes.

Develop measurement criteria for "activation" (dissemination) tactics.



Who?

For more on PFSE partners click [here](#).



### Creative Concept Development

- Create emotionally compelling message(s) for target audiences that move individuals to action on safe handling and hand hygiene at home
- Develop tactics that encourage, not scare, consumers into adoption
- Create assets that can seamlessly integrate into existing home food delivery

communication vehicles

- Resonate and engage with consumers on an emotional level; determine what's going to make consumers care and take action
- Bring the PFSE brand story to life by reinforcing the brand promise and personality
- Utilize PFSE and other industry and government research on the surge of home food delivery to inform messaging development
- Ensure messaging is evidence-based; backed by supporting points
- Messaging has clarity, simplicity and ease of comprehension
- Messaging can be customized to make participation by retailers and the food industry attractive and easy

## Activation

Please provide a multi-touch approach to maximize penetration and adoption:

Retail/ food delivery industry partners

Health educators / public health partners

Direct to consumers

## Fee Proposal

Include a fee proposal to support the development of a one-year outreach program promoting a nationwide consumer campaign.

The approach proposed should build on the PFSE's current reputation and partnerships with industry, the Federal agencies (USDA, the FDA, the CDC) and health and food safety educators.

**Please include these elements in your pricing proposal:**

- Review of research and formative campaign inputs (provided by client)
- Identification of target audience(s) for messages

- Campaign tagline and graphic design
- Program strategy to increase adoption and penetration in target segments
- Layout and design for new web pages in support of the campaign, including “science behind” messaging
- Template for expanding the PFSE’s social media presence around the topic of safe handling of food delivered to homes
- Identification of baseline measurements as well as ongoing tracking for usage, penetration and refinement.

Provide an estimate with a breakdown of fees in these categories:  
(and please highlight any items that are intended to be provided pro-bono)

Business Management – include, approximate number of hours it may take your firm to meet our needs, and what percentage of total available capacity this may represent for your firm.

#### Strategic Oversight

Communications Strategy

Social Strategy

PR Strategy

#### Creative Development

Creative Evaluation and Brand Refresh

Outreach Program Material

**Send RFP responses no later than Wednesday, December 9 COB to [info@fightbac.org](mailto:info@fightbac.org). Late proposals will not be considered.**

**Please put the words Food Delivery Proposal in the subject line.**

## About the Partnership for Food Safety Education

The non-profit Partnership for Food Safety Education is the originator of science-based food safety messages and the national leader in developing and disseminating information around the linkage of food safety consumer education with positive health outcomes. Food safety and health educators, and consumers, can download free food safety education information from the Partnership's website at [www.fightbac.org](http://www.fightbac.org). The Partnership is the creator and steward of the popular Fight BAC!® national food safety education campaign. You can follow PFSE on Facebook at @FightBAC and on Twitter at @Fight\_BAC.

PFSE's Executive Director is Shelley Feist who has 16 years of experience working with a network of food industry groups, food commodities, health and food safety educators, and US Federal agencies. PFSE is governed by a 12-person volunteer Board of Directors. Our Partners include some of the largest food companies and food retailers in the world. We rely on grants and contributions for our annual operations with current annual funding at less than \$800k.

[Fightbac.org](http://Fightbac.org)

[Saferecipeguide.org](http://Saferecipeguide.org)

[Storyofyourdinner.org](http://Storyofyourdinner.org)

**Supporting Material.** This summary of safe handling advice for food handlers and consumers is provided as background only. The proposed campaign should focus on limited messaging targeting people's at-home behaviors that mitigate the greatest risk(s) of foodborne illness.

#### Delivery End Users

1. Grocery and meal kits delivery
2. Restaurant delivery
3. Third party delivery

#### Key Regulations that govern these Delivery Methods

1. FDA Food Code 2017
2. CDC Recommendations
3. State and local regulation and guidelines

#### Guideline for food service delivery personnel following FDA Food Code 2017

- Personnel hygiene
  - o Ensure delivery vehicle is in sanitary condition
  - o Wash hands for at least 20 seconds when moving from one task to another
  - o Do not handle RTE food with bare hands
  - o Employee sick policy
- Time/Temperature Control Food
  - o Keep cold food cold at 41F or below
  - o Keep hot food hot at 135F minimum temperature
  - o Ensure food is delivered within 2 hours
- Cross contamination
  - o Declare all food allergen
  - o Ensure proper food packaging and labelling. Reusable bag should be in proper sanitary condition to prevent cross contamination
- Provide tested recipe instructions to ensure food safety (for meal kit delivery)

#### Food Safety Risk for Delivery End Users

- Personnel hygiene: Hand washing and Illness
- Food handling practice
- Temperature Control Food and temperature abuse
- Cross contamination

#### Guideline for Consumers according to FDA Food Code 2017 and CDC recommendations

- Personnel hygiene
  - o Wash hands for at least 20 seconds when moving from one task to another
  - o Ensure food contact surfaces and utensils are clean
- Time/Temperature Control Food
  - o Check food temperature upon delivery, safe temperatures are below 40F and above 145F, if within danger zone (between 41F – 135F) notify company
  - o Keep cold food cold at 40F or below
  - o Keep hot food hot at 145 F minimum temperature
  - o Ensure food is consumed, reheated if needed, cooked, or refrigerated within 2 hours of delivery
- Cross contamination
  - o Check food packaging to ensure no tampering
  - o Always clean produce under running water, separate raw food from ready to eat, cook to the right temperature and chill
- Follow package instructions provided.