



# **SAMPLE PUBLIC SERVICE ANNOUNCEMENTS**

## for National Food Safety Education Month<sup>SM</sup> 2001

### **NATIONAL FOOD SAFETY EDUCATION MONTH<sup>SM</sup> 2001** **Radio PSA (10 Second Spot)**

September is National Food Safety Education Month<sup>SM</sup>. Across the country, food safety experts are asking consumers to *Be Cool—Chill Out! Refrigerate Promptly* to keep food safe from harmful bacteria that cause foodborne illness.

### **NATIONAL FOOD SAFETY EDUCATION MONTH<sup>SM</sup> 2001** **Radio PSA (30 Second Spot)**

September is National Food Safety Education Month<sup>SM</sup> and food safety experts remind us about the importance of keeping cold food cold to protect food from harmful bacteria. How can this be done? Make sure the temperature in the refrigerator is 40 °F or below and 0 °F or below in the freezer. Use a refrigerator/freezer thermometer to check the temperature. Don't overfill the refrigerator. Cool air must circulate to help keep food safe. Refrigerate or freeze perishables, prepared food, and leftovers within 2 hours of purchase or preparation, or within 1 hour if the temperature is above 90 °F, and remember to *Be Cool—Chill Out! Refrigerate Promptly*.

### **NATIONAL FOOD SAFETY EDUCATION MONTH<sup>SM</sup> 2001** **Radio PSA (60 Second Spot)**

Why should you always keep cold food cold? Because cold temperatures slow the growth of most harmful bacteria that could make you sick. September is National Food Safety Education Month<sup>SM</sup>. Across the country, food safety experts are asking consumers to *Be Cool. Chill Out—Refrigerate Promptly* to keep food safe from harmful bacteria that cause foodborne illness.

Here are some helpful hints for keeping cold food cold. Make sure the temperature in the refrigerator is 40 °F or below and 0 °F or below in the freezer.

- Use a refrigerator/freezer thermometer to check the temperature. Don't overfill the refrigerator. Cool air must circulate to help keep food safe.
- Refrigerate or freeze perishables, prepared food, and leftovers within 2 hours of purchase or preparation, or within 1 hour if the temperature is above 90 °F.
- Thaw food in the refrigerator. For quick thawing, submerge in cold water in airtight packaging, or thaw in the microwave, and cook the food immediately.