

TOP 20 TIPS

for Food Safety Extension Videos & Blog Posts

UF | IFAS Extension
UNIVERSITY of FLORIDA

Branding, ADA Compliance, Sound and Video Quality

- 1 Display the UF/IFAS Extension logo at the start and end of the video, wear UF/IFAS Extension logo apparel*, and use a lapel microphone to insure quality audio. If you need help, consult the ICS team with questions. Ensure ADA compliance.

Sources of Information

- 2 Follow *Fight BAC!*[®] food safety principles: COOK, CHILL, CLEAN and SEPARATE.**
- 3 Always include evidence-based references at the end. Use the most current and up-to-date information.***
- 4 Follow the FDA Food Code which provides recommendations for food safety regulations.***

Cleaning, Equipment & Sanitation

- 5 Use clean equipment, that is in good condition, including food containers, bowls, plates, measuring devices, jars, lids, cutting boards and cutlery.
- 6 Remove pets from food preparation areas.
- 7 Always clean and sanitize sink, cutting boards, stove and counter top surfaces. Clear clutter from counter top.

Personal Hygiene

- 8 Do not touch eyes, nose or mouth while prepping, demonstrating and/or cooking food. Do not eat or drink during your video. If you cough or sneeze during filming, re-shoot the segment.
- 9 Wash hands properly and often.
- 10 Remove excess jewelry, use hair ties, face coverings and disposable kitchen gloves, as appropriate.
- 11 Do not chew gum. Small droplets of saliva can contain thousands of germs.

Time & Temperature

- 12 Keep hot foods hot and cold foods cold. Do not hold foods in the danger zone!
- 13 Use a thermometer to demonstrate foods are cooked to the correct temperature.

Separate

- 14 Keep cooked and raw foods separate. Use separate cutting boards and cutlery for both. Demonstrate good knife safety skills.
- 15 Use an ice scoop. Never use bare hands with ice!

Recipes, Brand Names, & Health Claims

- 16 Use only vetted recipes. Ensure recipes meet all food safety standards.
- 17 Avoid promoting specific brand name products; Use disclaimer as needed.
- 18 Health claims must be backed up by evidence-based research.

Photo Releases

- 19 Complete a photo consent and release form for subjects in your video or blog post.****

Review & Edit

- 20 Have a UF/IFAS Extension Family and Consumer Sciences (FCS) agent review your video/blog prior to posting.



References

*UF/IFAS Extension branding - <https://branding.ifas.ufl.edu/brand-guidelines/>

**Partnership for Food Safety Education/Fight BAC![®] - <https://www.fightbac.org/>

***Food Code/FDA - <https://www.fda.gov/food/retail-food-protection/fda-food-code>

****UF/IFAS Extension Food Safety/General Tips - https://sfyl.ifas.ufl.edu/archive/hot_topics/families_and_consumers/food_safety.shtml

*****Photo release form - <https://branding.ifas.ufl.edu/media/brandingifasufledu/UF-IFAS-Video-Photo-Release.pdf>

UF ADA Office - <https://ada.ufl.edu/>

UF/IFAS Communications Social Media - <https://ics.ifas.ufl.edu/our-services/social-media/>

