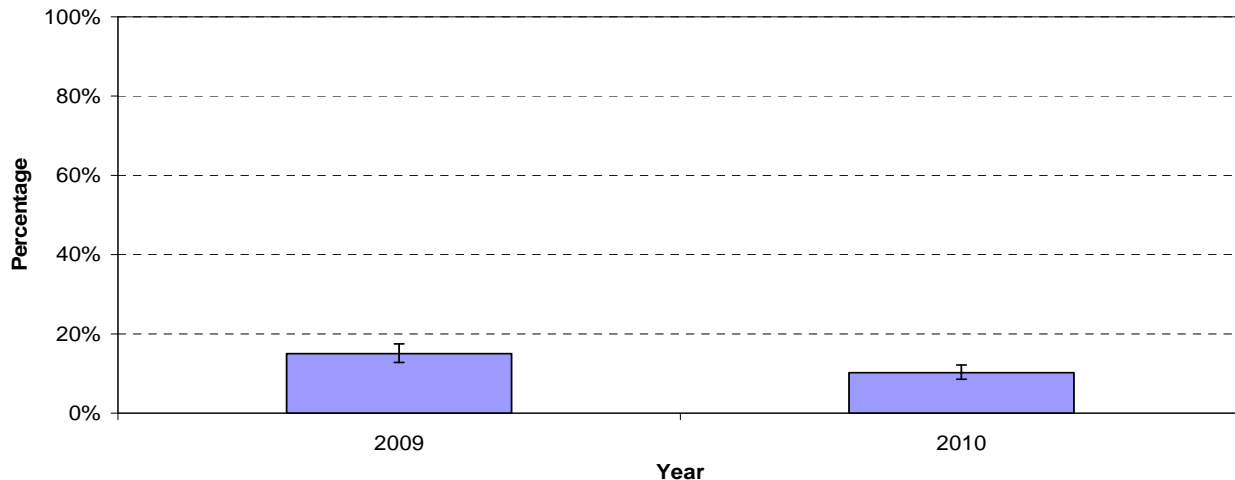


Food Safety Behaviours and Awareness

This summary focuses on belief as to where food-borne illnesses are more likely to occur in York Region, preferred methods of communication to receive safe food preparation information, awareness of the 'Be Food Safe' and 'Fight Bac' campaigns, and frequency of eating meals at home and leftovers containing potentially hazardous foods.

Ontario Public Health Standards, Environmental Health Program Standards, Food Safety – Req 2.

Adults in York Region who Believe that Private Homes are Where Food-borne Illnesses are Most Likely to Occur, 2009-2010



Data Source: Rapid Risk Factor Surveillance System, May 2009 – December 2010 (Sample Sizes by Year: 2009 n=1052, 2010 n=1219).

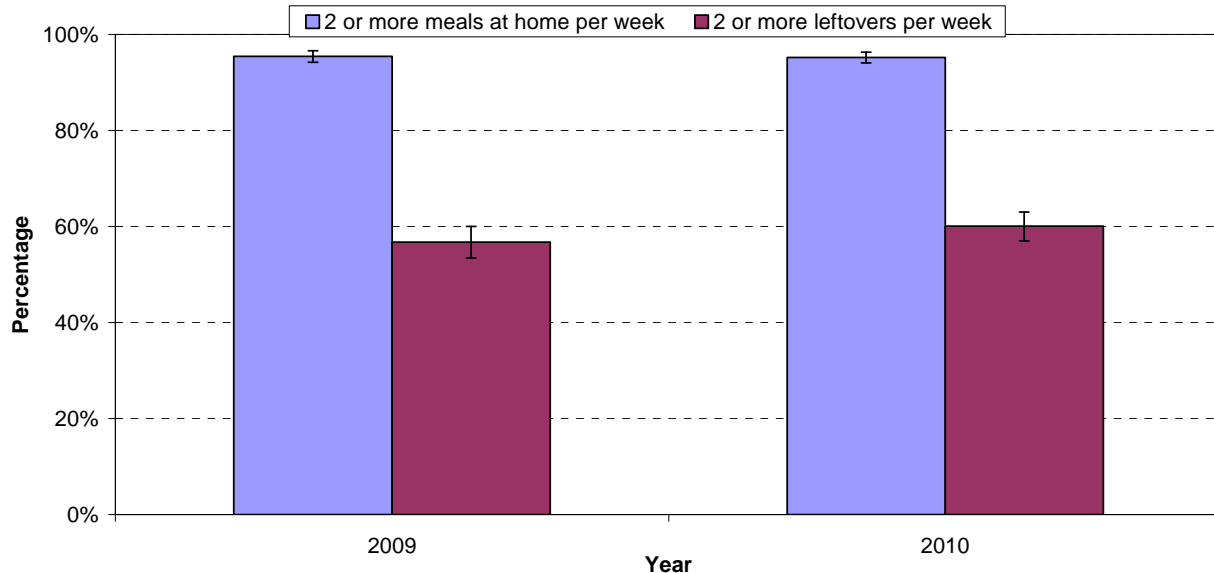
Interpretation:

- In 2010, 10% (± 3) of residents believed that food-borne illnesses are most likely to occur at home, a statistically significant decrease from 2009.
- In 2010, 10% (± 2) of York Region residents stated they did not know where food-borne illnesses are most likely to occur. Statistically, this has remained the same since 2009 (data not shown).

Methods of communication to receive safe food preparation information

- In 2010, 80% (± 3) of residents felt that it would be 'very useful' or 'somewhat useful' to learn about how to prevent food-borne illnesses. Statistically, this has remained the same since 2009 (data not shown).
- In 2010, the most commonly indicated methods of communication to receive safe food preparation information were through the 'website/internet' and 'pamphlets/flyers'. Statistically, this has remained the same since 2009 (data not shown).
- In 2010, 11% (± 2) of residents reported seeing or hearing about the 'Be Food Safe' (www.befoodsafe.ca) and/or 'Fight Bac' (www.fightbac.org) campaigns. Statistically, this has remained the same since 2009 (data not shown).
- The most common ways respondents had seen or heard the campaign(s) were through mass media, printed materials, schools, and 'other' venues such as York Region's health department, physician offices, day care centres and community advertisements. These did not statistically change from 2009 (data not shown).

Residents in York Region Eating Meals At Home, or Leftovers in general, Containing Meat, Poultry, Seafood, Eggs, Rice, Beans, or Tofu, 2+ Times Per Week, 2009-2010



Data Source: Rapid Risk Factor Surveillance System, May 2009 – December 2010 (Sample Sizes by Year: 2009 n=1047; 2010 n=1204-1209).

Interpretation:

Frequency of eating meals at home, or leftovers in general, containing hazardous foods (meat, poultry, seafood, eggs, rice, beans or tofu)

- In 2010, 95% (±2) of York Region respondents reported eating meals at home containing meat, poultry, seafood, eggs, rice, beans, or tofu two or more times per week. This did not statistically change from 2009.
- In 2010, 60% (±3) of York Region respondents reported eating leftovers containing meat, poultry, seafood, eggs, rice, beans, or tofu two or more times per week. This did not statistically change from 2009.
- In 2010, 74% (±4) of women were identified as being the primary food handler in their home compared 20% (±3) of men. This has remained consistent for all years.

Data Source: Rapid Risk Factor Surveillance System (RRFSS), [May 2009 – December 2010 (variables FSH_1 to FSH_8_10)]. For more information on RRFSS, visit <http://www.rfss.ca/>

Adults represent individuals aged 18 years or older. This telephone survey was only administered in English, using a random digit dialling methodology and data are weighted for probability of selection in households of different size. Survey indicators based on self-reported information and may be subject to biases, such as recall bias or social desirability bias, or result in high non-response.

┌ and ± represents the 95% confidence interval, meaning 19 times out of 20 the results will fall within this range. Confidence intervals are reported as equal, though this is not always the case as the estimate approaches zero or 100%.

'Don't know' and 'refused' responses were excluded if less than five (5) percent of survey respondents.

Sample size ranges have been included to reflect the different sample sizes for each question.