



**For immediate release  
April 7, 2004**

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## ***TEENS TARGETED TO PREVENT FOOD-BORNE ILLNESSES***

### ***“Gross Out” Video Teaches Teen Workers Safe Food Handling***

The City of Milwaukee Health Department was recently awarded a grant through a Federal Food and Drug Administration (FDA) Innovative Food Safety Projects Grant and as a result produced a video entitled **“Gross Out! Teens as Informed Food Handlers.”** Through a community partnership with Strive Media Institute, this program aims to reduce the incidence of food borne illnesses by training teenagers to have a greater appreciation of the need to use safe food handling methods when preparing food.

According to the Bureau of Labor Statistics, over six million 16-19 year olds work in US restaurants. Additionally, the National Restaurant Association reports the industry is the largest employer of 14- 15 year olds. “We are literally placing our lives in teenagers’ hands when they prepare or serve our food,” said Dr. Seth Foldy, Milwaukee Health Commissioner. “Only that young person can ensure that both hands and food are clean and safe.”

The video’s focus is on food safety awareness at home and in the food service workplace. Good habits started young will help protect both.

MHD Environmental Health Specialists are presenting the video to Milwaukee Public Schools Health classes. A quiz before and after the video measures what students have learned. The video is available free on tape or DVD is available to middle and high schools, food businesses, other health departments or community agencies that work with youth.

The project also includes an interactive website where students can take food safety quizzes and link to other websites containing other health information, healthy eating and exercise tips. The website is: [www.grossoutmilwaukee.com](http://www.grossoutmilwaukee.com)

**WHEN: Thursday, April 8, 2004**  
**TIME: 10:00 a.m.**  
**WHERE: Ponderosa**  
**2730 N. Martin Luther King Drive**

**SPEAKERS: Seth L. Foldy, M.D.,**  
**City of Milwaukee Health Commissioner**  
**Matthew Johnson**  
**Executive Director, Strive Media Institute**