GRANT ANALYSIS FORM
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Milwaukee Health Department/Consumer Environmental Health Division

Contact Person & Phone No: Loyce C. Robinson (286-5776)

Category of Request

☒ New Grant

☐ Grant Continuation — Previous Council File No.

☐ Change in Previously Approved Grant — Previous Council File No.

Project/Program Title: Innovative Food Safety Projects

Grantor Agency: U.S. Food and Drug Administration

Grant Application Date: July 16, 2003 Anticipated Award Date: 9/30/03

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations):

This grant enables the Milwaukee Health Department to partner with Strive Media Institute to produce a food safety video - VHS and DVD, as well as a website where teenagers can take food safety quizzes with links to other health information. In addition, the video will air on Strive Media Institute's Gumbo television; food safety information will be advertised in their Gumbo magazine; printed and supplemental food safety information in the form of brochures and posters will be designed and disseminated for use in targeted MPS middle schools and high schools. To evaluate the effectiveness of this project, participating students will be given a pre-test prior to viewing the video and a post-test following the video session.

2. Relationship to City-wide Strategic Goals and Departmental Objectives:

The initiatives in this grant are expected to improve the public health as well as the personal health of participants by training students to handle food safely in their home environment. Safe food handling and personal hygiene practices may also help prevent and control the incident of communicable diseases in Milwaukee; result in safer and improved handling of food prepared at retail for consumption by consumers; and promote healthy behavior through emphasis on not only handwashing but nutritional and other health information via the website.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

The expectation is that long term this grant will impact positively commercial food handling practices because many of the students receiving this training will at some point be employed as a food handler. If the knowledge gained from this grant results in improved food handling practices in the home (the grant's primary focus) and this carries over to the commercial food setting, it is hoped that over time the City will see a decrease in foodborne illnesses. The emphasis on hand washing could also impact positively on the Department's goal of preventing and controlling communicable diseases in Milwaukee.

4. Results Measurement/Progress Report (Applies only to Programs):

One of the Division's program objectives is to reduce the percent of orders in food establishments attributable to personal hygiene and cross contamination of food. Through this grant the relationship between personal hygiene and food safety will be stressed through videos that teach proper and effective hand washing, proper holding temperatures, importance of prompt refrigeration and preventing contamination of food, utensils and food preparation surfaces.

5. Grant Period, Timetable and Program Phase-out Plan:

The grant period is September 30, 2003 through September 29, 2004.

6. Provide a List of Subgrantees:

N/A