



Maricopa County

News Release

**Environmental Services
Department**
1001 N. Central Avenue
Suite 401
Phoenix, AZ 85004
Phone: 602-506-6611
Fax: 602-506-1874
esd.maricopa.gov



Environmental Services
Department

*"Working with our
community to ensure a safe
and healthy environment"*

For additional information:

Johnny Diloné, Public Information Officer
Environmental Services Department
Office: 602-506-6611
Cell: 602-525-2423

Julie Pasquinelli, Public Information Assistant
Office: 602-506-0386

August 19, 2015

A+ on the Menu

Maricopa County Environmental Services' Cutting Edge Program unveils New Marketing Materials and Mobile Restaurant Ratings Tool

Maricopa County Environmental Services Department (MCESD) is bringing the Cutting Edge Food Safety Partnership Program to a higher level! New marketing materials and exciting tools have been unveiled to better assist industry and, most importantly, county residents.

The new "[A+ Cutting Edge](#)" promotional materials, which include an annual recognition [award-certificate](#), promotional [poster](#) and [decals](#), have been distributed to participating food establishments to display for their customers to see.

The nationally recognized (*NACCHO* & NACo* Awards recipient*) Cutting Edge Food Safety Partnership Program helps food-establishment operators maintain "Active Management Control" in their establishments and creates a preventive rather than reactive approach to food safety. This allows inspectors to focus on establishments that might pose a greater health risk to the community. Although establishments not on The Cutting Edge may show good food safety results, Cutting Edge enrollees -on average- statistically outperform other establishments with less violations, higher grades, and higher participation in promoting their inspection results to the public.

Other exciting news is that MCESD is also launching a mobile friendly restaurant ratings tool that features Cutting Edge participants and helps customers identify and locate businesses and food inspections easier. This tool may be accessed from a mobile device by opening and bookmarking the [Mobile Restaurant Ratings](#) link: maricopa.gov/EnvSvc/OnlineApplication/EnvironmentalHealth/mobile (and you can add its Icon to your Home Screen).

Below are some soundbites that may be used on your electronic media coverage with Andy Linton, Manager of the Environmental Health Division of the Maricopa County Environmental Services Department.

Mr. Linton addresses the following questions in English and Spanish:

- 1) What is the Cutting Edge Program?*
- 2) Why is the program considered to be a higher level (A+) in regards to Food Safety?*
- 3) Why the new marketing materials (and how these benefit the public)?*
- 4) How does the new Mobile Restaurant Ratings Tool work for the public in terms of restaurant inspection reports and the Cutting Edge program?*

-More-



[English Soundbites](https://youtu.be/6t8VSv9dfj0) (https://youtu.be/6t8VSv9dfj0)

[Spanish Soundbites](https://youtu.be/fdi7AWlamcw) (https://youtu.be/fdi7AWlamcw)

View and *(and feel free to air at your station)* the new Cutting Edge TV Public Service announcements by clicking links below:

[Cutting Edge for Your Business](https://youtu.be/NnsW46Qj8IU?list=PLK8bLXYwInEUDk1_DNXJYYSiZ02iZh4G) (https://youtu.be/NnsW46Qj8IU?list=PLK8bLXYwInEUDk1_DNXJYYSiZ02iZh4G)



[Cutting Edge - Customers - You Too Should Check It Out! \(ENG\)](https://youtu.be/NlzSMm5YQmE?list=PLK8bLXYwInEUDk1_DNXJYYSiZ02iZh4G)

(https://youtu.be/NlzSMm5YQmE?list=PLK8bLXYwInEUDk1_DNXJYYSiZ02iZh4G)

[Cutting Edge - Customers - You Too Should Check It Out! \(SPA\)](https://youtu.be/6roDSVNmV8?list=PLK8bLXYwInEUDk1_DNXJYYSiZ02iZh4G)

(https://youtu.be/6roDSVNmV8?list=PLK8bLXYwInEUDk1_DNXJYYSiZ02iZh4G)



For more information on Maricopa County Environmental Services department and The Cutting Edge Food Safety Partnership Program, call (602) 506-6616 or visit ESD.Maricopa.gov.

*NACCHO (National Association of County and City Health Officials) 2015 Model Practice Award

*NACo (National Association of Counties) 2014 Achievement Award



###

For more than 50 years, Maricopa County Environmental Services department has been working with our community to ensure a safe and healthy environment. The department serves the nation's fourth largest county with a population of nearly 4 million people. Using innovative methods, our Environmental Health professionals take proactive steps to regulate the food safety in eating and drinking establishments, work with stakeholders to keep our water supply free from contamination, and provide surveillance and enforcement activities to help minimize vector borne health risks.

Subscribe to our YouTube channel youtube.com/user/MCENVIRO and connect with us on Twitter: twitter.com/MCEnviro
Pinterest pinterest.com/mcesd1/ and Facebook facebook.com/MaricopaCountyEnvironmentalServices

