



Jenna Brown, AKA The Food Safety Mum, has thousands of online followers

## LEARNING POINTS

- 1 **MAKE IT RELEVANT**  
Keep it fun and unique to your style. I love sharing tips and tricks alongside important information, so that my audience can relate to it. Cost of living is a big concern at the minute, so I particularly love sharing content that will help people in their day-to-day lives, without compromising on food safety.
- 2 **PERSEVERE WITH IT**  
At first, I found posting on social media quite time-consuming. However, like anything, the more you practise, the quicker and easier it gets.

DO YOU HAVE A TALE TO SHARE? Email editor@cieh.org

## TALES FROM THE FRONT LINE

# 'If my content helps one person, it's a win'

Jenna Brown is using her social media skills as The Food Safety Mum, to share her passion for food safety on Instagram and TikTok

**I** ALWAYS KNEW I wanted to work in food safety – ever since I was around 15 and sat my first food hygiene training 'for fun' in food tech class at school.

I started my career as a student EHO working in local government while studying at Middlesex University. After achieving a first-class honours degree in environmental health, I was lucky enough to land a job with one of the UK's largest food manufacturers. I used my spare time to complete my portfolio and study to gain a full qualification as an EHO, before becoming an EHO specialising in food safety and public health for P&O Ferries.

I only recently decided to pursue my goals for The Food Safety Mum full-time. With two young children at home, it just feels like the right time: it's now or never!

It was actually becoming a mum that prompted me to set up The Food Safety

Mum in the first place. With a (now) four-year-old and 16-month-old at home, I was becoming frustrated with seeing so much information online about weaning and feeding young children. Yet there seemed to be a lack of reliable information concerning food safety for feeding these vulnerable groups. So, I started posting online and soon realised there was a need, and want, for this kind of information.

My online community has risen to more than 16,000 followers, and is continuing to grow, which is fantastic. I love sharing content on social media and try to keep it about things my audience can relate to.

I get a lot of direct messages from other mums asking about packed lunches or freezing, defrosting and reheating... I genuinely think I could spend all day just replying to messages.



One of the biggest pitfalls is that social media is such a large space. Sometimes you can post something that just seems to get 'lost' in a social media black hole. But if my content helps even just one person that day, then it's a win.

As The Food Safety Mum, I'm passionate about promoting food safety in the home. Having confidence in food safety keeps families safe from food poisoning, but also helps them understand how to reduce their food waste without compromising on safety.

Right now, I'm focusing on food safety at Christmas, but have plans to continue helping parents and carers of little ones, as well as tailored help for businesses who work with these groups.

I've had some great opportunities since starting The Food Safety Mum and made connections I'd have never thought possible – even on the other side of the world. It's also enabled me to work with public figures and well-known brands in the parenting world, contribute to a number one *Sunday Times* bestselling book, and get featured in *GoodtoKnow*, *The Independent*, *The Sun*, *Metro* and *Yahoo*.

● You can follow Jenna Brown on Instagram @foodsafetymum and TikTok @foodsafetymum. She also has a website at [www.foodsafetymum.co.uk](http://www.foodsafetymum.co.uk)