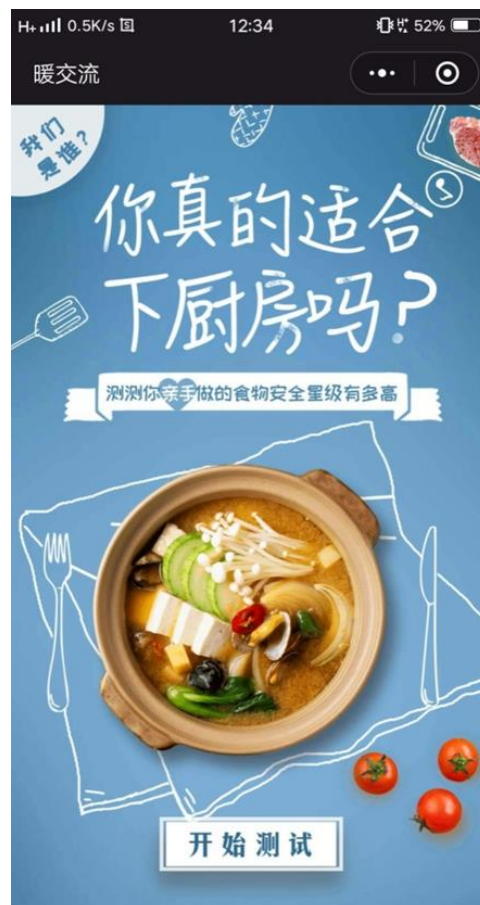


Using Wechat to Engage with Consumers - A Pilot Study from CFSA

China National Center For Food Safety Risk Assessment (CFSA) launched the first test-based Wechat mini-program “**Whether you are suitable to use the kitchen**” in China in May 2018, with the theme of Five Keys to Safer Food.

On the one hand, it guides the public to discover the safety problems in their kitchen operation through interesting and interactive ways and realize that the home kitchen is an important battlefield for safeguarding food safety. Everyone is the first responsible person of their own health. On the other hand, it aims to give the public the simplest and most effective weapon - Five Keys to Safer Food to solve the safety problem of home kitchen operation, to enhance the public's ability to defend health.



Within one minute, participants can complete this interesting mini program to find the problems in their own kitchen food preparation operations and how to solve the problems.

This mini program combines survey testing with science education, find out their own risk operations, and give self-efficiency to the audience and enhance the user experience.

Once the mini program was launched, it was well received by peer experts. It was invited to give a presentation on the theme of “**Using Wechat to Engage with Consumers - A Pilot Study from CFSA**” at China International Food Safety and Quality Conference (CIFST) held in Shanghai in November 2018. It was widely recognized.

During the first month, the number of visits to the mini program was nearly 30,000 times, and the average user access time in the first half of the year was 55 seconds, and the bounce rate was as low as 7.49%, indicating that this mini program user has high stickiness and good experience.





