

Food Safety Education PDG

Members Present: Carol Wallace (Chair), Brita Ball (Vice Chair), Elizabeth Andress, Nicole Arnold, John Bruhn, Julie Carver, Kaiping Deng, Ellen Evans, Yaohua Feng, Lone Jespersen, Junehee Kwon, Mayra Marquez Gonzalez, Sara Mortimore, Laura Nelson, Londa Nwadike, James O'Donnell, Maria Reyes, Sarah Schober, Angela Shaw, Pamela Wilger and Marcel Zwietering.

Board/Staff Members Present: Linda Harris.

New Members Present: Allison Sain, Lori Costello, Ashley Chaifetz, Katrina Levine, Sydney Corkran, Charles Muyanja, Isaac Rukundo, Sudarsan Muralidharan, Jane Nkhebenyane, Shauna Henley, Shannon Coleman, Lisa Moody, Dan Marino, Jessica Rue, Julie Jean, Minerva Rivera, Robson Machado, William Weichelt, Michael Trevan, Teressa Lopez, Vicki-Lynne Scott, Sara Gragg, Evelyn Gutierrez, Robert Thomas, Susan Hammons, Rodrigo Santibanez, Barbara Ingham, Patricia Borrusso, Martin Bucknavage, Jordann Wenzel, Neiunna Reed-Jones, Kelly McCarty, Julie McGrath, Andrew Capps, Carl Turcotte, Francie Buck, Clint Stevenson, Wenqing Xu and Buffy Montgomery.

Visitors/Guests Present: Roxana Perez, Olivier Kamana, Ntsoaki Malebo, Natalie Seymour, Dane Jensen, Sergio Nieto-Montenegro and Gisela Berns.

Meeting Called to Order: 3:05 p.m., July 25, 2015 by Carol Wallace.

Minutes Recording Secretary: Ellen Evans.

1. Carol introduced the new Vice-Chair, Brita Ball, and gave a vote of thanks to the retiring Chair, Pam Wilger. All members and new members were welcomed to the PDG.
2. Board announcements from Linda Harris – 4,200 IAFP members, greatest increase in international membership increase 121% (2005 – 2015). 3,100 registrations this year. Encouraged use of webinars (\$25 for open webinars; free live for PDG members, with recordings open to all IAFP members). Importance of including student PDG members in round tables and symposia.

Old Business: Update from last year:

1. Five suggested symposium ideas (not successful), although some of the ideas were picked up in other symposia.
2. Symposium idea 'Current issues in HACCP' submitted to European symposium in Cardiff. This was successful and very well attended.
3. PDG survey – 13% response rate – subgroups a good idea, majority indicated interest in contributing, Broad acceptance of suggested subgroups. Over dilution of PDG discussed. Breakdown to education consumers, future food safety professional and current.

New Business:

1. Micro-presentations:
 - a. **Brian Bedard – Hands on (future consumers) middle school children**
 - Week long comprehensive curricular program to model best practices in adolescent instruction, 4 teachers work together to deliver food safety across many aspects of curriculum (science, mathematics, language arts and social studies) integrated approach, free professional development training for teachers, teach the teachers to deliver the program. All curriculum requirements provided. Fifteen states included in program.

- Effectiveness. Significant increases in knowledge and demonstrated a long-term retention, improves observed behavior, self-efficacy significantly increased.
 - Lay foundations for safe food-handling skills while teaching content standards for core subjects. Grad students using program for research projects.
 - More information: Sondra@utk.edu.
- b. Shelley Feist – Consumers (U.S.)**
- In USA progress healthy people 2020 objectives relating to Fight Bac! campaign areas (cook clean chill separate) Self-reported behaviors measured by partnership every 2–3 years.
 - USDA \$20 million campaign, 40,000 calls to meat and poultry line. 100,000 downloads of consumer food safety education resources.
 - Capacity: 52% of CFS educators do evaluation/data collection, many educators don't agree with messages. Food industry only represent a 6% interaction with consumers. Capacity reviewed by means of an environmental scan on who is providing what to consumers regarding consumer food safety by NCSU.
 - Patricia Barossa meta-analysis to evaluate factors affecting consumer food safety behaviors. Consumers overestimate home food safety, practices relating to temperatures (cooking and chilling) are lacking. Attitudes: don't think about FS, underestimate risk, susceptibility (including vulnerable consumers). Unable to recognise when FS practices are required, perceived costs are greater than perceived benefits of FS behaviours. Need to develop a positive FS culture. Important that consumers can trust FS information resources.
 - Need for research: at-risk consumers: pregnant women, washing raw meat. Novel strategies, ways of measuring actual behaviors with other measures.
- c. Michael Trevan – Academia**
- Educating future industry professionals. (Post-secondary education and food protection.) Future food workers.
 - Issues for universities and colleges. Lack of food science students, many nutrition students. Spectrum: food processing/analyses – foodies – nutrition dietetics. Many students don't end up as food processors or dieticians, majority end up in middle group. Need to address those in the middle ground and give suitable education for various roles, including food safety.
 - Universities generally slow at developing new programmes (e.g., 3 years) and not good at getting industrial input into programme design.
 - Colleges are different – local food approach, key focus on supply chain, retail and marketing.
 - Need for collaboration between industry, regulators and educators, consequently safe food Canada – the learning partnership was developed. It is a key resource for the development of training quality standards and curriculum frameworks for industry and regulators. SFC – joint programme competency-based learning outcomes against which all food safety training and education can be benchmarked.
- d. Laura Nelson – Industry Professionals**
- Presented results from 3rd annual global training survey by Campden BRI and Alchemy. (n = 1300). Benchmarking tool to identify industry challenges.
 - Survey identified industry training goals are to improve food safety culture. Scheduling time for training and verifying effective training were identified as challenges. Biggest challenge to developing a strong positive food safety culture were determined to include lack of resources, negative attitudes of employees,

lack of effective communication and multi-cultural workforce and negative management attitude.

2. Mini-workshop - Food Safety Education – Building Capacity

a. Consumer group

- Challenges of consumer food safety education – discussion around evaluation and documenting the effectiveness and evaluation of food safety education.
- Need to document the potential impact of media based outreach, assess the impact of direct and indirect contact.
- Measuring behavioural change can have difficulties.
- Drop out and retention discussed.
- Utilize the application of other successful health prevention practice intervention strategies (non-food safety related) to inform targeted development of consumer food safety education.
- Fatigue around participation and getting people to participate and what makes that work well was discussed.
- Marketing outreach programs and pitching programme to the right level of the program.
- Disconnect between message for consumers and consumer ability/access (e.g., money and use of thermometers).
- Consistency of messages.
- Education of the educators discussed. Educators need to be well informed
- We need know the consumer better.

Brian Bedard question regarding food trust and how confusing it is for consumers, discussion around credible source of consumer food safety education is critical, how to rebuild consumer trust? How to engage with consumers to allow an open dialogue? Enabling consumers to better educate themselves. What do consumers regard as trusted sources of food safety education? Do consumers know what extension/cooperative extension is? Research driven science can make education challenging as it can't be as flexible in foodbabe and such blogs. Trust surveys are a valuable tool. Cultural differences in trust of extension discussed.

Action plan: communicate better within PDG network of consumer food safety educators. Ongoing activities over the year.

b. Academic group –

- Responsibility to create industry ready graduates.
- Need to partner up with industry e.g., joint-working group, taking students out into the field before graduation.
- Sharing best practices with academia and industry.
- Industry need to be aware of what their investment will gain.
- Internships is an opportunity to assess – key success point is collaboration with industry and academia.
- Best practice to include evaluation from stakeholders in industry of food science courses at university.
- Changes in delivery of courses is based upon industry feedback.
- “Industry doesn't need more food scientists, they need more sanitarians.”

Action plan: Producing career-ready graduates by working together across academia and in partnership with industry – collaboration and sharing of best practices. Ongoing activities over the year.

c. Industry professionals group

- Small producers frame works.
- Cultural aspects influence how people learn, reflect and adapt.
- Many difference languages can be spoken in work place.
- Three tiers in workplace have difference food safety training needs, they need to be addressed differently.
- Discussion around the 'whys' training not effective if not focused on the 'whys'.
- Measurement and metrics discussed, what metrics are, helping others measure the effectiveness of their training.
- Honesty when training isn't appropriate, give people tools on evaluating the effectiveness of the training.
- Behaviors in relation to food safety culture discussed.
- Multiple generations in workforce and the need effective training.
- Need to understand the delivery and the environment, need to set people up for success to absorb the materials.
- Need research around the metrics.

Specifics that the group want to work on: Webinars and collaboration between industry and academia.

1. Closing points from mini-workshop:

- Cross-overs between groups identified from workshop group discussions.
- Complete findings (flip charts) to be distributed to the group as a whole.

2. Any other business

- a. Tony Flood has been asked if he would do a webinar on annual consumer survey findings since the agenda had not allowed time for this during the PDG meeting. To be organized.
- b. Food Safety Preventive Controls Alliance is recruiting instructors – see special session on Monday.
- c. Several symposia, roundtable and technical sessions on the programme are relevant to PDG member interests, as well as the poster session on Sunday.

Recommendations to the Executive Board:

1. A more efficient method of keeping lists of PDG members up to date is needed. Currently a roster list is generated by the IAFFP office and any new member requests have to be manually input by the Chair/Vice Chair during the year. This relies on emails being picked up and actioned one-by-one. A method of automatic updating, perhaps linked to member choices of PDGs on the website, would be more efficient and would make sure that new members are not being missed.
2. It is recommended that a short break is included in the PDG meeting schedule to accommodate PDGs leaving a room and setting up for the next group before the next PDG is due to start.
3. It is recommended that a static laptop be provided in the PDG rooms on PDG meeting day that is already linked to the projector and has WiFi Internet capability. This would save set-up time at the beginning and crossovers between meetings where laptops have to be switched.

Next Meeting Date: July 31, 2016.

Meeting Adjourned: 5:05 p.m.

Chairperson: Carol Wallace.