

Food Safety Education PDG

Attendees: Shauna Henley (Chair), Ellen Shumaker (Vice-Chair), Karla Acosta, Christina Allingham, Rodger Anthonijsz, Nicole Arnold, Aadeya Arora, Brita Ball, Laura Pineda-Bermudez, Catalina Cespedes, Hema Sai Samhitha Chalamaasetti, Vanessa Coffman, Shannon Coleman, Mary Morris-Donalson, Melanie Firestone, Mark Flanagan, Vinayak Ghate, Sam Hadden, Heather Harter, Basel Al Jaber, Ahmed Al Kaabi, Chyer Kim, Amanda Kinchla, Richard Kralj, Kajam Kunarajasingam, Aaron Lavalley, Pei Liu, Anuj Mehta, Naomi Melville, Anibal Concha-Meyer, Sara Mortimore, Arenis Piñón Muñiz, Alexis Omar, Rocio Ortega, Stacy Ostromecki, Keorimy Ouk, Arcchana Patil, Carolina Prates, Jennifer Quinlan, Allissa Riley, Lisa Robinson, Carla Schwan, Natalie Seymour, Mariana Villarreal Silva, Dharamdeo Singh, Rick Stokes, Camilo Toro, Carol Wallace, Evelyn Watts, Austin Welch, Katie Weston, Wenqing (Wennie) Xu, Lily Yang, Mary Yavelak, Galante Yu, Laís Zanin.

Board/Staff Present: Timothy Jackson, Mark Carter.

Total Number of Attendees: 57.

Meeting Called to Order: Sunday, 8:30 a.m. Eastern Time, July 16, 2023.

Minutes Recording Secretary: Christina Allingham.

Old Business: Shauna Henley motioned to approve the 2022 PDG meeting minutes. Dr. Quinlan motioned and Dr. Ellen Shumaker seconded the motion. There were no objections.

New Business: PDG leadership Dr. Shauna Henley (Chair) and Dr. Ellen Shumaker (Vice- Chair) and Christina Allingham (Student Liaison) introduced themselves to the PDG members in attendance. No additions to the agenda were made by the group.

Dr. Tim Jackson, a Board Liaison, presented the Board announcements. Dr. Jackson welcomed PDG members to Toronto, and notified members to download the Annual Meeting application and sync as needed. Dr. Jackson notified PDG members that the DEI Council added a video to the application, and encouraged members to view. Dr. Jackson recapped that the Board offered free webinars for food safety awareness month, which received over 9,000 views. Dr. Jackson shared that PDG members are encouraged to join an IAFP committee. Dr. Jackson introduced a feature on *IAFP Connect* where members can receive notifications when new *FPT* and *JFP* issues come out, and reminded folks to add themselves as a mentor or mentee on *IAFP Connect*.

The PDG Chair then highlighted the four total symposia and roundtables that were primary session sponsors by the PDG for IAFP 2023. The topics and times were announced to encourage attendance at IAFP 2023. The chair announced the special considerations for accepted symposia or roundtables for the upcoming IAFP meeting.

Dr. Henley then introduced an ideation breakout session that was originally introduced during IAFP 2022. Dr. Henley introduced the upcoming general focus white paper submission entitled Food Safety Education from

Farm-to-Fork: Now and into the Future. The goal of the breakout sessions were to add/discuss the content outline from last year based on the manufacturing, retail, consumer, and farm backgrounds of the PDG members.

Vanessa Coffman from STOP Foodborne Illness shared background on STOP, including the milestones in inspection systems and FSMA law implementation. Currently, STOP is advocating initiatives such as the *Cronobacter* outbreaks, *Salmonella* as an adulterant in stuffed raw chicken products, FDA reorganization, and recall modernization. STOP shared new initiatives for developing programs on food safety culture.

Katie Weston from the Partnership for Food Safety Education (PFSE) shared their organization's future projects, including a webinar entitled "Food Safety Education for Everyone: Building Inclusive Messaging," coming in August. Weston also shared PFSE's branding survey that assesses the graphics and audiences used in PFSE, so that they can be more effective in consumer education. Weston encouraged members to participate in the survey.

Dr. Henley shared information about the upcoming Netflix documentary on Poisoned, with the mechanisms of a workgroup to provide communications based on the documentary. Group communications would be shared via *IAFP Connect*. A panel on pop-culture as a tool for food safety followed. Natalie Seymour then presented on pop culture as a tool for food safety education. Seymour then explained to PDG members why pop culture is used in food safety (like making content more relatable to consumers). Mary Yavelak then presented on social media messaging and consideration to promote food safety education "Safe Plates," Ms. Yavelak introduced general messaging development, such as risk communication, cues to action, and audience awareness, and Dr. Henley shared resources on copyright and fair use.

Recommendations to the Executive Board:

1. Dr. Ellen Shumaker recommended as the Vice-Chair of the Food Safety Education PDG.
2. Since IAFP and IFT take place at the same time, members request that the board avoids conflicts for other major associations' meetings in the future.
3. Members would like the association to support students traveling to IAFP when they have to acquire a VISA.
4. A member suggested that the Education PDG have a stronger focus on university students in Food Science and developing their education skills.
5. A PDG member asked that the Board consider scheduling sponsored symposia/roundtables at different times from each other. This year, 2 PDG-sponsored symposia are at the same time.

Next Meeting Date: Long Beach, CA, USA, July 14, 2024.

Meeting Adjourned: 10:31 AM EST on July 16, 2023.

Chairperson: Dr. Shauna C. Henley.