

## Food Safety Education PDG

**Members Present:** Ben Chapman (Chair), Pam Wilger (Vice Chair), Andrew Benson, Renee Boyer, Christine Bruhn, Andrew Clarke, Mark Davis, Louise Fielding, Tony Flood, Lone Jespersen, Jan Lues, Ruth Petran, Katie Reyes, Adrienne Shearer and Brian Turner.

**Board/Staff Members Present:** Katie Swanson.

**New Members:** Ashley Bramlett, Ken Davenport, Lynn McMullen, Judy Harrison, Richelle Beverly, Diane Ducharme, Mayra Marquez, Peter Slade, Jean Weese, Audrey Kreske, Sarah Allison Smathers, Ellen Thomas, John Bruhn, Carol Lietke, Karen Harper, Gary Cohen and Jason Wan.

**Visitor/Guest:** Dojin Ryu.

**Meeting Called to Order:** 9:01 p.m., Sunday, July 31, 2011.

**Recording Secretary of Minutes:** Renee Boyer.

**Welcome:** Ben Chapman welcomed everyone to the meeting and all persons in attendance. All persons in attendance at the commencement of the meeting introduced themselves and their affiliation. Ben thanked Renee Boyer for her commitment and leadership during her tenure and welcomed Pam Wiliger as the incoming Vice Chair of the PDG.

Katie Swanson brought greetings from the Board:

- Record attendance.
- Great brand recognition, built on the back of the journals like *FPT*.
- Instruction of minutes and recommendations to the Board.
- Related to multiple conflicts – could committee deal with a shorter time slot? Input to the Board requested (Board recommendation below).

### Old Business:

1. Report from Wikipedia/subgroup/IAFP social media activities:
  - a. Hope to address social media opportunities through a few webinars to be conducted during the next year. Two webinars:
    - i. Intro to social media as a food safety professional.
    - ii. How to actually use social media.
  - b. Suggestion for an IAFP food safety PDG Facebook page.
  - c. Executive Board views our group as the group to do this.
  - d. Tony – is there any data to indicate how members engage in social media? No, perhaps we should do a survey to determine this.
  - e. RECOMMENDATION FOR THE BOARD: Allow us to conduct a survey on social media use by IAFP members.
  - f. Perhaps this would make a good session for 2012 that would focus on social media?
  - g. Action items:
    - i. Look for a strategy for the survey.
    - ii. Working group will talk to Don in the coming months.
2. 2011 Symposia:
  - a. Food Safety Education for Youth – Adrienne Shearer, Tuesday morning.
3. “Food Safety for Temporary Events:” Asked to review that document. Meet after the meeting to determine a time to get together and revise the document.

## **New Business:**

1. 2011 food & health survey conducted by IFIC – Tony Flood.
  - a. Looking for resources to enrich the center that would help health professionals do a better job communicating.
  - b. In August, risk communication meeting with FDA. They plan to release a book for risk communication to health practitioners. Practical how to in risk communication.
  - c. Survey results:
    - i. Microbial issue is the #1 food safety issue.
    - ii. Less confidence in imported foods.
  - d. Webinar Sept. 1 from 10–12. Will send an invitation to the membership.
2. Partnership for the food safety education strategic action plan.
  - a. Shelly Feist – partnership restructuring. Went through the new strategy.
  - b. Found through the BACfighters that they do not have a lot of funding to engage around food safety education.
  - c. Question from Pam – how do we see something like this integrating with commercial food handlers?
3. Comments from the Board
  - a. Katie Swanson – set a record for registration this year – 2400 registered.
  - b. Encourage PDG to engage members throughout the year. Ex. Conference calls, webinars, brochures/publications.
  - c. Minutes template, due 1:00 p.m. on Tuesday.
  - d. Do not include things in recommendations that are not actually recommendations (extra resources, or new vp).
  - e. Comments of the overlap of meetings, could the meeting time be shortened?
  - f. Chair Breakfast Monday morning, changes–5 PDGs will present tomorrow.
  - g. Educational materials for state/local inspectors who can't travel, how do you get impactful information and brand IAFP intellectual property. What behaviors could impact on type of outbreak, vs the other type of outbreak – Ewen Todd.
4. Suggestion **for a workshop or white paper**...some venue to present effective behavior change evaluation tools.
  - a. How do you get the knowledge out to the smaller folks that can't attend the trainings.
  - b. Outcomes based approaches for the trainings?
  - c. Review of education pieces that have been evaluated and summarize what is out there to provide something that folks can use. A best practices for evaluation tools.
  - d. Consumers perception of risk.
    - i. Best practices for food safety education.
    - ii. Measuring behavior changes.
    - iii. Adult education best practices? Non food scientists.
    - iv. Evaluation methods to enhance behavior changes.
5. Food Safety Education resources – University of Delaware is conducting a survey of current educational tools/resources targeting food safety education for youth in the school system. Currently have received approximately 38 responses.
6. Executive Board has requested that we have a better link with the Audiovisual Library. Trying to update the Audiovisual Library. Holding a joint last half of the meeting with them next year.

- a. Include them in the social media strategy
- 7. Symposia suggestions for next year?
  - a. Pam Wilger – International NGOs, FAO that are pushing education throughout the world. Most of us don't know who these groups are and what they are doing. Andy Benson and Pam Wilger to put together, private/public partnership.
  - b. Produce safety alliance, FDA/Cornell to develop a standard education curriculum or guidelines for fresh produce food safety training. Education strategies for fresh produce...not just North America.
  - c. Food safety evaluation to collect data for behavior change. (If it doesn't become a workshop.)
  - d. Host webinar to introduce/talk about behavioral psychology and how it influences behavior changes.
- 8. Should the meeting be 1 h, 1.5 h or 2 h. Maybe we can hold our meetings in combination w/Audiovisual group. 1 h w/us, then 1 h w/them?

**Recommendations to the Executive Board:**

- 1. Board to schedule Food Safety Education PDG and AV Library Committee as a joint meeting in 2012 and schedule it for 2 hours total.

**Next Meeting Date:** July 22, 2012.

**Meeting Adjourned:** 10:56 a.m.

**Chairperson:** Ben Chapman.