

## **Food Safety Education PDG**

**Members Present:** Pamela Wilger (Chair), Carol Wallace (Vice Chair), Adam Borger, Renee Boyer, Dennis Burson, Benjamin Chapman, Andrew Clarke, Patricia Curtis, Carl Custer, Catherine Cutter, Ellen Evans, Shelley Beist, Louise Fielding, Lone Jespersen, Pat Johnson, Amanda Kinchla, Audrey Kreske, Jennifer Lahnoudi, You Li, Deon Mahoney, Deborah McIntyre, Lynn McMullen, Sara Mortimore, Laura Nelson, Ruth Petran, Katie Reyes, Maria Angela Reyes, Angela Shaw, Adrienne Shearer, Amarat Simonne, Peter Slade, Tori StiversJean Weese, Robert Williams and Stacey Willson.

**Board/Staff Members Present:** Linda Harris and Katie Swanson.

**New Members:** Luke Laborde, Julie Carver, Sarah Schober, Junehee Kwon, Todd Rossow, Apurba Chakraborty, Han Wen, Mark Dworking, Stewart Larsen, Brenda Becker, Yaohua Feng, Alicia Orta-Ramirez, Lynette Johnston, Phil Crandall, Fatemeh Ataei, Brenda Stahl, Gregory Pluimer, George Nakamura and Bryan Chapman.

**Visitors:** Adriana Matheus, Yee Ming Lee, Pei Liu, Britonny Saunier, Ahsley Pavloff, Bill Lachowsky, Rachelle Woods, Raquel Andrade and Wei Chen.

**Meeting Called to Order:** 10:02 a.m., Sunday, July 28, 2013 by Pamela Wilger.

**Recording Secretary of Minutes:** Debbie McIntyre.

Pam welcomed everyone as Chair and introduced Carol Wallace as Vice-Chair. Sign in sheets were passed around and previous minutes were passed out. The minutes from last meeting were approved without any additions/corrections. The Antitrust Guidelines were reviewed by Pam.

**Report from IAFP Executive Board:** Linda Harris, Corporate Ext. Specialist, UC Davis and incoming IAFP Secretary. Linda provided a welcome from the IAFP Board. She reported that attendance is up again for this year's meeting – 2700+ this year. IAFP is encouraging webinars for teleconferences; contact IAFP office to help set those up. They are also looking for articles to go into *Food Protection Trends*, there are currently over 20 PDGs, with three new PDGs this year. She asked the group to look for synergies with other PDGs when developing symposia and indicated a possibility for PDGs to meet on Saturday afternoon, if desired. She encouraged attendance at the IAFP Business meeting on Tuesday afternoon at 2:00 p.m. and reminded us that minutes from PDGs are due on Tuesday by 1:00 p.m.

## **Old Business:**

- (1) Roundtable Submission update (2012) White paper is still in process. Ben Chapman indicated that person that was going to record notes did not attend the right symposium. Another produce roundtable will be turned into a white paper. Ben will be following up.
- (2) Webinars were held this past year. Pam indicated that this PDG has grown. We now have Academic, Educators, Outreach, Industry and Retail representation. We need to review our mission statement and how to work together throughout the year. Tony Flood asked about participation rate of webinars. Ben Chapman explained two webinars were presented from this PDG group last year. Average was 40 participants—these were the most popular attended webinars for IAFP. These were held for the PDG members only—at no charge. If it goes out to the membership, then there is a charge. There are approximately 250 members in this PDG. The purpose of the 2 webinars that were presented was to enhance the discussion of topics that were discussed at the last Education PDG meeting in Providence (2012).
- (3) Food Safety for Temporary Events document revision – Renee Boyer indicated that it has not yet been revised. Individual from company wanted to change hand washing requirements. Ben and Renee did not feel that was the correct direction. However, document is still going to be revised and this is in process. Pam asked if anyone is looking for this type of document – no comments.
- (4) Wikipedia project – Ben Chapman gave update. Following last PDG Education meeting, discussed social media face of IAFP with IAFP Media Task Force. Media Task Force is suggesting hiring a staff member at 0.75 FTE to monitor social media (Facebook, Twitter, etc.) Pam added that last year, IAFP recommended that there would be training on Google Groups. This would be another means for our PDG group to communicate through the year. There should be training on Google groups this year. Pam reminded the group we can have a Web site coordinator—then when people want to submit something on the Web site, they would go through that person managing the Web site as another means of communication for the PDG.

Pam reminded the group that we should be thinking about people to nominate for the annual IAFP Awards.

**Introductions:** The microphone was passed around the room and participants provided name, affiliation, and what type of education/training they provide.

## **New Business:**

- (1) Partnership for Food Safety Education (Shelley Feist) Deal with the Consumer FS Education which is viewed as an extension of the values of a company's food safety programs. Shelley's presentation provided an overview of this program. Three key areas for the Partnership for Food Safety Education:

Amplify work of FS Education; convening people around FS Education and; measuring efforts.

Topics overview presented–

- (a) New Identity and Why
  - (b) New visual identify – want less like a government seal and said togetherness  
“Together: A Food Safe America”
  - (c) Kids and Food Safety  
New campaign—Perfect Picnic game for iPhone; BAC Fighter National Youth Campaign- launched June 2013; Smart Kids Fight BAC!  
Available on fightbac.org
  - (d) How Can You Fight Back? Campaign in English and Spanish provides food safety basics.
  - (e) 2014 Consumer Food Safety Education Conference  
Targeted focus on educating consumers; Dec 4-5, 2014 – to be held in Washington, D.C. area and; looking to gain sponsors. Shelley will keep our PDG informed on progress of this conference
  - (f) Community – Building Communicate message of impact of public and private sector FS Education programs; will start community page so that others can connect with colleagues regarding special topics, etc.; Fight BAC brown bag webinar—September 5 “Home Food Safety Mythbusters—”
  - (g) Working on new campaign for safe handling of produce  
Contact info: Shelley Feist, Executive Director, [sfeist@fightbac.org](mailto:sfeist@fightbac.org); 202-220-0651:  
Ashley Pavloff, Manager, Programs and Outreach, [Ashley@fightbac.org](mailto:Ashley@fightbac.org), 202-220-0705; Brittany Saunier, Project and Development Associate, [Brittany@fightbac.org](mailto:Brittany@fightbac.org), 202-220-0602.
- (2) International Food Information Council (IFIC) – Tony Flood provided overview of 2013 Food & Health Survey. Tony provided update on consumer research project and shared resources, [www.foodinsight.org](http://www.foodinsight.org). (a) Consumer research update – looking to provide info on consumer trends. Free webinar will be held in September to present full results of the survey. When webinar date is finalized, Tony will provide that information to Pam to disseminate to the group. Web-based survey was held in April/May of 2013. (1016 participants)
- (b) New Resources  
“Food Biotechnology Communicator’s Guide” – Tony can provide a hard copy to any of our PDG members, if requested.
  - (c) IFIC Foundation Sylvia Row Fellowship – bridge gap between scientific community and consumers. Tony introduced Stephanie who currently has this fellowship. New application deadline will be in January. Tony encouraged educators to encourage students to apply for this fellowship opportunity. IFIC

will also help with connecting students with internships. Tony's contact info:flood@ific.org.

(3) Development of a FS Training Framework and Supporting Standard (Sara Mortimore and Lone Jespersen) –

PAS 220 – standard in manufacturing was highlighted as an example industry guideline document. ISO 22000—did not meet requirements for the detail of prerequisite program (PRP) requirements—PAS 220 details the PRPs

Wondered if could standardize framework for industry FS training and if others are interested in this. Need global framework for companies to use that would be an “umbrella.”

Proposed framework was presented as a diagram in slide format: Received help from CIEH to help draft diagram; Proposes that a standard would come out through BSI and be recognized by GFSI; Looking at series of core competencies that apply to any type of sectors and what the specific training requirements are. If interested in helping with this initiative, Pam requested that names be provided to Sara or Lone. Sara indicated that the idea is that this would be an ISO standard. Need as many people as possible to be stakeholders in the process. This would eventually need to go out for global consultation. Sara and Lone will run a webinar on this topic, later this year.

(4) Norovirus – Ben Chapman

Part of a group at NCSU – “Norocore”; Grant that is a 5-year project that incorporates 36 different investigators. Education component—this group is developing education on norovirus (e.g. fact sheet on berries and hep A) and is a large project. If interested in food borne virus, check out Web site or contact Ben at [Norocore@ncsu.edu](mailto:Norocore@ncsu.edu). IAFP booth 131 also has information.

(5) Symposia and Roundtable proposals for next year –deadline is Oct 15.

Will need to have proof of support from other PDGs, if you have them listed on the proposal. Therefore need to reach out to other PDGs and have a discussion to make sure that our ideas align.

Pam asked for symposia ideas for next year:

(a) “HACCP – effectiveness of training” (owner: Lone Jespersen)

It was mentioned that the meat and poultry and retail PDGs, along with the new HACCP PDG may have interests in co-sponsoring this idea

(b) Changing Behavior Through Training – (owner– Laura Nelson, Alchemy) – How to motivate people “to do the right thing” related to food safety. Laura indicated that they have results from a study that Alchemy did on behaviors in industry. (Lone suggested that Laura work on this initiative). Pam suggested “Changing Behavior—how

training can be effective to change behaviors.” Reaching “hard to reach” audiences is a challenge. Katie Swanson suggested session on how to create a FS program that is easily translatable. Tony Flood volunteered to look into this as a possibility.

- (c) Sharing Technologies For Delivery of Training-(owner – Junehee Kwon from KansasState) Sharing technologies, along with best practices. Junehee referred to Research Triangle (presented differences in class – how that affected people’s perception). Pam recommended Roundtable; comic books, e-learning, storybooks, etc.
- (d) Pam also reviewed the ideas that were presented at last year’s PDG meeting: (Food Defense components for Big Events (e.g., Olympics)—will be presented this year); Thermometer use and improving consumer use; Partner with pre-harvest PDG with focus on different scales and; Implementing programs to attract regulators to IAFP.

#### (6) Mission Statement

Pam reviewed current mission statement. *To provide IAFP Members and their clientele information on food safety education.*

Lone and Sara indicated that “best practice education and training” should be added. “To provide IAFP members and their clientele best practices on food safety training and education”.

Provide and promote—food safety education tools; To learn...and apply;  
To promote best practice approaches and tools for effective food safety training and education.

A vote will be sent out to the PDG to determine the next mission statement.

Pam asked if we should break up into subgroups throughout the year but come back as a larger PDG group— or stick together as one group.

- (7) SURVEY will be sent out to identify groups that would be of interest and who would be willing to participate along with ideas on how to work as a PDG throughout the year.

Subgroups (1) Industry (includes retail) – Pam would lead

(2) Academia (includes University and K-12) – Carol would lead

(3) Consumer (includes Media, Health Professionals) – Shelley Feist to lead  
Subgroups to discuss and present to larger group.

#### (8) Webinars

- (1) Lone Jespersen and Sara Mortimore- Development of FS Training Framework

- (2) Tony Flood- Consumer Survey (September)
- (3) Shelley Feist – produce campaign and Kids campaign

(9) Food *Protection Trends*–Katie Swanson encouraged submitting general interest papers

**Recommendations to the Executive Board:** None.

**Next Meeting Date:** August 3, 2014 Indiana Convention Center Indianapolis, IN.

**Meeting Adjourned:** 12:01 p.m.

**Chairperson:** Pamela Wilger.