

Food Safety Education PDG

Members Present: Renee Boyer (Chair), Katie Swanson (Board Liaison), Andrew Benson, Christine Bruhn, Benjamin Chapman, Bennett Armstrong, Marie-Luise Baehr, Anthony Flood, Kerri Harris, Ema Maldonado-Siman, Patricia Curtis, Matthew Jenkins, Sandra McCurdy, Sue Snider, Brian Turner, Gordon Hayburn and Brita Britt.

New Members Present: Katie Burns, Shay deSilva, John Allan, John Wendell, Hayley Oliver, Adnrea Moreno Switt, Lorraine Rodriguez-Rivera, Helen Barela, Mark Davis, Todd Rossow, Gregory Sanders, Pamela Wilger, Andrew Clarke, Louise Fielding, Lara Snyder, Marin Pavlic, Kerri Harris, Carl Custer Carrie Ferstl, Gregory Phillips, Andy Benson, Mariam Reyes, Isabel Walls, Gina Nicholson, Larry Kohl, Jacob Lemmons, Ashley Haneklaus, Brittany Laster and Ruth Petran.

Meeting Called to Order: 1:03 p.m., Sunday, August 1, 2010.

Recording Secretary of Minutes: Renee Boyer.

Old Business:

Wikipedia Project:

Ben Chapman reviewed the project history: 3 conference calls and 1 Webinar were held in the past year, IFIC hosted a Webinar to teach how to contribute to Wikipedia and the creation and editing of a page. The next meeting will be at

the end of Sept. with a goal to develop a guideline to give to other PDGs and to write a 2–3 page white paper to *FPT* so all members can learn how to do this.

IAFP identifier: Katie says yes it would be useful, but you would need Board approval. Decided not to have an identifier b/c it could eventually be used maliciously.

Development of small series of Webinars associated
social media: a series of small Webinars.

Presentation from IFIC, 2010 Food and Health Survey: Tony Flood and Katie Burns from IFIC presented data from their survey on consumer food safety perceptions. Executive summary made available at the end of the meeting.

Food Safety Education for Physicians: The discussion of the food and health survey generated a good discussion about the gaps in food safety training of physicians:

- Sub-committee from our PDG to pull this information together:
- Tony Flood and Christine Bruhn put together a group that could look for funding, potential chairs will E-mail Ben Chapman.
- For the sub-committee:
 - Include international perspective.
 - Physicians food safety knowledge...development of work for that group. Audience wants Web-based primers not print-based.
 - Going to physicians, can you get them to actually carry out with the information.

Potential Workshop for Milwaukee 2011:

- Working with media on how to tell food safety stories proactively and reactively – include social media/online.
- Chaired by: Gina Nicholson, Sue Snider, IFIC.

Election of New Vice Chair:

- Pamela Wilger (Cargill), all in favor. Pamela accepted the position; we will bring this to the Board on Monday morning.

Food Safety for Temporary Events Document Revisions:

- PDG's publication revision requested.
- Subcommittee created to address: Albert Armstrong, Brian Turner, Renee Boyer and Ben Chapman.

100 Safety Tips for the 100 Years:

- PDG will assist in creation of 10—15.

Potential Symposium Topics for 2010:

- Theme: what has happened in food safety education over the last 100 years (meat safety microwave)?
- Reaching policy makers on food safety issues:
 - (1) How to intercede when secular advocacy influences the view of the policy makers.
 - (2) How to guide a legislature to determine science versus emotion.

- (3) Local vs. national, European, Asian....to get to the question.
- (4) Speak about how and why decisions are made. How political decisions are made.
- Education for teachers, secondary education (Adriene Shearer to lead?)
 - Resources available.
 - Gaps.
 - Cooking skills.
 - Puppets as a communication vehicle?
- How do you target different groups to encourage behavior change? (industry employees)
 - Finding the appropriate medium for that audience.
 - Food safety education interventions lessons learned.
- Good assessment of learning tools, how do you know if you are effective. (Shay deSilva to lead?)
 - People from culture and communications of behavioral, learning assessment.
 - Have to prove competency longitudinal assessments. Attitude/knowledge and behavior change. Effectively transferring messages to target audiences. Assessment of social media's effect?
- Developing food safety education strategies for new businesses
 - Non-food science individuals on preparing a safe product, processing things w/o inspection.
 - "How do you educate people that have no clue?"

Recommendations to Executive Board:

1. We wish for the Board to appoint Pamela Wilger as PDG Vice Chairperson.

Recommendations for 100 Year Planning Committee:

2. Suggest that the 100 food safety tips that are created to be added to the IAFP Facebook page and put out as a tip of the day via twitter as a lead-up to the meeting.

Next Meeting Date: August 2010, Milwaukee, WI.

Meeting Adjourned: 3:00 p.m.

Chairperson: Renee R. Boyer.