

University of Maryland
Joint Institute for Food Safety and Applied Nutrition
2016 Annual Symposium
Sponsored by the Advisory Council

Communicating Food Risk in an Era of Social Media

Greenbelt Marriott Hotel
Greenbelt, Maryland

April 4, 2016

- 8:00 AM** **Registration & Continental Breakfast**
Poster Session
- 9:00 AM** **Symposium Opening – Welcome**
Jianghong Meng, JIFSAN, Director
- Introduction**
George Evancho, JIFSAN, Symposium Chair
- 9:15 AM** **The Role & Importance of Food Risk Communication**
Sharon Natanblut, Food and Drug Administration, Silver Spring, Maryland
- 9:45 AM** **Are Age-old Risk Communication Principles Standing the Test of Time (and the Internet)? & Risk Communication Isn't Just for Crises**
William Hallman, Rutgers University, New Brunswick, New Jersey
- 10:30 AM** **Break – Poster Session**
- 10:50 AM** **Crisis Communication Overview**
Timothy Sellnow, University of Kentucky, Lexington, Kentucky
- 11:30 AM** **Symposium Communication Scenario Introduction**
Amy Philpott, Watson Green LLC, Washington, District of Columbia
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois
- 1150 AM** **Lunch – Poster Session**
- 1:15 PM** **Risk Communication Planning Process: Practical, Ready-to-Use Planning and Decision Making Tools**
Amy Philpott, Watson Green LLC, Washington, District of Columbia
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois
- 2:30 PM** **Break – Poster Session**

2:50 PM **Information Overload! Filtering through It All and Then Deciding What is Important**

Patrick Wall, University of Dublin, Ireland

Eris: An Innovative Information Analysis Tool to Support Early Detection of Food Risks and Issues

Niels Lucas Luijckx, TNO (Netherlands Organization for Applied Scientific Research), The Netherlands

Using Innovation for Signals and Surveillance

Lyle Canida, FDA, Center for Food Safety and Applied Nutrition, College Park, Maryland

4:30 PM **Panel Discussion – Dealing with Information Overload**

William Hallman, Food Policy Institute, Rutgers University, New Brunswick, New Jersey

Moderator

All Speakers

5:00 PM **Scenario Update**

Amy Philpott, Watson Green LLC, Washington, District of Columbia
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois

Day 1 Symposium Wrap-Up

George Evancho, JIFSAN, Symposium Chair

5:20 PM **Adjourn**

Poster Session

Evening Event

6:00 PM **Symposium Participant Networking Reception**

- *Meet Symposium Speakers*
- *Extended Viewing Hours for Poster Session*

8:00 PM **Conclusion of Day 1**

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April 5, 2016

- 8:00 AM** **Registration & Continental Breakfast**
Poster Session
- 9:00 AM** **Welcome – Day Two**
George Evancho, JIFSAN, Symposium Chair
- 9:15 AM** **Scenario Refresher & Update**
Amy Philpott, Watson Green LLC, Washington, District of Columbia
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois
- 9:30 AM** **Crafting the Right Message**
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois
Amy Philpott, Watson Green LLC, Washington, District of Columbia
Laura Burnworth, Centers for Disease Control and Prevention
Division of Foodborne, Waterborne, and Environmental Diseases, Atlanta, Georgia
- 10:30 AM** **Break**
- 10:45 AM** **Scenario Development: Applying Messaging Tools & Techniques (Hands-on Exercise)**
- 12:00 PM** **Lunch – Poster Session**
- 1:00 PM** **Message Dissemination: Social Media and Beyond**
Dominique Brossard, University of Wisconsin, Madison, Wisconsin
Laura Burnworth, Centers for Disease Control and Prevention
Division of Foodborne, Waterborne, and Environmental Diseases, Atlanta, Georgia
- 2:15 PM** **Leadership: Where Food Risk Communication Begins and Ends**
William Daniels, Watermelon Water, LLC, New York, New York

3:15 PM

All Speaker Panel

Don't Declare It Over Without First Learning From It

William Hallman, Food Policy Institute, Rutgers University, New Brunswick, New Jersey

Moderator

4:00 PM

Wrap-up Day 2 and Symposium Summary

George Evancho, JIFSAN, Symposium Chair

Conclusion