



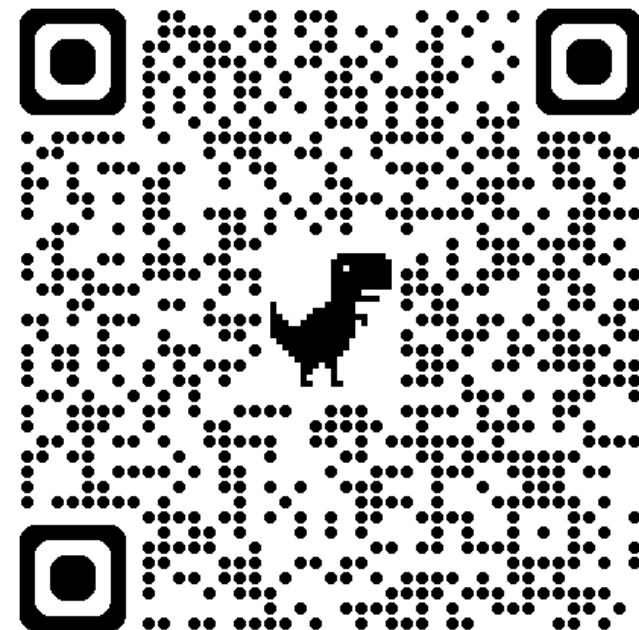
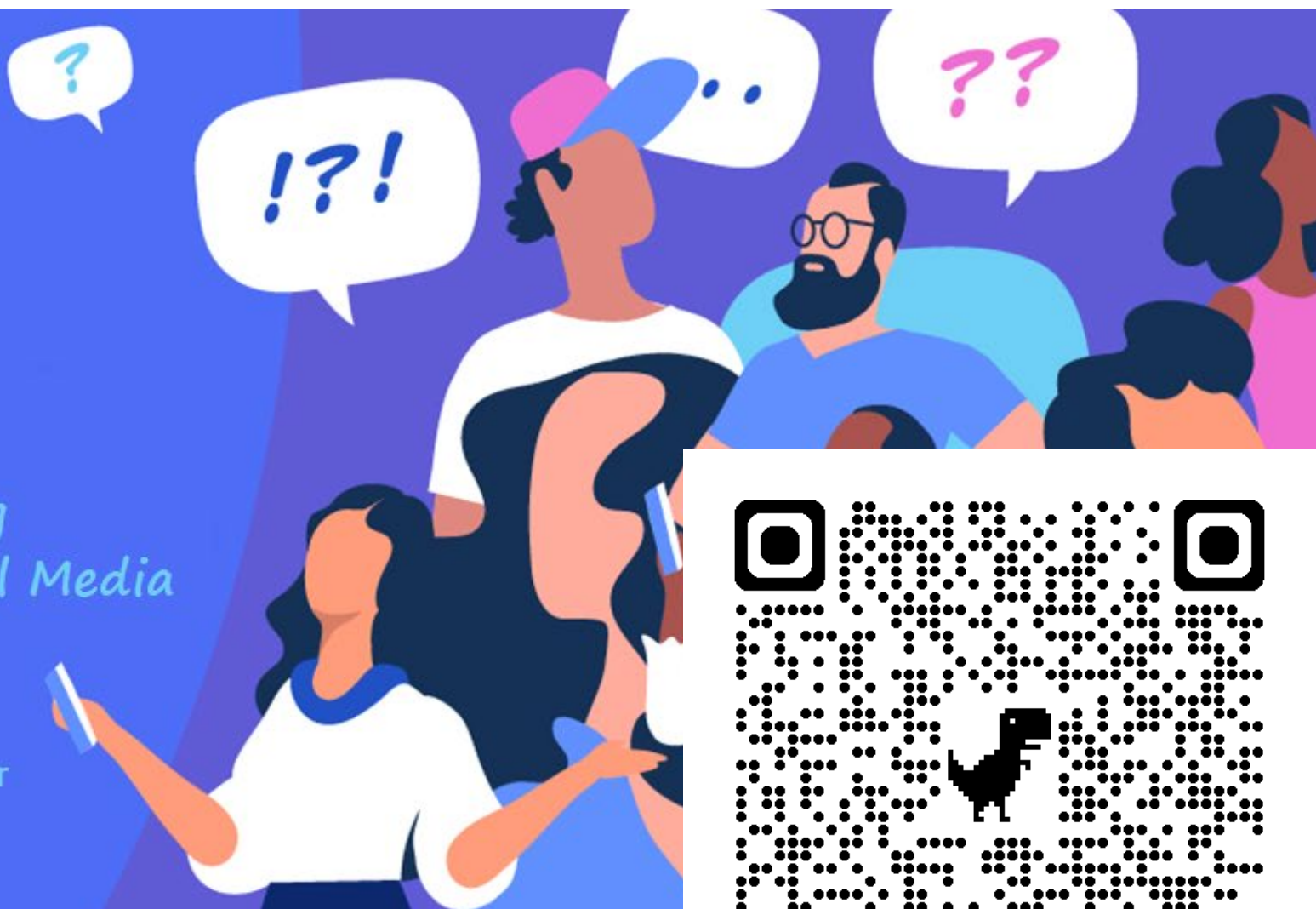
JIFSAN-CFS<sup>3</sup> Advisory Council  
Annual Symposium

# Risk Communication: Science vs. Perception

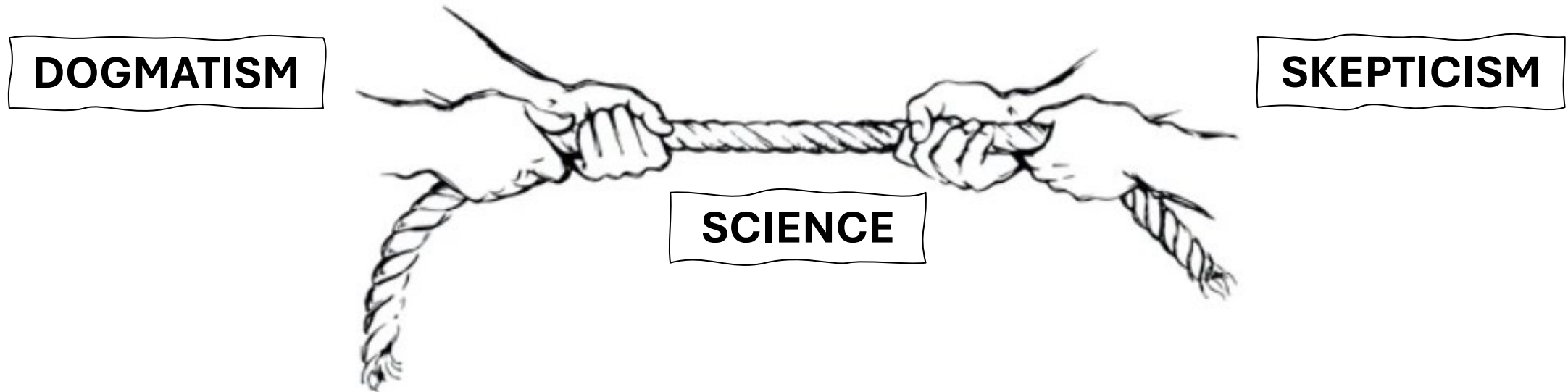
*Increasing Challenges Navigating  
Mis/Dis-information from Social Media*

October 29 - 30, 2024

College Park Marriott Hotel & Conference Center  
Hyattsville, Maryland, USA



One element that makes science communication challenging is that our understanding can change throughout the scientific process and pursuit of knowledge

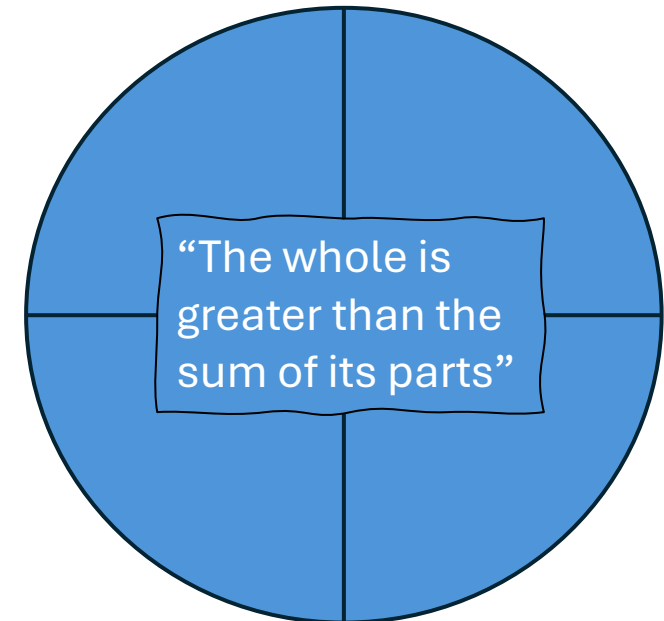
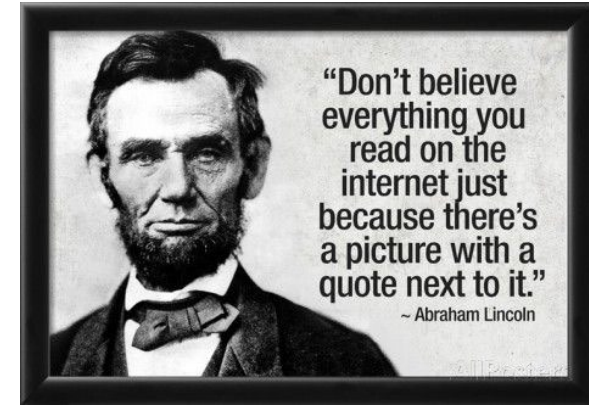
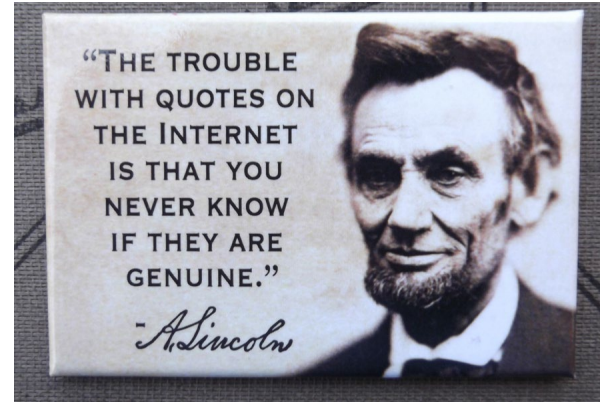


“The trouble with the world is that the stupid are cocksure and the intelligent are full of doubt”

- Bertrand Russell

With all of the information on the internet, it has never been easier to be wrong; yet so certain that you are right

“  
“The problem with quotes found on the internet is that they are often not true”  
- Abraham Lincoln  
”



# So, here's what we are going to do today and tomorrow morning...



**Talk about misinformation, managing misinformation and communication challenges**



**Three discussion topics that are interesting in their own right and also highlight complex topics that make communication with the general public challenging and are ripe for potential misinformation due to uncertainties**

- 1) Covid-19**
- 2) Ultraprocessed foods**
- 3) Differences in state and/or country regulations and impact on perceived safety of the food supply**



**Have an interactive dialogue on communication challenges, path forward, recommendations, guidance**