

JIFSAN Acrylamide in Food Workshop

**Working Group 5
Risk Communication**

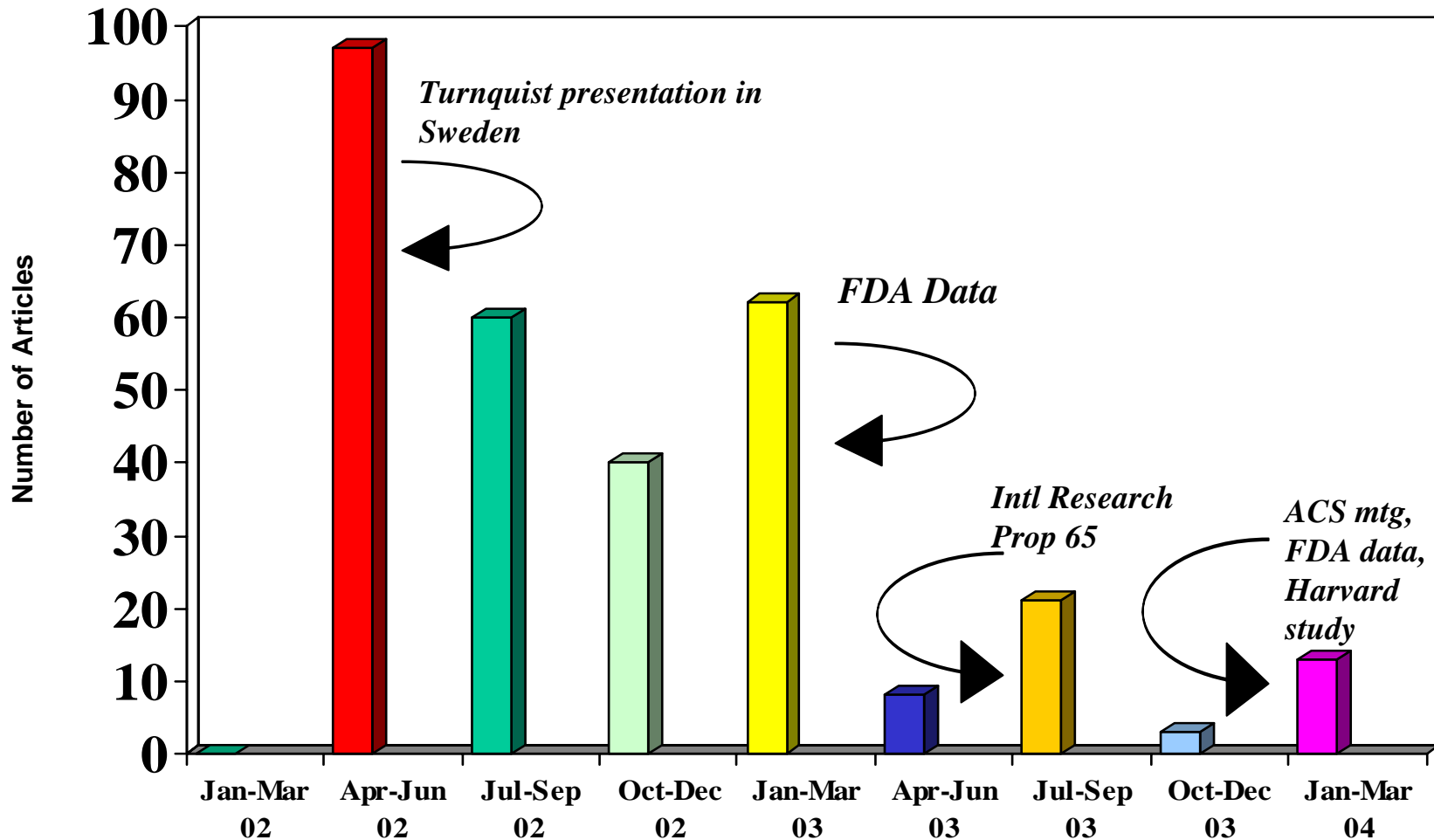
April 2004

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Risk Communication

- Environmental Analysis
 - “There’s a kind of hush all over the world”,
but . . .
 - Need to be prepared on all fronts

Media Coverage of Acrylamide (U.S. Domestic – Print and News Wires)



Keyword: acrylamide and food

IFIC 2004

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1. Does the current science on acrylamide in food require any new focus on public communication?
 - Provide context on current information
 - Polish messages and update current messages
 - Keep it simple for consumers

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2. What new findings presented at the workshop are of potential interest to the lay public?

- Risk characterization
- Progress on mitigation
 - More needs to be done; potentially long term

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3. Do any findings present unique challenges for public communication?
 - No, but some general uncertainties may require forethought in future communication strategy

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4. Does a risk communication analysis indicate any adjustment to public communication needs?
 - Generally no, but . . . opportunities to strengthen global collaboration and information sharing
 - Risk / Benefit messages

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5. Is additional consumer attitude research necessary to gauge public awareness of concern about acrylamide in food? Of the remaining research needs, which are the highest priority?
 - Not at this time
 - Retain option depending on trends in consumer / media awareness

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Recommendations

1. Develop and distribute transparent meeting summary to interested parties on a timely basis
2. Ongoing monitoring – no surprises
3. Characterize global research effort
 - Reassure public of credible research agenda; patience will yield solid scientific results
 - Cite past examples such as
 - Research on saccharin
 - Nitrosamines

Thank you