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
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
3. Do any findings present unique challenges for public communication?

– No, but some general uncertainties may require forethought in future communication strategy
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
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