

JIFSAN Advisory Council Spring Symposium

Risk Communication – Communicating Science to the Public

Greenbelt Marriott Hotel

Greenbelt, Maryland

March 24, 2010

- 7:30 AM** **Registration & Continental Breakfast**
- 8:30-8:40 **Welcome and Morning Session Moderator**
Jianghong Meng, Director, JIFSAN
- 8:40-9:20 Keynote Address: “Anatomy of an Outbreak/Adverse Event: Melamine”
Speaker – Renate Reimscheuessel, FDA/Center for Veterinary Medicine
- Session 1: Consumer/Behavior Research**
- 9:20-9:50 Using the JIFSAN Pilot Observational Study of Food Safety Practices in
Interagency *Listeria monocytogenes* at Retail Deli Risk Assessment
Speaker – Sherri Dennis, FDA/Center for Food Safety and Applied Nutrition
- 9:50-10:20 Study on Farmers Understanding and Implementation of Good Agricultural
Practices (GAPs)
Speaker – Linda Verrill, FDA/Center for Food Safety and Applied Nutrition
- 10:20-10:30** **Break**
- 10:30-11:00 Evaluating Public Health Impacts and Cost-Effectiveness of Implementing
GAPs in the Tomato Farm Environment
Speaker – Amy Sapkota, University of Maryland
- Session 2: Laboratory Testing Methodologies**
- 11:00-11:30 Detection of Food Allergens: Current Analytical Methods and Future Needs
Speaker – Lauren Jackson, FDA/Center for Food Safety and Applied Nutrition
- 11:30-12:00 PM Development and Validation of In-vitro Hepatotoxicity Assay(s) for Dietary
Supplement Materials
Speaker – Liangli (Lucy) Yu, University of Maryland

12:00-12:30 Advances in Rapid Microbiology Testing Methods
Eric Brown, FDA/CFSAN)

12:30-1:30 Lunch

Afternoon Moderator

Juliana Ruzante, Manager Risk Communications, JIFSAN

Session 3: Risk Communication

1:30-2:00 Impact of Media on the Perception of Food Safety Issues
Speaker – Linda Aldoory, University of Maryland

2:00-2:30 Applying Risk Communication Principles to Today's Food Issues
Speaker – David Schmidt, International Food Information Council (IFIC)

2:30-3:00 Industry Perspectives on Food Safety Issues
Speakers – Daniel Schmitz (Abbott Nutrition) and Henry Chin (The Coca Cola Company)

3:00-4:00 **Panel discussion:** Communicating Science to the Public
Panelists – Symposium Speakers

End of Symposium