Outbreaks and adverse events occur with alarming frequency resulting in a lack of, or decline in, confidence in the safety of foods. This Symposium will provide an overview of lessons learned from past events; the use of risk analysis tools to focus resources on preventing future occurrences; and understanding how the consumer interprets and reacts to information.

### Session 1: Making a Difference in the Future by Learning from the Past

- **Lessons from the Hydrolyzed Vegetable Protein Incident**  
  Jenny Scott, FDA, CFSAN, College Park, MD
- **A Retrospective on the Multiagency Response to Seafood Safety Following the 2010 Deepwater Horizon Oil Spill**  
  Robert Dickey, FDA, Dauphin Island, AL
- **Case Study -- Managing through a Crisis: An Industry Perspective**  
  William Daniels, Earthbound Farms, San Juan Bautista, CA
- **Lessons Learned from Salmonella in Eggs Outbreak**  
  Donald Zink, FDA, CFSAN, College Park, MD

### Session 2: Risk Analysis Relevance and Applications

- **Risk Assessment Tools for Decision Making**  
  Greg Paoli, Risk Sciences International, Ottawa, Canada
- **Rapid Risk Assessments to Make Informed Decisions on Emerging Issues**  
  Sherri Dennis, FDA, College Park, MD
- **Communicating Uncertainty between Risk Managers and Risk Assessors**  
  Sandrine Blachemanche, INRA Met@risk, Paris, France
- **Risk Analysis -- Practical Examples of Where and When It Can be Applied: An Industry Perspective**  
  Leon Gorris, Unilever, UK

### Session 3: Restoring Consumer Confidence

- **Translating Complex Scientific Information into an Understandable Message**  
  Speaker: TBD
- **Communicating to Consumers that Something is Wrong: Fundamentals of Properly Delivering a Message**  
  Speaker: TBD
- **Using Social Media to Communicate in Times of Crisis**  
  Kimberly Reed, IFIC, Washington, DC
- **Consumers’ Perceptions of Recalls**  
  Donna Rosenbaum, Food Safety Partners, Ltd., Northbrook, IL
- **Measuring Consumer Response to an Outbreak**  
  William Hallman, Food Policy Institute, Rutgers University, Camden, NJ

### Registration Fee: $100

(Registration includes Anniversary Dinner)

#### Events

- JIFSAN Open House
- Symposium- 1 ½ Days
- JIFSAN 15th Anniversary Dinner  
  - Keynote Speaker: Dr. William E. Kirwan  
    Chancellor, University System of Maryland
- Poster Session  
  (Contributed poster presentations are invited from symposium participants)

To Register [Click Here](#)