

University of Maryland
Joint Institute for Food Safety and Applied Nutrition
JIFSAN – Celebrating 15 Years of Success
Advisory Council 2011 Spring Symposium
Mitigating Consequences of an Outbreak/Adverse Event

Greenbelt Marriott Hotel

Greenbelt, Maryland

April 27, 2011

7:30 AM **Registration & Continental Breakfast**
Poster Session (10:00 am to 5:00 pm – Chesapeake Room)

9:00 AM **Welcome**
Jianghong Meng, Director, JIFSAN
George Evancho, Symposium Chair

9:20 AM **Session 1:**

Session Chair & Moderator: *Dr. Patrizia Barone – Unilever*

9:30

A Retrospective on the Multiagency Response to Seafood Safety Following the
2010 Deepwater Horizon Oil Spill

San Juan Bautista,

CA

Salmonella in Eggs Outbreak

11:45 Session Overview (*15 Minutes*)

12:00 **Lunch** (*Annapolis Room*)

1:30 PM **Session 2: Risk Analysis Relevance and Applications**

Session Co-Chair & Moderator: *Elizabeth Calvey – FDA*

1:40 Risk Assessment Tools for Decision Making

Speaker: *Greg Paoli, Risk Sciences International, Ottawa/Canada*

2:10 Rapid Risk Assessments to Make Informed Decisions on Emerging Issues

Speaker: *Sherri Dennis, FDA, Center for Food Safety and Applied Nutrition, College Park, MD*

2:40 **Break**

3:00 Communicating Uncertainty between Risk Managers and Risk Assessors

Speaker: *Sandrine Blanchemanche, INRA Met@risk, Paris, France*

3:30 Risk Analysis – Practical Examples of Where and When It Can be Applied: An Industry Perspective

Speaker: *Leon Gorris, Unilever, China*

4:00 Session & Day Overview (*30 Minutes*)

Evening Event

6:00 JIFSAN 15th Anniversary Reception (*Grand Ballroom*)

7:00 Anniversary Dinner (*Grand Ballroom*)

*Keynote Speaker: Dr. William E. Kirwan
Chancellor, University System of Maryland*

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Greenbelt Marriott Hotel

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April 28, 2011

- 7:30 AM** **Registration & Continental Breakfast**
Poster Session (9:00 am to 12:00 pm – Chesapeake Room)
- 9:00 AM** **Welcome – Day Two**
Jianghong Meng, Director, JIFSAN
George Evancho, Symposium Chair
- 9:20 AM** **Session 3: Communicating with the Consumer**

Session Chair & Moderator: *George Evancho – JIFSAN*
- 9:30** **Communicating to the Consumer: Managing Public Outrage**
Speaker: *Stephen Sundlof, University of Maryland, College Park, MD*
- 10:00** **Using Social Media to Communicate in Times of Crisis**
Speaker: *Kimberly Reed, IFIC Foundation, Washington, DC*
- 10:30** **Break**
- 10:45** **Consumers' Perceptions of Recalls**
Speaker: *Donna Rosenbaum, Food Safety Partners, Ltd., Northbrook, IL*
- 11:15** **Motivating Consumers to Respond Appropriately to Food Recalls**
Speaker: *William Hallman, Food Policy Institute, Rutgers University, Camden, NJ*
- 11:45** **Session Overview and Symposium Wrap-up**