University of Maryland
Joint Institute for Food Safety and Applied Nutrition

2016 Annual Symposium
Sponsored by the Advisory Council

Communicating Food Risk in an Era of Social Media

Greenbelt Marriott Hotel
Greenbelt, Maryland
April 4, 2016

8:00 AM  Registration & Continental Breakfast
Poster Session

9:00 AM  Symposium Opening – Welcome
Jianghong Meng, JIFSAN, Director
Introduction
George Evancho, JIFSAN, Symposium Chair

9:30 AM  The Role & Importance of Food Risk Communication
Sharon Natanblut, Food and Drug Administration, Silver Spring, Maryland

10:00 AM  Are Age-old Risk Communication Principles Standing the Test of Time (and the Internet)?
William Hallman, Food Policy Institute, Rutgers University, New Brunswick, NJ

10:30 AM  Break – Poster Session

10:50 AM  Risk Communication Isn’t Just for Crises
Dietram Scheufele, University of Wisconsin, Madison, Wisconsin

11:20 AM  Crisis Communication Overview
Timothy Sellnow, University of Kentucky, Lexington, Kentucky

1150 AM  Lunch – Poster Session

1:15 PM  Risk Communication Planning Process: Practical, Ready-to-Use Planning and Decision Making Tools
Amy Philpott, Watson Green LLC, Washington, DC
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois

2:30 PM  Break – Poster Session

2:50 PM  Information Overload! Filtering through It All and Then Deciding What is Important
4:30 PM  Panel Discussion – All Speakers on Dealing with Information Overload
    William Hallman, Moderator

5:00 PM  Symposium Communication Scenario Introduction
    Amy Philpott, Watson Green LLC, Washington, DC
    Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois

5:20 PM  Day 1 Symposium Wrap-Up
    George Evancho, JIFSAN, Symposium Chair

5:30 PM  Adjourn
    Poster Session

Evening Event

6:00 PM  Attendees Networking Reception & Dinner

8:00 PM  Conclusion of Day 1
Communicating Food Risk in an Era of Social Media

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8:00 AM  Registration & Continental Breakfast
Poster Session

9:00 AM  Welcome – Day Two
George Evancho, JIFSAN, Symposium Chair

9:15 AM  Scenario Refresher & Update
Amy Philpott, Watson Green LLC, Washington, District of Columbia
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois

9:30 AM  Crafting the Right Message
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois
Amy Philpott, Watson Green LLC, Washington, District of Columbia

10:30 AM  Break

10:50 AM  Scenario Development: Applying Messaging Tools & Techniques (Hands-on Exercise)

12:00 PM  Lunch – Poster Session

1:00 PM  Message Dissemination: Social Media and Beyond
Dominique Brossard, University of Wisconsin, Madison, Wisconsin
Benjamin Chapman, North Carolina State University, Raleigh, North Carolina

2:15 PM  All Speaker Panel
Don’t Declare It Over Without First Learning From It
William Hallman, Moderator

3:15 PM  Leadership: Where Food Risk Communication Begins and Ends
William Daniels

3:45 PM  Wrap-up Day 2 and Symposium Summary
George Evancho, JIFSAN, Symposium Chair