# 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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00 AM</td>
<td>Registration &amp; Continental Breakfast</td>
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<td></td>
<td><strong>Poster Session</strong></td>
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<tr>
<td>9:00 AM</td>
<td>Symposium Opening – Welcome</td>
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<td><em>Jianghong Meng, JIFSAN, Director</em></td>
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<tr>
<td></td>
<td><strong>Introduction</strong></td>
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<td><em>George Evancho, JIFSAN, Symposium Chair</em></td>
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<tr>
<td>9:30 AM</td>
<td>The Role &amp; Importance of Food Risk Communication</td>
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<td><em>Sharon Natanblut, Food and Drug Administration, Silver Spring, Maryland</em></td>
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<tr>
<td>10:00 AM</td>
<td>Are Age-old Risk Communication Principles Standing the Test of Time (and the Internet)?*</td>
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<td><em>William Hallman, Food Policy Institute, Rutgers University, New Brunswick, NJ</em></td>
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<tr>
<td>10:30 AM</td>
<td>Break – Poster Session</td>
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<tr>
<td>10:50 AM</td>
<td>Risk Communication Isn’t Just for Crises</td>
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<td><em>Dietram Scheufele, University of Wisconsin, Madison, Wisconsin</em></td>
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<tr>
<td>11:20 AM</td>
<td>Crisis Communication Overview</td>
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<td><em>Timothy Sellnow, University of Kentucky, Lexington, Kentucky</em></td>
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<tr>
<td>1150 AM</td>
<td>Lunch – Poster Session</td>
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<tr>
<td>1:15 PM</td>
<td>Risk Communication Planning Process: Practical, Ready-to-Use Planning and Decision Making Tools*</td>
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<td><em>Amy Philpott, Watson Green LLC, Washington, DC</em></td>
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<td><em>Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois</em></td>
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<tr>
<td>2:30 PM</td>
<td>Break – Poster Session</td>
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<tr>
<td>2:50 PM</td>
<td>Information Overload! Filtering through It All and Then Deciding What is Important*</td>
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Patrick Wall, University of Dublin, Ireland

Eris: An Innovative Information Analysis Tool to Support Early Detection of Food Risks and Issues
Niels Lucas Luijckx, TNO (Netherlands Organization for Applied Scientific Research), The Netherlands

Using Innovation for Signals and Surveillance
Lyle Canida, FDA, Center for Food Safety and Applied Nutrition, College Park, Maryland

4:30 PM Panel Discussion – Dealing with Information Overload
William Hallman, Food Policy Institute, Rutgers University, New Brunswick, NJ
Moderator
All Speakers

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 Symposium Participant Networking Reception
- Meet Symposium Speakers
- Extended Viewing Hours for Poster Session

8:00 PM Conclusion of Day 1
University of Maryland
Joint Institute for Food Safety and Applied Nutrition
2016 Annual Spring Symposium
Sponsored by the Advisory Council

Communicating Food Risk in an Era of Social Media

Greenbelt Marriott Hotel
Greenbelt, Maryland
April 5, 2016

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  Leadership: Where Food Risk Communication Begins and Ends
William Daniels, Watermelon Water, LLC,
3:15 PM  All Speaker Panel
Don’t Declare It Over Without First Learning From It
*William Hallman, Food Policy Institute, Rutgers University, New Brunswick, NJ*
*Moderator*

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

4:00 PM  Conclusion