

JIFSAN's Advisory Council welcomes you to the 2016 Symposium:

## **“Communicating Food Risk in an Era of Social Media”** **April 4<sup>th</sup> & 5<sup>th</sup>, 2016**

JIFSAN is the Joint Institute of Food Safety and Applied Nutrition at the University of Maryland. The members of JIFSAN's Advisory Council are esteemed industry scientists, regulatory officials, consumer groups, and food safety consultants.

**The 2016 SYMPOSIUM** - *focuses on modernizing food risk communication with social media, particularly in crisis situations.*

This symposium is designed for the entire risk communication team: the frontline team, those with the scientific knowledge, those developing the messages, and the boss who makes the resources available to do this very important work.

We encourage you to expand your food risk communication box through:

- I. **INFORMATION:** A panel of experts will give a 360 degree view on the defining principles of food risk communication, emerging food risks issues, crisis situations, and how to modernize them with social media usage.
- II. **APPLICATION:** There will be an emphasis on practical steps and tools - how to plan, gather information, decide what is important, consider different perspectives and craft your messages appropriately.
- III. **PARTICIPATION:** A simulation module will be available to all attendees to provide the opportunity to solve problems, and apply what they've learned.

### **Meet our SPEAKERS and SUBJECT MATTER EXPERTS:**

- **Sharon Natanblut**, FDA's Director of Communication, will talk about the importance and role of risk communication from FDA's perspective.
- **William Hallman** will talk about risk communication principles, and how to put them in practice, and what has changed in today's fast-paced media environment. He will also
- talk about communicating the science behind science communication.
- **Timothy Sellnow** will talk on crisis communication relative to food safety risks.
- **Amy Philpott, Donna Rosenbaum, and Laura Burnworth** with years of practical expertise working on food safety crises and recalls, will share industry, consumer and public health insights.
- **Dominique Broussard** has practical tips on using social media and has a recent publication regarding how social media commentary affects readers.
- Get the latest EU perspective on food risk communication from **Patrick Wall**; hear about connecting with food risk information relevant to your company or organization from **TNO**, and how FDA collects food risk information from **Lyle Canida**.
- **Will Daniels**, QA chief at the helm of a momentous produce outbreak, will talk about leadership in food safety...how modernized communication can help you weather a food safety storm.