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

<table>
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<th>Time</th>
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| 8:00 AM    | Registration & Continental Breakfast  
Poster Session                                                        |
| 9:00 AM    | Symposium Opening – Welcome  
*Jianghong Meng, JIFSAN, Director*  
**Introduction**  
*George Evancho, JIFSAN, Symposium Chair* |
| 9:15 AM    | **The Role & Importance of Food Risk Communication**  
*Sharon Natanblut, Food and Drug Administration, Silver Spring, Maryland* |
| 9:45 AM    | Are Age-old Risk Communication Principles Standing the Test of Time (and the Internet)? & Risk Communication Isn’t Just for Crises  
*William Hallman, Rutgers University, New Brunswick, New Jersey* |
| 10:30 AM   | Break – Poster Session                                                |
| 10:50 AM   | **Crisis Communication Overview**  
*Timothy Sellnow, University of Kentucky, Lexington, Kentucky* |
| 11:30 AM   | **Symposium Communication Scenario Introduction**  
*Amy Philpott, Watson Green LLC, Washington, District of Columbia  
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois* |
| 11:50 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, District of Columbia  
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois* |
| 2:30 PM    | Break – Poster Session                                                |
Information Overload! Filtering through It All and Then Deciding What is Important
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

Panel Discussion – Dealing with Information Overload
William Hallman, Food Policy Institute, Rutgers University, New Brunswick, New Jersey
Moderator
All Speakers

Scenario Update
Amy Philpott, Watson Green LLC, Washington, District of Columbia
Donna Rosenbaum, Food Safety Partners, Ltd, Northbrook, Illinois

Day 1 Symposium Wrap-Up
George Evancho, JIFSAN, Symposium Chair

Adjourn
Poster Session

Overview of the Day

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

Conclusion of Day 1
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
          Laura Burnworth, Centers for Disease Control and Prevention
          Division of Foodborne, Waterborne, and Environmental Diseases, Atlanta, Georgia

10:30 AM  Break

10:45 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
          Laura Burnworth, Centers for Disease Control and Prevention
          Division of Foodborne, Waterborne, and Environmental Diseases, Atlanta, Georgia

2:15 PM  Leadership: Where Food Risk Communication Begins and Ends
          William Daniels, Watermelon Water, LLC, New York, New York
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, New Jersey
Moderator

4:00 PM  Wrap-up Day 2 and Symposium Summary
George Evancho, JIFSAN, Symposium Chair

Conclusion