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
         TBD

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

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

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