

# JIFSAN-CFS3 Advisory Council Annual Symposium

## **Risk Communication: Science vs. Perception – Increasing Challenges Navigating Mis/Dis-Information from Social Media**

**College Park Marriott Hotel & Conference Center  
College Park, Maryland USA**

**October 29-30, 2024**

### **Agenda**

#### **Day 1: Morning**

**Framing the Problem: Spread of Misinformation and Disinformation in the Era of Social Media**

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| <b>8:00 AM</b> | <b>Breakfast and Registration</b>                                                                                                                                                                                                                                      |
| 9:00 – 9:15    | Welcome and Introduction –Why Are We Here?<br><i>Kevin Boyd, Co-Chair Program Committee, Hershey, Hershey, Pennsylvania</i><br><i>Sam Zeller, Co-Chair Program Committee, Unilever, Englewood, New Jersey</i>                                                          |
| 9:15 – 9:45    | Overview of the NASEM Nobel Prize Summit: Truth, Trust, and Hope<br><i>Ann Merchant</i><br><i>Deputy Executive Director, Office of the Chief Communications Officer</i><br><i>National Academy of Sciences, Washington, District of Columbia</i>                       |
| 9:45 – 10:15   | How Misinformation Spreads on the Internet/Social Media<br><i>Kim Mills</i><br><i>Sr. Director, Strategic Communications and Public Affairs, American</i><br><i>Psychological Association, Washington, District of Columbia</i>                                        |
| 10:15 – 10:45  | Native Advertising: How Mainstream News Outlets Contribute to Disinformation<br><i>Michelle Amazeen</i><br><i>Associate Dean, Research; Associate Professor, Mass Communications;</i><br><i>Director, Communication Research Center; Faculty Affiliate, Center for</i> |

*Innovation in Social Science, Boston University, Boston, Massachusetts*

**10:45 – 11:00**

**Break**

11:00 – 11:30

Psychological Elements of How Individuals Receive Information – Can You Shift Their Thinking?

*Bachir Kassas*

*Assistant Professor, Food and Resource Economics*

*University of Florida, Gainesville, Florida*

11:30 – 12:00 PM

**Panel Discussion**

(speakers from morning session)

**12:00 – 1:00**

**Lunch**

**Day 1: Afternoon**

**Discussion Topics Highlighting the Challenges of Science Communication in the Social Media Era**

**Discussion Topic 1: COVID 19 – Communication Challenges as the General Public Watched the Scientific Process Play Out in Real Time**

1:15 – 1:35

Discussion Topic 1: Experiences from Communications Support to Health Departments

*Cynthia Baur*

*Endowed Chair and Director, Horowitz Center of Health Literacy, University of Maryland, College Park, Maryland*

1:35 – 1:55

Discussion Topic 1: View 2

*Christopher Voegeli, Behavioral Scientist, Health Information Integrity Team Lead, Division for Communication Science and Services, Office of Communications*

*Centers for Disease Control (CDC), Washington, District of Columbia*

1:55 – 2:15

**Panel Discussion**

**Discussion Topic 2: Ultra Processed Foods – What are They and How to Assess Potential Effects and Translate to Tangible Information and Advice to the General Public**

- 2:15 – 2:35 Discussion Topic 2: Consumer Understanding, Perception and Sentiment  
*Kris Sollid*  
*Senior Director Nutrition Communicational, International Food Information Council, Washington, District of Columbia*
- 2:35 – 2:55 Discussion Topic 2: Communication Challenges During Research to Address Unanswered Questions on UPF and Human Health
- 2:55 – 3:15 Break**
- 3:15 – 3:35 Discussion Topic 2: View 3  
*Joanne Slavin*  
*Professor, College of Food, Agriculture and Natural Resource Sciences, Department of Food Science and Nutrition, University of Minnesota—Twin Cities, Minneapolis-St. Paul, Minnesota*
- 3:35 – 3:55 Panel Discussion
- 3:55 – 4:25 How to Address/Tackle Disinformation on the Internet/Social Media: Use of AI, Lessons Learned, Recommendations etc.  
*Jessica Steier*  
*CEO, Vital Statistics Consulting, Founder & Host, Unbiased Science Amherst, Massachusetts*

**Discussion Topic 3: Differing Perspectives or Regulations Within States/Regions and Between Countries and How This Can Lead to Confusion on the Safety of the Food Supply**

- 4:30 – 4:50 Discussion Topic 3: State and Region Differences Regarding GMOs and Managing Communications and Percept  
*Carrie McMahon*  
*Biotechnology Team Lead, Office of Food Additive Safety, U.S. Food and Drug Administration, College Park, Maryland*
- 4:50 – 5:00 **Day 1 Wrap-Up**

**Day 2: Morning**

- 8:00 AM Breakfast and Registration**
- 9:00 – 9:05 Welcome and Introduction  
*Kevin Boyd, Co-Chair Program Committee, Hershey, Hershey, Pennsylvania*  
*Sam Zeller, Co-Chair Program Committee, Unilever, Edgewater, New Jersey*

9:05 – 9:25 Discussion Topic 3: TiO<sub>2</sub> Case Example of Country Differences  
*George Gray*  
*Professor School of Public Health, George Washington University, Washington, District of Columbia*

9:25 – 9:45 Discussion Topic 3: State Food Additive Bans and Impact on Trust in the Safety of the U.S. Food Supply  
*Helena Bottemiller Evich*  
*Founder and Editor-in-Chief, Food Fix, Washington, District of Columbia*

9:45 – 10:05 Panel Discussion

**10:05 – 10:20 Break**

**Path Forward – Risk Communication Experts Provide Strategies and Advice in the Context of the Presented Case Examples: Identifying What Went Right, What Went Wrong, Where Different Techniques Could Have Been Used**

10:20 – 11:50 **Panel Discussion**  
(Sharing Opinions on Retroactive Analysis of Case Studies Shared on the Prior Afternoon with Examples of Effective and Ineffective Communication)

***Panelist***

*Kristine Butler, Food and Drug Administration*

*Kim Mills, American Psychological Association*

*Ann Merchant, National Academy of Sciences*

*Elisabeth Anderson, Michigan State University*

*Carla Saunders, International Food Additives Council*

*Michelle Amazeen, Boston University*

*Bachir Kassas, University of Florida*

*Jessica Steier, Vital Statistics Consulting*

11:50 – 12:00 **Wrap-up and Closing Remarks**  
*Kevin Boyd, Co-Chair Program Committee, Hershey, Hershey, Pennsylvania*  
*Sam Zeller, Co-Chair Program Committee, Unilever, Edgewater, New Jersey*