

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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| 8:00 AM | Breakfast and Registration |
| 9:00 – 9:15 | Welcome and Introduction –Why Are We Here?
<i>Kevin Boyd, Co-Chair Program Committee, Hershey, Hershey, Pennsylvania</i>
<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
<i>Ann Merchant</i>
<i>Deputy Executive Director, Office of the Chief Communications Officer</i>
<i>National Academy of Sciences, Washington, District of Columbia</i> |
| 9:45 – 10:15 | How Misinformation Spreads on the Internet/Social Media
<i>Kim Mills</i>
<i>Sr. Director, Strategic Communications and Public Affairs, American</i>
<i>Psychological Association, Washington, District of Columbia</i> |
| 10:15 – 10:45 | Native Advertising: How Mainstream News Outlets Contribute to Disinformation
<i>Michelle Amazeen</i>
<i>Associate Dean, Research; Associate Professor, Mass Communications;</i>
<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
Speaker TBD
- 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.
Speaker: TBD

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: TiO2 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 US 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

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