

How do you FIRST RECEIVE scientific and food safety risk information, monitor for consumer concerns?
How do you then process, and SEND out communications that are timely, honest, and relevant?
Today, social media sources drive our access to information and communication, and it is IMMEDIATE!
Is your food risk communication system keeping up?

JIFSAN's Advisory Council presents the 2016 Symposium:

“Communicating Food Risk in an Era of Social Media” **April 4th & 5th, 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 will *emphasize modernizing food risk communication via social media and why current toolboxes are now inadequate, 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.

Engagement at 3 levels will help attendees re-tool their food risk communication box! ***Please join us!***

- 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.

PANEL of 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.
- **Dietram Schuefele** with expertise on emerging issues such as biotechnology, nanotechnology, and synthetic biology will talk about communicating the science behind science communication.
- **Timothy Sellnow** will talk on crisis communication relative to food safety risks.
- **Amy Philpott** and **Donna Rosenbaum**, with years of practical expertise working with clients on food safety crises and recalls, will give industry and consumer insights and lead the simulation.
- **Dominique Broussard** has practical tips on using social media and has a recent publication regarding how social media commentary affects readers.
- **Benjamin Chapman** gives out food safety information via social media through his blog, website, and webcasts and will explore how to effectively use social media to address food safety risks.
- 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.