What is the Role That Academics Play in Educating Consumers about Risk?

Norb Kaminski, Ph.D.

May 2022
Center for Research on Ingredient Safety
Mission

Conduct research and provide insight on the safety of ingredients in food and consumer products to support evidence-informed decisions by consumers, industry and policy makers
What makes CRIS Different?

• Partnership between Academia, Government, Industry and NGOs

• Research, Education, Communication
Brief background

• What is science communication?
• What does it mean for researchers?
• Why does it matter?
CRIS in action

What does CRIS communicate?

• Leading edge research
CRIS in action cont.

What does CRIS communicate?
• Community-focused communication
WHAT’S THE RISK?
Sunscreen

WHAT’S THE RISK?
Repelling Ticks & Mosquitos

In the News:
Artificial Sweeteners & Cancer Risk?

Risk Zero Risk?
What is a hazard?
Hazards, in terms of ingredient safety, are any ingredient or process that we know can cause harm.

What is exposure?
Exposure is how we’re introduced to hazards.

What is risk?
Risk is calculated using the formula: \( (\text{hazard}) \times (\text{exposure}) = \text{risk}. \)

“A risk assessment’s goal isn’t to get the risk to zero, rather, it’s to ensure no harm comes from any hazards associated with exposure to an ingredient. Or, any potential for harm is greatly-outweighed by the beneficial effects.”
The academic difference

Why science communication? Why should researchers participate?

• Accurate information
• Context is key
• Remove the mystery
Outcomes
What are the outcomes when you prioritize science communications and build in consistency?
• Community Interaction
Outcomes cont.

What are the outcomes when you prioritize science communications and build in consistency?

• Trust (trusted source of information)
Outcomes Cont.

CRIS & COVID-19

RISK PERCEPTIONS - CORONAVIRUS A CASE STUDY
PUBLISHED ON FEBRUARY 5, 2020
In this post, we’ll explore risk perceptions and how our opinions may not match the actual risk.

COVID-19: INGREDIENTS, SUPPLEMENTS, & ACTIONS THAT CAN AID IN PREVENTION
PUBLISHED ON MARCH 9, 2020
Worried about the coronavirus outbreak, COVID-19? In this post, we cover the soap, hand sanitizer, cleaning ingredients, supplements & actions you can take to help prevent the spread of COVID-19.

COVID-19 - CLEANING VS. DISINFECTING
PUBLISHED ON MARCH 23, 2020
It’s easy to get overwhelmed with all of the information online, so we put together this post to help you safely clean and disinfect your home.

COVID-19: FOOD & INGREDIENT SAFETY
PUBLISHED ON MARCH 30, 2020
As we’ve seen in recent weeks, our supply chain, especially our food supply chain, is paramount to keeping society fed and safe. But how do we know that food is safe from COVID-19?

COVID-19: MYTH OR FACT?
PUBLISHED ON APRIL 6, 2020
There is a lot of confusing information around COVID-19 & the novel coronavirus circulating on the Internet & social media forums. In this edition, we separate the myths from the facts.
Outcomes cont.

COVID-19 – Disinfecting with Bleach

Elisabeth Anderson - Share the Love - March 15, 2020

In this post, we explain how you can use liquid household bleach to disinfect hard surfaces.

How do I know if my bleach has expired?

On most bottles of bleach, there will be a 7 digit code printed on the bottle. This code contains the information you need to calculate the expiration date. Let’s take the code E619337. We need to break this code into 3 parts, starting from left to right:

- The first two characters E6, tell us the facility the company manufactured the bleach.
- The second two number 19, tells us the year the company manufactured the bleach.
- The last three numbers 337, tell us the day of the year the company manufactured the bleach.

So, code E619337 tells us this bottle of bleach was manufactured at facility E6 in 2019 on the 337th day of the year, which is December 5.

This bottle of bleach expires one year from December 3, 2019, so it needs to be used or disposed of by December 2, 2020.

A product code A420027 tells us the product was manufactured at facility A4 in 2020 on the 27th day of the year, which is January 27.

This product expires one year from January 27, 2020, so it needs to be used or disposed of by January 26, 2021.

You can figure out the month and day by using this chart. Make sure to adjust the calendar for the year.

Cleaning and Coronavirus

Mary Ellen Pitney interviews Elisabeth Anderson from the Center for Research on Ingredient Safety at Michigan State University about how to keep clean and help prevent the spread of COVID-19.
Outcomes cont.

What are the outcomes when you prioritize science communications and build in consistency?

• Measurable impact
Outcomes cont.

Google Approved
Outcomes cont.

Media Interviews

Maye Musk—Elon’s Mom—Plugs $100 Anti-Aging Supplement, But Says She Hasn’t ‘Noticed’ If It’s Working

Throw out your pre-pandemic makeup — it could give you an eye infection or a rash

Which expiration dates actually matter?

The Cannabis Question

Food Scientists Debunk A Wasteful Myth About Expiration Dates

NOVA
Our audience

Are we only talking to the public & media?

• Fellow researchers
• Technical Audiences
• Policymakers
The missing piece
What do researchers offer that other’s don’t?
- Scientific Training & Expertise
- Willingness to Learn
- Patience & Persistence
Get involved

How do we move into the science communication space?
• Put yourself out there
• CRIS as a model
Questions?

Norb Kaminski, Ph.D. at kamins11@msu.edu

Cris.msu.e
du