

*Presentation to the 2016
International Crisis & Risk Communication Conference*

March 9, 2016 – Orlando, Florida

**Using Risk Communication to
Enable Food Safety and Informed Decision
Locally, Regionally and Globally**

IFIC
International
Food
Information
Council

Andy Benson
Vice President, International Relations
International Food Information Council and Foundation



INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION



International Food Information Council (IFIC) and The Foundation



Mission: To effectively communicate science-based information about food safety and nutrition to health and nutrition professionals, government officials, educators, journalists, and consumers.



Mission: To effectively communicate science-based information about health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage, and agricultural industries.

The majority of our Board of Trustees are Public Trustees who represent public institutions such as universities, governmental bodies, and public foundations

Very Abridged History

- 1985 IFIC founded with 8 supporting companies and 2 staff
- 1986 Released our first brochure on aspartame
- 1988 Expanded our activities to food colorings
- 1998 *Food Insight* newsletter is borne
- 1990 First co-publication with FDA on food additives
- 1991 IFIC Foundation founded
- 1996 Published Harvard/IFIC Guidelines - F&H Communication
- 1998 International Relations and global Food Information Organization Network programs launched
- 2003 BSE Crisis Response Plan implemented
- 2006 benchmark annual Food and Health Survey
- 2007 IFIC grows to 40 supporting companies, 20 staff, 10 communications task forces
- 2009 Understanding Our Food program, new Spanish website, International Center of Excellence in Food Risk Communication
- 2015 IFIC 30th Anniversary
- 2016 IFIC Foundation 25th Anniversary

Three Learning Objectives

Three Keys to Success as a Communications Organization

1. Credibility and Integrity
2. Partnering and Leveraging
3. Picking Your Battles

Guiding Principles

Accuracy

We commit to be accurate, clear and honest in our reporting on health, nutrition and food safety issues and present information in complete context of the science

Dialogue

We believe that scientists, health and nutrition professionals, educators, policymakers, regulators, journalists and food, beverage and agricultural industry professionals all play important roles in the health and safety of Americans. We help these stakeholders develop solutions by bringing them together to discuss the latest scientific developments and research on consumer attitudes.

Guiding Principles

Consumer Insights

We believe that consumer insights provide an important window for all those who seek to improve the health, diet, safety and physical activity of Americans. Therefore, we commission primary research on consumer attitudes and behaviors. Our research follows accepted methodologies, which we disclose in every report we publish.

Credentialed Experts

We believe that the public should consider the voices of credible experts as they make decisions on food and nutrition. We help connect credentialed health professionals, academic experts and others with news organizations, but we do not pay experts for speaking with the media or approve their comments

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IFIC & Foundation Partners *(partial list)*

- American Academy of Allergy, Asthma and Immunology
- American Academy of Family Physicians Foundation
- American Academy of Pediatrics
- American Association of Diabetes Educators
- American College of Sports Medicine
- The American Dietetic Association
- American Veterinary Medical Association
- Association of Women's Health, Obstetric, and Neonatal Nurses
- Center for Food Integrity
- Centers for Disease Control and Prevention
- Consumer Federation of America
- Council for Agricultural Science and Technology
- The Culinary Institute of America
- The Food Allergy and Anaphylaxis Network
- Food Marketing Institute
- Harvard School of Public Health
- Healthy Weight Commitment Foundation
- Institute of Food Technologists
- Inter-American Institute for Cooperation on Agriculture
- National Association of Pediatric Nurse Associates and Practitioners
- National Center for Food Protection & Defense
- National Institutes of Health
- National Policy and Resource Center on Nutrition and Aging, Florida Int'l University
- President's Council on Physical Fitness and Sports
- School Nutrition Association
- Scripps Clinic and Research Foundation
- U.S. Agency for International Development
- U.S. Department of Agriculture
- U.S. Department of State
- U.S. Environmental Protection Agency
- U.S. Food and Drug Administration
- University of Illinois Functional Foods for Health Program
- WebMD

The Food Information Organization (FIO) Network

A trusted and effective international resource for
food safety, nutrition and health communications

FIOS & PARTNERS ★

- China Food Information Center (**CFIC**)
- Council for Food Safety & Nutrition Info. (**CISAN**) – Argentina
- European Food Information Council (**EUFIC**)
- Food Advisory Consumer Service (**FACS**)/SAAFoST – S. Africa
- IFIC – USA
- New Zealand Nutrition Foundation (**NZNF**)

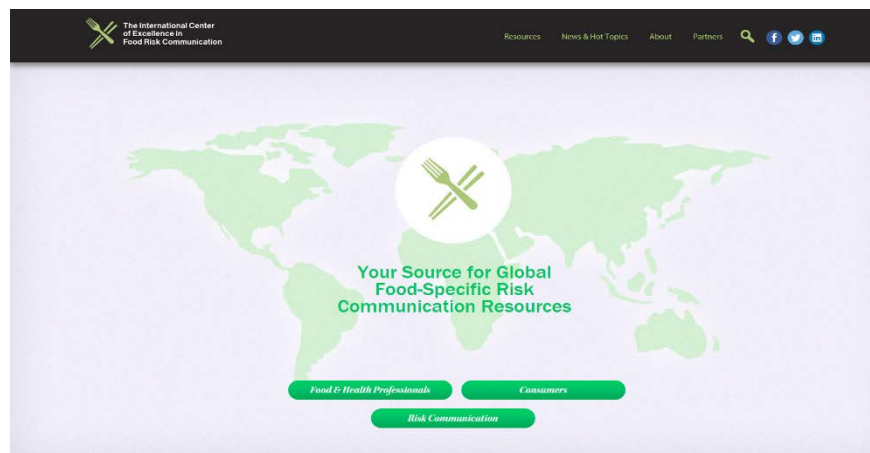
ACTIVE ENGAGEMENT ★

- BRAFIC Brazil
- CLIA Mexico
- Let's Talk Straight Mexico
- African Food Information Council

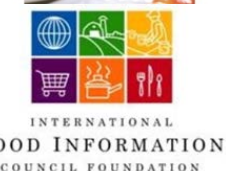


International Center of Excellence in Food Risk Communication

International Partner Organizations



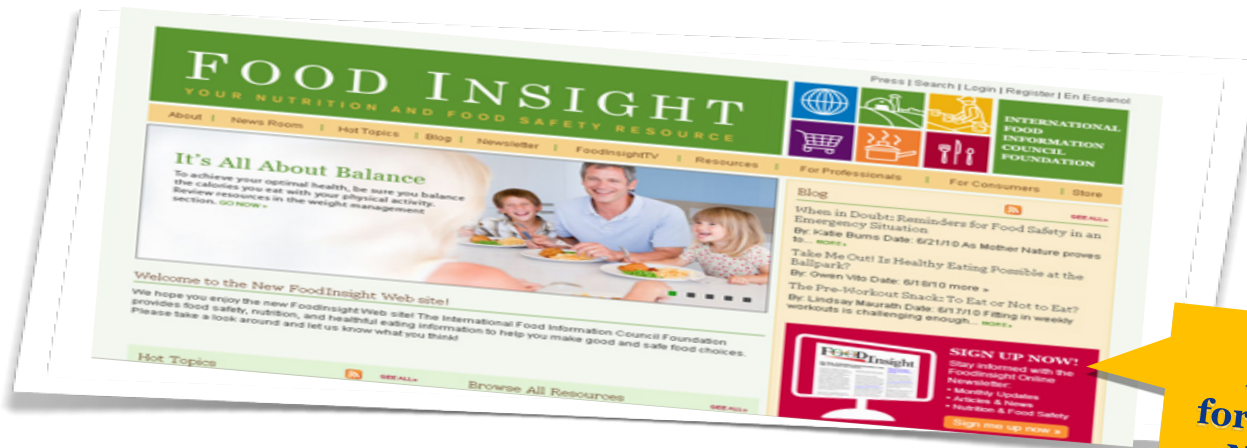
www.foodriskcommunications.org



International
Food
Information
Council

Get Connected to the IFIC FOUNDATION in 2014

✓ Register for the *FoodInsight* Newsletter on our Web site: www.foodinsight.org



Please register
for the *FoodInsight*
Newsletter here

- ✓ Join our Facebook Fan Page:
Search For FoodInsight
- ✓ Follow us on Twitter:
@FoodInsight or @IFICMedia
- ✓ Access our LinkedIn Page:
Search for IFIC Foundation
- ✓ Subscribe to our RSS Feeds



National Center for Food Protection & Defense

Risk Communicator Training

*For Food Defense
Preparedness,
Response & Recovery*



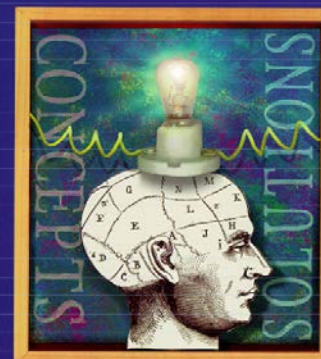
Date
Presenters

PRIMARY PRODUCTION ► HARVEST ► TRANSPORTATION ► STORAGE ► PROCESSING ► DISTRIBUTION ► RETAIL/FOOD SERVICE ► CONSUMER

IMPROVING PUBLIC UNDERSTANDING

GUIDELINES

FOR COMMUNICATING EMERGING SCIENCE
ON NUTRITION, FOOD SAFETY, AND HEALTH



FOR JOURNALISTS, SCIENTISTS, AND OTHER COMMUNICATORS

Based on an advisory group convened by
Harvard School of Public Health
and
International Food Information Council Foundation

Food Biotechnology: A Communicator's Guide to Improving Understanding



[www.foodinsight.org/
foodbioguide.aspx](http://www.foodinsight.org/foodbioguide.aspx)



Food Biotechnology: A Communicator's Guide to Improving Understanding



[www.foodinsight.org/
foodbioguide.aspx](http://www.foodinsight.org/foodbioguide.aspx)





The FACTS Network

"Serving Up Reliable Food Insights"

www.FoodInsight.org/FACTS

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You and Your Colleagues Are Invited!

International Food Information Council Foundation's
Global Diet and Physical Activity Communications Summit:
"Insights to Motivate Healthful, Active Lifestyles"

Monday, September 19, 2011 – New York, NY


























Just Announced - Luncheon Keynote Speaker:

U.S. Surgeon General
Regina M. Benjamin

Held simultaneously with the historic 66th session of the *United Nations General Assembly High-level Meeting on the Prevention and Control of Non-communicable Diseases (NCDs)*, the International Food Information Council Foundation's Global Diet and Physical Activity Communications Summit: "Insights to Motivate Healthful, Active Lifestyles" will provide expert insights and best-practices for the use of science-based, behavior-focused communications in order to motivate individuals and families to achieve healthful, active lifestyles, with the goal of helping to reduce the incidence of NCDs.

The Global Communications Summit is a "must attend" event. It is an invaluable opportunity for you to learn about communication tools and best practices while interacting with global stakeholders – from governments; communication, health, and fitness professions; civil society; nonprofits; academia; and the private sector – who are focused on science-based communications that can help promote healthful, active lifestyles. Members of the media have been invited.

Confirmed Speakers and Moderators Include:

						
<p>U.S. Surgeon General Regina M. Benjamin, Surgeon General of the U.S. Public Health Service</p>	<p>Jean-Michel Beery, MD, EPODE European Network Director and General Secretary, EPODE INTERNATIONAL NETWORK, MOO</p>	<p>Hugh Dupan, Economic and Social Affairs Advisor, U.S. Mission to the United Nations</p>	<p>Laura Fernandez- Cabrera, PhD, Director Nutrition and Health, Deputy Director General – European Food Information Council</p>	<p>Madelyn H. Fernstrom, PhD, CNS, Professor of Psychology, Epidemiology and Surgery, University of Pittsburgh Medical Center and Founding</p>	<p>Lisa Gable, President, Healthy Weight Commit- ment Foundation</p>	<p>Catherine Goñales- Lanselle, Executive Director, European Food Safety Authority</p>
						
<p>Robert B. Gravatt, PhD, Professor of Food Science, Cornell University, and President, Institute of Food Technologists</p>	<p>Peter Greenwald, MD, DrPH, Associate Director for Prevention, National Cancer Institute, National Institutes of Health, U.S. Department of Health and Human Services</p>	<p>Elizabeth Hagen, MD, Under Secretary for Food Safety, U.S. Department of Agriculture</p>	<p>James O. Hill, PhD, Founding Executive Director of the Institute of Health and Wellness Center at the University of Colorado Anschutz Medical Campus</p>	<p>John A. Milner, PhD, Chief, Nutritional Science Research Group, Division of Cancer Prevention National Cancer Institute, National Institutes of Health, U.S. Department of Health and Human Services</p>	<p>Kimberly Reed, JD, Executive Director, International Food Information Council Foundation</p>	<p>Wendy Rabinovich Kapack, MS, RD, Senior Director, Health and Wellness, International Food Information Council Foundation</p>
						
<p>David Schmidt, President and CEO, International Food Information Council Foundation</p>	<p>Nancy Snyderman, MD, Chief Medical Editor, NBC News</p>	<p>Marianne Smith Edge, MS, RD, LD, FADA, Senior Vice President, Nutrition and Food Safety, International Food Information Council Foundation</p>	<p>Deanna Spence, Principal Advisor for Communication and Stakeholders, Directorate- General for Health and Consumers (DG SANCO), European Commission, European Union</p>	<p>Jeffrey L. Storch, PhD, President and CEO, Global Health Council, and Visiting Scholar, Institute for Applied Economics, Global Health and the Study of Business Enterprise at The Johns Hopkins University</p>	<p>Nigel Stanley, Global Governing Council, International Union of Food Science and Technology</p>	<p>Bonnie Tash-Dix, MA, RD, CDN, Owner, BTD Nutrition Consultants, Author of Food Is Before You Eat It, and Blogger for USA Today</p>
						
<p>Janet Vallis, Vice President, Global Head of Public Affairs, Nestlé S.A., and Co-Chair of the International Food and Beverage Alliance</p>	<p>Nancy Williams, PhD, RD, FADA, Chair, Board of Trustees, International Food Information Council Foundation</p>					

About the International Food Information Council Foundation: Celebrating its 20th anniversary, the International Food Information Council (IFIC) Foundation's mission is to effectively communicate science-based information on health, nutrition, and food safety for the public good. The IFIC Foundation is supported primarily by the broad-based food, beverage, and agriculture industries. Additional information is available on the [About Us](#) section of our website.

Contacts for IFIC Foundation Global Communications Summit: Kimberly Reed, Executive Director – reed@ific.org; Ruth Ayres, Executive Assistant (for all registration questions) – ayres@ific.org or 202-296-6540.

Additional topics and speakers will be announced on:
<http://www.foodinsight.org/Global-Summit.aspx>



Enhancing Risk Communication Capacity in Food Safety

FAO/WHO Regional Workshop "Enhancing Risk Communication Capacity in Food Safety"
03-06 June 2014, Budapest, Hungary



Getting to Know Our Key Collaborators

World Health Organization

Francoise Fontannaz-Aujoulat
and Melinda Frost
Geneva, Switzerland

Collaborative Group


Ryan Baker, Andy Benson, Lynn Frewer, Francoise Fontannaz-Aujoulat, Barbara Gallani, Bill Hallman, Mina Kojima, Caroline Merten, EunSook Moon, Rose Omari, Amy Phillpot, Laura Smiley

Heleen van Dijk, PhD
Consumer responses to risk-benefit information about food
heleenvandijk@yahoo.com




2015 – Leveraging Our Networks & Relationships: China

Food Safety, Sustainable Agriculture, Affordable Nutrition, Risk Communication Best Practices



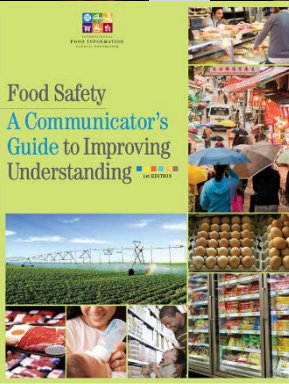
CFIC and U.S.
Government
Briefings



IFIC Foundation – China FDA
Representatives from all of
China's Provinces



CFIC-IFIC Staff Exchange: Sharing
Knowledge and Best Practices



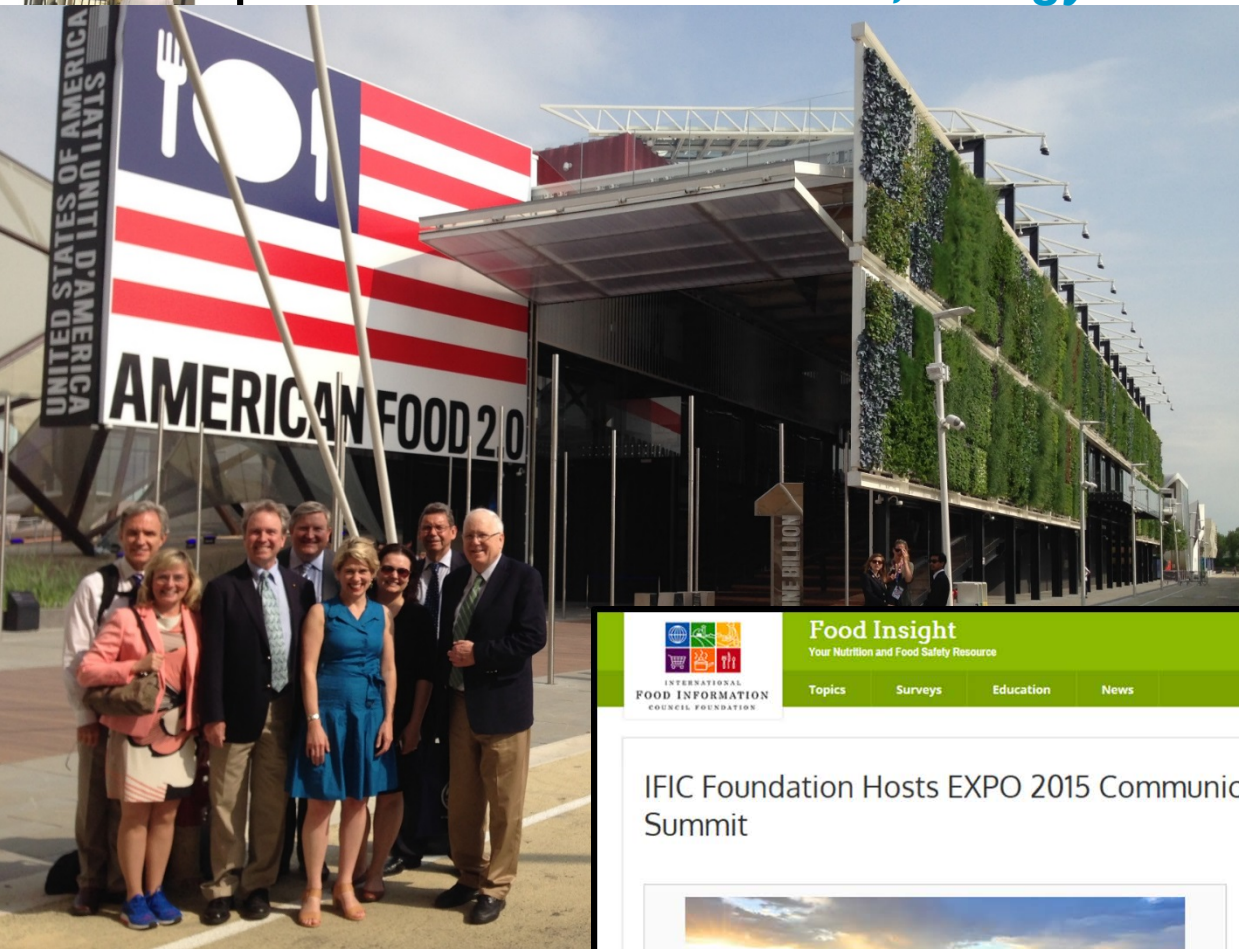
Food Safety
A Communicator's
Guide to Improving
Understanding

Also engaged:

- China Center for Food Safety Risk Assessment
- China CDC
- AQSIQ
- WHO
- Food Industry Asia
- IFIC Foundation Experts



IFIC Foundation Presence at EXPO Milano 2015: *Feeding the Planet, Energy for Life*



Three Golden Nuggets

For a Truly Effective Program that Will grow and Flourish Over Time

1. Working together on shared goals and priorities is far more effective than just pushing your own agenda
2. Chose your friends wisely, cherish and empower them
3. Don't criticize condemn and complain, rather
“KISSMEA Often”

Really? KISSMEA Often?

Yes indeed

***Keep it Simple Stupid, Memorable,
Enjoyable and Actionable!***

*You'll have relationships and influential
partnership programs that can last a lifetime.*

Thank you!

Andrew P. Benson, Dip.M, MCIM
benson@ific.org