



Introducing “APEC Food Safety Risk Communication Framework and Associated Guidelines”



Trade Facilitation through the Development of
an APEC Food Safety Risk Communication Framework



Australian Government
Department of Foreign Affairs and Trade



FOOD STANDARDS
Australia New Zealand
Te Mana Kounga Kai – Ahitereiria me Aotearoa



Rationale for the Development of this APEC FSRC Framework

Textbox
1

Examples of failed communication during a food safety incident or emergency

1990



To reassure the public that British beef is safe to eat during the bovine spongiform encephalopathy (mad cow disease) crisis in the late 1990s (Aldhous P, 2000)

2008



Incorrect attribution of the source of the contamination as tomatoes in the early stage of the investigation of the outbreak caused by Salmonella Saintpaul in 2008 (Behravesh C et al., 2011)

2011



Incorrect attribution of the source of the contamination to cucumbers imported from Spain during the initial stages of the investigation of the outbreak caused by Escherichia coli O104:H4 in 2011 (Köckerling E et al., 2017)

- Uncertainties...
- Perception ...
- Misinformation...
- Social media...
- Trust and confidence...

Food safety crisis management communication

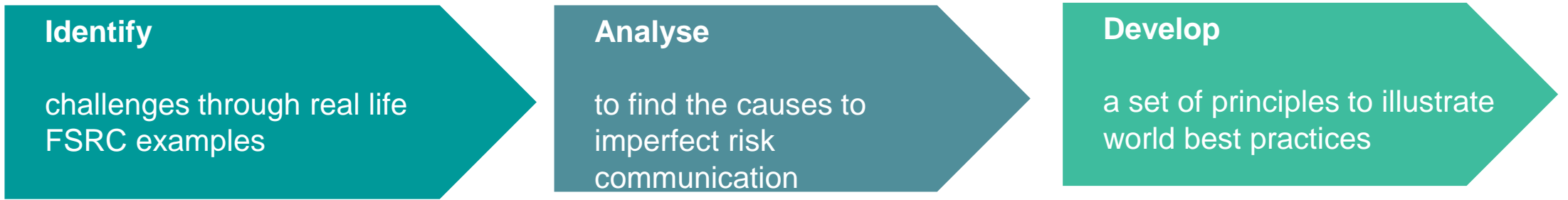


Everyday food safety risk communication



- Food safety risk communication (FSRC) from competent authority (CA) to the public and between plays an important role in maintaining the public's trust and confidence in the safe food supply, the country's food safety regulatory system, and minimising disruptions to food trade.
- How to best manage FSRC during a food safety crisis and in everyday FSRC?

A scientific process to extract international best practices in FSRC



For the purpose of this Framework, we define **‘food safety risk communication is an interactive exchange of information and opinions between competent authorities and the public and food industry about food safety matters.’**

Purpose and Scope of the APEC FSRC Framework



The purpose of this Framework is to:

01

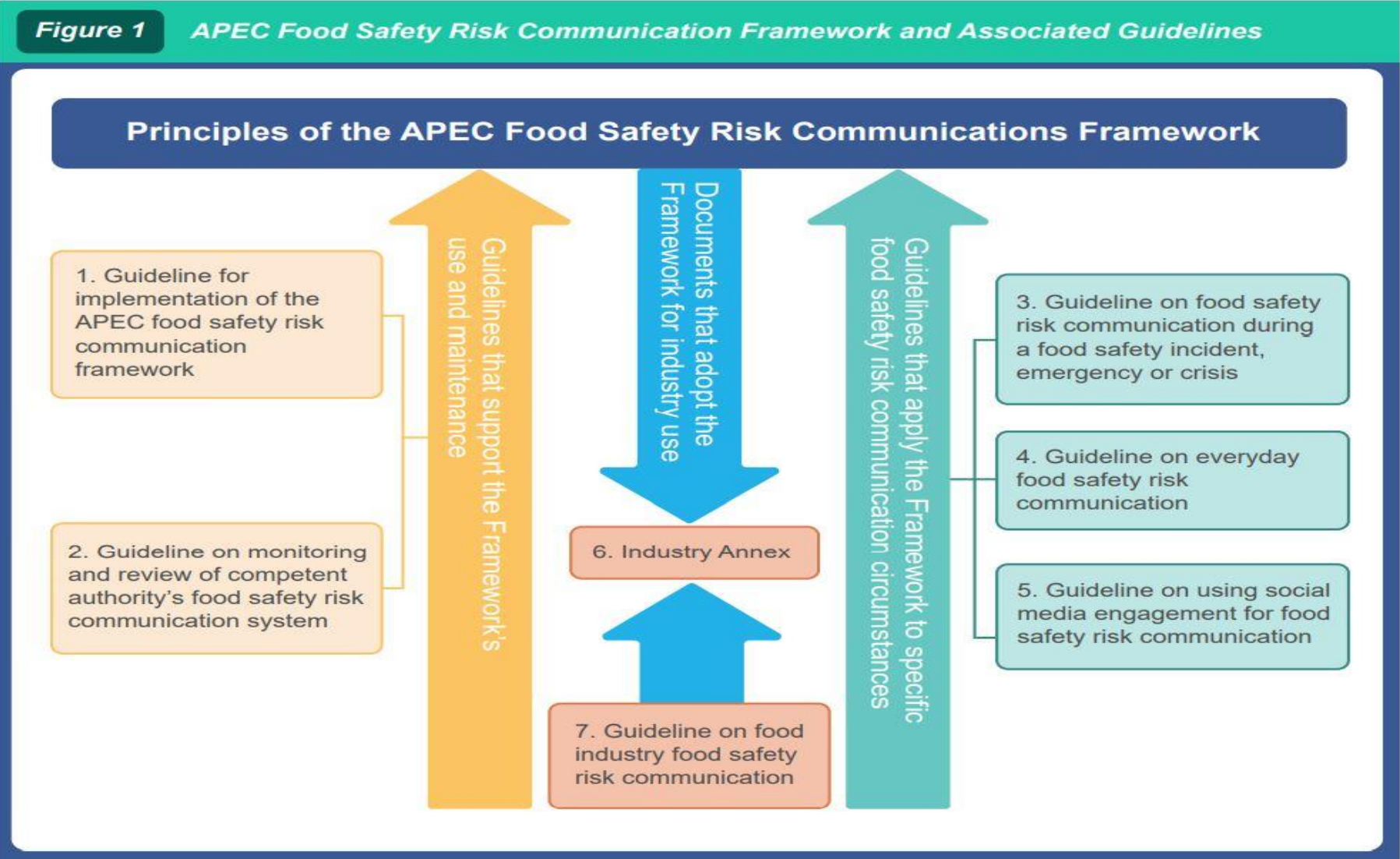
identify international best practices in effective FSRC and describe them as Principles of this Framework

02

guide member economies' competent authorities in conducting FSRC during a food safety incident or emergency or crisis situation as well as in everyday food safety communication scenarios.

APEC FSRC Framework and Associated Guidelines

Figure 1 APEC Food Safety Risk Communication Framework and Associated Guidelines



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Principles of Effective FSRC

Principle 1	Protection of consumer health
Principle 2	Transparency and timeliness
Principle 3	Two-way communication
Principle 4	Credible information based on science and evidence
Principle 5	Food safety is a shared responsibility
Principle 6	Audience orientated and inclusive
Principle 7	Consultative, consistent, systematic and preventative
Principle 8	Food safety communication is iterative and requires continuous improvement

PRINCIPLE 1

PROTECTION OF CONSUMER HEALTH

APEC member economies' food safety risk communication systems should be developed and implemented with the primary goals of protecting consumers' health and fostering public trust and confidence in the safety of the food supply.

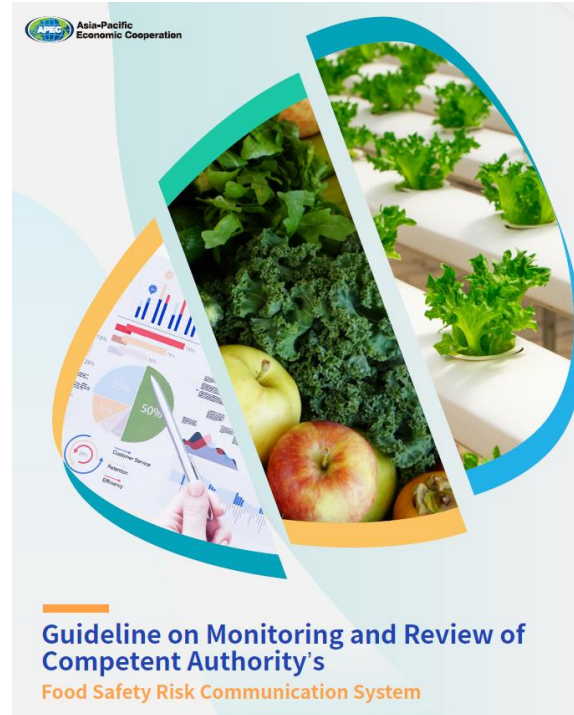


PRINCIPLE 2

TRANSPARENCY AND TIMELINESS

APEC member economies' food safety risk communication systems should be transparent and open to scrutiny by stakeholders while respecting legal requirements to protect confidential information. Transparency⁴ considerations should apply to all stakeholder groups. This can be achieved through clear purpose, scope and intended outcomes of the communication (verbal and written) as well as timely exchange of information between competent authorities and all concerned stakeholders (Textbox 2).

Associated Practical Guidelines – 1



Acknowledgment

The preparation of the *Guideline on Monitoring and Review of Competent Authority's Food Safety Risk Communication System* was led by Hong Jin of Food Standards Australia New Zealand and Amy Philpott of Watson Green LLC. Contributions to the preparation of this Guideline were received from Steve Crossley (Food Standards Australia New Zealand, Australia); Tomotaro Yoshida (Ministry of Agriculture, Forestry and Fisheries, Japan); Marcelo Valverde (Ministry of Foreign Trade and Tourism, Peru); Mary Grace Rivere-Mandigma and Alpha Lanuza (Department of Agriculture - Bureau of Agriculture and Fisheries Standards, Philippines); Megan Crowe (U.S. Department of Commerce); YiFan Jiang and Rachel Wong (Food Industry Asia); and Simone Moraes Raszl (World Health Organization).

Further readings

	Asia-Pacific Economic Corporation (2019) APEC Food Safety Modernisation Framework to Facilitate Trade	↗
	FAO/WHO (2016) Risk Communication Applied to Food Safety Handbook	↗
	U.S. Food and Drug Administration (2017) FDA Strategic Plan for Risk Communication and Health Literacy 2017-2019	↗
	International Standards Organisation (2015) ISO 9001:2015 Quality management systems — Requirements	↗
	Australian Department of Prime Minister and Cabinet (2013) Cabinet Implementation Tool Kit – 5. Monitoring, Evaluation and Review	↗
	Centers for Disease Control and Prevention (1994) A Primer on Health Risk Communication Principles and Practices	↗

Associated Practical Guidelines - 2



Guideline on Food Safety Risk Communication During a Food Safety Incident Emergency or Crisis



Guideline on Everyday Food Safety Risk Communication



Guideline on Using Social Media Engagement for Food Safety Risk Communication

Associated Practical Guidelines – 3



INDUSTRY ANNEX ON THE EIGHT
PRINCIPLES OF FOOD SAFETY
RISK COMMUNICATION

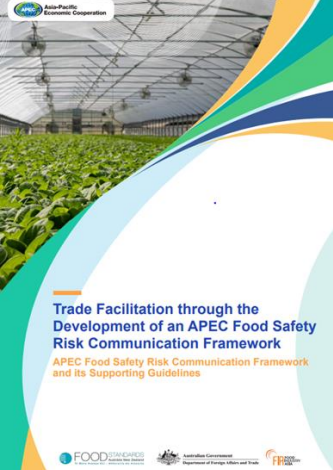


Guideline on Food Industry
Food Safety Risk Communication

Update on awareness raising activities

- Food Industry Asia is in the preparation of a news article for FIA's LinkedIn platform, and a project participant in the US is working on an industry trade article to raise awareness of the APEC FSRC framework and associated guidelines
- The APEC FSRC framework and associated guidelines has been picked up by WHO's Food Safety Community of Practice
- Led by a project participant from US FSIS, a team of project participants has proposed to run a session at 2023 IAFP Annual Conference (July, Toronto) and at 2022 SRA Annual Conference (December, Tampa) to introduce the APEC FSRC framework and associated guidelines to a wide range of food safety researchers, analysts and practitioners
- The APEC FSRC Framework and associated guidelines have been picked up by INFOSAN
- Project participants from Health Canada introduced APEC FSRC framework and associated guidelines to Health Canada's Food Directorate Science Committee in March 2022
- The APEC FSRC framework and associated guidelines have been uploaded to FSANZ website
- Eleven project participants are currently preparing a scientific publication to bring the APEC FSRC framework and associated guidelines to a broad range of readers

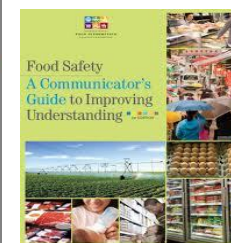
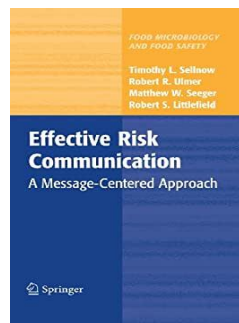
Safe Food for Everyone



Trade Facilitation through the Development of an APEC Food Safety Risk Communication Framework
APEC Food Safety Risk Communication Framework and its Supporting Guidelines

Questions?

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On behalf of FSANZ, we take this opportunity to thank the following food safety experts for their contribution to the preparation of the Framework and associated Guidelines: Megan Crowe, Amy Philpott, Bill Hallman, Janell Kause and Clare Narrod of the United States; Jinjing Zhang of China; Elizabeth de Leon-Lim, Mary Grace Rivere-Mandigma, and Alpha Lanuza of the Philippines; Claudio Canalesm and Constanza Vergara of Chile; Lateef Adwoye and Frank Geraghty of Canada; Dawisa Paiboonsiri and Jarunee Intrasook of Thailand; Wei-Chih Cheng and his colleagues of Chinese Taipei; Tomotaro Yoshida of Japan, Simone Moraes Raszl of WHO's Western pacific Regional Office, Eleonora Dupouy of FAO; and YiFan Jiang and Rachel Wong of FIA; Marion Healy of Australia, and many more.