Food Science, Technology and Safety
Communication with the Media
Ben Chapman
North Carolina State University
September 19, 2013
Why did my grandmother overcook pork?
Media?

- Traditional media does not exist alone
- You must have some idea about social media and how to monitor, use and evaluate messages
Effective messages

• Understand the target audience
  o Consider sociocultural factors
  o Recognize individual perceptions
  o Identify appropriate media

• Reliable and rapid messaging: repeat it
  o Receiver has control
  o Message is in temporal context
  o Multiple channels/message types with same objective

Designing effective messages for microbial food safety hazards
Food Control 21 (2010) 1–6
Casey Jacoba Lisa Mathiasenb, Douglas Powell
Effective message

- Have to be clear
  - The world runs on visuals/infographics
- Test and evaluate
Food safety communication philosophy

- Anyone who tries to make a distinction between education and entertainment doesn`t know the first thing about either
  - Marshall McLuhan, 1967
- The medium is the message
  - Understanding media: The extensions of man
From the literature

• Using stories and narratives better than statistics alone
  o Cole, 1998; Cole, 1997; Howard, 1991; Leventhal, 1970; Morgan et al., 2002; Slater and Rouner, 1996
  o Frewer et al.,

• Put food safety into context
  o Leventhal et al., 1965; Lordly, 2007

• Generate dialogue
  o Ajzen, 1991; Bohm et al., 1993; Dignum et al., 2001; Schein, 1993

Surprising messages
  o Shannon, 1948
Surprising message?

- "Upon indigestion, the larvae are freed from the cyst by and then proceed to migrate to the intestine. Here they develop to maturity and after fertilization the adult worms produce living embryos which invade the blood stream and are carried to all, or nearly all, of the voluntary muscles of the body."
Lots of access to real people
Myth: Our food safety issues would be fixed if...

- We just had more education
At least four times a week, food e-Vangelists…

- 40% Take time to share opinions about food purchase habits with friends and family
- 40% Take time to share opinions about eating habits with friends and family
- 38% Recommend or critique a food brand
- 44% Recommend or critique a food product

“But don’t call them activists,” said Eatherton. “They’re willing to listen/change their mind.”

Ketchum’s researched showed this group generates at least 1.6 million conversations about food every week, either through conversations in person (50%); blogging about the food industry (14%); or engaging online (18%).

Forty-eight per cent of food e-vangelists are under 35 years old, largely female (62%), with families (46%).

Go to where people are
CDC director of the National Center for Health Marketing, Dr. Jay Bernhardt, explained that the effectiveness of the agency’s communications through social media is dependent upon public trust, which is developed by speaking the audience’s language.
Cronut burger illnesses at CNE caused by maple bacon jam

Vendor can reopen at Ex but will no longer sell the trendy burger that gave 223 people food poisoning

CRONUT BURGER @CRONUTBURGER
CNE, happy bellies, etc.

92 TWEETS 2 FOLLOWING 49 FOLLOWERS

CRONUT BURGER @CRONUTBURGER
It's getting pretty hot out. Gotta lay low for a while. #bye

CRONUT BURGER @CRONUTBURGER
Uh oh...

CRONUT BURGER @CRONUTBURGER
CRONUT BURGER! #CRONUTBURGER

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@benjaminchapman Hi Ben. It's after-hours now but we'll make sure to get in touch with our experts tomorrow & hopefully get a response.

@benjaminchapman thanks so much, I appreciate it.

@benjaminchapman @TOPublicHealth @stephbolock76 Do you have any data on pH and water activity of @LeDolci's maple bacon jam? cc: @StephBullock76

Two more CNE vendors shut down by Toronto Public Health. thestar.com/life/health_we...

@benjaminchapman Thanks RT @LeDolci: @benjaminchapman unfortunately we don't have that information but Toronto Public Health may have it

@benjaminchapman @LeDolci Can you share the pH and water activity of the maple bacon jam? There's some Internet speculation over contamination at the CNE.

@benjaminchapman @JATetro @bethskw That's speculatory without all the info.
Le Dolci Cupcakes and Cakes also commented on their status.

Le Dolci Cupcakes and Cakes wrote: "Dear Emily Wood we can only tell you what we know at this point and yes angry comments will be deleted because we'd like to only have positivity surrounding us at this time. We work extremely hard as a small business and to have people commenting rudely is only upsetting for us and our families. We are real people behind this facebook page."

Reply to this email to comment on this status.

82 people like this.

Ben Chapman Can you share the pH and water activity of the maple bacon jam?
Like · Reply · 1 · about an hour ago

Renan Levine No "I'm sorry" ????
Like · Reply · 8 · 13 hours ago

Evelyn So I am behind and did not see that you are connected to the incident. This is very unfortunately and I am sure no one ever intends this to happen. I was at your place for a private party and everyone had a good time. Hope this will resolve soon.
Like · Reply · 3 · 17 hours ago

Kent Wakely Toronto Public Health has identified your product as having made a number of people extremely ill. There are two things you need to do here that you haven't done. 1) express regret for the profound suffering you've caused to actual people 2) express how you're changing your processes to make sure that this suffering is never caused again.
Like · Reply · 3 · 11 hours ago via mobile

Laura Carter All the best for the next few days I am sure it will be resolved soon. These things can happen, even with all checks and measures in place. I have no doubt your loyal customers will understand. It even happened at the world's #1 restaurant The Fat Duck! Hope it's not too stressful for all concerned. Sending you positive vibes from the UK 😊
Like · Reply · 2 · 19 hours ago via mobile
Julia Child Was Wrong: Don't Wash Your Raw Chicken, Folks

by MARIA GODOY
August 23, 2013 8:48 AM

405 comments

This comment was deleted.

Richard Spinner → austrophicus  a month ago
That was my Mother's recipe!
103 Share

TOM WILLIAMS → Richard Spinner  a month ago
Soaking it in Brandy makes for a Happy Meal.
24 Share

MoiraDetroit → austrophicus  a month ago
You're using locally-sourced turpentine, right?
94 Share

Sergio Martinez → austrophicus  25 days ago
I throw mine in the dishwasher... It gets cleaned and cooked all at the same time! HUGE time saver!
Don't Wash Your Chicken! Germ-Vision Animation
Jennifer Quinlan is the Edward Snowden of poultry washing.

n.pr/155mLbL

Julia Child Was Wrong: Don't Wash Your Raw Chicken, Folks: NPR

The doyenne of TV chefs imparted much wisdom to American cooks, but one piece of Child's advice you should ignore is to wash your raw poultry before cooking. It spreads germs. Everywhere. Yet studies...

View on web
Engage
Beef Products International

- Founded 1981
- submitted process in 2002 to remove protein from fat after cattle slaughter and inject with puff of ammonia
- USDA scientists raise objections internally in 2002, calling the product pink slime
- Pink slime highlighted in 2009 Pulitzer-Prize winning N.Y. Times story about *E. coli* O157:H7
Beef Products International

- BPI vows more transparency, begins testing for big-six non-O157 STECS
- Jamie Oliver creates pink slime yuck factor, April 2011
- McDonald’s and others stop using beef with pink slime Dec. 2011
- March 7, 2012: ABC News
Pink slime -- that ammonia-treated meat in a bright Pepto-bismol shade -- may have been rejected by fast food joints like McDonald's, Taco Bell and Burger King, but is being brought in by the tons for the nation's school lunch program.

The U.S. Department of Agriculture is purchasing 7 million pounds of the "slime" for school lunches, The Daily reports. Officially termed "Lean Beef..."
DIRTY HANDS = RUNNY BUM
0800 693 721

20/20 RULE
WASH 20 SECONDS
DRY 20 SECONDS

CLEAN HANDS
WASH 20 SECONDS

NOW
WASH YOUR HANDS!

YOUR CHOICE
CLEAN HANDS
DRY 20 SECONDS

WASH UP OR THROW UP
WASH 20 SECONDS
DRY 20 SECONDS
Asking servers

- “The cook knows it’s done by how it feels.”
- “Medium rare is safe—people get it all the time.”
- “Medium rare is safe. It will be cooked to about 135°F.”
You're Doing It All Wrong: How to Make a Burger
PROVIDE
EVIDENCE
Dishwasher Cooking: Make Your Dinner While Cleaning The Plates
by MICHAELLEEN DOUCLEFF
August 25, 2013 5:17 AM
Yogurt Juggernaut Chobani Has Mold Problem

Sept. 5, 2013

By ALAN FARNHAM via GOOD MORNING AMERICA
Mucor circinelloides

noun

1. A mold commonly found in the dairy environment.
**Tammy Flowers** Had the blueberry one, tasted like rotten **milk**! Horrible 😞

Like · Reply · 0 · August 25 at 11:47pm via mobile

**Chobani** Tammy, we are sorry to hear you got anything less than a perfect cup. Would you mind shooting us an email at care[at]chobani dot com? We will gladly work to make it up to you if you’d like to chat. Thanks!

Like · August 26 at 11:08am

Write a reply...
If I was them

- Take the discussion back
  - instead of responding to complaints begin to tell a story.
- Starts at the first complaint they had (consumer/retail) get the people involved to sit and say what they heard and what they did
Chobani continued

- 1-2 min vignettes from customer service, QA/food safety, COO
  - Say how they got from Aug 24 to today. And continue these vignettes through the process of figuring out what the issue was.
  - Explain the mold, what the possible sources are and exactly how they are trying to find the problem/fix it.
IT'S HARD
What do you do

- Have a story
- Have science/data to back that story up
  - There is never zero risk – consumers have been led to believe that there are guarantees
- Tell your story in a genuine way
- Engage in dialogue proactively and reactively
- Evaluate
# Food Safety Talk Podcasts

By Don Schaffner and Ben Chapman

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## Podcast Description

Ben Chapman is an Assistant Professor and Extension Food Safety Specialist at North Carolina State University and Don Schaffner is Extension Specialist in Food Science and Professor at Rutgers University. Every two weeks or so Ben and Don get together to talk about food safety current events and the challenges of making the food supply safer.

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