



Education Section

February 23, 2007

DHS Summit Abstract

Risk Communication in Food and Agriculture

The National Center for Food Protection and Defense catalyzed a larger collaborative effort to create effective risk and crisis communication as it applies to the food system. The food system spans multiple players with critical control points starting with the environment in which food is raised and ending with the individual consumer's actual ingestion of a product. The National Center for Foreign Animal and Zoonotic Disease Defense partnered in this effort and assumed leadership for the curriculum as it applies to the pre-harvest safety of foods originating from animals.

The presentation will summarize key differences between effective risk communication and those that incorporate common mistakes. Methods to overcome mystery and fear, calm public outrage and to be seen as a credible and trustworthy resource will be covered in a review of the *Ten Best Practices*.

Donald J. Klingborg
Associate Dean for Extension and Public Programs
Director, Center for Continuing Professional Education
Science Leader—Education, for the National Center for Foreign Animal & Zoonotic Disease Defense