

2023 Consumer Food Safety Education Conference

Program Book



THE FUTURE OF FOOD SAFETY

Everyone has a seat at the table



cfsec.org/info

#CFSEC2023

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Welcome from the Partnership



Every year, 1 in 6 Americans will experience foodborne illness (CDC, 2013). With your attendance at this conference, we can come together to enhance our collective efforts in reducing the risk of foodborne illness for consumers.

At this conference you will have the opportunity to connect with experts, learn new research and outreach tools, and prepare for upcoming food handling trends.

96% of attendees stated that they learned effective strategies for influencing food handling behaviors at the 2019 Consumer Food Safety Education Conference. This year's conference offerings will undoubtedly prepare you to be effective at influencing food handling behaviors in your community or workplace.

The Partnership for Food Safety Education (PFSE) is committed to supporting you with the Consumer Food Safety Education Conference and beyond! You can visit fightbac.org for free food safety resources. Also sign up to receive notices of free webinars that feature new research and understandings of consumer food handling behaviors and the latest trends in sourcing habits.

The Partnership is a non-profit with a focus on preventing illness and death from foodborne illnesses in the United States. This life saving work is done through a network of more than 13,000 health and food safety professionals, with industry and consumer partner organizations, and with federal agency liaisons.

Together, we work to ensure consumers have the information they need to reduce their risk of foodborne illness, that professionals like yourself are equipped to deliver that information, and to keep these resources based in science and free to access.

Thank you for being committed to preventing foodborne illness. We're honored to do this work with you, and we are looking forward to deepening our collective action at this conference.

Enjoy, learn, make new friends, and keep fighting BAC(terial)!



Brittany Saunier
PFSE Executive Director



Harold Chase
Chairman, PFSE Board of Directors
Legislative Director, NSF



Welcome to Arlington, Virginia, and the 2023 Consumer Food Safety Education Conference!

Thank you for committing your time and resources to be here at this important event. At this conference, you'll have the opportunity to connect directly with people from the public and private sectors that are committed to working together to reduce the risk of foodborne illness.

Over the next few days, you will hear from incredible speakers that will:

- Address challenges in communicating food safety information and effective strategies for overcoming these challenges.
- Bring insights into effective program design addressing core components such as health equity, evaluation and risk communications.
- Provide strategies to effectively influence the food safety knowledge, attitudes and behaviors of millions of consumers.
- Position your work within the national framework for advancing food safety education.
- Equip you with the tools and resources to address your biggest food safety challenges of today and the future.

Thank you for being here with us and taking steps towards furthering your career that will ultimately improve public health outcomes. We look forward to talking with you and learning alongside you over the next few days.

Enjoy the conference!



Dr. Shauna C. Henley

PFSE Board Member

Family & Consumer Sciences Educator
University of Maryland Extension



Howard Popoola

Vice President, Corporate Food
Technology and Regulatory Compliance
The Kroger Company



The 2023 Consumer Food Safety Education Conference has been approved for continuing education units (CEUs) from several accreditation agencies.

After the conference, a survey will be sent to each attendee regarding CEUs. Each attendee will have the chance to complete it. Then PFSE will issue certificates a few weeks after the conference to attendees that request them for specific agencies.

For more information, please email [Mary-Kathleen Todd](mailto:Mary-Kathleen.Todd).

American Association of Family and Consumer Sciences

Approved for 12.25 CFCS PDUs; 12.25 CNWE PDUs for the conference and 2.5 CFCS PDUs; 2.5 CNWE PDUs for the pre-conference session.

American Culinary Federation

Approved for 11.5 CEH for the conference, and 2.5 CEH for the preconference session toward the initial or recertification application for ACF certification.

Certifying Board for Dietary Managers (CBDM)

Approved for 11.5 CE for the conference and 2.5 CE for the pre-conference sessions, all in Sanitation.

Commission on Dietetic Registration/ Academy of Nutrition and Dietetics

Approved for 11.5 CPEUs for the conference and 1.5 CPEUs for poster hours.

National Board of Public Health Examiners

Approved for 11.5 CE for the conference and 2.5 CE for the pre-conference sessions.

National Commission for Health Education Credentialing

Approved for 14 entry-level CECH: 11.5 CECH for the main conference and 2.5 CECH for the pre-conference session.

National Environmental Health Association (NEHA)

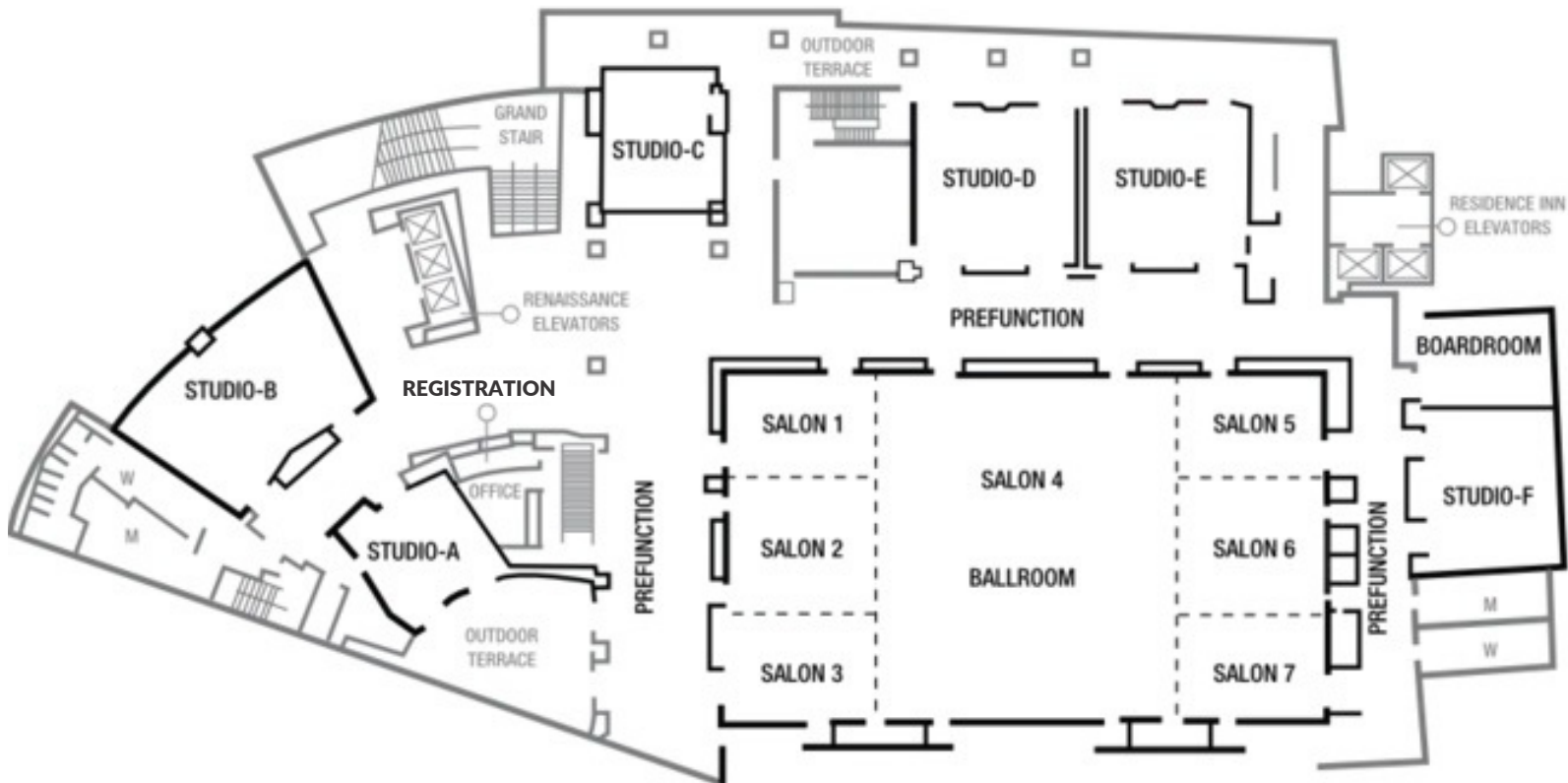
Approved for 11.5 conference hours and 2.5 pre-conference hours.





Renaissance Arlington Capital View

2800 South Potomac Avenue, Arlington, Virginia 22202



WiFi Network: Renaissance_CONFERENCE

Conference Code: CFSE



Start your learning early and earn continuing education units (CEUs) at a pre-conference workshop. Space is still available – and the offerings are terrific!

2 to 5 p.m.

Meet in the lobby for transportation to Harris Teeter

Harris Teeter: Enriching Lives One Meal, One Family, One Associate and One Community at a Time

As part of one of the largest grocery store companies in the U.S., Harris Teeter is a preeminent name on the East coast. This pre-conference session will provide a behind-the-scenes look at Harris Teeter's food safety and compliance operations with a tour of a nearby retail location. Participants will also hear directly from corporate representatives and food safety professionals at the stores. The tour will end with a wine, cheese and sushi tasting. Transportation back to the hotel will leave from the store at 4:30 p.m.

Speaker: Sarah Durham, Director of Food Safety and Quality Assurance, Harris Teeter

2 to 5 p.m.

Studio B

FDA's Closer to Zero Action Plan — What's the Food Safety Message?

This pre-conference workshop will provide participants with an overview of the U.S. Food and Drug Administration's (FDA) Closer to Zero action plan to reduce exposure to arsenic, lead, cadmium, and mercury from foods and educate caregivers on the important roles of food variety and nutrition in helping to protect growing children from the potential adverse health effects associated with these environmental contaminants.

Speakers: Dr. Conrad Choiniere, U.S. Food and Drug Administration; Dr. Kellie Casavale, U.S. Food and Drug Administration; Lauren Cromer, MS, RDN, CLC, Director of Nutrition Services/WIC, Metro Public Health Department, Nashville, TN; Cheryl Callen, Senior Director, Regulatory Affairs, Gerber Products Company/Nestle Nutrition; Tony Flood, Senior Director of Food Ingredient Communications, International Food Information Council

2 to 5 p.m.

Studio D

Flour Food Safety — from Farm to Fork

This workshop will introduce conference participants to practical and fun tools for educating about flour food safety. Participants will learn about wheat and flour from industry experts. A cooking demonstration will be followed by a focus group discussion where participants will be able to provide feedback on ways the flour milling industry can improve our approach to flour food safety education.

Speakers: Jason Scott, wheat farmer from Maryland; Juliany Rivera Calo, Ardent Mills; Hailey Rogers, Ardent Mills; Jane DeMarchi, North American Millers' Association; Sarah Hubbard, North American Millers' Association

2 to 5 p.m.

Studio F

Don't Eat the Pseudoscience: Navigating Misinformation and Disinformation on Social Media Platforms

Sponsored by USDA's Food Safety and Inspection Service (FSIS), this pre-conference workshop will provide participants with foundational skills and tools to navigate misinformation on social media, coupled with best practices for engaging communicators and continuing to promote accurate food safety information. Participants will discuss the various types of misinformation and disinformation, review case studies involving misinformation about food safety topics, and practice responding to inaccurate or misleading information.

Speakers: Dr. Nicole Arnold, Ohio State University Extension; Dr. Ellen Shumaker, NC State University Extension

4 to 6 p.m.

Grand Ballroom 5

Networking Event

This networking event is hosted by the Partnership's [BAC Fighter Ambassadors](#). Drop by and join your fellow conference attendees for conversation and light refreshments!



7:45 to 8:30 a.m.

Continental Breakfast

Grand Ballroom 1-3

8:30 to 9:30 a.m.

Welcome Remarks

Grand Ballroom 4-7

Harold Chase, Chairman, PFSE Board of Directors; Legislative Director, NSF

Opening Keynote: Communication Lessons from one of the Largest Search Engines on the Planet

Dr. Von Nguyen, Clinical Lead for Population Health at Google, shares how the largest search engine addresses health communications on its platform, and offers best practices and lessons learned. This session will begin with an introduction by **Howard Popoola**, conference co-chair and Vice President of Corporate Food Technology and Regulatory Compliance of The Kroger Company.



Dr. Von Nguyen

*Clinical Lead for Population Health,
Google*

9:30 to 10:45 a.m.

Plenary Session: Designing Programs for the Future Food Handler

Grand Ballroom 4-7

Health equity, risk communication, and program evaluation are vital components of successful food safety education programs. Join experts Dr. Cynthia Baur, Dr. Ellen W. Evans, and Dr. Devlon Jackson as they share their expertise on how to incorporate these essential practices into your own programming. Time will be allocated for attendee Q&A. This session will be moderated by **Dr. Shauna C. Henley**, conference co-chair, PFSE Board Member and Family & Consumer Sciences Educator with University of Maryland Extension.



Dr. Cynthia Baur

*Endowed Chair and Director,
Horowitz Center for Health
Literacy, School of Public
Health, University of Maryland*



Dr. Ellen W. Evans

*Research Fellow,
ZERO2FIVE Food
Industry Centre, Cardiff
Metropolitan University*



Dr. Devlon Jackson

*Assistant Research Professor
Behavioral and Community
Health, University of
Maryland*

10:45 to 11 a.m.

Refreshment Break

Grand Ballroom 1-3



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11 a.m. to 12:15 p.m. Concurrent Track Sessions

Food Safety for the Next Generation: Innovative Tactics for Reaching People

Digital Food Safety Education and Outreach: Podcasts, Extension, and the Library Institutional Repository

How we work, connect, and learn have changed. Explore best practices for content development, delivery, and analysis of food safety information/education through podcasting (195 episodes). Highlights collaboration of Extension, college communications/marketing, and university library institutional repository (Research Exchange). Participants may replicate our approach accessing materials and presentation on Research Exchange.

Studio D

Speaker: B. Susie Craig, Professor, King County Extension, Washington State University

Delivering a Hybrid Food Safety Education and Training Program

In this session participants will learn how to successfully implement a hybrid food safety education and food preservation training program to reach diverse audiences. University of Idaho faculty will demonstrate how they successfully transitioned from an in-person program into a hybrid program including online education and small in-person lab settings.

Studio D

Speakers: Bridget Morrisroe, Extension Educator, Family and Consumer Sciences, University of Idaho Extension; Nikki Telford, Program Coordinator, Family and Consumer Sciences, University of Idaho Extension

A Qualitative Synthesis of Virtual Food Safety Training Barriers and Motivators

A systematic search of digital food safety training was conducted and analyzed via a qualitative synthesis. Barriers, motivators, and recommendations for students, food workers, and consumers were identified. Attend to learn more about how you can adapt future digital trainings to improve their effectiveness.

Studio D

Speaker: Zachary Berglund, Graduate Research Assistant, Purdue University

11 a.m. to 12:15 p.m. Concurrent Track Sessions

The New Landscape of Food: Food Safety and Information Delivery in the Digital Age

Technology as a Tool in a Post-COVID World

During the COVID-19 emergency, we all made changes to how we lived, worked, and tried to thrive. Some continue to help us thrive today. Please join us for a discussion of how COVID drove our department to incorporate technology for long-term improvement in quality of regulation and communication.

Studio E

Speakers: Gwen Williams, Health and Licensing Officer, City of Concord; Brian Santiago, Health Inspector, City of Concord and Deputy Health Officer, Town of Bedford

Pivoting Home Food Preservation Education to a Virtual Format

Discover how Penn State Extension quickly changed from face-to-face home food preservation programming to webinars because of the COVID-19 pandemic. Educators will discuss how providing virtual classes in 2020 and 2021 has changed the program delivery process and expanded the reach of research-based home food preservation information.

Studio E

Speakers: Andy Hirneisen, Food Safety Educator, Penn State University Extension; Nicole McGeehan, Food Safety Educator, Penn State University Extension; Stacy Reed, Senior Extension Educator, Penn State University Extension; Mandel Smith, Senior Educator, Penn State Extension

Grow Your Campaign's Reach with Tech-Savvy Partners

Food safety educators and communicators often work with limited budgets and small staffs, so how can we achieve large-scale distribution for our important messages? In this session we'll hear about how FSIS collaborated with a tech-savvy partner to achieve national-scale reach and mutually-beneficial results.

Studio E

Speaker: Jason Berry, Acting Director, Food Safety Education Staff, FSIS, U.S. Department of Agriculture



Conference Schedule

Thursday, March 2

11 a.m. to 12:15 p.m. Concurrent Track Sessions

Reducing Waste: The Intersection Between Sustainability and Food Safety

Evaluation of a Community-Based Canning Course from 2016 to 2019

Home and farm-based canning is an important component of many traditional family recipes. Improper preservation is a contributor to foodborne illness if proper techniques are not used during preparation. Surveys were completed by 238 participants in the course over a four-year period (2016 to 2019). Food preservation and canning programs increased participant confidence.

Studio F

Speaker: Beverly Jackey, Family and Consumer Science Educator, University of Maryland Extension

Nebraska Extension: Home Food Preservation Teaching Series

Social media and outdated or novel methods have exponentially increased the need for safe food preservation information. Nebraska's food preservation curriculum for adults and youth, guides educators with step-by-step photo-filled lesson plans. Educators will find the material a time saver with activities and handouts ready to use.

Studio F

Speaker: Nancy Urbanec, Extension Associate, University of Nebraska Extension; Brenda Aufdenkamp, Extension Educator, University of Nebraska Extension; Carol Larvick, Emeritus Extension Educator, University of Nebraska Extension

Working Together To Reduce Food Waste: Consumer Food Waste Reduction Extension Resources

We will highlight a fact sheet, website, and other resources developed for consumers by Kansas State University and University of Missouri Extension on reducing food waste. We provide extensive links to consumer resources on safe food storage, understanding food product dating, safely donating to food pantries, and home food preservation.

Studio F

Speaker: Karen Blakeslee, Extension Associate, Kansas State University

IAFP 2023
TORONTO - ONTARIO
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The Leading Food Safety Conference



12:15 to 1:15 p.m.

Grand Ballroom 4-7

Lunch and Keynote: How To Handle Food Safety Misinformation in a Digital World

In this session, you'll learn how health and food safety educators can decide what social channels to communicate on and techniques for breaking through and clearing up misinformation as it relates to food safety. This session will be moderated by **Lisa Hovey**, Assistant Director with the International Association for Food Protection. The learning objectives are:

- Inspire health and food safety educators to get started on social media and decide what social media strategy makes sense for them in order to effectively reach their audience online.
- Discover opportunities for health and food safety educators to engage with consumers online.
- Gain creative solutions for breaking through a crowded digital space and clearing up food safety misinformation online.



Erin Seidl

Food Scientist, Social Media Influencer, [@foodsciencebabe](https://www.instagram.com/foodsciencebabe)

1:30 to 2:45 p.m. Concurrent Track Sessions

Food Safety for the Next Generation: Innovative Tactics for Reaching People

Disparities in Food Security and Food Safety During the COVID-19 Pandemic in Maryland

The COVID-19 pandemic impacted everyone but disproportionately affected racial/ethnic minorities. To explore state-level impact, a survey was disseminated. Black respondents were more likely to report unsafe refrigeration temperatures compared to White respondents (32% vs. 15%, $p < 0.001$). Educators may need to modify or create new programs for their community.

Studio D

Speaker: Dr. Shauna C. Henley, Family and Consumer Science Educator, University of Maryland Extension

Food CoVNET: Science-Based Strategies to Reduce the Impact of COVID-19

This session will present the activities and outcomes of the Food CoVNET grant, including the review of existing and expanding literature on COVID-19 and using that information to provide ongoing, science-based technical support to the food sector and to consumers to reduce the spread of the virus through the pandemic.

Studio D

Speakers: Dr. Ellen Shumaker, Director of Outreach, Safe Plates Program, NC State University

When Pop Culture and Food Safety Education Comingle

Pop culture is not always related to education or utilized as a platform. The representation of food education in entertainment as a whole runs the spectrum of accurate to inaccurate. Food safety educators have the ability to harness pop culture as a learning vehicle and engage various audiences about food safety.

Studio D

Speaker: Natalie Seymour, MS, Food Safety and Audit Development Manager, Ecolab Global Food Retail



1:30 to 2:45 p.m. Concurrent Track Sessions

Food Safety for the Next Generation: Innovative Tactics for Reaching People

Food Safety Communication – From Social Media to Graphic Novels

Social media's evolution parallels that of food safety culture offers significant insights into changes in consumer behavior and in how consumers learn about food safety. This session will explore not only the causes behind these changes, but also modern examples of how food safety is communicated.

Studio F

Speakers: Dr. Darin Detwiler, Associate Teaching Professor, Northeastern University

Food Safety Implications of Soaked Nuts and Homemade Nut-Based Dairy Alternatives

The present study aims to assess consumer perceptions, attitudes, and knowledge of tree nuts and nut-based products via an online survey. This information will be applied to consumer food safety education resources to reduce foodborne illnesses associated the preparation of nut-based products at home.

Studio F

Speaker: Maeve Swinehart, Master's Student, Purdue University

Understanding Food Handlers' Perceptions and Handling Practices of Dried Wood Ear Mushrooms Through Content Analysis and Interview

In 2020, dried wood ear mushrooms, a common ingredient in Asian cuisine, were associated with a foodborne outbreak of *Salmonella* Stanley. In response to the outbreak, a content analysis and a series of interviews were performed to understand food handlers' perceptions and handling practices of dried wood ear mushrooms.

Studio F

Speaker: Han Chen, Doctoral Research Assistant, Purdue University

The Foundation and the Beef Checkoff are partnering to ensure a safe and nutritious beef supply.

Key Projects Include:

- Research funding** to minimize the presence of Shiga toxin-producing *Escherichia coli* in fresh beef, *Listeria monocytogenes* in ready-to-eat meat and poultry products and *Salmonella* in meat and poultry products; and demonstrate the role of meat in healthy dietary patterns
- Education programming** for meat and poultry industry professionals
- Consumer food safety education** to help ensure that food is safe when served

FOUNDATION FOR MEAT & POULTRY RESEARCH & EDUCATION

BEEF
Funded by Beef Farmers and Ranchers



1:30 to 2:45 p.m. Concurrent Track Sessions

The New Landscape of Food: Food Safety and Information Delivery in the Digital Age

“Crying Over Spilled Milk:” Hygiene Perceptions and Practices of Mothers When Expressing and Storing Breastmilk for Infants

Many reasons exist why mothers are unable to breastfeed directly and choose to express breastmilk; however, when providing expressed breastmilk, there are additional hygiene and storage practices. This study explores hygiene perceptions and practices when expressing, storing and providing expressed breastmilk to infants.

Studio E

Speaker: Dr. Ellen Evans, Research Fellow, ZERO2FIVE Food Industry Centre, Cardiff Metropolitan University

How Food Service Operators Can Improve Food Safety Through Timely and High Quality Public Health Data

There are thousands of health departments in the U.S., many of which post inspection data available online. We will discuss best practices that agencies should consider when publishing data online and provide use cases for how food service businesses can leverage this data to drive food safety improvements.

Studio E

Speakers: Dr. Al Baroudi, Vice President, Quality Assurance & Food Safety, The Cheesecake Factory; Arash Nasibi, CEO, Hazel Analytics

Recent Research on Food Labels: An Important Source of Food Safety Information

Recent research explored consumers' use and understanding of the mandatory "Safe Handling Instructions" label and voluntary "Manufacturer Cooking Instructions." Product labeling information is a valuable source of food safety information at the point of food preparation. Food safety educators may want to teach consumers to look for and read these labels.

Studio E

Speakers: Sheryl Cates, Senior Research Policy Analyst, RTI International



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2:45 to 3:15 p.m. Refreshment Break

Grand Ballroom 1-3

3:15 to 4:30 p.m. Plenary Session: Climate Change Impacts on Consumer Food Safety — Planning and Adapting to a Shifting Food Safety Landscape

Grand Ballroom 4-7

The global climate is changing rapidly due to human activities, with average temperatures increasing by about 1.8°F (1°C) over the last 100+ years. The effects of a warming climate are wide-ranging and pervasive, with more frequent and intense extreme weather events such as heavy rainfall, heat waves, drought, and wildfires contributing to observed impacts on ecosystems, people, and infrastructure. Climate change will affect the food supply in numerous ways, resulting in changes to food safety risks.

This presentation will review the various anticipated and already observed impacts of climate change on food safety and will focus specifically on the implications of these impacts for consumer food safety education. Specifically, the presentation will review eight key pathways through which climate change may affect food safety and how these risks could result in changes to consumer food safety risks. The session will conclude with a discussion of how climate change impacts on food safety can be mitigated through various adaptation strategies, including key tips and suggestions for enhancing and strengthening consumer food safety within this context. This session will begin with an introduction by **Dr. Darin Detwiler, LP.D.**, Associate Teaching Professor with Northeastern University.



Dr. Ian Young

Associate Professor, School of Occupational and Public Health, Toronto Metropolitan University

4:30 to 6 p.m. Reception and Posters

Grand Ballroom 1-3

Join your fellow conference attendees for networking and learning during the poster session. Hors d'oeuvres will be available, and two drink tickets have been provided for each attendee in your name badge.



1) Food Safety Education Campaigns: Should We Include Raw Meat-Based Diets for Pets in the Equation?

Providing raw meat-based diets to pets poses additional food safety risks to pet owners due to handling and storage of raw meat products. This study investigated pet owner motivations, food safety perceptions, and practices in the UK and Slovenia to inform future educational campaigns.

Presenter: Dr. Ellen W. Evans, ZERO2FIVE Food and Drink Research Unit, Cardiff Metropolitan University

2) Use of the 'Safe Recipe Style Guide' to Review Food Safety Information Provision in Online Recipe Videos and Online Supermarket Recipes

The way consumers obtain recipes has changed dramatically due to changes in mobile technology. The study utilized the Partnership of Food Safety Education's Safe Recipe Style Guide, to evaluate the inclusion of key food safety practices in online video-based and text-based chicken salad recipes.

Presenter: Dr. Ellen W. Evans, ZERO2FIVE Food and Drink Research Unit, Cardiff Metropolitan University

3) 'Safe Recipe Style Guide' and the Evaluation of UK Meal Kit Recipe Cards

The Partnership of Food Safety Education's Safe Recipe Style Guide highlights key food safety principles required for the consumer when following a recipe, and the database tool was modelled after the guidance for the evaluation of meal kit recipe cards.

Presenters: Dr. Ellen W. Evans, ZERO2FIVE Food and Drink Research Unit, Cardiff Metropolitan University; Naomi Melville, ZERO2FIVE Food and Drink Research Unit, Cardiff Metropolitan University

4) Food Safety for Events: Meeting the Needs of Other Food Handlers in Iowa

This outreach training program provides food safety training to food handlers that need food safety knowledge but do not need certification for handling food.

Presenter: Holly Van Heel, Iowa State University Extension; Jill Weber, Iowa State University Extension

5) HACCP Bootcamp: A Food Safety Training Provided by Iowa State University Extension and Outreach for School Foodservice Workers During the COVID-19 Pandemic

This outreach program aimed to provide training on HACCP to school foodservice personnel during the COVID-19 pandemic.

Presenters: Renee Sweers, Iowa State University Extension



6) Food Safety Education Strategies and Successes! Collaborative Partnerships between Extension and Public Health

Partnerships between public health entities and Extension's outreach education networks can combine complementary and supportive strengths to address critical food safety needs in our communities. Three examples of successful public health and university Extension collaboration in Colorado will be shared along with benefits associated with building a stronger outreach network.

Presenter: Dr. Marisa Bunning, Colorado State University Extension

7) Illuminating Agricultural Extension and Education Career Opportunities for STEM and Liberal Arts Undergraduate Students

This project aims to illuminate career opportunities for students at two land-grant universities in the Appalachian region of the United States. Trained students deliver leadership, food safety, food preparation, and food preservation programs under the mentorship of university faculty and Extension Agents in Appalachia and Senegal.

Presenter: Dr. Lester Schonberger, Virginia Tech

8) Integrating Food Safety Education into RDN Food Science and Menu Planning Curriculum

Like all health and food safety educators, dietitians know that food safety practices are critical for preventing foodborne illnesses. Nevertheless, are educators sharing these practices at every opportunity? This poster demonstrates how students are taught to integrate food safety education into a key component of consumer nutrition.

Presenter: Tara Kelly, MS, RDN, The University of Alabama at Birmingham

9) Safe Food Handling Saves Lives

A collaboration between two Family and Consumer Sciences agents, a restaurant owner, and the local health inspector to provide extra food safety training for employees in management positions yields fantastic results.

Presenters: Susan Moore, University of Georgia Extension; La Keshia Levi, University of Georgia Extension

10) Cottage Foods Training – Encouraging Food Safety One Cupcake at a Time!

With the increase in the cottage food industry, there is an increased need for targeted food safety training for producers. Learn the why's and what's about creating a state specific cottage food class, and its positive multiplier effect for educators.

Presenters: Cindy Brison, RDN, University of Nebraska Extension; Nancy Urbanec, University of Nebraska Extension



11) Communicating Safe Food Handling Practices for Thanksgiving

The U.S. Department of Agriculture's Food Safety and Inspection Service (USDA FSIS) equipped consumers with science-based food safety best practices in English and Spanish during the biggest food holiday of the year, Thanksgiving. Learn about communications elements that were used to formulate a successful educational campaign that generated over 5.5 million impressions and views.

Presenter: Meredith Carothers, Food Safety and Inspection Service, U.S. Department of Agriculture

12) Oral Culture Learning Project – A Hands-On Approach to Teaching Food Safety and Proven Results

Boulder County Public Health (BCPH) has changed its food safety teaching methods with Oral Culture Learning (OCL) for food handlers. Learn the differences between the standard food safety class and the OCL classes. BCPH will demonstrate how OCL encourages participants to engage during class making it easier to learn.

Presenter: Rosa Stillwell, Boulder County Public Health

13) The CSCC for Diabetes

To illustrate clean, separate, cook and chill, reels will be presented in a video format. Participants will be invited to evaluate whether the digital tool(s) improve decision making on best food safety practices for individuals with diabetes. This research highlights the four steps to food safety for individuals diagnosed with diabetes.

Presenter: Iris McDuffie, MS, RDN, LD, FNKF, Nutrition IAM, LLC

14) Understanding the Needs of Food Safety Educators Through a Nationwide Needs Assessment

What are the needs of today's health and food safety educators? What resources do they need to be equipped with in order to reach communities with vital safe food handling information? A survey of 570 health and food safety educators from across the country was conducted by the Partnership for Food Safety Education to answer these questions and more.

Presenter: Chinwendu Ilonzo, MPH, CPH, Graduate Student, University of South Florida; Evaluation Fellow, Partnership for Food Safety Education





7:45 to 8:30 a.m. Continental Breakfast

Grand Ballroom 1-3

8:30 to 9:30 a.m. Plenary Session: Federal Leaders Talk About National Food Safety Education Goals

Grand Ballroom 4-7

Leaders from Federal agencies discuss the role health and food safety educators can play in helping to advance national food safety education goals. Moderated by **Howard Popoola**, conference co-chair and Vice President of Corporate Food Technology and Regulatory Compliance with The Kroger Company, this session will combine live comments and a Q&A session.



Dr. Conrad Choiniere

Director, Office of Analytics and Outreach, Center for Food Safety and Applied Nutrition (CFSAN), U.S. Food and Drug Administration



Dr. José Emilio Esteban

Under Secretary for Food Safety, Office of Food Safety, U.S. Department of Agriculture



Dr. Robert Tauxe

Director of the Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention

9:30 to 9:45 a.m. Coffee Break

Grand Ballroom 1-3

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9:45 to 11 a.m. Concurrent Track Sessions

Food Safety for the Next Generation: Innovative Tactics for Reaching People

Get Creative: How to Make Compelling Graphics for Consumer Food Safety Education

Creating visually compelling content to disseminate food safety social media messages can be challenging. The presentation will discuss research used to create graphics that increase interactions with social media audiences, and include a demonstration of a free, easy online graphics tool that anyone can use.

Studio D

Speakers: Dr. Kelsey Schwarz, Health Communications Specialist, Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention; Sara Bresee, MPH, Health Communications Specialist, Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention

Choosing the Right Media for the Message

Join this panel for a rich discussion of how to choose and design for different types of media (game, interactive, animation, video, virtual reality or app), and how they best align with specific intended learning outcomes in audiences. Review sample projects, and the ways in which research informed their design.

Studio D

Speakers: Dr. Jennifer J. Quinlan, Professor, Nutrition Sciences Department, Drexel University; Dr. Barbara Chamberlin, Professor & Director of Innovative Media, Research and Extension, New Mexico State University; Dr. Pamela N. Martinez, Assistant Professor & Extension Learning Technology Specialist, New Mexico State University; Dr. Matheus Cezarotto, Assistant Professor, New Mexico State University; Dr. Kristen Gibson, Professor & Director of the Center for Food Safety, University of Arkansas

Immersive Food Safety Training: Applying Lessons Learned to Develop Engaging Consumer Food Safety Education Efforts

Food safety educators can meet the needs of a targeted audience by creating innovative, engaging, and accessible tools. Tools that are used in food safety education programs for one audience, such as farmers and farmers market managers, can be adapted for use with other audiences, such as consumers.

Studio D

Speaker: Dr. H. Lester Schonberger, Associate Extension Specialist, Virginia Tech

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9:45 to 11 a.m. Concurrent Track Sessions

The New Landscape of Food: Food Safety and Information Delivery in the Digital Age

Focus Groups Exploring U.S. Adults' Knowledge and Attitudes of Irradiation as a Food Safety Intervention

Food irradiation is a technology that treats food with ionizing radiation to improve safety and extend the shelf life by eliminating microorganisms and insects. We conducted seven focus group discussions to assess consumer knowledge, attitudes, and beliefs of food irradiation and identify barriers and facilitators to purchasing irradiated foods.

Studio E

Speaker: Michael Ablan, MPH, CHES, Health Scientist, Centers for Disease Control and Prevention

Marketing and Outcomes: A Method for Determining Effective Food Safety Outreach

No matter what your organization's outreach size or budget, it may produce an effective consumer food safety digital outreach campaign by leveraging marketing best practices and systems thinking.

Studio E

Speakers: Julie V. Wood, CPM, Research and Teaching Specialist, Florida Department of Agriculture and Consumer Services; Joseph Smith III, Government Operations Consultant, Florida Department of Agriculture and Consumer Services; Hakeem Holmes, Government Operations Consultant, Florida Department of Agriculture and Consumer Services

Preparing Food Safety Resources for the Future Consumer

The Food and Tech Advisory Council was a cross-sector collaboration between federal agencies, industry, academia, and consumer groups to serve as guidance for the Partnership for Food Safety Education and its network of partners and educators in developing a plan of action to support future consumer food safety education needs.

Studio E

Speaker: Mari Schroeder, Graduate Research Assistant, University of Florida; Brittany Saunier, Executive Director, Partnership for Food Safety Education; Katie Weston, Program Manager, Partnership for Food Safety Education

9:45 to 11 a.m. Concurrent Track Sessions

Reducing Waste: The Intersection Between Sustainability and Food Safety

Experiential Learning Builds Future Food & Nutrition Professionals' Awareness of Food Waste

Traditional approaches to food and nutrition education focus on the food that is eaten. It is also important to consider what we do not eat. Discover food waste reduction experiential learning activities for community nutrition interns and the impact on future food and nutrition professionals.

Studio F

Speaker: Kathy Savoie, RD, Extension Professor, University of Maine Extension

Standard Operating Procedures to Reduce Food Waste in Prepared Foods in North Carolina

This session will present a summary of the Standard Operating Procedures developed to provide a consistent, evidence-based set of guidelines in an effort to reduce food waste in the food recovery landscape.

Studio F

Speaker: Dr. Ellen Shumaker, Director of Outreach, Safe Plates Program, NC State University

11 to 11:15 a.m. Refreshment Break

Grand Ballroom 1-3



11:15 a.m. to 12:30 p.m. Concurrent Track Sessions

Food Safety for the Next Generation: Innovative Tactics for Reaching People

Ready or Not? Science and Human Behavior Can Take Your Food Safety Messaging to the Next Level!

Join the USDA's Food Safety and Inspection Service in exploring the science behind certain consumer behaviors in the kitchen, adherence to manufacturer cooking instructions, and the perceived risk associated with foodborne illnesses versus other safety hazards.

Studio D

Speaker: Jason Berry, Acting Director, Food Safety Education Staff, FSIS, U.S. Department of Agriculture

North Central Food Safety Extension Network Reaches Thousands through Collaborative Efforts

This session provides information on the North Central Food Safety Extension Network's efforts to deliver consumer food safety education through a bimonthly home food preservation newsletter, consumer food safety webinars, food entrepreneur webinars, and more. We will provide examples of working together to provide effective, evidence-based food safety information.

Studio D

Speakers: Dr. Julie Garden-Robinson, Professor and Extension Specialist, North Dakota State University

Use of the Iterative Process to Develop Effective Food Safety Education Materials

This session will discuss the iterative process and how it can be used to maximize efficacy of education materials prior to their completion. Participants will learn how to identify key stakeholders and end users and how their input in development of materials can result in more thoughtful and effective materials.

Studio D

Speakers: Dr. Jennifer J. Quinlan, Professor, Nutrition Sciences Department, Drexel University; Dr. Abby Gilman, Postdoctoral Researcher, Drexel University; Dr. Barbara Chamberlin, Professor & Director of Innovative Media, Research and Extension, New Mexico State University; Dr. Pamela N. Martinez, Assistant Professor & Extension Learning Technology Specialist, New Mexico State University; Brittany Saunier, Executive Director, Partnership for Food Safety Education

11:15 a.m. to 12:30 p.m. Concurrent Track Sessions

Food Safety for the Next Generation: Innovative Tactics for Reaching People

Preliminary Results of an After School Cooking Club Among Low-Income Middle School Youth

Extension delivered an after-school cooking club to urban middle schoolers during the 2021 to 2022 school year using the University of Vermont's (UVM) Sensory + Organization and Planning Toolkit to provide inspiration for structuring cooking club activities, in addition to utilizing the social cognitive theory. Educators successfully reached a new generation.

Studio F

Speaker: Amy Callahan, RD, Senior Agent Associate, University of Maryland Extension, SNAP-Ed Baltimore Project

Science-Based Social Media as a Risk Communication Tool

This interactive workshop focuses on a theory-based approach to help science communicators tailor and refine their science-based communication strategies as well as identify ways to effectively expand their reach.

Studio F

Speaker: Dr. Ellen Shumaker, Director of Outreach, Safe Plates Program, NC State University; Mary Yavelak, Extension Associate, NC State University; Candice Christian, MPH, CHES, Extension Associate, NC State University



11:15 a.m. to 12:30 p.m. Concurrent Track Sessions

The New Landscape of Food: Food Safety and Information Delivery in the Digital Age

Using Mixed-Method Data to Create Tailored Consumer Food Safety Education Content

There is a dearth of consumer food safety education research to create tailored messages for specific demographics. This presentation will show the formative data CDC used to create communication products to disseminate messages. Attendees will also learn about what products have been created to reach people at higher risk.

Studio E

Speakers: Dr. Kelsey Schwarz, Health Communications Specialist, Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention; Sara Bresee, MPH, Health Communications Specialist, Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention

Menu Selection on Food Safety Among College Students Majoring in Agriculture and Nutrition Based on Situational Factors and Beyond: A Pilot Study

To understand how consumers perceive the possible risks of food choices at restaurants, a survey was developed. We used evocation protocol to mimic food choice situations in restaurants and evaluated decision-making towards safe food choice among two cohorts of college students who were more knowledgeable about food safety.

Studio E

Speakers: Megan Mei Yee Low, Graduate Research Assistant, Purdue University; Keyshla M. Narváez-Dávila, Graduate Research Assistant, Purdue University; Alejandra Marcela Prado Jaramillo, Research Scholar, Purdue University

Maryland Food Ventures: Online and In-Person Workshop for Value-Added Producers

Producers use value-added food products to extend the shelf-life of their raw products and to diversify their product offerings to increase sales. The development of the Maryland Food Ventures Curriculum (MFV), and support materials were designed to be equivalently presented as an in-person and online virtual self-paced workshop.

Studio E

Speaker: Neith Little, Urban Agriculture Extension Educator, University of Maryland Extension

Don't Wash Your Chicken!

The Partnership recently launched [Don't Wash Your Chicken!](#), a national campaign aimed at home cooks preparing and cooking raw chicken at home and informed by research from Drexel University in partnership with New Mexico State University.

This program features four animated videos to help home cooks stay healthy while preparing and cooking raw chicken.

PFSE created a [special toolkit](#) for educators that contains the animated videos, social media messages and social media graphics. Share these items on your social networks!



Don't Wash Your Chicken! is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, Agriculture and Food Research Initiative Competitive Grant No. 2019-68008-29908. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

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12:30 to 2 p.m.

Grand Ballroom 4-7

Lunch and Closing Keynote: Developing a Recall-Ready Community

Experts will discuss the current recall system and share insights into how consumers perceive recalls and what motivates them to take action in a recall scenario. You'll feel empowered to support your community with their recall questions.

This session will be moderated by **Dr. Jennifer McEntire**, Chief Food Safety & Regulatory Officer at the International Fresh Produce Association, and **Tressie Jefferson**, Manager of Food Safety Support with the International Fresh Produce Association.



Mitzi Baum

*Chief Executive Officer,
Stop Foodborne Illness*



Dr. William K. Hallman

Professor and Chair, Department of Human Ecology. Graduate Faculty, Department of Nutritional Sciences, Bloustein School of Planning, and Public Policy, Rutgers University



Reeba Roy

Consumer Safety Officer, Division of Enforcement, Office of Compliance/Recall and Product Conditioning Team, Center for Food Safety and Applied Nutrition, U.S. Food and Drug Administration



Howard Popoola

Vice President of Corporate Food Technology and Regulatory Compliance, The Kroger Company; Conference Co-Chair

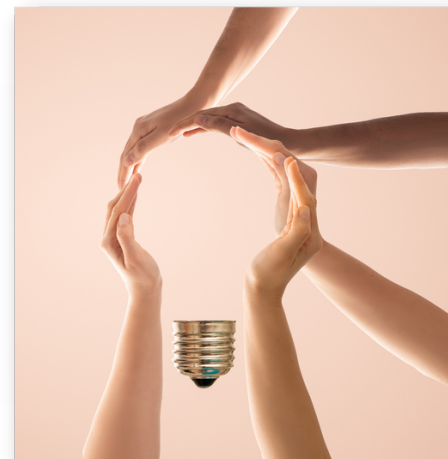


Join the 2023 Cohort of BAC Fighter Ambassadors!

The Partnership is currently seeking applicants for the 2023 cohort of BAC Fighter Ambassadors. Ambassadors meet virtually and collaborate with other health and food safety educators and the Partnership, using their unique talents, networks, and skills to promote safe food handling and hand hygiene.

They occupy a position of leadership within the Partnership, and are offered opportunities for professional development, speaking engagements, and blog post writing for the Partnership.

[Learn more about what it means to be a BAC Fighter Ambassador and submit your application online.](#)



Free E-newsletters for Educators & Safe Recipe Lovers

Sign up for **Lasting Lessons**, the Partnership's monthly e-newsletter with food safety resources, curriculum, and lessons for health and food safety educators of students in grades K-12. [Sign up online here.](#)

Sign up for **Cooking Times**, our new culinary e-newsletter. Receive a delicious recipe, along with food safety tips and cooking trivia delivered right to your inbox each month! [Sign up online here.](#)

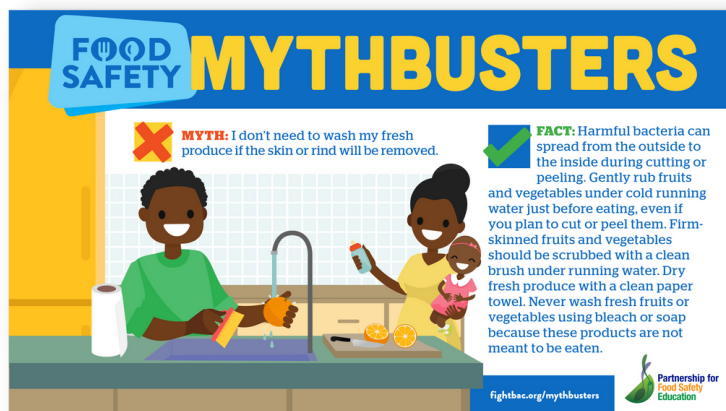


Food Safety Mythbusters

Common food safety myths originate from the misapplication of science, family tradition or misinformation on social media.

The Partnership recently unveiled 25 social media graphics in English and Spanish language for consumers and educators to help debunk common home food safety myths.

Access and share the graphics at fightbac.org/mythbusters.





Dr. Von Nguyen

*Clinical Lead for Population Health,
Google*

**Communication Lessons from One
of the Largest Search Engines on
the Planet**

**Thursday, 8:30 to 9:30 a.m.
Grand Ballroom 4-7**

Dr. Von Nguyen is the Clinical Lead for Population Health at Google where he supports the development of products designed to improve health.

Dr. Nguyen trained as an epidemiologist in the CDC's Division of Foodborne, Waterborne, and Environmental Diseases working on enteric disease outbreaks in the U.S. and around the world. He moved on to lead the CDC's Policy and Strategy Office and worked as a Senior Advisor at the Center for Medicare and Medicaid Innovation focused on health policy, public health, and delivery system reform.

More recently, Dr. Nguyen was the Chief Medical Officer at Blue Cross North Carolina. He is a primary care physician and completed his internal medicine training at Columbia University.

Dr. Nguyen earned a Master of Public Health/International Public Health at the University of Texas Health Science Center at Houston. He earned his M.D. at UT Southwestern Medical Center.



Dr. Cynthia Baur

*Endowed Chair and Director, Horowitz
Center for Health Literacy, School of
Public Health, University of Maryland*

**Designing Programs for the Future
Food Handler**

**Thursday, 9:30 to 10:45 a.m.
Grand Ballroom 4-7**

Dr. Cynthia Baur is a health literacy and health communication expert focused on improving health literacy at the individual, family, community and organizational levels. She directs the University of Maryland Horowitz Center for Health Literacy, the nation's first academic health literacy center, and is a professor in the Department of Behavioral and Community Health.

In 2022, Dr. Baur and other advocates worked with Maryland Delegate Joseline Peña-Melnyk, who sponsored Maryland HB1082, to designate the Horowitz Center as the state's consumer health information hub. Dr. Baur is the Principal Investigator on multiple federal and state funded projects on health literacy, clear communication, digital health, diabetes prevention and organizational health literacy improvement.

During the COVID-19 pandemic, the Center provided communications support to Maryland local health departments and coalitions, and pre and post-pandemic, the Center supports the Maryland Department of Health and local health departments on the state's diabetes action plan. Dr. Baur provides training and expert advice to local, state and national committees and initiatives.

Before coming to UMD, she served for almost 20 years in the federal Office of Disease Prevention and Health Promotion and the Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services. She was CDC's Plain Language and Health Literacy Lead from 2011 to 2016.

Dr. Baur earned a Ph.D. in Communication from the University of California San Diego.



Dr. Ellen W. Evans

Research Fellow, ZERO2FIVE Food Industry Centre, Cardiff Metropolitan University

Designing Programs for the Future Food Handler

**Thursday, 9:30 to 10:45 a.m.
Grand Ballroom 4-7**

Dr. Ellen W. Evans is a Research Fellow at the ZERO2FIVE Food Industry Centre. As a qualified professional chef, and after completing a Ph.D. focusing on the food safety risks associated with listeriosis among older adults at Cardiff Metropolitan University, Dr. Evans has conducted numerous cognitive and behavioral food safety research projects. The relationship between people and food fascinates her.

Dr. Evans states that she is intrigued by the influence of knowledge and perceptions upon behavior, and the impact this has on food safety. This interest spans from food handlers in the food sector through to the consumer in the domestic environment.

Consequently, she is involved with innovative research utilizing novel research technologies regarding numerous critical areas of food safety research including consumer food safety in the domestic setting; food safety culture and compliance in the food manufacturing industry and food service sector, and; food safety education and communication in healthcare settings. Dr. Evans is particularly active with the International Association for Food Protection and is past president of the UK Association for Food Protection. She attended the 2019 Consumer Food Safety Education Conference, and she's looking forward to participating again this year.



Dr. Devlon Jackson

Assistant Research Professor Behavioral and Community Health, University of Maryland

Designing Programs for the Future Food Handler

**Thursday, 9:30 to 10:45 a.m.
Grand Ballroom 4-7**

Dr. Devlon Jackson is a health communication scientist who examines how digital health can improve the health of vulnerable populations.

She explores how consumers access and use these tools within and outside clinical settings and how providers use these tools to improve care. Within this work, Dr. Jackson identifies communication inequalities contributing to access and use. She also understands that mental health impacts physical wellness; therefore, she assesses how digital health can support mental wellness.

Dr. Jackson earned a Master of Public Health, Health Promotion and Disease Prevention at Florida International University. She earned her Ph.D. in Communications and Culture, Health Communication at Howard University.



Erin Seidl

*Food Scientist, Social
Media Influencer,
[@foodsciencebabe](#)*

**How To Handle Food Safety
Misinformation in a Digital
World**

**Thursday, 12:15 to 1:15 p.m.
Grand Ballroom 4-7**

Erin Seidl, widely known as the Food Science Babe, is a food scientist who has a B.S. in Chemical Engineering from the University of Minnesota.

She has worked in the food industry for over a decade, both in the conventional and natural/organic sectors.

Ms. Seidl is committed to combating misinformation about the food we eat by providing evidence-based information on various social media platforms.



Dr. Ian Young

*Associate Professor, School of
Occupational and Public Health,
Toronto Metropolitan University*

**Climate Change Impacts on
Consumer Food Safety: Planning
and Adapting to a Shifting Food
Safety Landscape**

**Thursday, 3:15 to 4:30 p.m.
Grand Ballroom 4-7**

Dr. Ian Young is an Associate Professor in the School of Occupational and Public Health at Toronto Metropolitan University in Toronto, Canada.

He obtained a Bachelor of Applied Science in Public Health and Safety from Ryerson University in 2007 and a Ph.D. in Epidemiology from the University of Guelph in 2010. He then worked as a Post-Doctoral Fellow and Epidemiologist with the University of Guelph and Public Health Agency of Canada.

In 2015, he worked as a food safety expert with the Food Safety and Quality Unit of the Food and Agriculture Organization of the United Nations in Rome, Italy, before starting his current academic appointment at Toronto Metropolitan University.

Dr. Young's research group focuses on reducing the burden of foodborne, waterborne and zoonotic diseases through behavior change research, epidemiology, evaluation of control measures, and knowledge synthesis.



Dr. Conrad Choiniere

Director of the Office of Analytics and Outreach, Center for Food Safety and Applied Nutrition, U.S. Food and Drug Administration

Federal Leaders Talk About National Food Safety Education Goals

Friday, 8:30 to 9:30 a.m.
Grand Ballroom 4-7

Dr. Conrad Choiniere is the Director of the Office of Analytics and Outreach at the U.S. Food and Drug Administration's (FDA) Center for Food Safety and Applied Nutrition. Dr. Choiniere provides executive leadership for a broad portfolio of scientific and regulatory functions including risk and decision analysis, social and behavioral sciences, epidemiology, biostatistics and informatics, education and outreach, and food defense.

He currently co-leads a core element of FDA's New Era of Smarter Food Safety focused on fostering and supporting Food Safety Culture across the food system. He also chairs FDA's Toxic Elements Working Group which prioritizes the agency's efforts to reduce exposures to lead, arsenic, and other heavy metals from foods to the greatest extent feasible.

Dr. Choiniere has a Ph.D. in Agricultural and Resource Economics from the University of Maryland and a Bachelor of Science in Chemical Engineering from Johns Hopkins University.



Dr. José Emilio Esteban

Under Secretary for Food Safety, Office of Food Safety, Food Safety and Inspection Service, U.S. Department of Agriculture

Federal Leaders Talk About National Food Safety Education Goals

Friday, 8:30 to 9:30 a.m.
Grand Ballroom 4-7

Dr. José Emilio Esteban was sworn in as under secretary for food safety on January 4, 2023. In this role, Dr. Esteban leads the Office of Food Safety at the U.S. Department of Agriculture (USDA), overseeing the Food Safety and Inspection Service (FSIS), which has regulatory oversight for ensuring that meat, poultry and egg products are safe, wholesome and properly labeled.

In August 2018, he was appointed FSIS chief scientist. In this capacity, Dr. Esteban served as the primary scientific advisor on matters of public health and food safety that affect the mission of the agency, with primary responsibility for scientific initiatives within the FSIS Office of Public Health Science (OPHS). Dr. Esteban's efforts directly supported FSIS' Strategic Goals 1: Prevent Foodborne Illness and Protect Public Health, and 2: Transform Inspection Strategies, Policies and Scientific Approaches to Improve Public Health.

In 2002, Dr. Esteban joined OPHS as the director of the Western Laboratory. In this role, he directed the implementation of the sampling program and was responsible for the facility, equipment and personnel infrastructure. In 2008, he was appointed as the FSIS science advisor for laboratory services and then as executive associate for laboratory services, where he harmonized the operation of all three FSIS laboratories, maintained operations to meet with the ISO17025 standard and coordinated emergency response.

Prior to joining FSIS, Dr. Esteban worked in several positions at the Centers for Disease Control and Prevention (CDC). From 1994 to 2002, he was as an epidemic intelligence service officer; a staff epidemiologist in the National Center for Environmental Health; and an assistant director for the CDC Food Safety Office.

He received his doctorate in veterinary medicine from Mexico's Universidad Nacional Autonoma de Mexico, a Master of Business Administration from the Panamerican Institute, and a Master of Preventive Veterinary Medicine, as well as a doctorate in epidemiology from the University of California at Davis.



Dr. Robert Tauxe

Director of the Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention

Federal Leaders Talk About National Food Safety Education Goals

Friday, 8:30 to 9:30 a.m.
Grand Ballroom 4-7

Dr. Robert Tauxe is the director of the Division of Foodborne, Waterborne and Environmental Diseases in the National Center for Emerging and Zoonotic Infectious Diseases (NCEZID) with the Centers for Disease Control and Prevention. As a recognized authority on food safety, he has overseen responses to hundreds of foodborne disease outbreaks, working with colleagues to apply ever-improving laboratory and epidemiologic methods to detect, characterize, and contain the spread of a vast array of foodborne pathogens.

Dr. Tauxe graduated cum laude from Yale University and received his medical degree from Vanderbilt Medical School. In addition, he holds a master's in Public Health from Yale. He completed an internal medicine residency at the University of Washington and is certified in internal medicine. He joined CDC as an EIS officer in 1983 and has since held several leadership positions at the branch and division levels. Most recently, he served as deputy director of the Division of Foodborne, Waterborne, and Environmental Diseases and its predecessor, the Division of Foodborne, Bacterial, and Mycotic Diseases.

Dr. Tauxe has participated in a number of CDC's responses to disease outbreaks. For example, during the response to the 2010 cholera epidemic in Haiti, he led a CDC team in developing a comprehensive clinical education course on cholera for healthcare providers. During CDC's Ebola Virus response, he helped to coordinate a three-day experiential training course for more than 600 nurses, physicians, and other healthcare providers planning to work in Ebola treatment units in Africa.

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Mitzi Baum

Chief Executive Officer, Stop Foodborne Illness

Developing a Recall-Ready Community

**Friday, 12:30 to 2 p.m.
Grand Ballroom 4-7**

Mitzi Baum joined the team at Stop Foodborne Illness as the chief executive officer in May 2019. She is motivated by the mission to create a new strategy for Stop and its constituency that will drive change through advocacy, collaboration and innovation.

Prior to beginning her tenure at Stop, Mitzi cultivated a 23-year career at Feeding America beginning as a network services representative rising to the senior level position of managing director of food safety. As managing director of food safety, Mitzi guided the continued development of food safety initiatives including development and execution of the food safety strategic plan; oversight of third-party food safety audit program; food safety educational summits; development of food safety resources; and coordination with donors and regulatory agencies to support food donations.

Mitzi holds a Master of Science in Food Safety and a certificate in Food Law from Michigan State University. She earned her Bachelor of Science degree from Bowling Green State University, Bowling Green, OH. She has earned certificates in Non-Profit Management from the University of Chicago, Quality Management from DePaul University and Food Safety Management from Cornell University.

She is a certified seafood HACCP instructor and is a certified PCQI. Mitzi is a member of the International Association of Food Protection, the Conference for Food Protection and the Association of Food and Drug Officials.



Dr. William K. Hallman

Professor and Chair, Department of Human Ecology, Graduate Faculty Department of Nutritional Sciences, Bloustein School of Planning and Public Policy, Rutgers University

Developing a Recall-Ready Community

**Friday, 12:30 to 2 p.m.
Grand Ballroom 4-7**

Dr. William K. Hallman is a professor and Chair of the Department of Human Ecology and a member of the graduate faculty of the Department of Nutritional Sciences, and of the Bloustein School of Planning and Public Policy at Rutgers, the State University of New Jersey. He is a 1983 graduate of Juniata College in Huntingdon, Pennsylvania and earned his Ph.D. in Experimental Psychology from the University of South Carolina in 1989.

His scholarship has focused on numerous issues concerning food, health, technology, and the environment. These include studies of perceptions, communications, and behavior change strategies regarding food safety, foodborne illness outbreaks, food recalls, food insecurity, food labeling and nutrition, exposure to environmental contaminants, infectious and non-infectious diseases, unexplained symptom syndromes, coastal storm warnings, and preventive health behaviors. He has also conducted extensive studies of consumer perceptions and acceptance of new food technologies, including genetic modification, gene editing, nanotechnology, animal cloning, aquaculture, and cell-based meat, poultry, and seafood.

Dr. Hallman is a Fellow of the Society for Risk Analysis, has served as the Director of the Rutgers Food Policy Institute, and as Chair of the FDA's Risk Communication Advisory Committee. He recently served as a U.S. Delegate to the Asia-Pacific Economic Cooperation (APEC) Food Safety Cooperation Forum, which published the APEC Food Safety Risk Communication Framework and Associated Guidelines. He is a contributor to the Risk Communication Applied to Food Safety Handbook, published by the Food and Agriculture Organization of the United Nations and the World Health Organization. He is also a contributor to Communicating Science Effectively, A Research Agenda, published by the United States National Academies of Science, Engineering, and Medicine (NASEM) and currently serves as a member of the NASEM Standing Committee on Advancing Science Communication and as Co-Chair of the NASEM Climate Communications Initiative.

Dr. Hallman serves on the Executive Committee of Rutgers Against Hunger (RAH) which he helped found in 2008 and founded the New Brunswick Community Farmers Market (NBCFM) and its associated community gardens in 2009. The NBCFM provides access to affordable, fresh, nutritious, locally grown produce to food insecure residents of New Brunswick and surrounding communities.



Howard Popoola

Vice President, Corporate Food Technology and Regulatory Compliance, The Kroger Company

Developing a Recall-Ready Community

Friday, 12:30 to 2 p.m.
Grand Ballroom 4-7

Howard Popoola serves as Vice President of Corporate Food Technology and Regulatory Compliance of The Kroger Company. Popoola started at Kroger in January 2017.

Popoola develops and oversees successful programs, standards and processes across large and complex food product lifecycles and supply chains.

He is a pioneer in food safety, quality and regulatory compliance executive, who has mitigated risks and generated positive brand images through highly effective leadership in food safety, non-food product safety, quality, and associated operating standards and compliance programs at leading food service distributors.

Popoola's educational background includes a Master of Science degree in Microbiology, an Advanced Master's Certificate in Integrated Supply Chain Management, and numerous industry certifications and memberships.



Reeba Roy

Consumer Safety Officer, Division of Enforcement, Office of Compliance/Recall and Product Conditioning Team, Center for Food Safety and Applied Nutrition (CFSAN), U.S. Food and Drug Administration

Developing a Recall-Ready Community

Friday, 12:30 to 2 p.m.
Grand Ballroom 4-7

Reeba Roy is a Consumer Safety Officer in the Division of Enforcement at the Center for Food Safety and Applied Nutrition (CFSAN) with the U.S. Food and Drug Administration.

Ms. Roy has been with the FDA for over 12 years. She is currently a team member of CFSAN's Recall and Product Reconditioning Team and works on many issues involving FDA food, cosmetics and dietary supplement recalls. Ms. Roy has experience related to processing recalls and various compliance matters.

She has a Master of Health Science from Saint Francis University and a B.S. in Community Health from Towson University.

2023 Student Scholars



The Partnership for Food Safety Education (PFSE) is pleased to announce the selected Student Scholars for the 2023 Consumer Food Safety Education Conference.



Zoila Chevez
Auburn University
Department of Horticulture
Ph.D. in Produce Safety
Anticipated Graduation Date: 2024



Annie Romanowski
University of Alabama at Birmingham
Department of Nutrition Sciences
MS in Nutrition and Dietetics
Anticipated Graduation Date: December 2023



Gladys Ndalam
Towson University
Department of Health Sciences
Bachelor of Public Health in Public Health
Anticipated Graduation Date: 2025



Karen Nieto Flores
University of Nebraska-Lincoln
Department of Food Science and Technology
Ph.D. in Food Science and Technology
Anticipated Graduation Date: December 2024



Yesutor Soku
Tuskegee University
Department of Pathobiology
Ph.D. in Interdisciplinary Pathobiology
Anticipated Graduation Date: May 2026



Amrit Pal
University of Georgia
Department of Food Science and Technology
Ph.D. in Food Science and Technology
Anticipated Graduation Date: December 2024



Jaber Ghorbani
University of Nebraska- Lincoln
Department of Food Science and Technology
Ph.D. in Food Science
Anticipated Graduation Date: September 2027



Surabhi Wason
University of Arkansas
Department of Food Science
Ph.D. in Food Safety
Anticipated Graduation Date: August 2023

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The conference is hosted by the non-profit **Partnership for Food Safety Education**. For more information about the Partnership and free consumer education downloads, please visit fightbac.org.



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