

The Impact of Mass Media in Food Safety and Health Care Change

Food Safety and Regulatory Measures

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HEALTH COMMUNICATION

- "a key strategy to inform the public about health concerns and to maintain important health issues on the public agenda. The use of the mass and multimedia and other technological innovations to disseminate useful health information to the public, increases awareness of specific aspects of individual and collective health as well as importance of health in development."

-WHO Health promotion Glossary, 1998



MASS APPROACH

- Communication is given to a community where the people gathered together do not belong to one particular group
- Advantages:
 - Large number of people can be reached
 - People of all socio-economic status have access to health education
- Disadvantage :
 - One way communication

Characteristics of mass media

- Communication is mostly one way
- Audience has great deal of choice
- Reach large & vast audience
- Aim messages to attract largest audience possible
- Influence society & are in turn influenced by society



Messages, Media and Support Materials

To avoid confusion, a clear distinction should be made between the concepts of message, media and supports.

- The media are the channels of communication through which messages are transmitted.
- The message is the formulation of an idea or concept to be transmitted to a specific population.
- Supports are the materials on which the message is transmitted (posters, radio programs or flip charts).

The Impact of Mass Media in Food Safety and Health Care Change

- Mass media has considerable potential for affecting health behavior.
- The exposure levels of broad segments of society suggests that mass media may be an important information source regarding health and a relevant socialization force regarding health attitudes and behavior.
- With an estimated two billion people using the Internet worldwide social media applications and the digital environment became the new way people access information, find news and report what they know.

- However, because of the broad landscape of social media, it can often be seen as a minefield of information which is either incorrect or misleading.
- Having a social media presence is vital in order to rapidly address and correct developments containing inaccuracies and misinformation, specially in food crisis situations where social media can create potentially unwarranted panic and hysteria.





It has just
stopped me
"COLD" from
eating another
BURGER!

How Health and Food Safety Risk Communicators Can Engage Social Media?

- Some studies have found that participation in lifestyle interventions corresponds with the level of participation in a Facebook group
- To help protect public health, researchers from North Carolina State University have developed guidelines on how to use social media to communicate effectively about food safety:
 - 1-Very little research has been done on the possible uses of social media in conveying risk related to foodborne illness.
 - 2- It is important for public health organizations to use sites such as Facebook, Twitter and Instagram in a collaborative way rather a one-way broadcast of information.

<http://yfcs.cals.ncsu.edu>

3- Social media can also be useful in responding to questions, creating events such as online chats, and engaging other organizations.

“The amount of time spent on social media applications is rising at a rate three times faster than the increase of time spent on the Internet overall”.

4- When it comes to frameworks for social media interaction, health promotion interventions delivered via the Internet can be more successful if they are based on theories of social and behavioral change like the theory of reasoned action/planned behavior.

5- Encouraging people to align with their peers through comment sections or competitions and sharing personal narratives are other helpful strategies.

6- Lack of control in ensuring the accuracy of information and possible information overload are two of the pitfalls.

7- When government agencies, academics and companies try to engage the public on food safety via social media, real-time dialogue and communities where discussion is already happening are important to keep in mind.

WHO calls for Creating Awareness on Food Safety

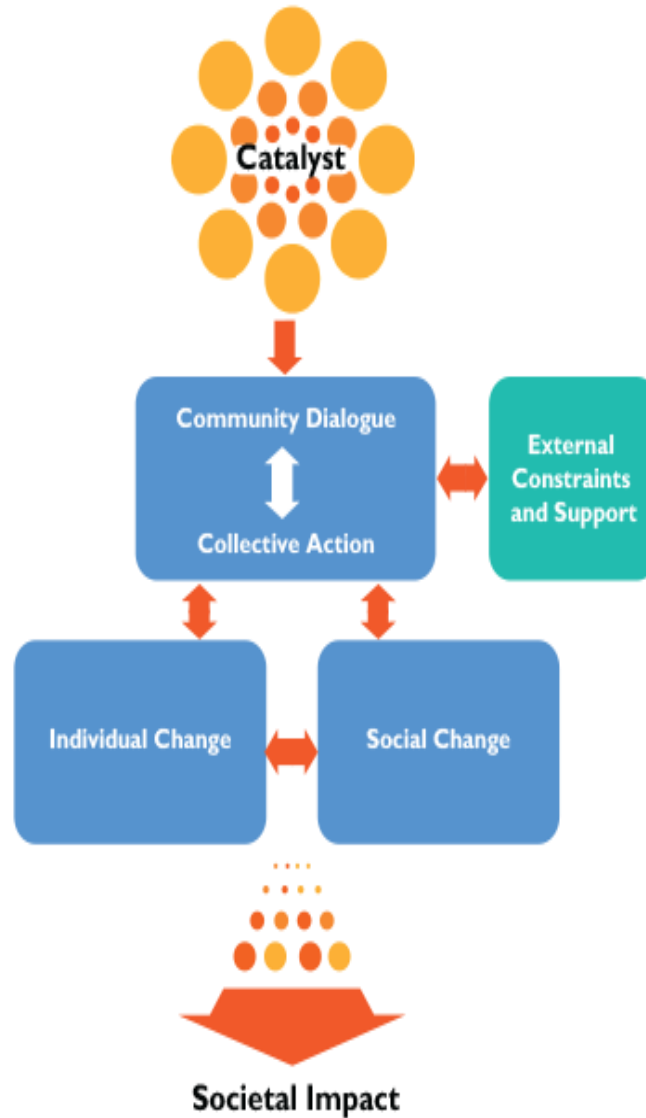
-WHO message in the World Health Day April 7, 2015:

- To achieve food safety, strong functional links must be built between the public health and other sectors to ensure effective collaboration.
- Political awareness and consumer education on food safety will help strengthen enforcement of food safety standards, improve hygienic practices, and prevent food-borne illnesses,.
- WHO is reaching out to the public, especially the youth, through its social media campaign - #safefood - to increase awareness about food-borne illnesses and improve food safety, from farm to plate.
- To involve people and get the message spread through social media, WHO is asking viewers to post a photo of their plate on their Facebook account and write about how they ensured food safety.
- Participants are also asked to nominate five of their friends by tagging them and using #safefood.

Media Influences on Children and Children's Rights

- The impact of media advertising on children and adolescents is well documented, as is concern about some aspects of the media's powerful influence on children's attitudes and behaviors (*Macklin and Carlson 1999; Inquiry into the Effects of Television and Multimedia on Children and Families in Victoria, 2000*).
- Television may be a more powerful socialization agent than peers and teachers (*Walsh, Laczniak, and Carlson, 1999*).
- The constructive use of mass media can assist in teaching children and young people socially desirable ways of dealing with conflict, knowledge of their rights to integrity and protection from harm, healthy eating habits and lifestyles, and ways to assert themselves and their rights in a positive, acceptable manner.

Integrated Model of Communication for Social Change



Development of a Communication Strategy

- An overall communication strategy provides a framework for developing and delivering messages aimed at changing nutrition practices.
- A communication strategy should provide answers to six questions:
 1. To whom should the message be directed?
 2. What message should be communicated?
 3. How can the message best reflect the audience's attitudes and beliefs?
 4. Which media should be used?
 5. What settings are most appropriate for effective communications?
 6. What times are best suited to successful communications?

- **Communicating Food Safety via the Social Media:
The Role of Knowledge and Emotions on Risk Perception and Prevention**

Yi Mou, Carolyn A Lyn

Macau University of Science and Technology, Macau, SAR, China

University of Connecticut, Storrs, USA

- **Study:** Examined the Chinese public's use of Weibo (a microblog platform) and their cognitive, affective, and behavioral responses to a series of food safety crises. Based on a sample of 1,360 adult Weibo users across China.

- **Conclusion:**

-Weibo use contributed to cognitive and behavioral responses to food safety concerns, but access to other online and off-line news and information outlets was largely irrelevant.

-Emotional response toward the food safety incidents was a stronger predictor of both food safety risk perception and prevention action, relative to food safety incident awareness and factual awareness.

How to Eat Safe?

1-Clean

2-Separate

3-Chill

4-Defrost

***In the Microwave**

***In Cold Water**

5-Cook

Do we Need to Refrigerate Cooked Food?

How Long can Leftovers be Left out of the Refrigerator?

More than 200 diseases are spread through food

Proper food handling can prevent most foodborne diseases.

Follow WHO's five keys to safer food:

1 Keep clean



2 Separate raw and cooked food



3 Cook food thoroughly



4 Keep food at safe temperatures



5 Use safe water and raw materials



Source: WHO Five Keys to Safer Food, WHO 2001

How safe is your food?

Take the WHO safe food quiz!

Challenge yourself and your friends

For more information on how to make sure your food is safe, visit <http://go.g/WH3prFF>

Ready, set, go!

Remember, you only have one shot at this.
4 questions, for every correct answer you get 50 points.
You only have 50 seconds to answer each question.
For every second left on your timer you get 1 extra point.

Start

THE RAW STORY

Some frozen chicken entrees look like they're cooked—but they're not!



Handle raw frozen chicken – including frozen meals, entrees, and appetizers – the same way you handle raw fresh chicken to prevent foodborne illness:

- 

1 Read the package carefully.
- 

2 Follow cooking instructions exactly as written.
- 

3 Use a food thermometer to check doneness (165°F for chicken).
- 

4 Clean and disinfect any surfaces and utensils that touched the raw product.
- 

5 Wash your hands with soap and water after handling the raw product.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

Learn more: www.cdc.gov/foodsafety/prevention

New USDA 'Food Keeper' App: Your New Tool for Smart Food Storage

- The Food-Keeper application offers users valuable storage advice about more than 400 food and beverage items, including various types of baby food, dairy products and eggs, meat, poultry, produce, seafood, and more. The

Application Features:

- 1-Find specific storage timelines for the refrigerator, freezer, and pantry, depending on the nature of the product.
- 2-Get cooking tips for cooking methods of meat, poultry and seafood products.
- 3-Note in your devices' calendar when products were purchased and receive notifications when they are nearing the end of their recommended storage date.

Texting: Use in Healthcare

-Some health organizations manage text messaging services to help people avoid smoking

- Text messaging is a rapidly growing trend in Healthcare.
- A 2006 study of reminder messages sent to children and adolescents with type 1 diabetes mellitus showed favorable changes in adherence to treatment.
- One survey found that 73% of physicians text other physicians about work.

Risks:

1-The physicians could be violating the Health Insurance Portability and Accountability Act.

(The HIPAA privacy rule requires that any text message involving a medical decision must be available for the patient to access, meaning that any texts that are not documented in an EMR system could be a HIPAA violation).

2- Messages could be saved to a phone indefinitely, patient information could be subject to theft or loss, and could be seen by other unauthorized persons.

*Original
Text*

Mets qqc ds ta bouche et grignote-le comme un cure-dent ou meme un crayon, mais assuer-toi que c'est le tien avant :D

Ah .. merci ... J'étais juste thinking combien je voudrais une fumée ... pas plus!

Translation

Nibble on a toothpick or even a pencil – and assure yourself that you are much better off than before :D

Ah .. thank you ... I was just thinking how much I'd like a smoke... not anymore!

FoodRisC – Communicating Food Risks and Benefits

- Consumers are constantly faced with new information regarding the health and safety of their food. However, recent evidence suggests consumers remain concerned over their food supply.
- Understanding current barriers to communicating the risks and benefits of food and identifying potential remedies for such challenges are the objectives of the European Commission-funded project FoodRisC.
- The objective of the project to help policy makers, Governments, food safety authorities and the food industry all communicate more effectively with the public.
- FOODRISC developed an online resource to help authorities and companies manage communications on food issues, especially during crisis by providing guidelines, case studies, tools and tips to help communicators develop effective strategies that inform the public and prevent false information from spreading.

Conclusion

- To be successful, health information providers must know how to participate in social media to meet the needs of these online audiences. Once this is accomplished, the providers will be able to discuss and explain issues related to food safety and ways to reduce health risks.
- Active involvement with social media, in particular the constant monitoring and correcting of inaccurate information, is likely to require considerable effort, resources and long-term expense.
- The guidance will continue to evolve over time, just as the field of social media itself is constantly evolving.