



# Disclosure Statement

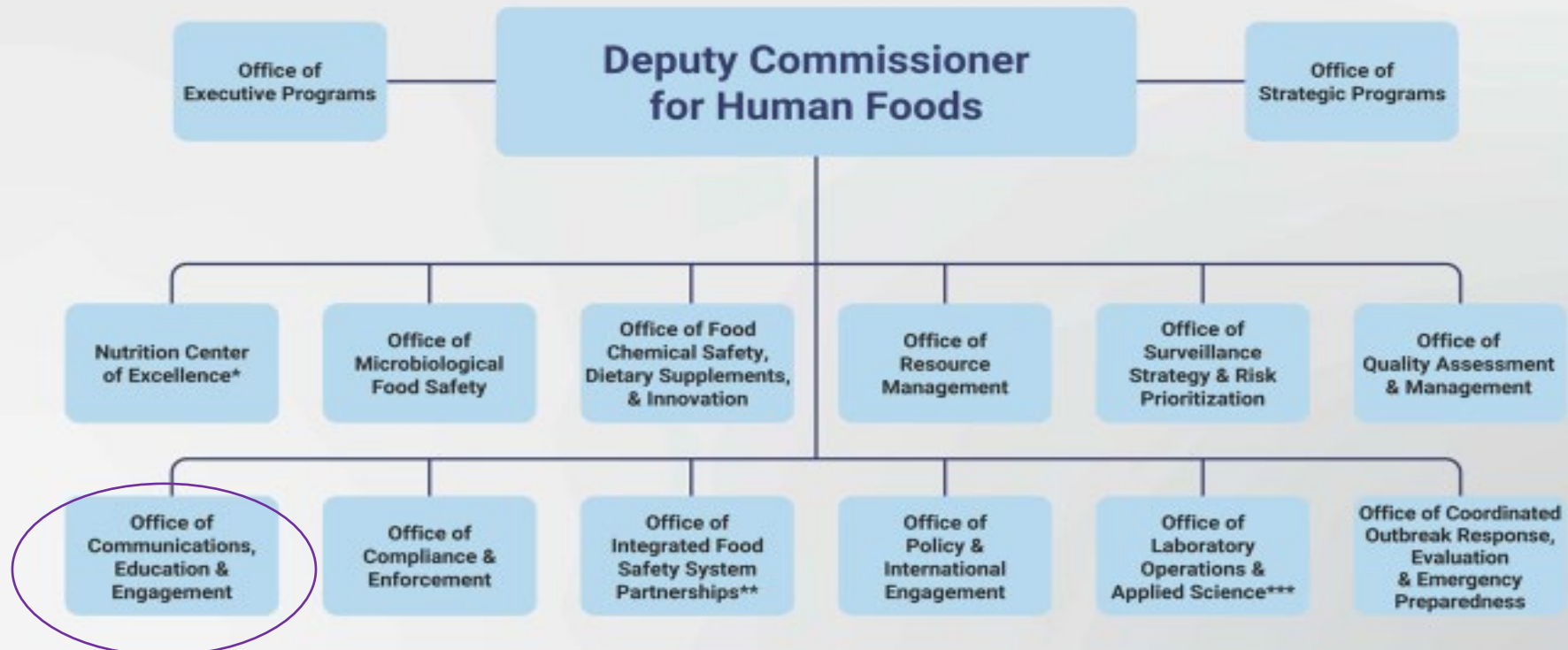
I have no conflicts to disclose.

# Human Foods Program

Legend:

Directly impacted by reorganization  
(i.e., shifts of functions, resources  
and/or personnel)

Department of Health and Human Services  
Food and Drug Administration  
Human Foods Program



<sup>†</sup>The elements of the reorganization are the same as those proposed in December 2023.

<sup>‡</sup>The changes reflected here will be implemented when all required reorganization steps have been met.

\*\*Includes Office of Critical Foods

\*\*\*OFSP will work in close coordination with the Center for Veterinary Medicine

\*\*\*OLOAS will work in close coordination with the Office of the Chief Scientist and Center for Veterinary Medicine

# Prevention Paradigm



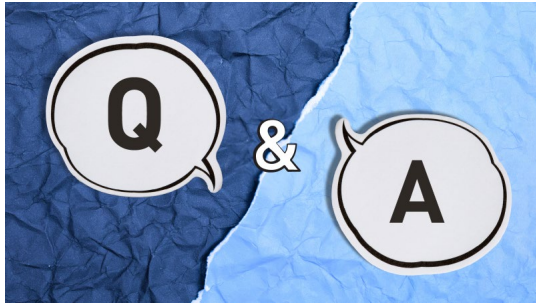
- Multiple stakeholders and target audiences
- Consumer is the “final defense”
- Multi-pronged approach



# Current Tactics - Examples

- Press Releases
- Constituent Updates/Consumer Updates
- Media Outreach
- Social Media outreach
- Stakeholder engagements
- Public Meetings
- Recalls/Safety Alerts
- National and International conferences

# A Snapshot



## Public Health Advisories from Investigations of Foodborne Illness Outbreaks

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A public health advisory is issued for an [outbreak investigation](#) that has resulted in specific, actionable steps for consumers to take to protect themselves.

## Recalls of Foods & Dietary Supplements

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Food producers recall their products from the marketplace when the products are mislabeled or when the food may present a health hazard to consumers because the food is contaminated or has caused a foodborne illness outbreak.

*This page provides links to the most recently posted food recalls.*

Visit [Recalls](#), [Market Withdrawals & Safety Alerts](#) for a more comprehensive list of recalls.

[FoodSafety.gov](#) provides food safety and food recall information from both FDA and the U.S. Department of Agriculture (USDA), which regulates most **meat and poultry**.

[Outbreak Investigations](#) are conducted by FDA's Coordinated Outbreak Response and Evaluation (CORE) Network. CORE manages outbreak response, surveillance and post-response activities related to incidents involving multiple illnesses linked to FDA-regulated human food, dietary supplements, and cosmetic products.

## CFSAN Constituent Updates

*News and updates related to Food, Dietary Supplements, and Cosmetics from the Center for Food Safety and Applied Nutrition*

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▼ 2024

- 8/15/2024 - [FDA Issues Warning Letter to Manufacturer of Apple Cinnamon Fruit Puree Products Containing Elevated Levels of Lead and Chromium](#)

## On the Road with Jim

*Deputy Commissioner for Human Foods Jim Jones's insights as he travels the U.S. to listen to and learn from stakeholders and FDA field staff*

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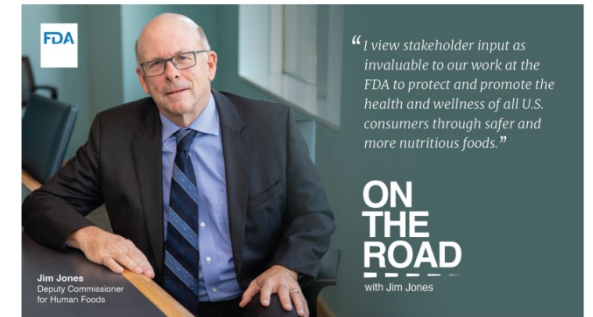
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## Updates on Highly Pathogenic Avian Influenza (HPAI)

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Highly Pathogenic Avian Influenza (HPAI) is a disease that is highly contagious and often deadly in poultry, caused by highly pathogenic avian influenza A (H5) and A (H7) viruses; it is also known as bird or avian flu. HPAI viruses can be transmitted by wild birds to



# Consumer Education Strategy

Why should we communicate on this topic?

Who do we want to reach?

What do we know about the topic?

Who will be involved?

How will products be developed?

How will the initiative be implemented and promoted?



# Education Initiative Example: Feed Your Mind

- Formative research informed terminology and messaging
- A risk-communication topic
- A variety of deliverables
- Multi-agency initiative





Closer to Zero is FDA's initiative to reduce children's exposure to arsenic, lead, cadmium, and mercury from foods.

The FDA/EPA joint **Advice About Eating Fish** encourages fish consumption for nutritional benefits while focusing on fish that are lower in methylmercury.

PREGNANCY & BREASTFEEDING

# EATING FISH

Fish provide key nutrients that support a child's brain development.

### Why is Fish Nutritious?

Eating fish during pregnancy and breastfeeding provides key nutrients that support a **child's brain development**:

OMEGA-3  
FAT

OMEGA-6  
FAT

IRON

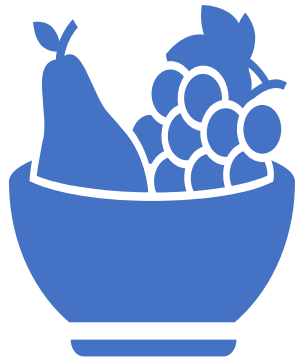
CHOLINE

IODINE

- Choline also supports development of the **baby's spinal cord**.
- Iron and zinc support **children's immune systems**.
- Fish are a source of other nutrients like protein, vitamin B12, vitamin D, iodine, and selenium, too.



# 3 Main Takeaways



**Importance of Terminology**



**Balancing the Message**



**Food Safety and Nutrition  
go hand in hand**



Thank you!

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