

## AFSAC Sub-committee meeting 2/23/2012

Attending: Tony Barrett (Municipality of Anchorage, Tom Fazzini (Alaska Native Health Tribal Consortium), George Murphy (Homeland Security), Kristine Rogers (Fred Meyer), Herb Everett (Safety Herb) and Randy Pfeuffer (DEC/FSS).

Meeting started with Randy giving an overview of the reason for the sub-committee: To figure out how to regain active members by finding topics of interest that result in tangible actions from FSS and others. As members responded, they introduced themselves.

Some of the ideas from the first sub-committee were discussed: Food Protection Manager training/access; having one Food Worker Card accepted everywhere, and why that can't happen right now.

The sub-committee thought the best issues to work on were outreach projects to help people by educating them. A visible outreach campaign would get our message out and make our presence known, as it was commented that that the State and Municipality used to be much more visible in the community, and the community is not sure what expertise is offered or available. Kristine mentioned that she and other retailers enjoy working with government and other entities to promote awareness, especially with food safety.

### Ideas for projects:

1. Attend the upcoming FDA Retail Food Safety Training on April 3-6 and the Conference for Food Protection, Apr. 14-18. Look into having a booth and some giveaway items. Check into other upcoming events that may be productive to attend.
2. We discussed options for improving access to CFPM courses; Randy is exploring several options.
3. We discussed the idea of developing a simple self-assessment check list that helped food service managers/operators to identify problems with the most frequently occurring critical violations. (This was a follow-up to the original idea from the last meeting. We discussed the potential development and use of a FAQ sheet or other simple tool.
4. Start holding more food safety education classes at schools, community events and service clubs. Have more Food worker Card training sessions for adults. Try adding a little fun with glo-germs and such. Possibly consider something like a 'speaker's bureau' or list of public health and industry experts who would be available to do community presentations.
5. A Public Awareness Campaign - Contacting food industry personnel to enlist their help on projects (CHARR, retail stores, radio stations, farmers market organizers, local and visiting celebrities - Iditarod racers, iron dog racers, skiers, politicians, etc.)
6. September is Food Safety month. Start planning now on how to use it to raise awareness by working with the public (including kids) and industry people to give ownership of food safety issues. Ideas included distributing visible food safety items that deliver a message, like refrigerator magnets that address cross contamination, holding temperatures and leaving food out too long; stickers to display near hand-washing stations and in restrooms; grocery bags with illustrations and/or messages on them.

7. We discussed focusing industry outreach efforts on those critical violations that are most frequently observed in our inspections, such as bare hand contact with ready-to-eat foods, poor or improper hand washing, and foods not cooked to or held at proper temperatures. Outreach to the public might focus on the same things, but might also be tailored to food safety in the home and also have a seasonal theme such as holiday food safety around summer picnics and Thanksgiving, etc.

Other ideas to help the public:

- Educate the public on how to recognize potentially hazardous food safety situations and what to do about them. How to overcome anxiety about voicing a complaint. For example, if a person is eating lunch in a restaurant and encounters an employee using the restroom but not washing his hands, or if a customer's hamburger is served undercooked or with a hair in it. Who should the customer talk to about these things? What's the best way to discuss topics like these with food servers, managers, owners, food safety officials, etc? (Perhaps find if any study has been published or conduct a survey involving interviewing restaurant owners and workers to find out what is considered an acceptable manner for people to complain about food issues in places like restaurants.)
- Tom had an idea to contact some popular chefs (like Chef Al) or restaurant owners, and ask them what they think about the idea of developing something like a short video with them saying something like, "If you see this in my place, please let me know," and then have them point out a few things such as "What's a safe Kitchen"; "what to look out for when eating out"; or "How to send food back," and air a segment on his show.
- Randy discussed feedback received on the DEC website questionnaire – only 15 hits. Not much response.
- Feedback on the goals and objectives of AFSAC and the by-laws: Tony commented that he felt AFSAC should continue to serve as a small (maybe 10 – 15 people) broadly representative group; meet every other month; semi-formal structure. Sub-committees or ad hoc committees could be formed up by AFSAC to deal with special issues or projects; these would be short-term, narrow in focus, involve folks in addition to regular AFSAC members, and would be pretty informal. Their 'work product' would generally be presented to the AFSAC for action.
- A few people are researching some of the proposed ideas.

All in all, it was a lively conversation with several good ideas. The meeting lasted longer than expected, and we ran out of time for the conference room reservation. No date was set for the next meeting.