CIFOR Guidelines for Foodborne Disease Outbreak Response

CIFOR Toolkit Focus Area 11: Food Recall

New York Integrated Center of Food Safety
Center of Excellence – May 15, 2017

Madhu Anand, DrPH
Bureau of Communicable Disease Control
New York State Department of Health
Background

- This is the 12th webinar in a series of monthly webinars from the New York Integrated Food Safety Center of Excellence (CoE)
  - Session covers CIFOR Toolkit Focus Area 11: Food Recall
  - Supplementary sessions available to assist states that wish to complete internal evaluations using the metrics and target ranges developed for the 16 CIFOR performance measures.
  - All webinars will be recorded and available through the CoE website at http://nyfoodsafety.cals.cornell.edu/
How to Use the CIFOR Toolkit

Start with:

Describe Your Current Activities and Procedures in relation to the Focus Area

- Complete the Worksheet as a Team (Workgroup)
  - Epidemiology, Laboratory and Environmental Health
  - Refer to written protocols/procedures
How to Use the CIFOR Toolkit

– Review the CIFOR recommendations related to the Focus Area of interest
– Identify activities and procedures in need of improvement
– Rate the priority for implementing each recommendation based on its likely impact on foodborne outbreak response

End with:
Prioritize CIFOR Recommendations to Address Needed Improvements
What is Focus Area 11?

- **Title:** Food Recall
- **Goal:** Agency/jurisdiction ensures that the food implicated in an outbreak is removed from the market, retail establishments, and the homes of consumers as quickly as possible
Keys to Success

• Activities, relationships, and resources that are critical to achieving success in a Focus Area
• Applying metrics and measures can help you identify the success of your program or investigation process

Focus Area 11: Keys to Success

• General
• Making changes
General

- Agency/jurisdiction collaborates with state and federal agencies as well as the implicated facility or production site in the recall
- Agency/jurisdiction proactively embargoes or seizes the implicated food product while awaiting official recall
- Agency/jurisdiction has means to quickly notify retail establishments and sites (e.g. foodbanks) under it’s jurisdiction about the recall
- Agency/jurisdiction monitors the effectiveness of the recall at all appropriate establishments
General – Before a Food Event Occurs

Before a food event occurs

Know which regulators have responsibility over which food products. (3.1.2.6) (3.1.2.7)

- Already in place
- Priority for Implementation or Improvement in Your Agency/Jurisdiction

Work with manufacturers, processors, and retail establishments in the jurisdiction to prepare for a recall. Ask them to:

- Maintain product source and shipping information for quick access;
- Develop the ability to rapidly notify customers of a recall through established methods, such as blast e-mail, fax, text messaging, social media, phone calls, and mail for people who may have purchased recalled foods; and
- Develop procedures to prevent recalled food from being put back into commerce. (Box 6.1)
General – Before a Food Event Occurs

Before a food event occurs

Develop materials to support businesses and the industry during a recall, including:

- A list of control measures to implement immediately when an outbreak-related or illness-related recall has been identified;
- Guidance for interacting with public health, environmental health, or agriculture officials investigating an outbreak including contact information for regulatory agencies;
- Contact information for regulators at the local, state, and federal level;
- Guidance for communicating with the news media;
- Guidelines for mitigating the impact of the recall; and
- Templates, message maps, or public information sheets for common foodborne disease agents. (6.2.2.2.1)
General – Before a Food Event Occurs

Before a food event occurs:

Ensure that local food establishments are aware of the “CIFOR Foodborne Illness Response Guidelines for Owners, Operators and Managers of Food Establishments” and monitor their awareness of these guidelines. (6.2.2.2.1)

Ensure that regulators responsible for food facilities have a means to notify all food facilities in their jurisdiction immediately through e-mail, blast fax, phone calls, or other means. Identifying subcategories of facilities (that use or sell particular food commodities) is highly recommended so notices can be targeted to specific facilities. (6.2.2.2.1)
General – After a Food Event Occurs

After a food event occurs
Contact the federal or state regulatory agency that has jurisdiction over the product implicated in an outbreak immediately since that agency will be responsible for working with the manufacturer/producer on the recall. (6.2.2.2)

Work with the appropriate regulatory agency to determine whether to remove a food from the market. The decision should be based on the likelihood that consumers are still at risk for exposure to the food, the quality of the information implicating the food, and the virulence of the pathogen. (6.2.2.2)
# General – After a Food Event Occurs

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<th>Priority for Implementation or Improvement in Your Agency/Jurisdiction</th>
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<td>Fully document the information that led to the decision to recall the food and the process used to make the decision. (6.2.2.2)</td>
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<td>1 2 3 4 5 N/A</td>
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<td>Once a decision is made to remove a food from the market, remove it as quickly and efficiently as possible, working closely with state and federal regulatory agencies and the implicated manufacturer/producer. (6.2.2.1)</td>
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If your jurisdiction has legal authority to do so, embargo (impound) the food at the manufacturer/producer while awaiting the official recall. *(6.2.2.2)*

If the implicated food is associated with a highly dangerous condition, consider the possibility of food seizure to ensure immediate and complete removal of the suspected food from the market. *(Box 6.1)*
General – After a Food Event Occurs

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<td>Advise a manufacturer/processor that refuses to recall a food that public health agencies or regulators might issue their own notice to the public, and that the notice might include the message that the firm declined to voluntarily recall the product. (6.2.2.2.2)</td>
<td>LOW</td>
<td>1 2 3 4 5 N/A</td>
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<td>Monitor recall efforts to ensure that the food is completely removed from distribution and that the recall is effective in stopping illnesses. If the recall is not effective, notify appropriate state, federal, and neighboring public health and food-regulatory agencies. Issue a public advisory if needed. (6.2.2.2.1)</td>
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General – After a Food Event Occurs

After a food event occurs

Obtain interim and final reports about the recall from the manufacturer/producer that recalls a product to determine the need for further recall actions. (6.2.2.2.3)
Making Changes

• Agency/jurisdiction conducts a debriefing among investigators following each outbreak response and refines outbreak response protocols based on lessons learned

• Agency/jurisdiction has performance indicators related to food recall and routinely evaluates its performance in this Focus Area
## Making Changes - Communication

### Communication with public

If the outbreak involves a distributed product, notify the public. *(6.2.2.2.2)*

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Communicate with the public about food recalls using good risk communication practices. Provide only objective information. Do not give preliminary or unconfirmed information. Provide clear actions that the public should take (e.g., handling of the suspected product, actions to take if illness occurs). *(6.2.2.2.2)*

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Communication with public

Seek assistance from the agency’s public information officer or the public information officer at another agency, if the agency does not have this resource, to help in developing messages for the public. *(6.2.2.1.8)*

Use established channels of communication with the public. Means of notification depend on the public health risk and the target population and might include press releases, radio, television, fax, telephone, e-mail, Web posting, social media, or letters. *(6.2.2.2) (3.6.2.5) (6.5.3)*
### Communication with Public

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**Attempt to reach all members of the population at risk, including non-English-speaking and low-literacy populations.** *(6.2.2.2.2)*

If the outbreak is large or the etiologic agent is highly virulent, consider setting up an emergency hotline so the public can call with questions. Train persons answering the hotline so that they will provide consistent messages. *(6.2.2.2.2)*
## Making Changes - Communication

### Communication with public

If press releases are to be issued by the manufacturer or retail establishments, review and approve their statements before release. *(6.2.2.2.2)*

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Even if the affected industry or business is issuing a press release, consider issuing a release since local press releases often get better coverage from the local media. If time allows, give affected industry members or businesses an opportunity to comment on your release. *(6.2.2.2.2)*

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### Making Changes - Communication

#### Communication with public

Coordinate press releases with others releasing messages about the recall (e.g., the manufacturer, retail establishments, regulatory agencies) to ensure consistency in the message. *(6.2.2.2.2)*

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Helpful Tips for Using the Toolkit

• Don’t get distracted by the volume
• Be clear on the process
• Keep moving – don’t get caught up in too much detail
• Focus on a few realistic changes
• End with specific action plans with time frames and responsible persons
• Appoint a facilitator and a recorder for each discussion
Why Should My State Use the Toolkit?

• Improve overall foodborne outbreak investigation and response
• Enhance partnerships with agencies/partners in foodborne outbreak investigations
• Identify areas needing improvement that may have gone unrecognized
Where to Find the CIFOR Products

• Online at: www.cifor.us
• Paper copies are also available from CSTE
  – Contact Thuy Kim at tkiml@cste.org
• Examples of CIFOR product use by other states: http://www.coefoodsafetytools.org/
NY CoE CIFOR Webinars Have Concluded

All webinars have been recorded and archived on the NY CoE website:

https://nyfoodssafety.cals.cornell.edu/training/cifor-webinar-series
Resources

Comments or questions for NY CoE can be directed to:

• Paula Huth, CoE Coordinator @ NYSDOH
  • 518-473-4439

Integrated Food Safety CoE Websites:

• NY CoE: http://nyfoodsafety.cals.cornell.edu/
• CDC: http://www.cdc.gov/foodsafety/centers/
Questions