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Sent: Thursday, March 23, 2000 9:11 PM
To: mtaylor1@ora.fda.gov; JWYMAN@ORA.FDA.GOV
Subject: Good to see you!

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Hi guys!

Thank you for all of your help in organizing the session. It was good to see you again. Below is a copy of the speech (a few words different than what I said) and attached is a copy of the brochure.

Laurie Girand
Advisory Board Member
S.T.O.P. - Safe Tables Our Priority

Good evening.

My name is Laurie Girand. I am an Advisory Board Member of S.T.O.P.-Safe Tables Our Priority, and the mother of a child who was hospitalized with life threatening kidney failure following consumption of unpasteurized Odwalla apple juice. While your original agenda did not address the need for collaboration with stakeholders concerned about food, we felt that it was important for us to come forward to indicate that there is a need for greater collaboration with consumers about food safety, and in particular at-risk groups.

In the three years since I began working with CFSAN, CFSAN has taken giant leaps forward in an effort to keep us informed of CFSAN's activities, and for this we are extremely grateful. Inquiries that went unreturned three years ago, are politely and promptly returned today. Even out here in California, we now receive notice of Federal Register documents. We credit Joe Levitt with taking enormous strides forward within CFSAN by making it responsive to parties that express interest.

Still, there is so much more we could ask for. Consumer groups may not

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be able to offer FDA the funding opportunities that would make us perfect partners for ambitious research projects, but we have expertise and constituencies to offer. Our ideas tonight focus on the creation of messages for consumers and the chain of communication by which they may ultimately arrive at the target audience.

Here are our suggestions:

1) First, it is crucial that your overall publicity and education campaigns effectively target consumers. FDA needs to evaluate the effectiveness of its publicity and education campaigns for food safety. Last year, you issued an important press release warning consumers about health hazards associated with sprouts. To date, we have been unable to find anyone that has heard of this warning. We believe that the format of your publicity about recalls and food safety warnings is not conducive toward greater publicity. Similar to the situation with sprouts, you tend to issue a press release and then wait for the press to call. Consumers would suggest you need a standard format, such as a chart, that you can issue to newspapers weekly or biweekly. With a standard format, the press could just republish the box, instead of assigning a writer to generate an article around the data. Readers would become familiar with such a box and learn to look for it.

2) Second, messages directed toward consumers should be run past consumer groups before they go into print. You produce campaigns where the most critical information, like the fact that a disease is life threatening, is buried. You overpromote nutritional information, while spending virtually no publicity time or money on warnings. In my own family's sad situation we were led by FDA promotions to believe that juice qualified as one of the daily servings of fruit and vegetables. No one said it should be pasteurized juice. Consumer groups can offer you the broad perspective you need to understand the impact of your combined campaigns while helping to ensure that the right messages come through.

Here's an example. You recently had your risk assessment department develop a list of questions directed toward focus groups about Listeria in order to help develop messages. Though S.T.O.P. has victims who have

suffered the worst from Listeria, we have yet to be asked to review focus group questions to determine if they would have changed victims' behavior prior to their illness. We have valuable information to offer, and await the chance to become involved.

3) Third, the distribution channel for the bulk of your food safety educational programs is places where nutrition and cooking are taught; yet, the at-risk groups generally aren't going there. Instead, you need to work with key constituencies and authorities who can deliver the message, including the AARP, the National PTA, the American Academy of Pediatrics, the American College of Obstetricians and Gynecologists, and you need to target the audiences for when they are most receptive to information through the most popular avenues, such as the book "What to Expect When You're Expecting" for pregnant women.

Here's an example of the type of program FDA should do to target food safety messages toward parents. At STOP, we have developed a brochure called "So Your Baby Is Starting Solids..." From a timing standpoint, it targets parents at the point at which they need to be most wary and at a point at which they are receptive to new information. It describes all the foods a parent should be concerned about today, and, importantly, WHY they should be cautious. It could be distributed by pediatricians...we have the relationship with the right person at the AAP. As a nonprofit, we don't have the money to produce it. But you do.

5) Fourth, if you want to use the internet most effectively, it would be very inexpensive to develop an e-mail information distribution channel. There are internet sites devoted to health targeting very specific groups: parents, arthritis patients, AIDS patients. The parent sites already pick up recall information from Consumer Product Safety Commission and the NTSI. They are thrilled to have current information of value to their constituencies. You could pay a college intern almost nothing to set this up a system of notification about recalls and outbreaks; yet, you would see instant results.

6) Lastly, you should be aware that pathogenic food safety appears is an

area of FDA that does not have a single consumer on its advisory panels. We ask that you address this oversight.

We greatly appreciate the opportunity to speak to you today about the critical area of consumer collaboration with the agency. Thank you very much.

So Your Baby Is Starting Solids...

What Every Parent Needs to Know About Foodborne Illness

Congratulations! Your baby is moving up to solids, an important step on the way to becoming a toddler. Now, you need to be aware of new trends in potentially deadly diseases that can be spread by foods. At the moment, there are no shots that can protect your children from these diseases. You are your child's best defense as he begins a lifetime of healthy eating.

Foodborne Diseases

Foodborne diseases are called foodborne because people most often get them by eating contaminated food or drinking contaminated water. The food or water typically has come into contact with germs that are based in soil or animal feces. However, once these germs infect a person, that person can spread the same germs to other people. Thus, "foodborne" diseases can be spread by people, changing tables, daycare centers, or swimming pools.

Foodborne disease germs can cause serious, life-threatening illness within hours or days. Heat will kill the germs in many foods that can be cooked, if they are cooked to proper temperatures. The spread of germs can sometimes be prevented with thorough handwashing and teaching your children proper handwashing.

You need to pay special attention to the following types of foods:

Honey

Honey can contain Botulism, a disease that causes increasing paralysis. The AAP recommends that children under 1 year of age should not be given honey.

Unpasteurized Juices and Milk

Pasteurization is a heat process that kills germs in liquids. Milk, which comes from cows, can contain germs from cows, including Salmonella and E.coli O157:H7. Mass produced juices may contain fruit that has been on the ground, was grown on the ground or came into contact with contaminated water. In a batch of juice, a single bad piece of fruit can spread germs through the whole batch. This includes mixed juice smoothies or punches. The AAP, FDA and CDC advise that children should drink only pasteurized juices and milk.

Soft Cheeses

What should we say, if anything, about soft cheeses?

Eggs

The eggs you buy can contain Salmonella on the inside. To kill Salmonella, eggs must be cooked thoroughly. Examples of foods that contain undercooked eggs are: souffles, some homemade frostings, eggs sunny side up, fresh Caesar salad dressing, cookie and cake batter, and French toast. Children should eat only thorough cooked eggs.

Poultry and Ground Red Meats

Because meat comes from animals, it may come into contact with animal feces during slaughtering. E. coli O157:H7 and Salmonella germs on the inside of a hamburger or a may not be killed unless the meat is cooked all the way through. Hamburger must be cooked to 160 degrees and poultry must be cooked to 180 degrees. Children should eat only thoroughly cooked meat.

Pork

Pork, bacon, ham and other pig-related meats must be cooked thoroughly.

Fresh Fruit and Vegetables

When choosing fresh fruit and vegetables, always look undamaged produce which does not show signs of dirt or contact with birds. Rinse fresh fruit and vegetables thoroughly under running water. Check with your pediatrician about the latest FDA advisories for different types of produce.

Raw Shellfish: Clams and Oysters

Shellfish is seafood that comes in a hard shell, such as mussels, clams, oysters, crabs, lobster, shrimp. Children should not eat, sample or taste, raw seafood, particularly oysters.

Raw Fish: Sushi

Raw fish can contain parasites. Children should not eat raw fish.

Don't Spread Raw Meat Germs to Fruit and Vegetables

Be sure that you use separate knives utensils, plates and cutting boards for raw meats and cooked meats so that you do not spread germs from raw meats to cooked meats. Likewise, do not take the same knives, utensils, plates and cutting boards for raw meats and use them on uncooked fruit and vegetables.

Use Caution With These Places

Swimming Pools

Sick children who swim in public pools can spread their germs to the water. Healthy children that drink swimming pool water can then get the same germs. Be sure to ask your public swimming pool whether they are putting enough chlorine in the pool.

Lakes and Other Bodies of Fresh Water

Be sure that fresh bodies of water in which your children swim are approved as safe by the local government.

Potlucks, Parties and Picnics

Other people may not be aware of the new information about foodborne germs. Be careful when you send your child to birthday parties or when there are community potlucks that the food has been prepared safely.

Daycare and Public Changing Tables

Be sure that

- the changing tables you use are cleaned frequently,
- your daycare understands the risks of foodborne germs, and
- daycare providers wash their hands every time after changing diapers and before preparing food.

Restaurants

If a restaurant serves your child a food that has not been prepared safely, send it back.

If Your Child Gets Diarrhea...

Your child will have diarrheal illnesses throughout his or her childhood. Foodborne germs cause severe diarrhea and stomach pain, often, but not always, with blood in the stool. Sometimes, the diarrhea will be accompanied by vomiting or a fever but this is not always the case. A child can lose weight and become dehydrated very quickly. Should you suspect your child is suffering from an unusual diarrheal illness or you observe a dramatic change in behavior, contact your pediatrician immediately. Do not treat your child with a medicine that stops or slows down the diarrhea.