

**STANDARD 7**  
**INDUSTRY AND COMMUNITY**  
**RELATIONS**

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## **STANDARD 7 INDUSTRY AND COMMUNITY RELATIONS**

This standard applies to industry and community outreach activities used by a retail food regulatory program to solicit a broad spectrum of input about a retail food regulatory program's previous, current, and future activity, communicate sound public health food safety principles, and foster and recognize community initiatives focused on the reduction of foodborne illness risk factors.

### **Requirement Summary**

The jurisdiction documents participation in forums that foster communication and information exchange among the regulators, industry, and consumer representatives.

The jurisdiction documents outreach activities that provide educational information on food safety.

### **Description of Requirement**

#### **1. Industry and Consumer Interaction**

The jurisdiction sponsors or actively participates in forums with two-way communication such as food safety task force meetings, advisory boards, advisory committees, customer surveys, web-based meetings or forums, or other mechanisms. These forums shall present information on food safety, food safety strategies and interventions to control risk factors. Offers of participation must be extended to industry and consumer representatives.

#### **2. Educational Outreach**

Outreach encompasses industry and consumer groups as well as media and elected officials. Outreach efforts may include industry recognition programs, web sites, newsletters, FightBAC® campaigns, food safety month activities, food worker training, school-based activities, use of oral culture learner materials, or other activities that increase awareness of the foodborne illness risk factors and control methods to prevent foodborne illness. Outreach activities may also include posting inspection information on a web site or in the press.

Agency participation in at least one activity in each of the above categories annually is sufficient to meet this standard.

### **Outcome**

The desired outcome of this standard is enhanced communication with industry and consumers through forums designed to solicit input to improve the retail food regulatory program. A further outcome is the reduction of foodborne illness risk factors through educational outreach and cooperative efforts with stakeholders.

### **Documentation**

The quality records needed for this standard include:

1. Minutes, agendas, or other records documenting that forums were conducted,
2. For formal, recurring meetings, documents such as by-laws, charters, membership criteria and lists, frequency of meetings, roles, etc.,
3. Surveys, web feedback links with associated follow-up materials and review documents,
4. Documentation of activities designed with input from industry and consumers to improve the control of foodborne illness risk factors, or
5. Documentation of food safety educational efforts.

Statements of policies and procedures may suffice if activities are continuous, and documenting multiple incidents would be cumbersome, (e.g., recognition provided to establishments with exemplary records or an on-going web site).