STANDARD 7 – INDUSTRY AND COMMUNITY RELATIONS INSTRUCTIONS AND WORKSHEET FOR CONDUCTING A SELF-ASSESSMENT

Using the Standard 7 Self-Assessment Worksheet

The *Standard 7: Self-Assessment Worksheet* is designed to assist jurisdictions with maintaining documentation and information required in the Standard 7 criteria. The *Standard 7: Self-Assessment Worksheet* is divided in two sections:

1. Industry and Consumer Interaction; and
2. Educational Outreach.

STEP 1 – Confirm Documentation of Industry and Consumer Interaction Forums

The jurisdiction must maintain written documentation confirming that the agency has sponsored or actively participated in at least one meeting/forum annually. Meetings and forums include, but are not limited to food safety task forces, advisory boards or advisory committees, customer surveys, and web-based meetings or forums. Documentation also confirms that offers of participation have been extended to industry and consumers. The jurisdiction must sponsor or participate in activities within its regulated community. These activities must be documented in Part I on the *Standard 7: Self-Assessment Worksheet*. The jurisdiction can use a different form if that document captures the same information.
The worksheet is included at the end of these instructions.

In order to properly document these activities, the self-assessor must:

- Enter the name of the forum/meeting under the "Forum Title" column;
- Document the names of meeting/forum participants. (The appropriate column should be used to document participants from regulatory agencies, industry, and the public). If industry or consumers were not present at a meeting, a statement should be entered that conveys that an offer to participate was extended to these groups. The jurisdiction must maintain records to show that an effort was made to gain input from the regulated community and the public. Copies of letters of invitation or email printouts soliciting participation may be retained to substantiate the offer;
- Confirm that the dates of meetings have been recorded because it establishes that the activity took place at least once annually in the most recent five-year period of the SELF-ASSESSMENT. If meetings are recurring such as held monthly, the jurisdiction may record "monthly" under the date column and include the inception date of the meeting/forum; and
- Document action items and program items that resulted from the meeting. These should be documented in the final column titled "Summary of Activities Related to Control of Risk Factors."

Examples of documents that may be reviewed as part of the SELF-ASSESSMENT process:

- Minutes or agendas from the forum/meeting that describe the topics covered and the participants present.
- For formal, recurring meetings, documents such as by-laws, charters, membership criteria and lists that detail the purpose of the meetings, the committee make-up, frequency of meetings, and roles of participants.
- Brochures that detail the purpose of the meeting and topics that were presented, or illustrate collaborative food safety efforts by regulatory, industry and/or consumers.
- Letters or printed email messages that document invitations to consumers and/or industry representatives to participate in forums/meetings.

STEP 2 – Review Documentation of Educational Outreach

To meet the standard criteria, the jurisdiction must have performed at least one educational outreach activity per year during the most recent five-year period of the SELF-ASSESSMENT. The educational outreach activity can be focused on industry, the media, consumers and/or elected officials. The methods of outreach and a summary of the activities should be recorded in Part II of *Standard 7: Self-Assessment Worksheet*.

In order to properly document the education outreach activities, the self-assessor must:

- Record the date of the educational outreach activity under the "Date" column of the worksheet. For outreach activities that are on-going such as the quarterly issuance of a food safety bulletin or a website that posts inspection scores or other food safety information, the jurisdiction need not record each date. For documentation of this component on the worksheet the information may be listed as ongoing using a date range such as "January 1 – December 31, 2013" or "Ongoing since 2008." The jurisdiction would need to include the date the activity began so it can be shown that the activities occurred over the most recent five-year period.
- Briefly describe the educational outreach initiative that was conducted on the recorded date or within the specified time frame. This should be done under the "Summary of Activities" column.

Examples of documents that may be reviewed as part of the SELF-ASSESSMENT process:

- Food Safety Brochures or Flyers
- Completed Customer Survey Cards
- Dated pictures of Food Safety Activities such as Fight BAC events held in the community, display booths at fairs
- Jurisdiction Websites
- Food Safety Newsletters
- Acknowledgement letters thanking members from the regulatory agency for providing food safety training in forums such as schools, churches, and civic groups
- A listing of scheduled Manager Certification courses
- Sign-in Sheets from Training or Courses offered to consumers and the regulated industry
- Minutes from meetings on food safety with elected officials
- Newspapers with printed food service facility scores
- Agendas from food safety expos

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It is necessary to maintain records of the Industry and Consumer Interaction forums and of the Educational Outreach activities over the most recent five-year period. The following chart is used to document the occurrence of those forums and activities. Meeting minutes, agendas, by-laws, charters, membership criteria and lists, frequency of meetings, roles, performed actions and documentation of food safety educational efforts must be maintained by the regulatory authority.

PART I – Industry and Consumer Interaction Forums

Forum Title	Regulatory Participants by Organization	Industry Participants by Organization	Consumer Participants by Organization	Meeting Dates	Summary of Activities Related to Control of Risk Factors

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PART II – Educational Outreach

Dates	Summary of Activities