



7 June 2024 | World Food Safety Day

COMMUNICATION TOOLKIT



Food safety: prepare for the unexpected



Food and Agriculture
Organization of the
United Nations



World Health
Organization



ABOUT World Food Safety Day

World Food Safety Day is jointly facilitated by the Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization (WHO), and aims to draw attention and inspire action to help prevent, detect and manage foodborne risks, contributing to food security, human health, economic prosperity, agriculture, market access, tourism and sustainable development.



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Why take ACTION?

When food is not safe, people cannot consume the nutrients they need to stay healthy, to learn or to work. More than 600 million people fall ill and 420 000 die every year after eating contaminated food. These illnesses and these deaths are largely preventable if food safety is prioritized along the food chain, from the producer to the consumer.

This means that no matter who you are or what you do, **you** play an important role in making sure food is safe to eat. That is why the slogan for World Food Safety Day is:

Food safety is everyone's business.





World Food Safety Day 2024 THEME

►►► Food safety: prepare for the unexpected

On World Food Safety Day, we remember that food safety is a collective responsibility – everyone from producers to consumers needs to play their part. This is the only way we can be sure the food on your plate will be safe. However, there are exceptional situations where even if we have all played our part, the unexpected intervenes and food safety is compromised.

Even then, there is always something we can do to avoid illness. Are **you** ready for the unexpected?

Food safety incidents can range from minor events to major international crises, whether it is a power outage at home, a food poisoning at a local restaurant, a voluntary recall of contaminated products by a manufacturer, an outbreak from imported products, or a natural disaster.

Food safety hazards do not recognize borders, so in an increasingly interconnected global food supply, risks posed by unsafe food can rapidly evolve from a local problem to an international emergency.



© WHO/Sue Price



So what can be done in order to be ready to address food safety incidents?

Governments can:

- ▶ commit to developing or updating national food safety emergency response plans
- ▶ strengthen national food control systems
- ▶ increase surveillance and coordination capacities
- ▶ improve communication with food businesses and the general public

Food businesses can:

- ▶ improve food safety management plans
- ▶ share “lessons learned” and work collaboratively with each other
- ▶ improve the way they communicate with consumers

Consumers can:

- ▶ ensure they know how to report or respond to a food safety incident
- ▶ ensure they understand the implications of the unexpected at home, and how to react

In 2004, the Codex Alimentarius Commission revised the “Principles and Guidelines for the Exchange of Information in Food Safety Emergency Situations” recommending Member States to choose official contact points to exchange information during international food safety emergencies. In response, the FAO/WHO International Food Safety Authorities Network (INFOSAN) was launched. Today INFOSAN is a global network of 189 countries with members from national food safety authorities, managed jointly by FAO and WHO. INFOSAN facilitates rapid exchange of information during food safety events, enabling the implementation of risks management measures to prevent foodborne illness and save lives.





KEY messages

► Preparedness is key

When the unexpected happens, preparedness is key. National food safety emergency response plans and strengthened/strong surveillance systems are essential to manage food safety events. Food businesses should have a management and response plan in place that facilitate immediate action in case of a food safety incident.

► Multisectoral collaboration ensures effective response

Shared responsibility for food safety requires collaboration on issues that affect us all – globally, regionally, nationally and locally. A coordinated approach across government agencies, national authorities and the food industry helps minimize public health impact.

► Rapid exchange of information saves lives

Fast and accurate information sharing among all relevant partners, including government agencies, food inspection services, food businesses, laboratories, international organizations and others helps identification of the nature and origin of food safety events and saves lives.

► Effective communication maintains confidence in the food supply

Providing accurate, open and timely information to stakeholders, including healthcare providers, the media and the general public, helps maintain faith in the food supply and prevents further illness.

► Food safety management plans help protect consumers

Food producers, importers, manufacturers, distributors and retailers should all have established and regularly updated food safety management plans to protect public health.

► Decisive action of food operators benefits all

Food industry stakeholders must be ready to implement emergency response plans and approaches, including procedures for withdrawal and recall. Traceability systems are an effective tool to track food through the food chain.

► Everyone is a risk manager

Everyone evaluates food safety risks as part of their daily choices. These choices are made by individuals and collectively by families, communities, businesses and governments.



FACTS and FIGURES

► **One in ten** people worldwide fall ill from contaminated food each year.
It affects all countries.

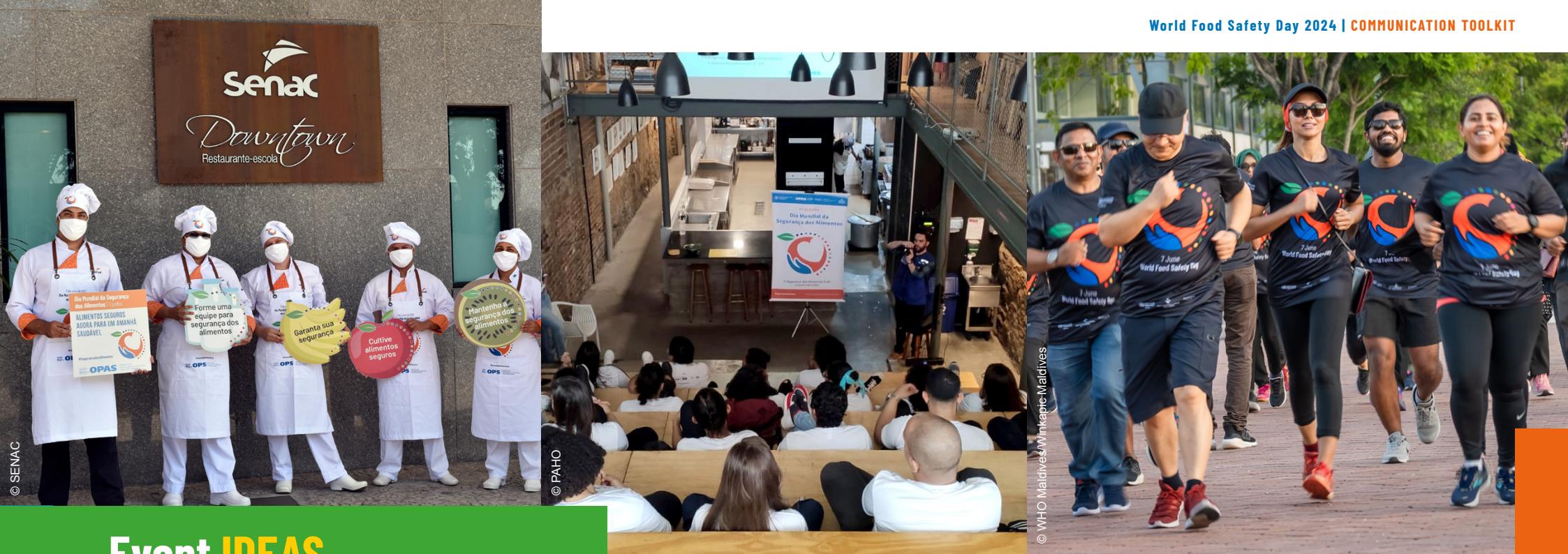
► Over **200 diseases** are caused by **eating food contaminated** with bacteria, viruses, parasites or chemical substances such as heavy metals.

► **Children under 5** make up 9 percent of the population, but carry 40 percent of the foodborne disease burden, being at a **higher risk of malnutrition and mortality** due to unsafe food.

► **Food safety incidents** are not only caused by foodborne illness. They can be due an **unexpected event** that can lead to contamination or cause a break down in food safety controls, such as **power outage** or **flooding**.

► Since its **creation in 2004**, the **FAO/WHO International Food Safety Authorities Network (INFOSAN)** has facilitated the **rapid exchange of information** across borders and between members, during thousands of food safety events.





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Event IDEAS

▶▶▶ HOST A WEBINAR

Bring together key players in the food system to talk about food safety preparedness and response. Follow the discussion with a question-and-answer session to provide tips and information to a virtual or in-person audience.

▶▶▶ LAUNCH A CAMPAIGN

Engage on social media. You can post our ready-to-use communication materials or prepare your own videos, brochures, posters and tag #WorldFoodSafetyDay.

▶▶▶ TRAIN STAFF

Take the opportunity to reinforce the food safety management at work, whether you produce, serve or sell food. Celebrate your achievements.

▶▶▶ GET CREATIVE!

In past years, World Food Safety Day celebrations have involved art and poster competitions, food tasting sessions, workplace food safety exhibitions, gymnastics displays, runs and other sports events, fruit skewers and smoothies, videos (including a food safety-based love story!), food safety songs, a “seven steps to handwashing” dance and lots more.

Official POSTER



Food safety: prepare for the unexpected

DOWNLOAD

#WorldFoodSafetyDay

Interested in more ideas?

Check out these communication materials:

► **World Food Safety Day retrospective video**

► World Food Safety Day website's
"How to participate" section

► **World Food Safety Day 2023 report**

for ideas and inspiration





SOCIAL MEDIA assets

Sample messages

- This year, on 7 June, under the theme “Food safety: prepare for the unexpected”, #WorldFoodSafetyDay will focus on how to be prepared for food safety incidents.

Plan, prepare, act!

Are you ready to address food safety incidents?

Food safety incidents impact, health livelihoods and businesses. But we can be ready to minimize that impact. Plan, prepare, act! 7 June is #WorldFoodSafetyDay

- On 7 June, join @WHO, @FAO and @FAOWHOCodex to mark #WorldFoodSafetyDay:

Food safety is everyone's business.

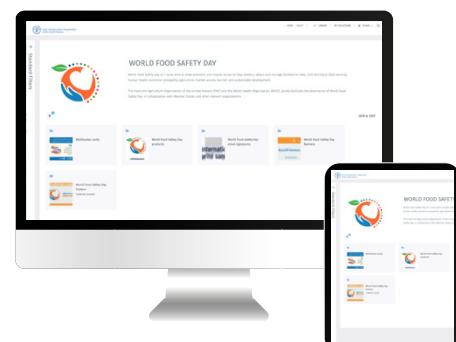
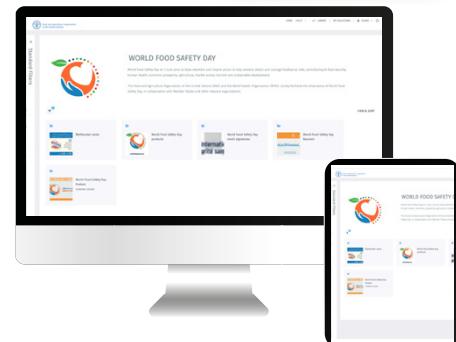
Food safety mythbusters series

[DOWNLOAD](#)



Asset bank

[VISIT](#)

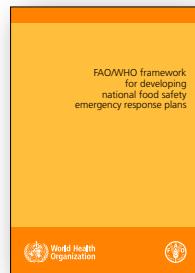


Trello board

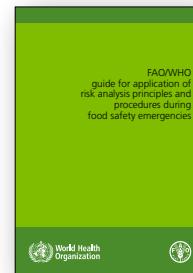
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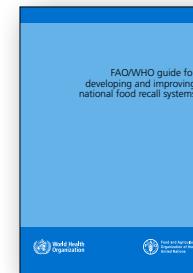
Additional RESOURCES



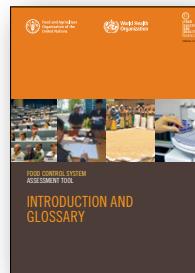
**FAO/WHO framework
for developing national
food safety emergency
response plans**

[DOWNLOAD](#)


**FAO/WHO guide for
application of risk
analysis principles and
procedures during food
safety emergencies**

[DOWNLOAD](#)


**FAO/WHO guide
for developing and
improving national
food recall system**

[DOWNLOAD](#)


**FAO/WHO
food control system
assessment tool**

[DOWNLOAD](#)


**Principles and guidelines
for the exchange of
information in food safety
emergency situations**

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►►► About the toolkit

This toolkit was developed by FAO and WHO to present information about the sixth World Food Safety Day, and to share ideas on how to take part in the celebrations on (or around) 7 June 2024.

►►► Tell us about your event

Let us know your plans, then share photos, video links and event news. Make sure to document your activities so we can include them on the World Food Safety Day website. And don't forget to post the photo of your event on Twitter tagging **@FAOWHOCodex!**

►►► Contact us

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World-Food-Safety-Day@fao.org

WHO
Foodsafety@who.int

#WorldFoodSafetyDay



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