International Livestock Research Institute

Training course report

Risk communications on food safety and human health

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Written by Chi Nguyen

Citation
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Acknowledgement

The International Livestock Research Institute (ILRI) would like to express sincere appreciation and gratitude to Vietnam Association of Journalism, CropLife Asia & CropLife Vietnam for co-facilitating the organization of the event.

Big thanks go to the Australian Centre for International Agricultural Research (ACIAR) and the German Federal Ministry of Economic Cooperation and Development (BMZ) for funding the ‘Market-based approach to improving the safety of pork in Vietnam’ and the ‘Safer indigenous pork and healthier ethnic minorities in Vietnam through better management of parasitic pigborne diseases’, respectively which provided technical support to the workshop.
Training summary

Organizer/co-organizers: Vietnam Association of Journalism, CropLife Asia & CropLife Vietnam and International Livestock Research Institute (ILRI)

Lecturers/facilitators:

- Anastasia Bodnar, senior science advisor, United States Department of Agriculture (USDA);
- Bui Kim Thuy, country representative, US-ASEAN Business Council – Viet Nam Office (USABC)
- Darren K. (Duke) Hipp, director of Public Affairs and Strategic Partnerships, CropLife Asia
- Hồ Quang Lợi, permanent vice chairman, Vietnam Journalism Association;
- Nguyễn Viet Hưng, regional representative for ILRI East and Southeast Asia;
- Phạm Hải Chung, Academy of Journalism and Communication
- Phạm Văn Loi, country director - Corteva Agriscience Vietnam, chairman of CropLife Vietnam;
- Trần Thị Tuyết Hanh, Environmental Health lecturer, head, Department of Science and Technology, Hanoi University of Public Health;
- Trần Thị Khanh Hoa, deputy director, Red Communication

Course objectives

The training course aimed to:

- Develop capacity on risk communications for Vietnamese reporters, especially those engaging in agriculture and food safety issues;
- Create a platform for reporters, researchers and private sectors who are working in agriculture sector to exchange information on food safety for agricultural product outputs; and
- Discuss ways for identifying and handling fake news on food safety and trends and important role of communications on human health issues.

Course summary

The media training workshop on ‘risk communications on food safety and human health’ brought together about 60 Vietnamese researchers and reporters to discuss ways for better communicating food safety information to the public in Flamingo Dai Lai in Vinh Phuc Province of Vietnam. Of 60 participants, about forty journalists come from a cross section of Vietnam’s news agencies and magazine publishers.

Increasing coverage of food safety issues in the traditional and social media in Vietnam has generated great interest about the issue in the public, the government and communication practitioners but, in some cases, also spread misinformation about food safety, which scares the public about the food they eat.

Through the media workshop, food safety researchers sought to relay accurate research-based information on the challenges posed by unsafe food to human health. The media practitioners were targeted because of their role as intermediaries of information between food safety researchers and the public.

In the morning session, Anastasia Bodnar, senior science advisor from the United States Department of Agriculture (USDA) presented two important food safety concepts – ‘risk’ and ‘hazard’ – which often cause
confusion among reporters. In her words, a ‘hazard’ can potentially cause harm while ‘risk’ is the ‘amount of harm depending on exposure to a hazard’.

Journalists were given the opportunity to speak with a panel of experts to better understand key concepts and definitions in food safety and how to communicate them to the public.

Some of the researchers at the event said journalists often misreported on food safety because of not giving scientific evidence in their stories while reporters shared that scientists do not share many findings with the media. Some researchers share reports that are hard to understand and full of scientific jargon.

At the end of the workshop, Ho Quang Loi, vice president of the Vietnam Association of Journalism proposed the establishment of a risk-based food safety assessment centre that can serve as a focal point for providing official information on food safety from researchers to the media and better facilitate the information exchange between researchers and communicators.
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<th>Time</th>
<th>Activity</th>
<th>Responsible person</th>
<th>Note</th>
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<tbody>
<tr>
<td>7:00 – 8:30</td>
<td><strong>6:45 Concentrate at: Horison Tower – 40 Cat Linh, Dong Da, HN</strong></td>
<td><strong>Joined coach</strong></td>
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<td></td>
<td><strong>7:00 Depart to Flamingo Dai Lai resort</strong></td>
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<td>8.30 - 9:00</td>
<td><strong>Registration &amp; Morning coffee break</strong></td>
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<td><strong>Opera Hall</strong></td>
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<tr>
<td>9:00 - 9:10</td>
<td>Introduction</td>
<td><strong>Pham Van Loi</strong> Chairman</td>
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<td><strong>CropLife Vietnam</strong></td>
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<td>9:10 - 9:20</td>
<td>Welcome remarks</td>
<td><strong>Mr. Ho Quang Loi</strong></td>
<td><strong>Permanent Vice Chairman</strong> Vietnam Journalism Association</td>
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<td>9:20 - 10:00</td>
<td><strong>Literacy of Food safety &amp; Risk communications on food safety and public health</strong></td>
<td><strong>Anastasia Bodnar</strong></td>
<td><strong>Senior Science Advisor USDA</strong></td>
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<td>10:00 - 10:40</td>
<td><strong>Fake news, disinformation related to food safety and public health</strong></td>
<td><strong>Pham Hai Chung</strong></td>
<td><strong>Academy of Journalism and Communication</strong></td>
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<td>10:40 - 10:55</td>
<td><strong>Tea break</strong></td>
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<td>10:55 - 11:55</td>
<td><strong>Panel discussion 1: Popular misleading information on food safety and human health</strong></td>
<td><strong>Speaker:</strong> <strong>Truong Hong Son</strong> - Former Deputy Head of Science management division – Vietnam Institute of Applied Medicine (VIAM) – MOH; Deputy General Secretary – Vietnam Medical Association; Director of VIAM <strong>Tran Thi Tuyet Hanh</strong> - Lecturer on Health &amp; Environment, Head of Department for <strong>Moderator:</strong> <strong>Nguyen Viet Hung</strong> Regional representative for East and Southeast Asia - ILRI</td>
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<td>11:55 - 13:30</td>
<td>Lunch</td>
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<td>13:30 - 14:00</td>
<td>Interaction session for attended reporters</td>
<td>Pham Hai Chung - Academy of Journalism and Communication</td>
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<td>14:00 - 15:00</td>
<td>Panel discussion 2: Role of risk communications in providing reliable information and earning public’s trust with reporting on food and health – Responsibility of related stakeholders.</td>
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<td>Speakers:</td>
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<td>1. Anastasia Bodnar - Senior science advisor, USDA</td>
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<td>3. Pham Hai Chung - Academy of Journalism and Communication</td>
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<td>Moderator:</td>
<td>Tran Hoa - Red Communication</td>
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<td>15:00 - 15:30</td>
<td>Future prospective: Science Innovation is fundamental to sustainably ensure food safety and improve human health</td>
<td>Duke Hipp - Director of Public Affairs and Strategic Partnerships</td>
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<td>CropLife Asia</td>
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<td>15:30 - 16:00</td>
<td>Wrap up and conclusion</td>
<td>VJA</td>
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Training material

All training materials can be downloaded from this link
https://onedrive.live.com/?authkey=%21ACXjIPa23ysJAgZ4&cid=43B14D79042D27D1%214093&cid=43B14D79042D27D1
## List of participants

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<th>Serial No.</th>
<th>Name</th>
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<th>Country Classification (Developing/Developed)</th>
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