Building Capacity: Customized Food Safety Education and Outreach in Rhode Island

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**Goal:** Build capacity of RI food manufacturers to comply with the FSMA PCHF rule.

**Objectives:**

- Conduct an assessment to understand the food safety education and outreach needs of RI food manufacturers subject to PCHF rule.
- Customize, develop and/or expand upon food safety training materials and provide education/outreach opportunities to RI manufacturers.
- Evaluate the impact of the training program for continuity and sustainability.
1. Big Picture

2. Engaging Small \& Medium Producers FSOP Project

3. SWOT Goal NECAFS 2023 Preventive Controls Working Group

4. Outcomes From SWOT
Conversations in the fall with all of you
Lit review
Review of responses to our surveys
BIG PICTURE

Pre-FSMA: Reactive Food Safety

FSMA: Proactive Food Safety

Is FSMA Working as Intended?
Engaging Small & Medium Producers FSOP Project

- Objective: Increase the number of processors that file Attestations with FDA
- Challenge: Understanding what motivates qualified processors to produce safer foods and comply with regulation
- Measured through the rate of processors filing attestations
- Today’s session will lay a groundwork of what current outreach looks like, what works, what doesn’t
Research Question:

How do Food Safety Educators increase the number of processors that file Attestations with FDA?
What is a SWOT Analysis?

- A process to allow a group to identify the strategic path forward to attain a goal.
- It helps groups examine their strengths, weaknesses, opportunities, and threats, and provides an unbiased view of what can be accomplished.
### Internal Factors:
- Strengths
- Weaknesses

### External Factors:
- Opportunities
- Threats

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<th>Internal origin (attributes of the organization)</th>
<th>Helpful to achieving the objective</th>
<th>Harmful to achieving the objective</th>
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SWOT Goal:

- Identify Strategic Path for Food Safety Educator Community to engage SMPs at QEFs to File Attestations with FDA to comply with FSMA PC Rule
SWOT Outcomes

• Synthesis of findings into pre-report, including strategic path/key leverage points

• 2 Online focus groups with 8-12 SMPs (total) to gut-check

• Report that identifies factors that could support or prevent SMPs from Engaging in PC

• Social Sciences research to identify motivations

• Use results from research to test motivations

• Evaluate impact of social science research outcomes

• Provide justification and support for future work
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- Identify Strategic Path for Food Safety Educator Community to engage SMPs at QEFs to File Attestations with FDA to comply with FSMA PC Rule
Pre-FSMA: Reactive Food Safety

- Food producers take responsibility for implementing food safety practices
- Regulator Responsible for Enforcement, but happens only after event
- Low enforcement costs for regulator, but unacceptably high rates of illness
- Some risk for producer, depends on how much they invest to minimize risk
- High information costs for producer, because there are not uniform federal guidelines
FSMA: Proactive Food Safety

- Food producers take responsibility for implementing food safety practices

- ``Co-regulation``/``public-private regulation``. That is, regulator takes limited additional responsibility for enforcement, but primarily relies on the private sector to regulate itself

- Still low enforcement costs for regulator

- Lower information costs for producer, because there are uniform federal guidelines. But high implementation costs for producer. Unclear risks of non-compliance.

- To date, unclear whether results in lower rates of illness, and if so, acceptable?
Is FSMA Working as Intended?

• Is FSMA Working as Intended?

• Federal Regulator perspective: Hard to know. On one hand, yes - any additional food safety measures adopted are better than before FSMA. On the other hand, no - recent report suggests that internal FDA issues are creating roll-out and enforcement problems.

• Food Safety Educators: Creates challenges. FSOP and the Regional Center structure help.

• Food businesses: If they know about FSMA, it is daunting. But a lot don't even know

• 33% Survey responses educate QE to become FULLY COMPLIANT with PC

• 50% Survey responses educate QE to file a Qualified Facility Attestation
Reflection Poll

https://wall.sli.do/event/hYWaeTMRTZedcmFSRcZGCf?section=43f4db83-e9bd-430c-9b52-607c6c8055a7