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Challenges and Opportunities The Food Safety Perspective From Public Health

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- Global Health Threats of Foodborne Disease
- Brief discussion of U.S. actions to meet this challenge
- Describe FIVE KEYS TO SAFER FOOD, a WHO/PAHO education program in cooperation with FDA

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WHO Yearly Estimates of Foodborne and Waterborne Diarrheal Diseases

2.2 million deaths
1.9 million of these deaths are children

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USA Yearly Estimates of Foodborne Diseases

48 million illnesses
128,000 hospitalizations
3,000 deaths

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US Recognizes the Globalization of the Food Supply

Imports

- 20% of fresh vegetables consumed
- About 50% of fresh fruits consumed
- Estimated 80% of seafood consumed

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FDA International Postings

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Latin America Office

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Oversee activities with 44 countries and territories in Mexico, Central America, South America, and the Caribbean

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Food Safety Modernization Act

"I thank the President and members of Congress for recognizing that the burden that foodborne illness places on the American people is too great, and for taking this action."

Margaret A. Hamburg, M.D.,
Commissioner of Food and Drugs



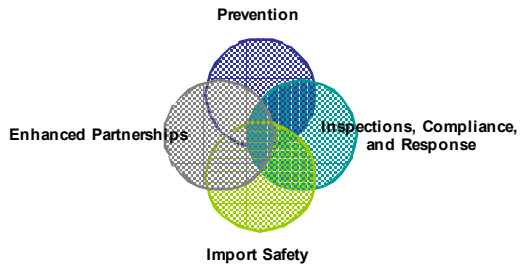
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What's so historic about the law?

- Involves creation of a new food safety system
- Broad prevention mandate and accountability
- Emphasizes partnerships
- Emphasizes farm-to-table responsibility

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Main Themes of the Legislation



Prevention


Enhanced Partnerships

Import Safety

Inspections, Compliance, and Response


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PREVENTION: The Five Keys to Safer Food concept




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1. Keep clean
2. Separate raw and cooked
3. Cook food thoroughly
4. Keep food at safe temperatures
5. Use safe water and raw materials



Simple message
Specific instructions
Explanation Why

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Key 1 - Practice good personal hygiene

Core information	Why?
<ul style="list-style-type: none"> Wash and dry hands with a clean, dry towel after toileting, diapering a child and contact with animals Change clothes and bathe regularly Cover cuts, lesions and wounds Use a toilet or latrine to urinate and defecate 	<p>Dangerous microorganisms are found in human and animal faecal waste, and infected wounds, and can be transferred to fruits and vegetables by hands, clothing and other surfaces. Good personal hygiene practices help prevent the transfer of dangerous microorganisms to fruits and vegetables and decrease the risk of foodborne diseases.</p>

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- **Concept and a visual identity**
- **Training materials easy to adopt and adapt**



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120 countries

75 languages

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Materials adapted to school children



Guatemala
Honduras
El Salvador
Argentina
Venezuela
Dominican Republic

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Message adapted to various target groups




**Adapted to Street Food vendors;
Adapted for Travelers**

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Food Safety training manual for rural farm workers

FAO/WHO Microbial Risk Assessment Series
Microbiological hazards in fresh leafy vegetables and herbs

Based on the WHO Five Keys to Safer Food concept




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How Rural Worker Manual Partnership Was Conceived

- U.S. experience with international teaching of guidance on Good Agricultural Practices (GAPS) for growing fruits and vegetables showed farm workers learned for their own health;
- Anecdotal evidence of disease decreasing in villages around farms where GAPS was taught; and
- WHO was interested in expanding the FIVE KEYS program and promoting the health of people in rural areas for workers who grow food for themselves and small markets.


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PRACTICE GOOD PERSONAL HYGIENE



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USE SAFE WATER FOR IRRIGATION



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PROTECT FIELDS FROM FAECAL CONTAMINATION BY ANIMALS, INCLUDING BIRDS



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USE TREATED MANURE AND TREATED FAECAL WASTE



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KEEP HARVEST EQUIPMENT, CONTAINERS, AND STORAGE FACILITIES CLEAN AND DRY



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Simple messages based on science

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Concept was tested in Belize with health educators

Manual was pilot tested in Guatemala with rural workers

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Guatemala

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Lessons from Guatemala Pilot

How microorganisms are spread

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Formal Evaluation With Pan American Health Organization (PAHO) in El Salvador

Methodology Will Include a Comparison of Cases of Diarrheal Disease Pre- and Post-Training

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El Salvador Trainers



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El Salvador



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Health and Food Safety Prevention Results From Education

- Adoption of safer fruit and vegetable growing practices;
- Increased awareness of food safety will result in increased demand for safe food;
- Safer produce in markets; and
- Healthier rural workers, families, and communities

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