

It also explored the complexity of risk communication from different perspectives, including a review of some of the recent theory on risk communication with focus on food risk and science-based communication. The training framework was anchored in providing baseline understanding of risk communication, aimed at bridging gaps with respect to risk communication and aspects of risk management and to improve member economies risk communication strategies and activities. Since there is no one form of risk communication that will satisfy all audiences, it is possible to align theory in a predictable way that will build an effective communication strategy.

The Training was comprised of four main components namely theoretical aspects of risk communication, its application, case study and evaluative examination and economy presentation or experiences. The four components are fully integrated and are designed to enable participants to gain the theoretical and practical application of food safety risk communication.

It was delivered using the following mechanisms: lectures and open forum, discussion groups and workshops, evaluative examination and case study, and economy presentations. The major topics revisited during the five-day training were risk analysis concepts and framework, theoretical aspects of risk communication encompassing elements and guiding principles, barriers and strategies, aspects of science-based communication, food recall and different risk communication activities and strategies on emerging health concerns. The program of activities is in **Appendix 2.**

OPENING CEREMONIES

In behalf of the Honorable Secretary of the DA Arthur C. Yap, Director Gilberto F. Layese of the BAFPS formally welcomed the delegates and opened the ceremony.

He cited that due to the need of penetrating and surviving in the export market, it has become imperative for the countries to strictly observe and comply with the acceptable set of international standards on various products, most particularly food and other agricultural and fishery commodities. Adherence to standards is a means of maintaining and continuously improving food quality and keeping the food-related risks to the minimum.

Secretary Yap, in his speech, also recognized the difficult and challenging task of communicating to stakeholders what food safety standards and risks are all about. He further challenged the participants that the responsibility of effectively communicating the so-called “A-to-Z” of food safety standards and risks remain on them.

The full text of the Welcome Speech of Secretary Yap is shown in **Appendix 3.**

The Training proper was set off by the presentation of training detail mechanics by Mr Israel dela Cruz, overall coordinator of the project. Mr dela

Cruz expressed that at the end of the training, the participants were expected to have theoretical and practical understanding of what is an effective risk communication, gained insights on how to develop valuable strategies to overcome barriers including emerging and new food safety or health concerns, and increased ability to communicate outcomes of both risk assessment and risk management to target audiences.

In return, gained knowledge was anticipated to be used as tools to improve their respective government or organizations' competency in the area of risk communication. Mr dela Cruz further encouraged the participants to use the forum to expand their network of regional colleagues whose expertise rest on risk communication. The full training mechanics is shown in **Appendix 4**.

Director Gilberto F. Layese gave the rationale and background of the Training. The PowerPoint presentation is attached as **Appendix 5**. He emphasized that risk communication requires specialized skills and training to which not all food safety officials have access to. Moreover, it requires extensive planning, strategic thinking and dedication of resources to carry out. Director Layese cited that risk communication is the newest of the three components of risk analysis to have been conceptualized as a distinct discipline and is often the least familiar to risk analysis practitioners.

He also mentioned the direct relationship of an effective risk communication mechanism with food safety. An operational strategy includes efficient mechanisms of delivery, substantial and easy to understand messages, timeliness of communication, availability and use of supporting materials and information, purpose and credibility, and meaningfulness of the communication. Risk communication goals should also reflect a two-way exchange of information leading to a common approach to discuss issues and come up with a common influence on risk decisions.

PRESENTATION AND PLENARY

Introduction – Global Food Safety Strategy

One of the consultants, Dr Sonia Y. de Leon gave a global food safety situationer to level off the expectations of the participants of the training. She also presented the challenges in ensuring safe food supply and enumerated some of the existing international efforts and programs on food safety.

Dr de Leon further mentioned the negative consequences of food related disease outbreaks. These include effects on consumer health, finances, economic and emotions. She strengthened her point by citing reports of food borne disease outbreaks happening worldwide.

She then elaborated on the measures taken by countries to improve food safety management practices achieved through education, training, legislation and surveillance. Dr de Leon stressed that efforts of government can be