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# PURPOSE

This procedure describes the process for documenting presentations and outreach activities conducted by staff of the Food and Feed Safety Division (FFSD) of the Minnesota Department of Agriculture (MDA).

# SCOPE

This document pertains to outreach activities conducted by the FFSD.

1. **BACKGROUND**

FFSD staff regularly conduct outreach activities involving various programs and stakeholders. Stakeholders are identified through requests that come in from industry, non-profit organizations and academia, and also through surveys of individuals who contact the FFSD. Stakeholders are also identified by FFSD staff when changes to regulations may impact new groups.

It is crucial that information conveyed by the FFSD is consistent and accurate, that it aligns with the mission of the MDA, and meets the MDA accessibility and branding standards. It is also important for staff to record these activities and collect materials used during outreach. Standard 7 of the Manufactured Food Regulatory Program Standards (MFRPS), Voluntary National Retail Food Regulatory Program Standards (VNRFRPS), and the Animal Feed Regulatory Program Standards (AFRPS) require documentation of outreach activities conducted by the regulatory program.

Annual outreach summaries and activity event evaluations help tailor outreach efforts to specific target populations and identify appropriate mechanisms for delivery. These mechanisms may include dissemination of information using electronic means, mailing paper copies, or presenting information in person. Additionally, FFSD staff interact with industry and consumer members through standing advisory boards, committees, and the Minnesota Food Safety and Defense Task Force.

1. **RESPONSIBILITY**

**Contributor –** will assist with outreach material creation and review as requested.

**Leader** – will post the activity and presentation materials to SharePoint for approval, ensure materials meet MDA accessibility and branding standards, conduct the outreach, and finalize the entry on SharePoint after the outreach activity is completed including updating the data points and completion of the evaluation.

**Outreach Coordinator** – will schedule and facilitate an outreach planning meeting with programs managers at the end of each calendar year and develop an outreach plan for the upcoming calendar year in coordination with each program as needed. The Outreach Coordinator will also ensure that outreach requests are triaged in a timely manner and that program areas are notified of outreach requests and events. The coordinator (or delegated staff member) will also review materials for compliance with MDA accessibility and branding standards and the final SharePoint outreach entry for completeness.

**Participator** – will conduct informal outreach as needed including delivering education during inspections, consulting with regulated entities, and networking at conferences or other events.

**Program Manager** – will establish a schedule for internally planned outreach once per year with the Outreach Coordinator as applicable to their program, assist in determining if outreach requests can be filled, and assist in identifying staff to conduct outreach.

**Supervisor** – will assist in determining if outreach requests can be filled, identify staff to fulfill outreach requests in coordination with the Program Manager, review outreach materials in SharePoint, or requesting more information from the staff member entering the activity information.

**FFSD Staff** – will interact with industry and consumers by participating in advisory boards, task forces, and advisory committees.

# DEFINITIONS

**Animal Feed:** used to represent the definitions for: (1) food and animal feed in the Federal Food, Drug, and Cosmetic Act (FD&C Act) sections 201(f) and 201(w), (2) for animal food in Title 21 of the Code of Federal Regulations section 507.3 (21 CFR 507.3), and (3) for animal feed in the AAFCO Official Publication (AAFCO OP), and is inclusive of feed (including raw materials and other ingredients) for food-producing animals and pets.

**Contributor:** the MDA staff members’ outreach position when contributing to task forces or committees or serving as a subject matter expert or facilitator for courses planned by other programs.

**Educational Outreach**: are outreach materials and presentations generated by FFSD staff that encompass industry and consumer groups as well as media and elected officials. These materials may include industry recognition programs, web sites, newsletters, food safety month activities, food worker training, school-based activities, customer surveys or other activities that increase awareness of the risk factors and control methods to prevent foodborne illness and promote feed safety. Outreach materials may also be posted on a web site.

**Industry and Consumer Interaction**:is participation in meetings such as food safety task forces, advisory boards or advisory committees. Offers of participation in these meetings must be extended to industry and consumer representatives.

**Leader**: the MDA staff members’ outreach position when actively preparing or delivering outreach.

**Outreach**: means providing information, services and education to identified populations and raising awareness of Food, Feed, and Produce Safety Program activities, services, and regulations. Outreach includes but is not limited to publicity, stakeholder consultation or education, and networking. Outreach formats include but are not limited to print, electronic media, task forces, advisory boards, seminars, trainings, or conferences.

**Outreach Activity Event**: means an outreach activity which the MDA hosts, co-hosts or is an invited presenter such as seminars, workshops, conferences, trainings, or meetings that relate to food or feed protection topics and that support communication and information exchange among regulators, industry, academia, and consumer representatives.

**Participator**: the MDA staff members’ outreach position when responding with information as requested by stakeholders or other programs.

**Program(s):** an operational unit(s) in MDA that is responsible for the regulatory oversight of animal feed or food.

# 6. PROCEDURES

# Internally-planned Outreach Activities and Outreach Activity Events – Outreach Coordinator

# Schedule a meeting at the end of each calendar year to determine outreach needs for the upcoming calendar year for each program based on consultation with program Management staff, Supervisors, Division Director, and Assistant Division Director. outreach needs will be determined utilizing the following information:

# Stakeholder input

# Feedback from specific populations through survey results from task force meetings, outreach activity event evaluations, etc.

# Data obtained from routine inspection results (i.e.-frequently documented critical violations, chronic/repeat violation trends, violation trends in specific types of facilities, etc.)

# Food or feed recalls in which FFSD was involved in the past year

# Foodborne illness outbreaks and investigations and feed incidents and investigations in which FFSD was involved in the past year.

# Division and program specific mission, vision, and priorities.

# Identify topics of interest in which to conduct outreach such as:

# Food and animal feed defense;

# Retail Food Code requirements;

# Current Good Manufacturing Practices (cGMP) requirements;

# Feed regulation requirements;

# Trends in violations noted during inspections;

# Emerging issues related to a product or process regulated by FFSD

# animal feed topics; or

# Investigation strategies

# Identify the potential target populations for outreach. Types of target populations may include:

# Industry

# Consumers

1. Academia
2. Federal, State, and local regulatory agencies

# Identify topics of interest for potential outreach. Items to consider include location of the target population, accessibility to internet and other electronic resources, primary language, and other organizations or availability of standing training that covers similar topics. Mechanisms of delivery for outreach include, but are not limited to, the following:

* + 1. Dissemination of information using electronic means (i.e.-emailed fact sheets or newsletters to regulated industry, maintaining information on the MDA website and MN Food Safety and Defense Task Force website, etc.);
    2. Mass mailings of fact sheets;
    3. Presenting information in person during a conference, workshop, or meeting;
    4. Guidance materials delivered during inspections.

# Determine whether each topic is best addressed through industry and consumer interaction or educational outreach.

# Develop, or update an existing, Outreach Plan in coordination with each program following the conclusion of the annual meeting. The Outreach Plan will be dependent on identified needs to support the program’s mission and includes the following:

# Defined Objectives

# Target population

# Types of outreach activities (including outreach activity events) that may be conducted during the year

# Coordinate the development and control of all handout materials, info sheets, and printed outreach materials in coordination with each program and unit.

# Coordinate revisions and updates to the MDA website in coordination with designated leads from each program and unit.

# Provide coordination for the MN Food Safety and Defense Task Force, including meeting scheduling, notes compilation, and website maintenance.

# Invite consumers, members of academia, representatives from industry, and other Federal, state, and local food protection agencies to meetings.

# Participate in food and feed safety and regulatory related boards and committees with industry, academia, and other regulatory agency representatives when appropriate.

# Process Requests for Outreach – Supervisor/Program Manager and Outreach Coordinator

# When a request for outreach is received from a group or organization, determine if the FFSD has the capacity to fulfill the request through discussions with appropriate staff that may be involved in the outreach.

# Review identified outreach needs and priorities for the programs and compare to the external request.

# Determine whether the request is for industry and consumer interaction or educational outreach.

# Identify the MDA’s position in each outreach activity event as a leader, contributor, or participator.

# Evaluate the overall time commitment required.

# Consider staff availability, knowledge and expertise in the requested area, overall program outreach goals, and logistical factors such as equipment needed and location accessibility.

6.2.5 Communicate to the requesting group or organization the outcome of the decision to participate in the outreach.

# Identify Staff to Conduct Outreach – Supervisor/Program Manager

# Designate a FFSD staff member for each industry and consumer interaction or educational outreach if it is determined that the FFSD can accommodate an external outreach request or an internal need is identified. The staff member will be either a leader, contributor, or participator depending on the request.

# Consider staff training, knowledge, and expertise in the requested outreach topics, desire to perform outreach for the division, and availability to schedule in outreach activities.

# This determination is based initially on discussion with a supervisor, and responsibility for the outreach activity event shifts to the Outreach Coordinator if the initial staff person is unable to fill the request.

# Create and Document Outreach – Leader

# Use the Outreach and Presentations Library on SharePoint to initiate, track, and store information on each outreach activity event. Refer to *FFSD.WI.70.01 – Outreach Activity Event Documentation WI.*

# Outreach Activity Events documented in the library include, but are not limited to, presentations at conferences, seminars, meetings, and external trainings. Activities documented also include mass mailings to a target audience and development and release of new electronic information systems.

# Search the Outreach and Presentations Library for existing presentations and materials prior to creating a new presentation or slides. If prior presentations are used, update as needed to reflect the *Minnesota Department of Agriculture Brand Style Guide.*

* + 1. If previous outreach materials do not meet the needs of the outreach activity, create all new materials following current *Minnesota Department of Agriculture Brand Style Guide* and accessibility regulations. Consult with other CONTRIBUTORS if needed when creating materials.

# Upload materials to the SharePoint document set no later than five (5) working days prior to the date of the outreach activity event when possible.

# Name all files in the Outreach and Presentations Library according to the following conventions. Verify that the name of the event is consistent amongst all documents.

# Powerpoints: Name of event\_Presentation\_Date

# Agendas: Name of event\_Agenda\_Date

# Other supporting material: Name of event\_Type of material\_Date

* + 1. Following the outreach activity event, complete the evaluation and update the status in SharePoint. Refer to the leader sections of the *FFSD.WI.70.01 – Outreach Activity Event Documentation WI*.

# Review and Finalize Outreach Documentation – Outreach Coordinator

# Review internally produced materials for compliance with MDA branding standards and accessibility requirements prior to the outreach activity event taking place. Any errors will be identified and the leader will be notified to make corrections. Refer to *FFSD.WI.70.01 – Outreach Activity Event Documentation WI*.

# Review the Outreach and Presentations Library once every two weeks and notify leaders of any outstanding blank evaluations.

# Provide final approval of all outreach activity events

# Review final outreach submission information, including the outreach survey, within a month of completion.

# Ensure all materials used during the event as noted are attached.

# Review outreach submission information to identify any missing or incorrect data.

# Review final outreach survey to ensure all questions have been answered and all “No” responses are followed by an explanation.

# Follow up with the presenter or supervisor/manager with any questions or comments about the event or entry.

# Reset the status in the library to ‘Outreach Complete’ after final review of the materials and completed evaluation.

# The Outreach Coordinator (or delegated staff member) is also responsible for compiling all outreach activities for the Annual Outreach Summary (see *FFSD.SOP.70.02 – Annual Outreach Summary SOP*). This summary includes information on advisory board positions held and workgroup activity conducted by FFSD staff.

# Informal Outreach – Participator

# Conduct informal outreach activities that include the following when it is determined that the needs of the division are best served by more informal communication:

# Consultation with regulated entities

# Delivering education during inspections

# Networking at conferences and other events

## Participate in Boards, Committees, and Workgroups – FFSD Staff

## Participate in food and feed safety and regulatory related boards and committees with industry, academia, and other regulatory agency representatives when appropriate.

# RELATED DOCUMENTS (includes References, Attachments)

FFSD.SOP.70.02 – Annual Outreach Summary SOP

FFSD.WI.70.01 – Outreach Activity Event Documentation WI

Minnesota Department of Agriculture Brand Style Guide

# EQUIPMENT/MATERIALS NEEDED

Access/use of the FFSD SharePoint site

# SAFETY

N/A

# CIRCULATION

# This document will be circulated to the following: all FFSD staff. The current version will be stored electronically on the FFSD document control site.