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# PURPOSE

## This document describes the process for creating annual summaries of outreach activities and outreach activity events conducted by the Food and Feed Safety Division (FFSD) of the Minnesota Department of Agriculture (MDA).

# SCOPE

## This document pertains to those outreach efforts conducted by the FFSD. Outreach Activity Events include, but are not limited to, publicity, consultation or education, and networking. Outreach formats include, but are not limited to, print, electronic media, task forces, advisory boards, committees, seminars, trainings, or conferences.

# BACKGROUND

The Food Programs, Feed Program, Produce Safety Program, and supporting units of the FFSD regularly conduct outreach activity events involving various programs and stakeholders. It is important for the programs to record these events and collect materials used during outreach. The FFSD also provides outreach through material distribution such as handouts, providing consultations with operators, and providing information on the Minnesota Department of Agriculture website along with the Food Safety and Defense Task Force website.

Summaries of outreach are created annually. These annual summaries provide operational information to other agencies and entities, help demonstrate the impact the FFSD Food, Feed, and Produce Safety Programs have on food and feed safety education in Minnesota and provide a mechanism for trend analysis to assist FFSD in tailoring outreach efforts to target populations.

# RESPONSIBILITY

## Outreach Coordinator – The Outreach Coordinator (or delegated staff member) will complete the Outreach Summaries, review them for completeness, and upload the final summaries to the electronic server.

**Program Manager** – The Program Manager (or delegated staff member) will review the Annual Outreach Summary as provided by the Outreach Coordinator.

# DEFINITIONS

**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.

# PROCEDURES

## Collect Outreach Data – Outreach Coordinator

## Collect and analyze the outreach activity events logged in SharePoint entered using *FFSD.SOP.70.01 – Outreach Documentation SOP* on an annual (FDA Fiscal Year) basis or as requested:

## Locate the FFSD Outreach and Presentation Library hosted on the main FFSD SharePoint Site. Each outreach activity event involving FFSD staff will have a document set that includes key information about that activity.

## Select the “Library” tab and then “Export to Excel”.

## Filter the list by Standard (Manufactured Food, Retail Food, Feed, Produce Safety, or a combination of) and time period of interest based upon the applicable documentation needs.

## Survey FFSD staff once per year to collect information on board or organization positions held and active workgroup participation.

a. Compile information and attach to the applicable *Annual Outreach Activity Event Summary*.

## Complete Annual Outreach Activity Event Summary

## Complete an *Annual Outreach Activity Event Summary* for each standard/topic area (Manufactured Food, Retail Food, Feed, or Produce Safety) once all of the information has been gathered.

1. Open the *Annual Outreach Activity Event Summary* – *Template* located in the document set.
2. Cut necessary information from the filtered spreadsheet of interest and paste into the *Annual Outreach Activity Event Summary*.
3. Review the completed summary for accuracy and completeness.
4. Share completed summary with corresponding Program Manager for review.
5. Make updates to completed summary if needed.

## File Annual Outreach Activity Event Summary

## Upload the completed *Annual Outreach Activity Event Summaries* to the Resources Folder of the Outreach and Presentation Library on the main FFSD SharePoint page.

1. Save the document as [Year]\_OutreachSummary\_Name of Program.doc (e.g. “2017\_OutreachSummary\_Retail Food.doc”)

# RELATED DOCUMENTS (includes References, Attachments)

## FFSD.SOP.70.01 – Outreach Documentation SOP

 Annual Outreach Activity Event Summary - Template

# EQUIPMENT/MATERIALS NEEDED

## N/A

# SAFETY

## N/A

# CIRCULATION

## This document will be circulated to the following individuals within FFSD: FFSD Program Managers, RO Unit Supervisor, and the Outreach Coordinator. The current version will be stored electronically on the FFSD document control site.