

International Livestock Research Institute

Training course report

Risk communications on food safety and human health

December 2019



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Written by Chi Nguyen

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# Acknowledgement

The International Livestock Research Institute (ILRI) would like to express sincere appreciation and gratitude to Vietnam Association of Journalism, CropLife Asia & CropLife Vietnam for co-facilitating the organization of the event.

Big thanks go to the Australian Centre for International Agricultural Research (ACIAR) and the German Federal Ministry of Economic Cooperation and Development (BMZ) for funding the 'Market-based approach to improving the safety of pork in Vietnam' and the 'Safer indigenous pork and healthier ethnic minorities in Vietnam through better management of parasitic pigborne diseases', respectively which provided technical support to the workshop.

# Training summary

**Organizer/co-organizers:** Vietnam Association of Journalism, CropLife Asia & CropLife Vietnam and International Livestock Research Institute (ILRI)

## **Lecturers/facilitators:**

- Anastasia Bodnar, senior science advisor, United States Department of Agriculture (USDA);
- Bui Kim Thuy, country representative, US-ASEAN Business Council – Viet Nam Office (USABC)
- Darren K. (Duke) Hipp, director of Public Affairs and Strategic Partnerships, CropLife Asia
- Hồ Quang Lợi, permanent vice chairman, Vietnam Journalism Association;
- Nguyen Viet Hung, regional representative for ILRI East and Southeast Asia;
- Pham Hai Chung, Academy of Journalism and Communication
- Pham Van Loi, country director - Corteva Agriscience Vietnam, chairman of CropLife Vietnam;
- Truong Hong Son, deputy head of Science Management division, National Institute of Nutrition, Ministry of Health, deputy general secretary, Vietnam Medical Association, director, Vietnam Institute of Applied Medicine;
- Tran Thi Tuyet Hanh, Environmental Health lecturer, head, Department of Science and Technology, Hanoi University of Public Health;
- Tran Thi Khanh Hoa, deputy director, Red Communication

## **Course objectives**

The training course aimed to:

- Develop capacity on risk communications for Vietnamese reporters, especially those engaging in agriculture and food safety issues;
- Create a platform for reporters, researchers and private sectors who are working in agriculture sector to exchange information on food safety for agricultural product outputs; and
- Discuss ways for identifying and handling fake news on food safety and trends and important role of communications on human health issues.

## **Course summary**

The media training workshop on ‘risk communications on food safety and human health’ brought together about 60 Vietnamese researchers and reporters to discuss ways for better communicating food safety information to the public in Flamingo Dai Lai in Vinh Phuc Province of Vietnam. Of 60 participants, about forty journalists come from a cross section of Vietnam’s news agencies and magazine publishers.

Increasing coverage of food safety issues in the traditional and social media in Vietnam has generated great interest about the issue in the public, the government and communication practitioners but, in some cases, also spread misinformation about food safety, which scares the public about the food they eat.

Through the media workshop, food safety researchers sought to relay accurate research-based information on the challenges posed by unsafe food to human health. The media practitioners were targeted because of their role as intermediaries of information between food safety researchers and the public.

In the morning session, Anastasia Bodnar, senior science advisor from the United States Department of Agriculture (USDA) presented two important food safety concepts – ‘risk’ and ‘hazard’ – which often cause

confusion among reporters. In her words, a ‘hazard’ can potentially cause harm while ‘risk’ is the ‘amount of harm depending on exposure to a hazard’.

Journalists were given the opportunity to speak with a panel of experts to better understand key concepts and definitions in food safety and how to communicate them to the public.

Some of the researchers at the event said journalists often misreported on food safety because of not giving scientific evidence in their stories while reporters shared that scientists do not share many findings with the media. Some researchers share reports that are hard to understand and full of scientific jargon.

At the end of the workshop, Ho Quang Loi, vice president of the Vietnam Association of Journalism proposed the establishment of a risk-based food safety assessment centre that can serve as a focal point for providing official information on food safety from researchers to the media and better facilitate the information exchange between researchers and communicators.



*Participants at the media workshop (photo credit: CropLife).*



*From left: Pham Van Loi, chairman of CropLife Vietnam, Tran Thi Tuyet Hanh, lecturer, Hanoi University of Public Health, Truong Hong Son, Deputy General Secretary of Vietnam Medical Association, and Hung Nguyen, ILRI regional representative for Southeast Asia (photo credit: CropLife).*



*Participants at the media workshop (photo credit: CropLife).*



*From left: Pham Thi Hai Chung, Academy of Journalism and Communication, Bui Kim Thuy, country representative, US-ASEAN Business Council – Viet Nam Office (USABC), Anastasia Bodnar, senior science advisor, United States Department of Agriculture (USDA), and Tran Thi Khanh Hoa, deputy director, Red Communication (photo credit: CropLife).*

## Agenda

Time	Activity	Responsible person	Note
7:00 – 8:30	<p style="text-align: center;"><i>6:45 Concentrate at: Horison Tower – 40 Cat Linh, Dong Da, HN</i></p> <p style="text-align: center;"><i>7:00 Depart to Flamingo Dai Lai resort</i></p>		<i>Joined coach</i>
8.30 - 9:00	<i>Registration &amp; Morning coffee break</i>		<i>Opera Hall</i>
9:00 - 9:10	Introduction	<p style="text-align: center;"><b>Pham Van Loi</b> Chairman</p> <p style="text-align: center;">CropLife Vietnam</p>	
9:10 - 9:20	Welcome remarks	<p style="text-align: center;">Mr. Ho Quang Loi</p> <p style="text-align: center;">Permanent Vice Chairman</p> <p style="text-align: center;">Vietnam Journalism Association</p>	
9:20 - 10:00	<b>Literacy of Food safety &amp; Risk communications on food safety and public health</b>	<p style="text-align: center;"><b>Anastasia Bodnar</b></p> <p style="text-align: center;">Senior Science Advisor</p> <p style="text-align: center;">USDA</p>	
10:00 - 10:40	<b>Fake news, disinformation related to food safety and public health – Impact of social media channel</b>	<p style="text-align: center;"><b>Pham Hai Chung</b></p> <p style="text-align: center;">Academy of Journalism and Communication</p>	
10:40 - 10:55	<i>Tea break</i>		
10:55 - 11:55	<p><b>Panel discussion 1: Popular misleading information on food safety and human health</b></p> <p><u>Speaker:</u></p> <p>1. <b>Truong Hong Son</b> - Former Deputy Head of Science management division – Vietnam Institute of Applied Medicine (VIAM) – MOH; Deputy General Secretary – Vietnam Medical Association; Director of VIAM</p> <p>2. <b>Tran Thi Tuyet Hanh</b> - Lecturer on Health &amp; Environment, Head of Department for</p>	<p style="text-align: center;">Moderator:</p> <p style="text-align: center;"><b>Nguyen Viet Hung</b></p> <p style="text-align: center;">Regional representative for East and Southeast Asia - ILRI</p>	

	Science and Technology, Hanoi University of Public Health  3. <b>Pham Van Loi</b> - CropLife Vietnam Chairman		
11:55 - 13:30	Lunch		
13:30 - 14:00	<b>Interaction session for attended reporters</b>	<b>Pham Hai Chung</b> Academy of Journalism and Communication	<i>Opera Hall</i>
14:00 - 15:00	<b>Panel discussion 2: Role of risk communications in providing reliable information and earning public's trust with reporting on food and health – Responsibility of related stakeholders.</b>  <u>Speakers:</u> 1. <b>Anastasia Bodnar</b> - Senior science advisor, USDA 2. <b>Bui Kim Thuy</b> – Country representative, US-ASEAN Business Council, Vietnam Office (USABC) 3. <b>Pham Hai Chung</b> - Academy of Journalism and Communication	Moderator:  <b>Tran Hoa</b> Red Communication	
15:00 - 15:30	<b>Future prospective: Science Innovation is fundamental to sustainably ensure food safety and improve human health</b>	<b>Duke Hipp</b> Director of Public Affairs and Strategic Partnerships  CropLife Asia	
15:30 - 16:00	<b>Wrap up and conclusion</b>	<b>VJA</b>	



# Training material

All training materials can be downloaded from this link

<https://onedrive.live.com/?authkey=%21ACXjIPa23ysJAql&id=43B14D79042D27D1%214093&cid=43B14D79042D27D1>

## List of participants

Serial No.	Name	Email contact	Sex (M/F)	Country of origin	Country Classification (Developing/Developed)
1.	Nguyễn Hòa Văn		M	Vietnam	Developing
2.	Vũ Thị Hà		F	Vietnam	Developing
3.	Trần Thái Sơn		M	Vietnam	Developing
4.	Vũ Thị Nhung		F	Vietnam	Developing
5.	Võ Thu Nga		F	Vietnam	Developing
6.	Khổng Thị Nhung		F	Vietnam	Developing
7.	Phan Hữu Minh		M	Vietnam	Developing
8.	Lê Xuân Bách		M	Vietnam	Developing
9.	Tạ Hữu Thuật		M	Vietnam	Developing
10.	Nguyễn Chí Tiến		M	Vietnam	Developing
11.	Huy Hoàng		M	Vietnam	Developing
12.	Đỗ Tuyết Thanh		F	Vietnam	Developing
13.	Phạm Mạnh Cường		M	Vietnam	Developing
14.	Nguyễn Thanh Lương		M	Vietnam	Developing
15.	Nguyễn Thị Quỳnh Chi		F	Vietnam	Developing
16.	Fred Unger		M	German	Developed
17.	Lê Huyền Trang		F	Vietnam	Developing
18.	Angela Serrano		F	Australia	Developed
19.	Langley Shonara Jayde		F	Australia	Developed
20.	Jordan Gibson		F	US	Developed
21.	Nguyễn Hiền Chi		F	Vietnam	Developing

Serial No.	Name	Email contact	Sex (M/F)	Country of origin	Country Classification (Developing/Developed)
22.	Nguyễn Phương		F	Vietnam	Developing
23.	Trương Mạnh Linh		M	Vietnam	Developing
24.	Lưu Liên Hương		F	Vietnam	Developing
25.	Dương Thùy Anh		F	Vietnam	Developing
26.	Vũ Thị Thu Hằng		F	Vietnam	Developing
27.	Đào Thu Vinh		F	Vietnam	Developing
28.	Phạm Lê		F	Vietnam	Developing
29.	Lê Thị Khánh Hoà		F	Vietnam	Developing
30.	Nguyễn Trương Vương		M	Vietnam	Developing
31.	Thu Hà		F	Vietnam	Developing
32.	Nguyễn Thị Hạnh Nguyên		F	Vietnam	Developing
33.	Đường Kim Khánh		M	Vietnam	Developing
34.	Thanh Huyền		F	Vietnam	Developing
35.	Ngân Tuyền		F	Vietnam	Developing
36.	Lê Ngọc Yến		F	Vietnam	Developing
37.	Phan Hải Phương		F	Vietnam	Developing
38.	Văn Phúc		M	Vietnam	Developing
39.	Nguyễn Quang Kiểm		M	Vietnam	Developing
40.	Đỗ Mai Hương		F	Vietnam	Developing
41.	Thanh Tâm		F	Vietnam	Developing
42.	Lê Hân		F	Vietnam	Developing
43.	Anh Thơ		F	Vietnam	Developing
44.	Nguyễn Thanh		F	Vietnam	Developing

Serial No.	Name	Email contact	Sex (M/F)	Country of origin	Country Classification (Developing/Developed)
45.	Nguyễn Tiến Dũng		M	Vietnam	Developing
46.	Trần Kiên		M	Vietnam	Developing
47.	Phạm Đình Quỳnh		M	Vietnam	Developing
48.	Nguyễn Thị Thanh An		F	Vietnam	Developing
49.	Trần Thị Ngọc Yến		F	Vietnam	Developing
50.	Huy Linh		M	Vietnam	Developing
51.	Nguyễn Liễu		F	Vietnam	Developing
52.	Thu Hương		F	Vietnam	Developing
53.	Hồng Hạnh		F	Vietnam	Developing
54.	Kim Liên		F	Vietnam	Developing
55.	Nguyễn Tiến Chương		M	Vietnam	Developing
56.	Lê Nguyên Phú		M	Vietnam	Developing