

United States Department of Agriculture
Food Safety and Inspection Service

Better Communications, Better Public Health Outcomes

Strategies for Improved Coordination during Foodborne Outbreaks



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Ensuring Public Health Protection Through Communication, Cooperation and Collaboration



- Better communication among federal, state, and local partners
- Cooperation
- Collaboration / Consistency

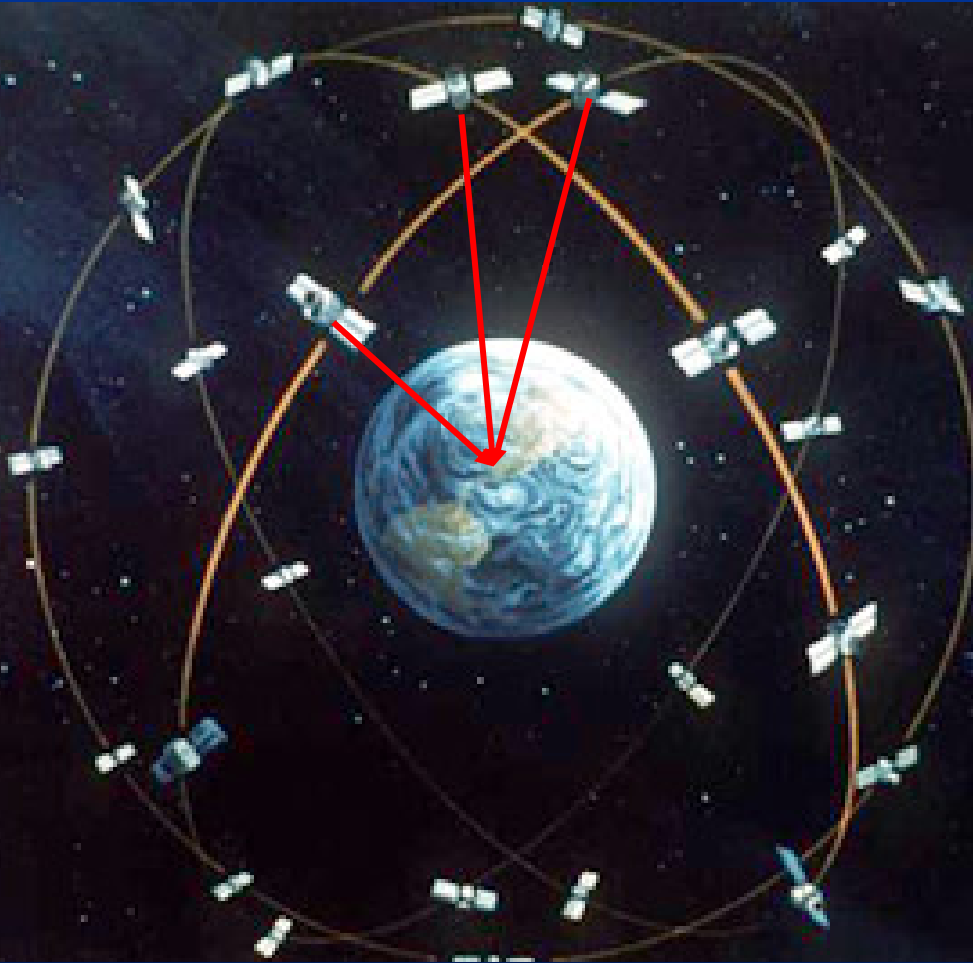
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Consistency

FUTURE

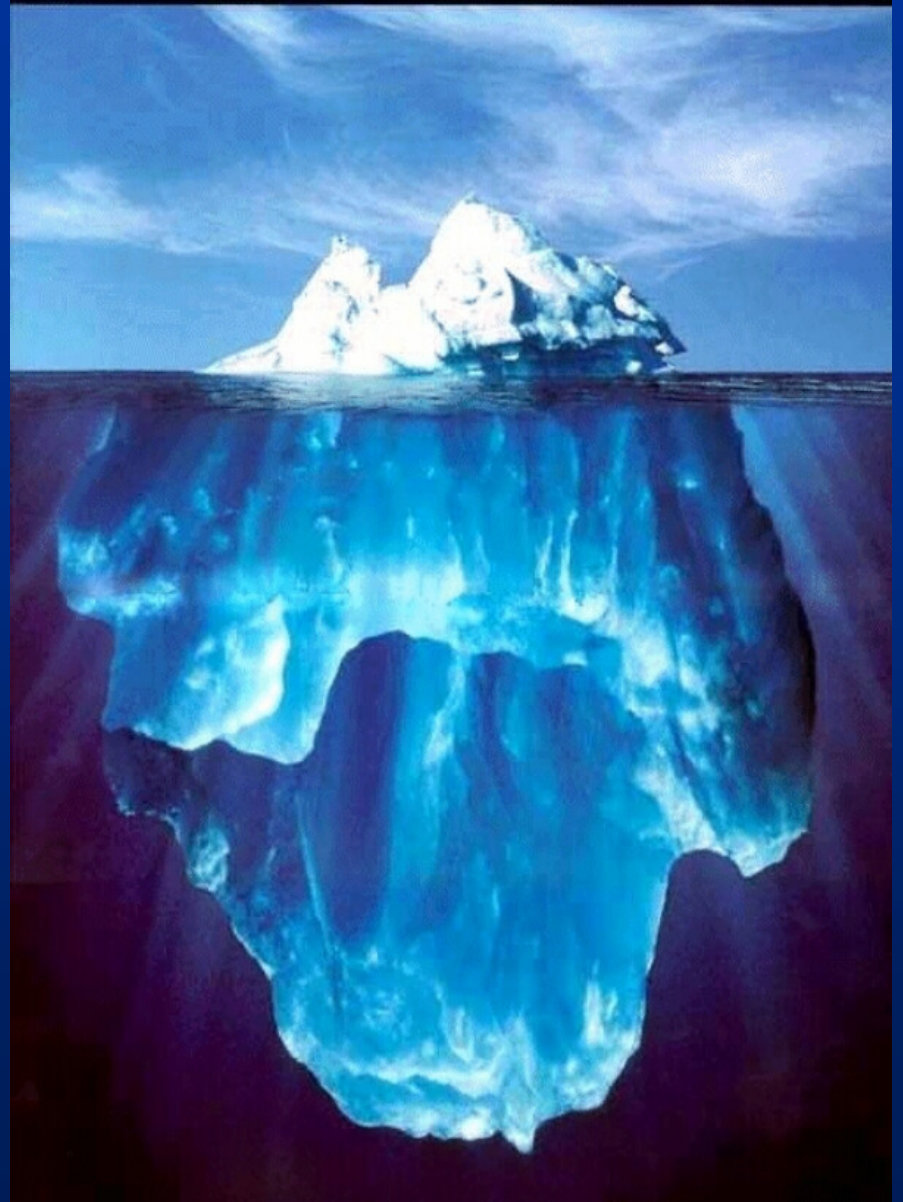
Use of Outbreaks for Policymaking

- The more outbreaks and ANALYSIS the better
- Beware of management by OUTLIERS

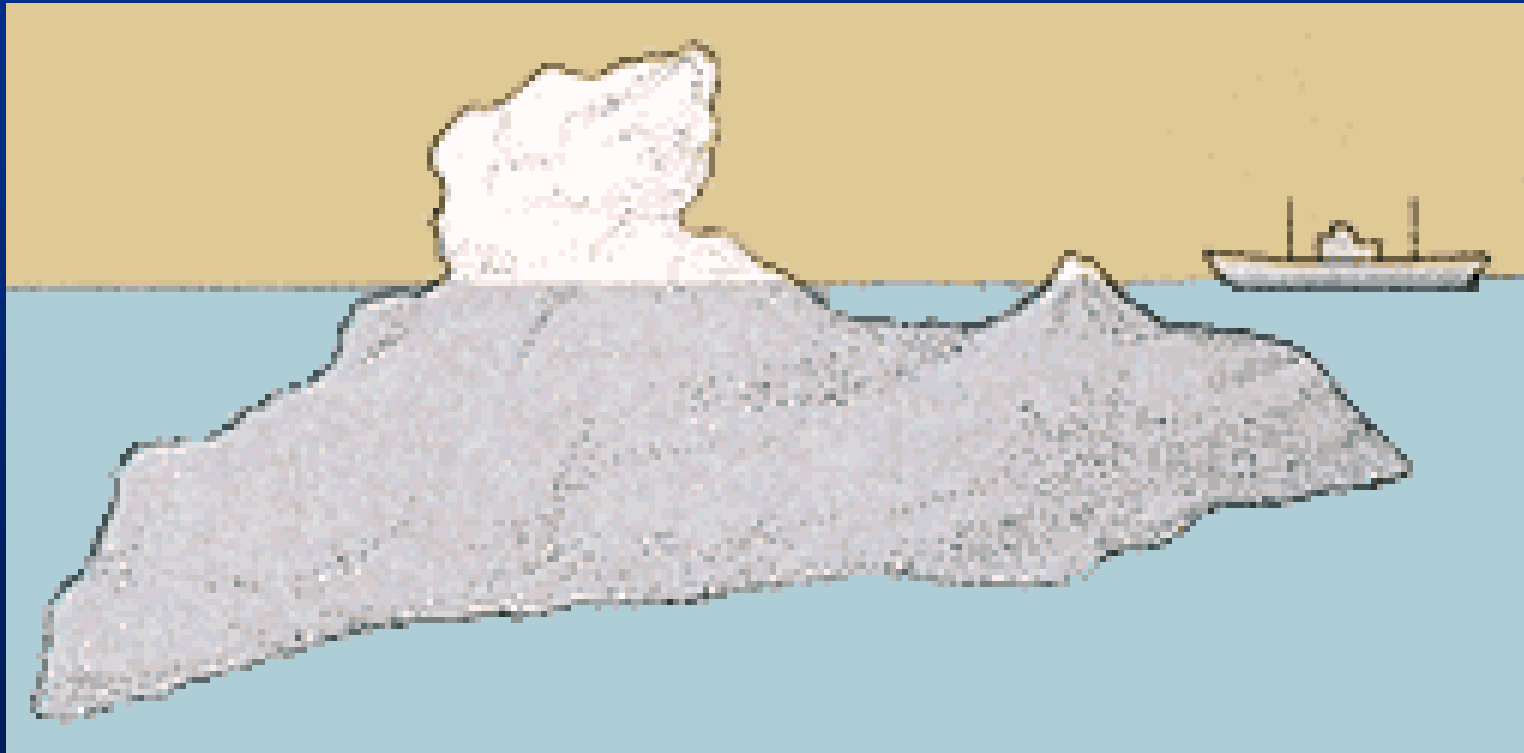


The more
data points,
the better
we know
our position
(much like
GPS).

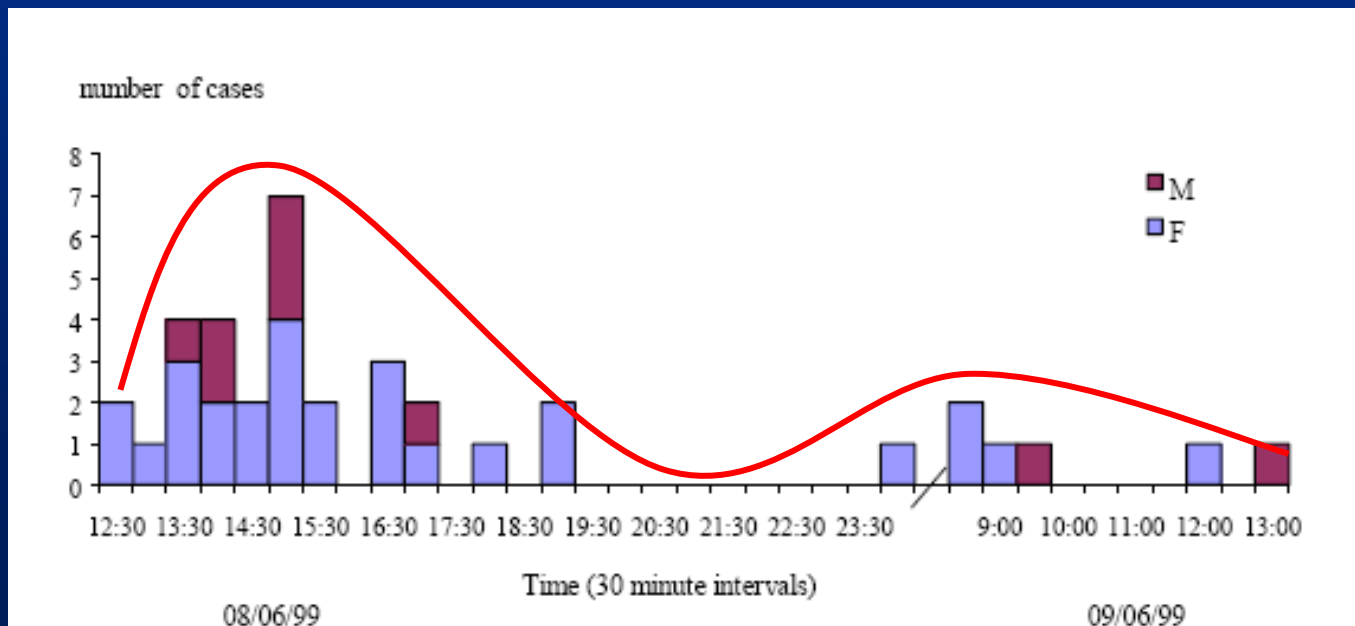
- Outbreaks like icebergs
- Much we don't see
- Focus on the wrong end



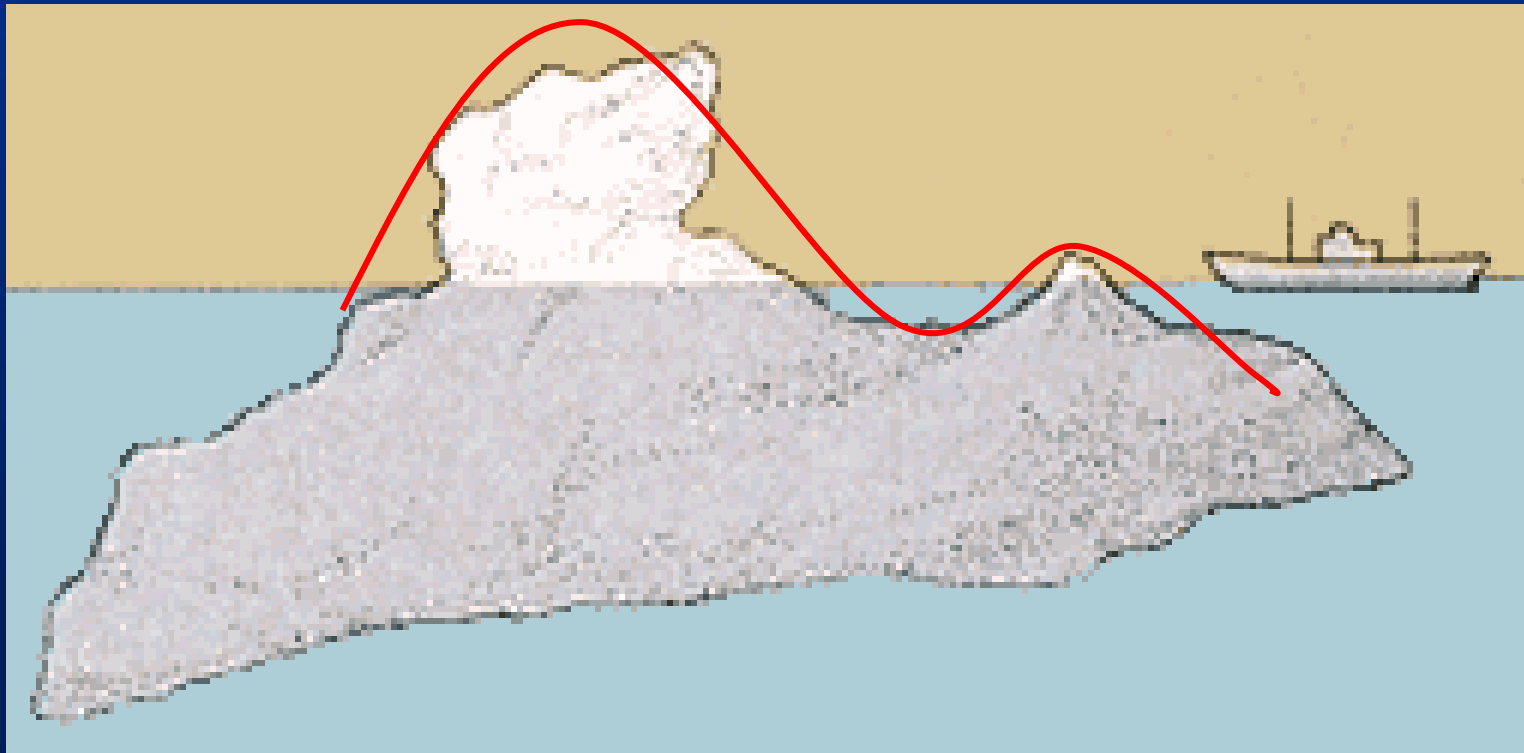
Outbreaks Have Outliers



Common Bimodal Distribution to Outbreak of Illness



Outliers and Icebergs



Going Forward – We can do this!

- Remind each other what we see
- Look deeper
- Move nimbly