

Communicating on Food Terrorism

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De Telegraaf - i Voorpagina - Microsoft Internet Explorer provided by LNW

het weer morgen
temp 22°C
wind w ind
VAR 2

wo 12 september 2001

De Telegraaf
de krant

Telegraaf- / De krant NieuwsLink SportLink DFT.nl DigiN

VS in staat van oorlog

Amerika verkeert in staat van oorlog na een reeks horror-achtige, gecoördineerde terreuraanvallen op doelen in New York en Washington. President Bush vloog gisteravond terug naar Washington om het diep geschokte volk toe te spreken.

"We gaan hier verdomme dood!"
"We gaan hier verdomme dood", klinkt er door de telefoon. Op de achtergrond is geschreeuw te horen. Dan wordt de lijn verbroken. Er wordt nog een keer geprobeerd contact te zoeken met de effectenhandelaar op een van de

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Ga naar
AutoTelegraaf
Reiskrant
Woonkrant
VacatureTelegraaf
DFT
CrazyLife
Werkkamer

Welcome to Manhattan
"WELCOME TO MANHATTAN"
"WELCOME TO MANHATTAN"
"WELCOME TO MANHATTAN"

Overview

- Food terrorism
- 2 cases
- Improving the communication process

Bioterrorism



News flash: Rat poison



Rat poison found in beer bottles Other attacks announced - Interpol has no clue

Turning north, a memorial to the Pentagon was encountered, built around an oak tree as a symbol of the strength at the heart of our nation. This was the beer check, and soon all gathered around singing with a coyote chorus in the distance. Just Peter, another latecomer, arrived following the hideous sounds and odors without seeing any flour at all, in time for some beer and to listen to Basket and PW snipe at each other like two aging queens who had worn the exact same gold-seined slit-sheath gown to the Gay Pride Ball. This caterwauling had the effect of making the coyotes leave the woods in disgust, heading into Westport where people got class. Just Jack, the virgin, remained ominously silent; he was obviously trying to find a way to escape the group gracefully. The mosquitoes, unaware of the passage of the season, proved almost sufficient to make up for the lack of poison ivy on trail, and a fine respite was had by all.

After sufficient recovery from the grueling mile of flat terrain preceding the beer check, it was on on into the dark, northwest to the fields. Out on the fields, the group scattered, their lights making a faerie-like pattern over the open farm, provoking a fly-over by several spy planes and adding to the already insurmountable workload of an exhausted F.B.I. But ah, the Fresh Air Fields, stretching out so far and wide! "Keep Manhattan, just give me that countryside!" said Bondo Jovi. Basket, being led to his horn by the misguided but sympathetic WIPOS, fell to his knees in thanksgiving. No one accepting his offer, he got up, played a few notes then followed trail back to the cars.

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News flash: Victims



Number of patients rapidly growing Malice suspected – Interpol has no clue

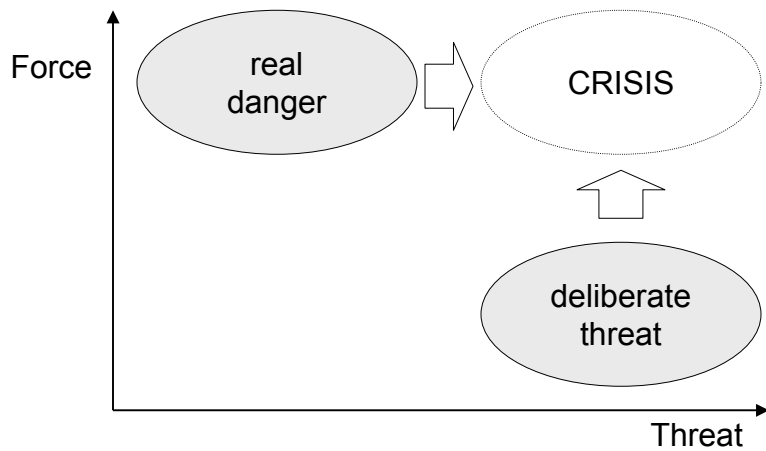
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Different threats



Threat

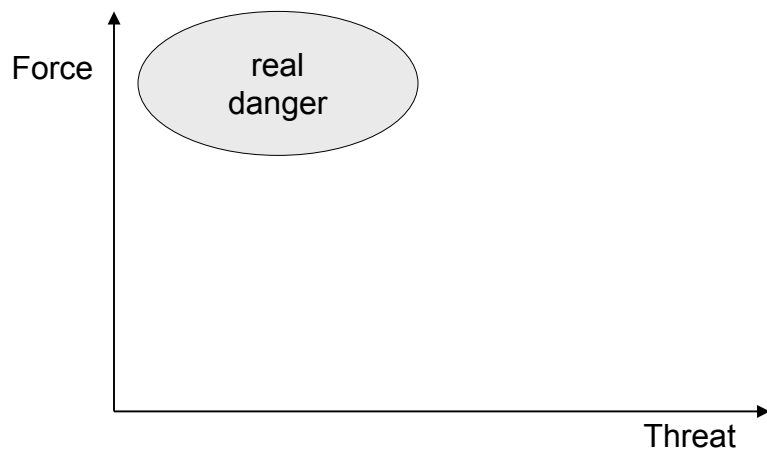
Warning

- Information
- What happened
- What to do

Threat

- Dispel rumours
- Correct
- Inform
- _____
- Aftermath: regain trust

Real strike



Real strike



Warning

- Information
- What happened
- What to do

P.A.R. approach



Prevent / **P**rioritise / **P**repare
Be **A**lert
Respond

Triple P

- **P**revent (operational matter)
- **P**rioritise (policy decision or risk-determined?)
- **P**repare (e.g. public information officer)

Prioritise

- **F**ast and lots
 - large batches
 - liquids
 - high velocity of sales

dairy products
edible oils
soft drinks
beer
bulk storage
water
vegetables & fruit
.....

Prepare



- Facts
- Parties (knowledge centres?)
- Training

Be Alert



- Signalling
- Screening
- Always check for malice

Respond

- Communicate & Coordinate
 - Separate political messages from other messages (food-related)
 - Share what you know – and also what you don't know

