

# Education and Social Communication on Food Safety

Safeguarding your food is safeguarding your health

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**INPPAZ - PAHO/WHO**

## Working Locally, Thinking Globally



World Health Organization



Pan American Health Organization  
30 country Offices. 9 Regional Centers



Pan American Institute for Food Safety



## Education and Social Communication INPPAZ 's Objectives

### Education activities on all links of food chain

Development of models and materials to stimulate Good Hygiene Practices (GHP) during food manipulation at household level.



**SIRVETA <40%**

Household level

[www.panalimenos.org](http://www.panalimenos.org)

Development of models and materials for formal and informal education programs

## Articulation of programs to define food safety educational policies.

Development of activities to stimulate political decisions to assign priority to social communication and education activities on their diseases prevention programs.

Stimulate the partnership among regulatory sectors, with educational sectors - the media.

## Development of Social Communication Strategy on Food Safety

Development of social communication activities

Development of communicational pieces

Development of guidelines in social communication and education on food safety

## Target Audience

General Population

- As a consumer
- As a handler
- As a food buyer
- As a street vended food buyer



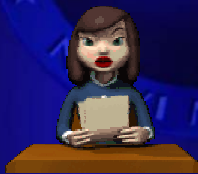
General Population

- Mothers
- Kids at school age

## Target Audience

Media

- As a channel to reach general population
- As a target audience itself
- As a channel to disseminate TV and radio Public Service Announcements.



Schools

- Teachers
- Students



# Target Audience

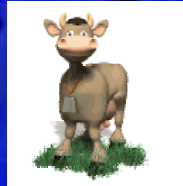
Political Sector

High political level  
Operational levels



Technical Sector

Public  
ONG  
IO

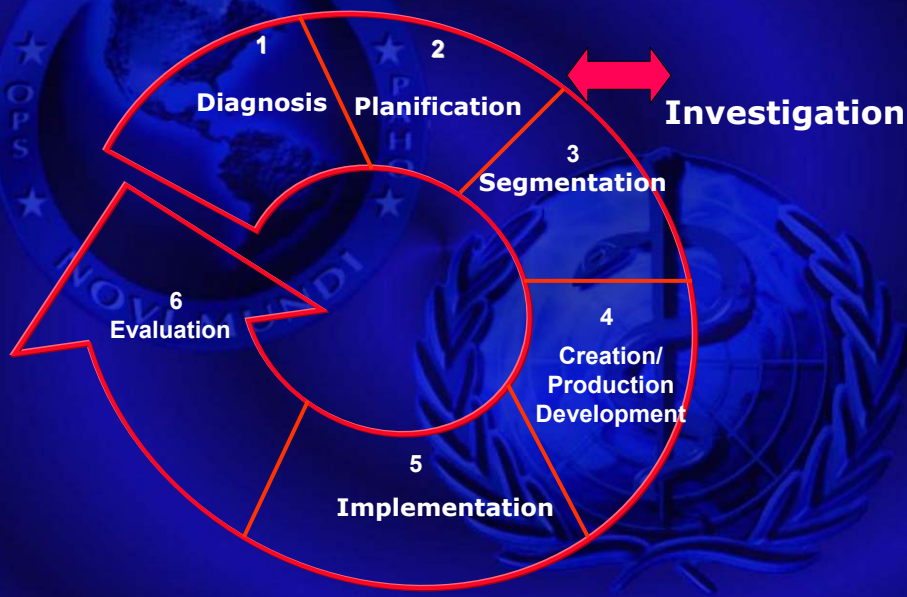


Private Sector

Producer  
Retailers  
Processor



# Education and Social Communication on Food Safety



# Education and Social Communication INPPAZ 's Experiences

## Educational Materials for Kids Primary School

**Campaña de educación en inocuidad de alimentos**

*Diviértete coloreando esta historia y aprendiendo como proteger tus alimentos.*

*Cuidar tus alimentos, es cuidar tu salud.*

Para seguir aprendiendo puedes visitar [www.parlamentos.org](http://www.parlamentos.org)

INPPAZ PAHO WHO

**Cartas**

**Como jugar**  
Cantidad de jugadores de 2 a 8 jugadores.  
Pases: 12 cartas  
8 personajes  
1 tablero de juego

**Reglas del juego**  
"La carrera del cochero y el capdón de los alimentos" es un juego en el que cada jugador que muestra todo el tablero y luego intenta a la vez.

1. En primer lugar, se deben mezclar las 12 cartas y colocar la pila boca abajo, a disposición de los jugadores.
2. Cada jugador elige su personaje para participar de la carrera.
3. El jugador más joven inicia el juego y toma una carta de juego de la pila. Según lo que indique la carta, el jugador mueve su ficha.
4. Cuando un jugador cae en un cofre con situaciones, deberá moverse para salirlo a restriction según se indique en el tablero.
5. Después de cada movimiento, las cartas deberán ser colocadas nuevamente boca abajo al final de la pila.
6. Al final del juego, el primer jugador en llegar a la meta con el menor tiempo.

**Personajes**

Tested at school level  
in Argentina and  
Dominican Republic



# Community Channel - Organization

Accurate, science-based and consumer-oriented messages

Consumers  
Children  
Teachers

Download resources



Interaction

Appealing design

<http://www.panalimentos.org/comunidad>

# Community Channel - Contents

Seasonal Information

Tech. info.  
Adapted  
Codex  
HACCP/GMP

FBD

5 key to safer food

Street food vendors



Glossary

<http://www.panalimentos.org/comunidad>



# WHO 5 keys to Safer Food

- Interactive Flash Desgin
- Web Badsed Plataform
- Promotional Materials and Games

# 5



## Educational activities custom developed for specific events for kids



[www.fs-word.org/uru](http://www.fs-word.org/uru)

## Argentina

### Inter Sectorial Approach

- Ministry of Health
- Ministry of Agriculture
- Inspection Agency (from Health)
- Inspection Agency (Inspection Agencies)

Experienced developed at

- Municipal level
- National level

## Uruguay

### Events to Promote Food Safety

Municipal Day of Healthy Food  
20<sup>th</sup> May 2002.



Political Level



Schools & Industries



Media



Activities on all links of food chain

## World Day of Food Safety

INPPAZ

↓  
WHO Food Safety Advisors

↓  
Advisor Bodies



## PROPOSAL

### **Pan American Forum for Food Safety Education**

-An space to discuss topics of international interest, exchange materials and scientific information

-Built up an international food safety education community





Organização Pan-Americana da Saúde

Muchas gracias

Muito O brigado

Thank you very much

Merci beacoup