



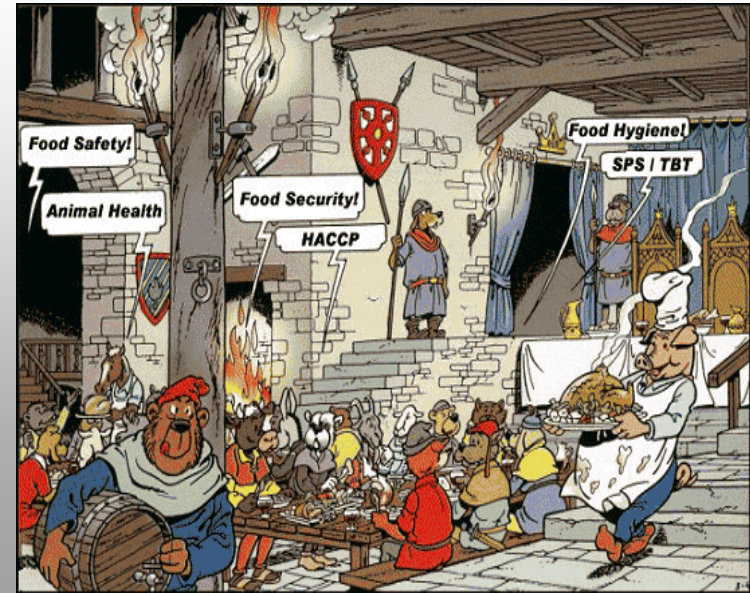
ADFCA's
CRISIS MANAGEMENT
PLAN

MEPI Food Emergency Roundtable

Cairo – 7 & 8 November 2007

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- ❖ Introduction
- ❖ Food Crisis;
 - Definition
 - Cases
- ❖ Crisis Management Plan;
 - Purpose
 - Building Blocks
- ❖ Crisis Management Team;
 - Membership
 - Responsibilities
 - Stakeholders Roles
- ❖ Crisis Management Workflow
- ❖ Action plan
- ❖ Way to Go



Introduction to Crisis Management Plan

- ❖ Core Objective in ADFCA Strategy
 - ❖ Top Management/ Board Support
 - ❖ Alignment with National Crisis Plan
-
- Proactive Approach
 - Benchmark with International Models
 - Close Cooperation with FSAI-Ireland
 - Networking & Team Setup with Stakeholders

Food Crisis... Definition

Level 1 ROUTINE

Low risk
characteristics

Limited
food distribution

Easy to control
by one
official agency

Level 2 MAJOR

Medium to high risk
Characteristics

Wider
food distribution

involves
More than one
Government
agency

Level 3- CRISIS

High risk
characteristics

Wide scale
food distribution

Capacity to control
is **Beyond ADFCA**

Need **Extra**
resources

Apply To L- 3 Incidents

Food Crisis... Cases

Cases to Initiate Crisis Action plan:

- * Large scale chemical contamination of food;
- * Serious food microbiological contamination;
- * Intentional/malicious food contamination;
- * Investigations into a food incident indicating larger scale problem
- * Activation of another Government Agency emergency or contingency plan
- * Notifications from INFOSAN (International Food Safety Authorities Network) or other international food alerts


Crisis Plan... Purpose

- Describe measures required to ensure ADFCA is ready to respond effectively and in a timely manner
- Roadmap procedures when ADFCA is notified of a serious food safety hazard involving food manufactured or marketed in Abu Dhabi

Building Blocks



Activation of the Plan
With Quick Response

Base Decisions on
Risk Analysis 

Transparent & Structured
Communications

Establish Responsibility
for Crisis Management

Review, Documentation
& Reporting

Risk Analysis Components



Crisis Management Team

Membership:

(Inc. Chairperson & Spokesperson)

- Abu Dhabi Food Control Authority
- Ministry of Health
- Health Agency - Abu Dhabi
- General Secretariat of Municipalities
- Department of Municipal Affairs
- Department of Police- Abu Dhabi
- Ministry of Environment and Water
- Federal Environment Agency
- Abu Dhabi Environment Agency
- Abu Dhabi Electricity & Water Authority
- Ministry of Finance/ Customs
- Ministry of Interior

Responsibilities:

- Gather and evaluate available information
- Identify Hazards and Assess Risk
- Initiate Action to the Crisis plan
- Initiate risk assessment &/or Investigation
- Decide Risk Management activities
- Identify Expertise / Technical Staff
- Identify stakeholder groups to be involved
- Request further information as necessary
- Prepare Crisis Briefing
- Communicate with Stakeholders incl. Media

Stakeholders Roles

General Secretariat of Municipalities- Federal

Provide/share information on national and international food alerts and any rejection of Imported food

Environment Agency- Federal

Provide information on Contamination derived from environment elements

Ministry of Interior- Federal

Involved when Tampering of foods- Bioterrorism

Ministry of Environment & Water- Federal

Provide Information on:

- International Trans-boundary animal & plant diseases being the OIE & IPPC focal point
- Imported Banned food products.
- Animal diseases & contaminants (pesticides, fertilizers, Vet medicines & Feed) with harmful impact on foods

Abu Dhabi Food Control Authority- ADFCA

- Enforcement support
- Central point to gather & issue information
- Experts Contact point
- Focal point for media & Stakeholders
- Contribution in risk Analysis process

Department of Health - Abu Dhabi

Inform ADFCA on any Outbreak/Illness case (s) associated with Food. Thus ensuring coordinated local response to Crisis in a timely manner

Department of Municipal Affairs - Abu Dhabi

Responsible on slaughterhouses Inspection & Vaccination programme; Inform ADFCA on any food safety implications arising from disposal of condemned foods/ animal wastes including withdrawal times & residues

Ministry of Health- Federal

Inform ADFCA on any Outbreak/Illness case (s) associated with Food. Thus ensuring coordinated national response to Crisis in a timely manner

Dept. of Police- Abu Dhabi

Executive Enforcement Arm and Resources support

Ministry of Finance/ Customs

Provide Information on quantity & types of imported foods, with Access to shared databases. Ban cargos at Borders of entry

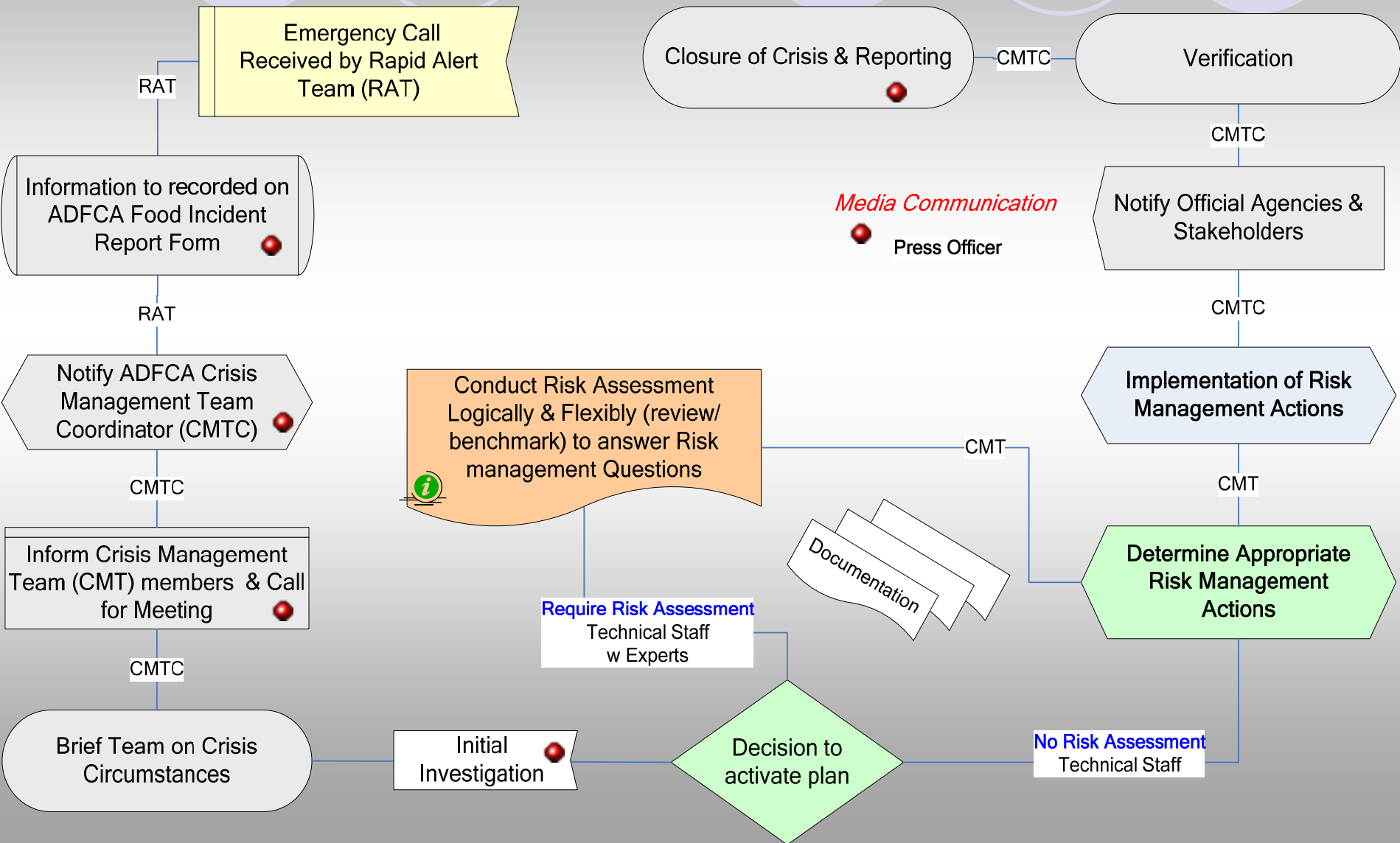
Abu Dhabi Environment Agency

Provide Information/ data on potential risks arising or generated by industrial pollution and risks associated with food contamination

Abu Dhabi Electricity and Water Authority

Provide Information on water quality and potential risks to public health including Water Intake Production sites

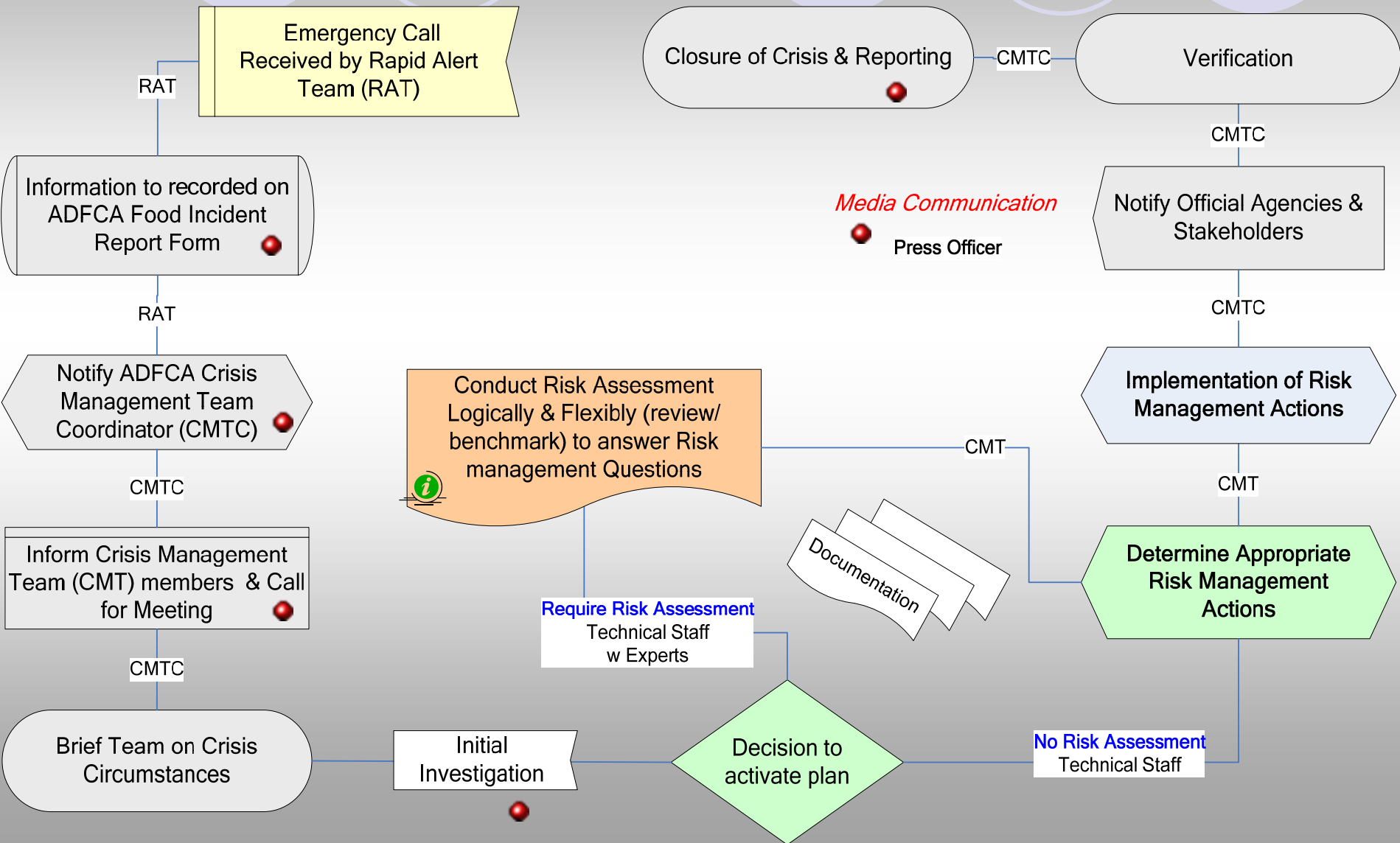
Crisis Management Plan- Workflow



Details... When Collecting Information

- Reporter details
- Type of Food including brand name
- Pack size
- Durability (best before/use by dates)
- Lot/Batch number
- Origin/Distribution of the food
- Nature of complaint/hazard
- Premises involved full address
- Details of illness/ symptoms associated with consumption and onset times/dates
- Any actions already taken
- Results of any analysis already undertaken.

Crisis Management Plan- Workflow



Crisis Team Coordinator

- * Role of Coordinator:

 - Initiate / activate the plan

 - Contact all Crisis Team members

 - Arrange the first meeting of Crisis team

 - Brief the Crisis team on circumstances

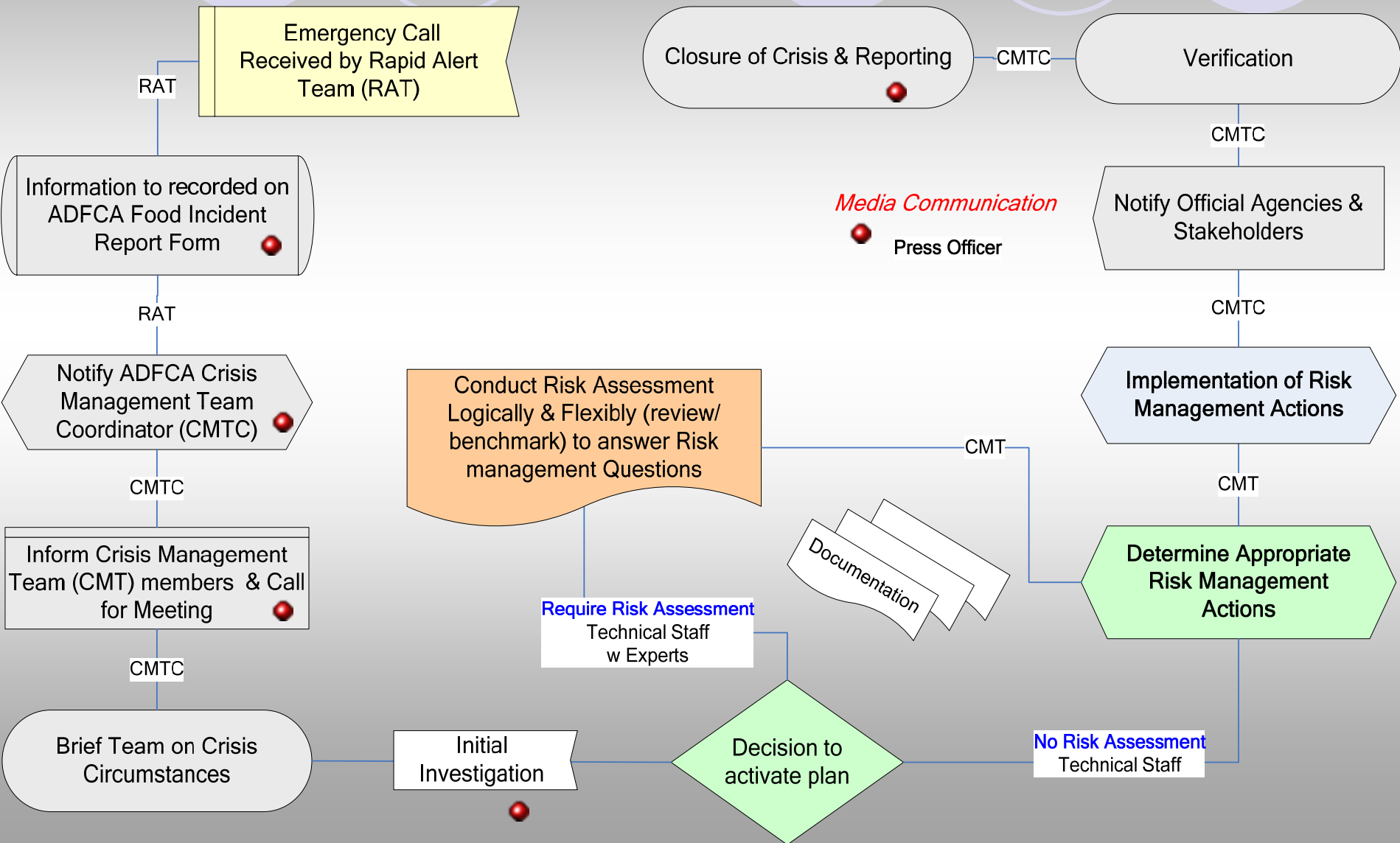
- * Crisis Team Coordinator Acts as The Chairperson for Crisis Management Team

 - ADFCA Director General

 - Or – ADFCA Assistant Director General

- * Minutes of meetings will be taken by Secretariat with note of actions & decisions.

Crisis Management Plan- Workflow



Need for Risk Assessment

Factors to Consider the Need for Risk Assessment during Crisis:

- Impact on Human Health
- Hazard Characterization
- Nature of Food
- Scale of Distribution
- Consumption Rate
- Targeted Consumers
- Time Pressure



Role of Press Officer

ADFCA Communication & Information Manager

- Prepare Media Statements for the Crisis Management Team
- Brief Crisis Management team on Information Requests & Communication Strategy and Needs
- Liaise with the Press on Crisis updates
- Prepare Information for publishing on the Website & Help-line

Closure and Reporting

Crisis Team will

**Decide
crisis
is over
and
deactivate
the plan**

**Report the
outcome of
the team
activities to
all dealing
with
the crisis**

Towards The Future

➤ Rapid Alert Automated System:

- ✓ Archiving database design (Document & Trace History)
- ✓ Integrated with “Food Imports” and “Local Market Inspection” Automated systems
- ✓ Dynamic Reporting Module
- ✓ Web-enabled
- ✓ Automatic Calls Diversion & Recording
- ✓ Automatic Distribution List

Benchmark Ex.- European Rapid Alert System

http://ec.europa.eu/food/food/rapidalert/archive_en.htm

Action Plan

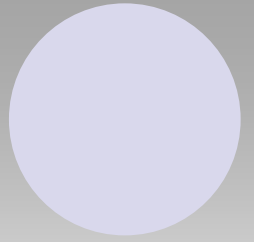
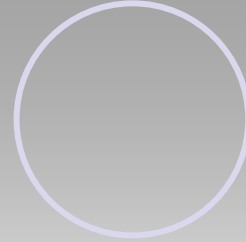
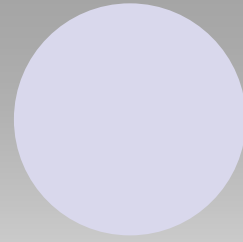
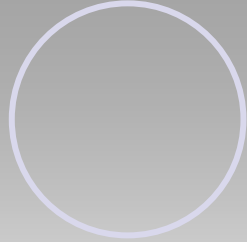
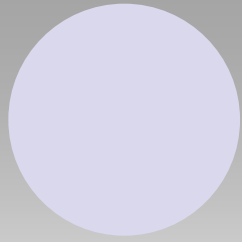
Issue	Tool	Responsibility	Time
Establish Crisis Management Team; (i.e. Coordinator, members, spokesperson) with full address list	Signed written Decision	ADFCA	10 Days
Assign Rapid Alert Team on 24 hours /7 Days basis	Delegation	ADFCA	5 Days
List of experts Taskforce as technical arm (i.e. In-house Technical staff, Academic expertise, Agencies, etc.)	Nomination letters with address	ADFCA	20 Days
Communicate contact numbers including Emergency Numbers	Official letters, Media, website	ADFCA	15 Days
Create one group Email account to facilitate networking & information communication	Outlook email	ADFCA	3 Day

Action Plan

Issue	Tool	Responsibility	Time
Activate Basic electronic Sequential Log to document & track Details	E- Matrix & Tables	ADFCA	5 Days
Website Reengineering to update information and Alerts	Website Designer	ADFCA	30 Days
Establish Operations Center (with communication network & equipped meeting room)	Tendering/ subcontract	ADFCA (in new building)	70 Days
Prepare & Sign Joint Contract or MoU between all Official Agencies	MoU with Annexes	Agencies Top Management	15 Days
Develop detailed roadmap Code and mini handy Booklet with contact addresses	Printed Guide	ADFCA	30 Days
Conduct Consultation Session with Key Food Industries	Workshop	Crisis Team & ADFCA	7 Day

Responsibility Matrix

Responsibilities	ADFCA	MoH	MoE	FEA	GS	DoP	ADM	DoH	DoE	DoC	DoWE
Local/Federal Coordination	◆										
Information gathering & Agent Identification	◆	○	○	○			○	○	○		○
Outbreak Transmission Information	◆	◆	○	○		○		◆			
Laboratory Confirmation Analysis	◆										○
Medical Investigation/Lab Analysis		◆						◆			
Risk Management Action Enforcement	◆		○	○		○	○	○	○	○	○
Decontamination & Disposal			○	○			◆		○		
Control and Contain Crisis	◆							○			
Public Information	◆				◆						
Reporting & Documentation	◆										
International Coordination	◆	○	○	○	◆						



**Thank
You...**