

Focus Area 11 Worksheet:

Food Recall



FOCUS AREA 11: FOOD RECALL

Complete this worksheet if “Food Recall” is a high priority Focus Area for efforts to improve foodborne disease outbreak response in your agency/jurisdiction. (NOTE: The term “agency/jurisdiction” refers to the entity for which your workgroup is making decisions. See your completed “Document D: Preliminaries” worksheet for a definition.)

List the individuals participating in the discussion of this Focus Area (and their affiliations).

To help you understand what is included in this Focus Area, review the following goals and keys to success.

GOALS FOR FOOD RECALL:

Agency/jurisdiction ensures that the food implicated in an outbreak is removed from the market, retail establishments, and the homes of consumers as quickly as possible.

KEYS TO SUCCESS FOR FOOD RECALL:

“Keys to success” are activities, relationships, and resources that are critical to achieving success in a Focus Area. Determining whether an agency/jurisdiction has a particular key to success in place is somewhat subjective. Metrics, such as measures of time (e.g., rapidly, timely, and quickly), have not been defined. Your workgroup should provide its own definitions for these terms, as is appropriate for your agency/jurisdiction, and use its best judgment in deciding whether a particular key to success is fully or partially in place.

- Agency/jurisdiction collaborates with state and federal agencies as well as the implicated facility or production site in the recall.
- Agency/jurisdiction proactively embargoes or seizes the implicated food product while awaiting official recall.
- Agency/jurisdiction has means to quickly notify retail establishments and other sites (e.g., food banks) under its jurisdiction about the recall.
- Agency/jurisdiction has means to quickly notify the public about a recall.
- Agency/jurisdiction monitors the effectiveness of the recall at all appropriate establishments.

Making changes

- Agency/jurisdiction conducts a debriefing among investigators following each outbreak response and refines outbreak response protocols based on lessons learned.
- Agency/jurisdiction has performance indicators related to food recall and routinely evaluates its performance in this Focus Area.

Control Measures

Focus Area 11: Food Recall

2. PRIORITIZE CIFOR RECOMMENDATIONS TO ADDRESS NEEDED IMPROVEMENTS.

Having identified activities and procedures in need of improvement, review the CIFOR recommendations related to this Focus Area (listed below). Rate the priority for implementing each recommendation based on its likely impact on foodborne outbreak response at your agency/jurisdiction and available resources. Use a scale of 1 to 5 to rate each recommendation (1=Low priority for implementation and 5=High priority for implementation). If a recommendation is already in place in your agency/jurisdiction, check the appropriate box. If a recommendation is not relevant to your agency/jurisdiction, select N/A. **Refer to the blue underlined section number following each recommendation to view the recommendation as it appears in the CIFOR Guidelines.**

	Already in place	Priority for Implementation or Improvement in Your Agency/Jurisdiction					
		LOW			HIGH		
Before a food event occurs							
Know which regulators have responsibility over which food products. (3.1.2.6) (3.1.2.7)	<input type="checkbox"/>	1	2	3	4	5	N/A
Work with manufacturers, processors, and retail establishments in the jurisdiction to prepare for a recall. Ask them to: <ul style="list-style-type: none"> Maintain product source and shipping information for quick access; Develop the ability to rapidly notify customers of a recall through established methods, such as blast e-mail, fax, text messaging, social media, phone calls, and mail for people who may have purchased recalled foods; and Develop procedures to prevent recalled food from being put back into commerce. (Box 6.1) 	<input type="checkbox"/>	1	2	3	4	5	N/A
Develop materials to support businesses and the industry during a recall, including: <ul style="list-style-type: none"> A list of control measures to implement immediately when an outbreak-related or illness-related recall has been identified; Guidance for interacting with public health, environmental health, or agriculture officials investigating an outbreak including contact information for regulatory agencies; Contact information for regulators at the local, state, and federal level; Guidance for communicating with the news media; Guidelines for mitigating the impact of the recall; and Templates, message maps, or public information sheets for common foodborne disease agents. (6.2.2.2.1) 	<input type="checkbox"/>	1	2	3	4	5	N/A
Ensure that local food establishments are aware of the “CIFOR Foodborne Illness Response Guidelines for Owners, Operators and Managers of Food Establishments” and monitor their awareness of these guidelines. (6.2.2.2.1)	<input type="checkbox"/>	1	2	3	4	5	N/A
Ensure that regulators responsible for food facilities have a means to notify all food facilities in their jurisdiction immediately through e-mail, blast fax, phone calls, or other means. Identifying subcategories of facilities (that use or sell particular food commodities) is highly recommended so notices can be targeted to specific facilities. (6.2.2.2.1)	<input type="checkbox"/>	1	2	3	4	5	N/A

Additional ideas:

	Already in place	Priority for Implementation or Improvement in Your Agency/Jurisdiction					
		LOW			HIGH		
After a food event occurs							
Contact the federal or state regulatory agency that has jurisdiction over the product implicated in an outbreak immediately since that agency will be responsible for working with the manufacturer/producer on the recall. (6.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
Work with the appropriate regulatory agency to determine whether to remove a food from the market. The decision should be based on the likelihood that consumers are still at risk for exposure to the food, the quality of the information implicating the food, and the virulence of the pathogen. (6.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
Fully document the information that led to the decision to recall the food and the process used to make the decision. (6.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
Once a decision is made to remove a food from the market, remove it as quickly and efficiently as possible, working closely with state and federal regulatory agencies and the implicated manufacturer/producer. (6.2.2.2.1)	<input type="checkbox"/>	1	2	3	4	5	N/A
If your jurisdiction has legal authority to do so, embargo (impound) the food at the manufacturer/producer while awaiting the official recall. (6.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
If the implicated food is associated with a highly dangerous condition, consider the possibility of food seizure to ensure immediate and complete removal of the suspected food from the market. (Box 6.1)	<input type="checkbox"/>	1	2	3	4	5	N/A
Advise a manufacturer/processor that refuses to recall a food that public health agencies or regulators might issue their own notice to the public, and that the notice might include the message that the firm declined to voluntarily recall the product. (6.2.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
Monitor recall efforts to ensure that the food is completely removed from distribution and that the recall is effective in stopping illnesses. If the recall is not effective, notify appropriate state, federal, and neighboring public health and food-regulatory agencies. Issue a public advisory if needed. (6.2.2.2.1)	<input type="checkbox"/>	1	2	3	4	5	N/A
Obtain interim and final reports about the recall from the manufacturer/producer that recalls a product to determine the need for further recall actions. (6.2.2.2.3)	<input type="checkbox"/>	1	2	3	4	5	N/A

Additional ideas:

	Already in place	Priority for Implementation or Improvement in Your Agency/Jurisdiction					
		LOW			HIGH		
Communication with public							
If the outbreak involves a distributed product, notify the public. (6.2.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
Communicate with the public about food recalls using good risk communication practices. Provide only objective information. Do not give preliminary or unconfirmed information. Provide clear actions that the public should take (e.g., handling of the suspected product, actions to take if illness occurs). (6.2.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
Seek assistance from the agency's public information officer or the public information officer at another agency, if the agency does not have this resource, to help in developing messages for the public. (6.2.2.1.8)	<input type="checkbox"/>	1	2	3	4	5	N/A
Use established channels of communication with the public. Means of notification depend on the public health risk and the target population and might include press releases, radio, television, fax, telephone, e-mail, Web posting, social media, or letters. (6.2.2.2.2) (3.6.2.5) (6.5.3)	<input type="checkbox"/>	1	2	3	4	5	N/A
Attempt to reach all members of the population at risk, including non-English-speaking and low-literacy populations. (6.2.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
If the outbreak is large or the etiologic agent is highly virulent, consider setting up an emergency hotline so the public can call with questions. Train persons answering the hotline so that they will provide consistent messages. (6.2.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
If press releases are to be issued by the manufacturer or retail establishments, review and approve their statements before release. (6.2.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
Even if the affected industry or business is issuing a press release, consider issuing a release since local press releases often get better coverage from the local media. If time allows, give affected industry members or businesses an opportunity to comment on your release. (6.2.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A
Coordinate press releases with others releasing messages about the recall (e.g., the manufacturer, retail establishments, regulatory agencies) to ensure consistency in the message. (6.2.2.2.2)	<input type="checkbox"/>	1	2	3	4	5	N/A

Additional ideas:

