

TOWARDS AN INTEGRATED APPROACH TO DISASTER MANAGEMENT AND FOOD SAFETY GOVERNANCE

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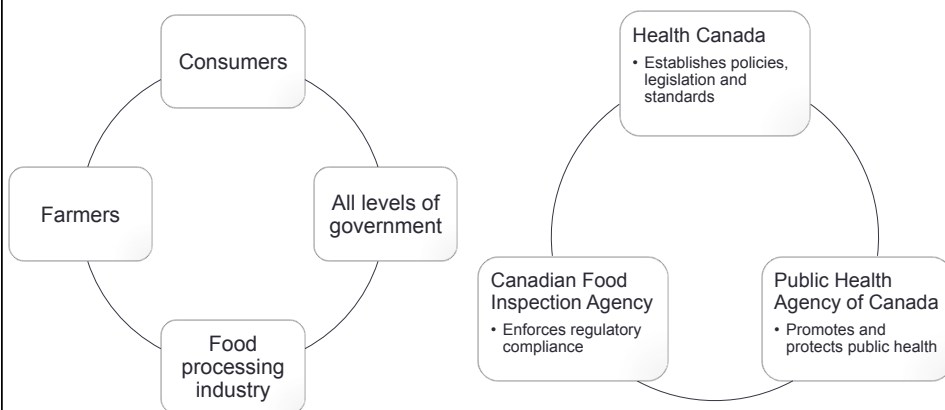
Outline

- Background
- Objective
- Methods
- Concepts & theory
- Results & discussion
- Conclusions

Background

- The 2008 Canada-wide listeriosis outbreak
 - Contaminated ready-to-eat meats
 - Source: Maple Leaf Foods Toronto-area plant
 - 57 illnesses, 23 confirmed deaths
 - Median age of the deceased was 76 years

- Food safety governance in Canada is a shared endeavour



- The outbreak was a catalyst for change
- At the federal level
 - Internal reviews by HC, CFIA, and the PHAC
 - An independent investigator, Sheila Weatherill, conducted a further review

- Among the Weatherill (2009) report recommendations
 - More effective communication on how to minimize the risk of becoming sick
 - Improved public involvement opportunities

- Since the outbreak, risk communication has been improved, e.g.
 - HC's research into public perceptions of risk
- As has public involvement, e.g.
 - CFIA's new agency-wide consultation framework

- But communication remains far from ideal, e.g.
 - Overly general, rather than focused on vulnerable populations
- And involvement is not highly participatory, e.g.
 - Far more engagement with experts than with the lay public (Mikulsen and Diduck 2013)

Objective

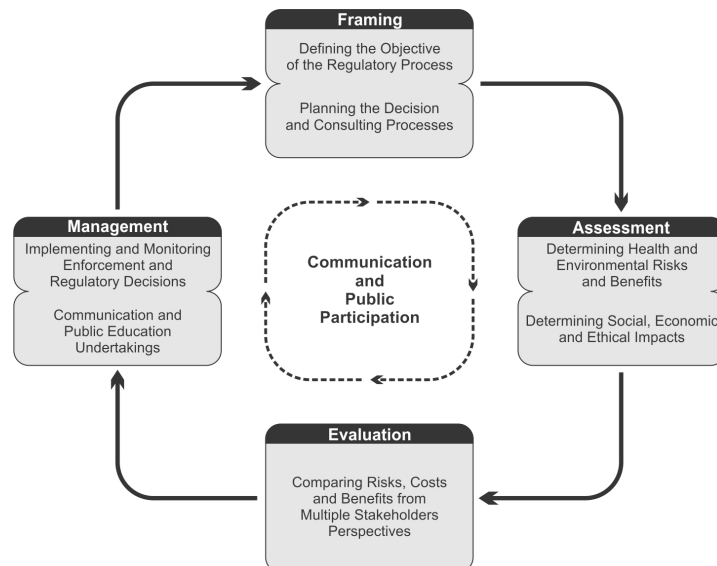
- Enhance the conceptual footing of risk communication and public involvement in food safety governance

Methods

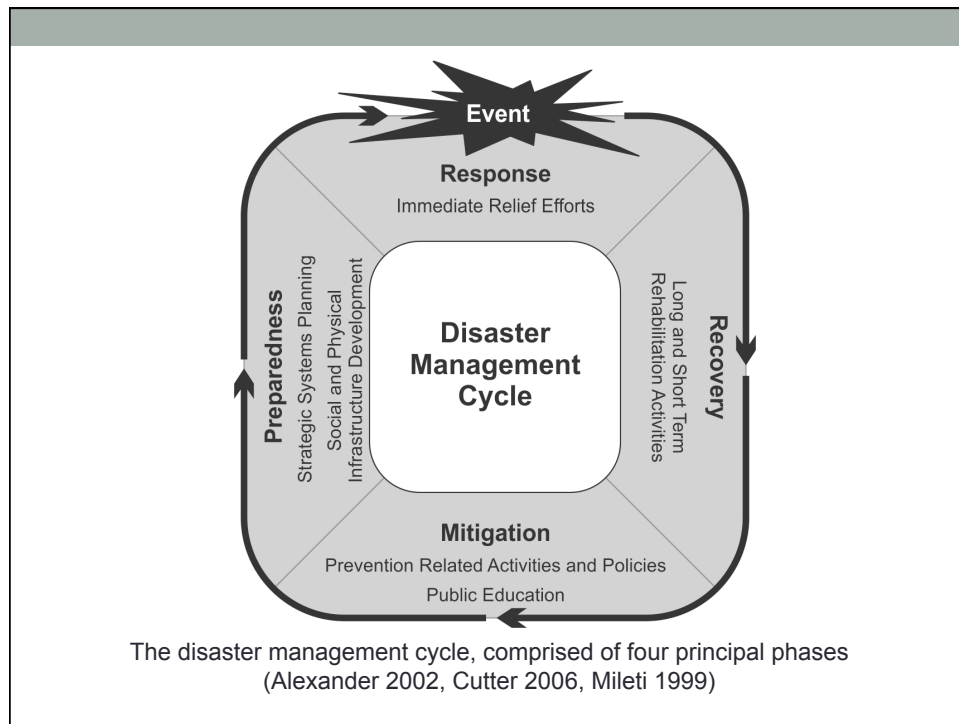
- Creative inquiry (Montuori 2005) in an integrative literature review (Torraco 2005) in order to synthesize selected constructs in an attempt to generate new knowledge

Concepts & theory

- Co-evolutionary governance (Jasonoff 1990, Millstone 2007)
- Dialogical communication (Leiss 1996, Renn 2009)
- Deliberative participation (e.g. Rowe and Frewer 2000)



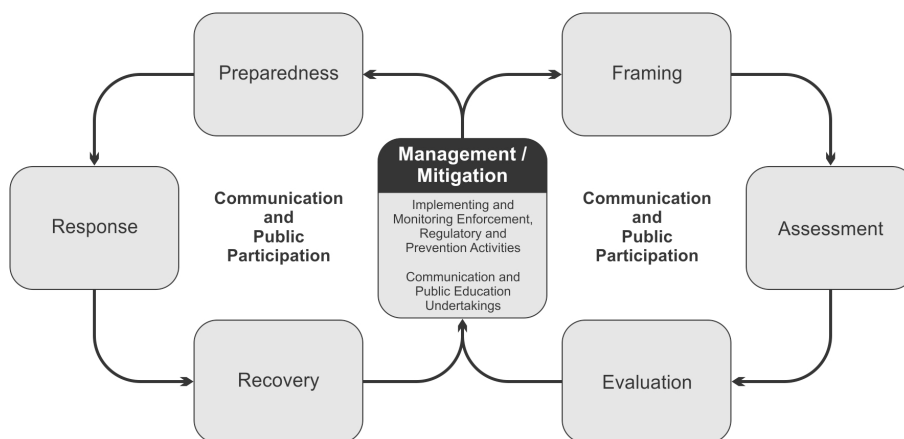
A co-evolutionary model of food safety governance
(Ely *et al.* 2009, Koenig *et al.* 2010, Walls *et al.* 2011)



- Increased attention to human-made environmental / biological risks (Beck 1992)
- Similarities between the health and disaster determinants of vulnerability (Lindsay 2003)
- The disaster management cycle maps easily on to food safety analysis (Khan *et al.* 2008)

Results & discussion

- Any given food safety hazard can become, under quickly evolving circumstances, a food safety disaster
- But even co-evolutionary models of governance may not capture the full implications of this
- We, therefore, suggest a model that integrates disaster management and food safety governance



An integrated, co-evolutionary model of disaster management and food safety governance

- But – a caveat
 - The extent of dialogue and deliberation must be calibrated for the governance context
 - High degrees of dialogue and deliberation are less suited to assessment and response than to the other phases

Conclusions

- We hope the integrated model spurs further interest in the often overlapping arenas of food safety and disaster management
- Further research is needed to study the conditions under which the model can benefit decision making and improve public safety, e.g.

- A post hoc assessment of an outbreak involving all or a majority of the model's phases
- A Delphi study to identify effective dialogical and deliberative processes at each of the phases
- Community-based research on dialogue and deliberation in framing, evaluation, management and mitigation

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