

**Minnesota Department of Agriculture
Food and Feed Safety Division**

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Title: Outreach Documentation SOP	

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1. PURPOSE

This document describes the process for documenting presentations and outreach activities conducted by Food Program staff and Food and Feed Safety Division (FFSD) Unit Staff of the Minnesota Department of Agriculture (MDA).

2. SCOPE

This document pertains to outreach activities conducted by the Manufactured and Retail Food Inspection Programs, and all other units that support the Food Inspection Programs in the FFSD.

3. BACKGROUND

The Food Programs and FFSD Unit staff regularly conduct outreach activities involving various programs and stakeholders. Stakeholders are identified through requests that come in from industry, non-profit organizations and academia, and also through surveys of individuals who contact the FFSD. Stakeholders are also identified by FFSD staff when changes to regulations may impact new groups. It is crucial that information conveyed by Food Program and FFSD Unit staff is consistent and accurate, that it aligns with the mission of the MDA, and meets the MDA accessibility and branding standards. It is also important for the Food Program and FFSD Unit staff to record these activities and collect materials used during outreach. Annual outreach summaries and activity event evaluations help tailor outreach efforts to specific target populations and identify appropriate mechanisms for delivery. These mechanisms may include dissemination of information using electronic means, mailing paper copies, or presenting information in person. Additionally, FFSD staff interact with industry and consumer members through standing advisory boards, committees, and the Minnesota Food Safety and Defense Task Force.

4. RESPONSIBILITY

Food Program Manager – The Food Program Managers will establish a schedule for internally planned outreach once per year with the Outreach Coordinator.

Outreach Coordinator – The Outreach Coordinator will ensure that outreach requests are triaged in a timely manner and that program areas are notified of outreach requests and events. The coordinator (or delegated staff member) will also review materials for compliance with MDA accessibility and branding standards, and the final SharePoint outreach entry for completeness.

Presenter – The presenter or person responsible for completing the outreach activity is responsible for posting the activity to SharePoint for approval, sharing all presentation materials

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meeting MDA accessibility and branding standards for approval, conducting the outreach, and finalizing the entry on SharePoint after the outreach activity is completed.

Supervisor/Manager – A presenter’s supervisor or manager is responsible for approving outreach entries and outreach materials in SharePoint, or requesting more information from the staff member entering the activity information.

5. DEFINITIONS

Industry and Consumer Interaction: Participation in meetings such as food safety task forces, advisory boards or advisory committees. Offers of participation in these meetings must be extended to industry and consumer representatives.

Educational Outreach: Outreach materials and presentations generated by FFSD food program staff that encompass industry and consumer groups as well as media and elected officials. These materials may include industry recognition programs, web sites, newsletters, food safety month activities, food worker training, school-based activities, customer surveys or other activities that increase awareness of the risk factors and control methods to prevent foodborne illness. Outreach materials may also be posted on a web site.

Outreach – means providing information, services and education to identified populations and raising awareness of Food Program activities, services and regulations. Outreach includes but is not limited to publicity, stakeholder consultation or education, and networking. Outreach formats include but are not limited to print, electronic media, task forces, advisory boards, seminars, trainings, or conferences.

Outreach Activity Event - Means an outreach activity which the MDA hosts, co-hosts or is an invited presenter such as seminars, workshops, conferences, trainings, or meetings that relate to food protection topics and that support communication and information exchange among regulators, industry, academia, and consumer representatives.

Leader – The MDA staff members’ outreach position when actively preparing or delivering courses, utilizing new methodology, or serving in a leadership position.

Contributor – The MDA outreach position when contributing to task forces or committees or serving as a subject matter expert or facilitator for courses planned by other programs.

Participant – The MDA’s outreach position when responding with information as requested by stakeholders or other programs.

6. PROCEDURES

6.1 Internally-planned Outreach Activities and OUTREACH ACTIVITY EVENTS – Outreach Coordinator

6.1.1 Determine OUTREACH needs for each program and unit based on consultation with Program Management staff, Supervisors, Division Director, and Assistant Division Director at least once per year. Stakeholder input, feedback from specific populations, routine inspection results, food recalls, and foodborne illness outbreaks and investigations may all be considered during the discussion.

6.1.1.1 Identify topics of interest such as food defense, regulatory requirements, trends in violations, emerging issues, and investigation strategies.

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- 6.1.2** Identify the appropriate mechanism for OUTREACH tailored to specific populations and topics.
 - 6.1.2.1 Items to consider include location of the identified population, accessibility to internet and other electronic resources, primary language, and other organizations or standing training that covers similar topics.
- 6.1.3** Determine whether each topic is best addressed through INDUSTRY AND CONSUMER INTERACTION or EDUCATIONAL OUTREACH.
- 6.1.4** Coordinate the development and control of all handout materials, info sheets, and printed outreach materials in coordination with each food program and unit.
- 6.1.5** Coordinate revisions and updates to the MDA website in coordination with designated leads from each program and unit.
- 6.1.6** Provide coordination for the Food Safety and Defense Task Force, including meeting scheduling, notes compilation, and website maintenance.
 - 6.1.6.1 Invite consumers, members of academia, representatives from food industries, and other Federal, state, and local food protection agencies to meetings.
 - 6.1.6.2 Participate in food safety and regulatory related boards and committees with industry, academia, and other regulatory agency representatives when appropriate.

6.2 Process Requests for Outreach from External Organizations – Supervisor/Manager and Outreach Coordinator

- 6.2.1** When a request for OUTREACH is received from a group or organization, determine if the FFSD has the capacity to fulfill the request.
- 6.2.2** Review identified OUTREACH needs and priorities for the programs and units and compare to the external request.
- 6.2.3** Determine whether the request is for INDUSTRY AND CONSUMER INTERACTION or EDUCATIONAL OUTREACH.
- 6.2.4** Identify the MDA's position in each OUTREACH ACTIVITY EVENT as a LEADER, CONTRIBUTOR, or PARTICIPATOR.
 - 6.2.4.1 Evaluate the overall time commitment required.
 - 6.2.4.2 Consider staff availability, knowledge and expertise in the requested area, overall program OUTREACH goals, and logistical factors such as equipment needed and location accessibility.

6.3 Conduct Outreach

Supervisor/Manager

- 6.3.1** Designate a FFSD staff member for each INDUSTRY AND CONSUMER INTERACTION or EDUCATIONAL OUTREACH if it is determined that the FFSD can accommodate an external outreach request or an internal need is identified. The staff member will be either a LEADER, CONTRIBUTOR, or PARTICIPATOR depending on the request.

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6.3.1.1 Consider staff training, knowledge, expertise in the requested outreach topics, desire to perform outreach for the division, and availability to schedule in outreach activities.

6.3.1.2 This determination is based initially on discussion with a supervisor, and responsibility for the OUTREACH ACTIVITY EVENT shifts to the outreach coordinator if the initial staff person is unable to fill the request.

Presenter

6.3.1.3 The individual identified to give the OUTREACH must enter a new OUTREACH ACTIVITY EVENT in the Outreach and Presentations library in SharePoint after participation is approved by a supervisor/manager.

6.4 Documenting Outreach - Presenter

6.4.1 Use the Outreach and Presentations Library on SharePoint to track and store information on each OUTREACH ACTIVITY EVENT. Refer to *FOOD.WI.70.01 – Outreach Activity Event Documentation WI*.

6.4.2 OUTREACH ACTIVITY EVENTS documented in the library include, but are not limited to, presentations at conferences, seminars, meetings, and external trainings. Activities documented also include mass mailings to a target audience and development and release of new electronic information systems.

6.5 Informal Outreach - Presenter

6.5.1 Conduct informal OUTREACH activities that include the following when it is determined that the needs of the division are best served by more informal communication:

6.5.1.1 Consultation with regulated entities

6.5.1.2 Delivering education during inspections

6.5.1.3 Networking at conferences and other events

6.6 Creating Outreach - Presenter

6.6.1 Search the Outreach and Presentations Library for existing presentations and materials prior to creating a new presentation or slides.

6.6.1.1 Use the 'Files' view to search documents in the library

6.6.1.2 Create all materials following current Minnesota Department of Agriculture branding standards and accessibility regulations.

6.6.1.3 Enter all new outreach events in the Outreach and Presentations Library. The default SharePoint library setting is 'Created'.

6.6.2 Upload materials and change the SharePoint library setting to 'Materials Uploaded'. Refer to *FOOD.WI.70.01 – Outreach Activity Event Documentation WI* for directions on how to change or edit library settings.

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6.6.1.4 Following the OUTREACH ACTIVITY EVENT, complete the evaluation and update the status in SharePoint to 'Evaluation Completed'.

6.7 File naming convention - Presenter

6.7.1 Name all files in the Outreach and Presentations Library according to the following convention

6.7.1.1 Powerpoints: Name of event_Presentation_Date

6.7.1.2 Agendas: Name of event_Agenda_Date

6.7.1.3 Other supporting material: Name of event_Type of material_Date

6.8 Review and Finalize Outreach Documentation – Outreach Coordinator

6.8.1 Review materials for compliance with MDA branding standards and accessibility requirements prior to the OUTREACH ACTIVITY EVENT taking place. Any errors will be identified and the OUTREACH LEADER will be notified to make corrections.

6.8.2 Review the Outreach and Presentations Library once every two weeks and notify LEADERS of any outstanding blank evaluations.

6.8.3 Provide final approval of all OUTREACH ACTIVITY EVENTS

6.8.3.1 Review final OUTREACH submission information, including the outreach survey, within a month of completion.

6.8.3.2 Ensure all materials used during the event as noted are attached.

6.8.3.3 Review OUTREACH submission information to identify any missing or incorrect data.

6.8.3.4 Review final outreach survey to ensure all questions have been answered and all "No" responses are followed by an explanation.

6.8.4 Follow up with the presenter or supervisor/manager with any questions or comments about the event or entry.

6.8.5 Reset the status in the library to 'Outreach Complete' after final review of the materials and completed evaluation.

6.8.6 The Outreach Coordinator (or delegated staff member) is also responsible for compiling all outreach activities for the Annual Outreach Summary (see *FOOD.70.02 – Annual Outreach Summary SOP*). This summary includes information on advisory board positions held and workgroup activity conducted by FFSD staff.

7. RELATED DOCUMENTS (includes References, Attachments)

FOOD.70.02 – Annual Outreach Summary SOP

FOOD.WI.70.01 – Outreach Activity Event Documentation WI

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8. EQUIPMENT/MATERIALS NEEDED

Access/use of the FFSD Food SharePoint site

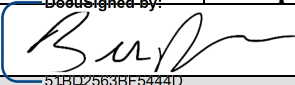
9. SAFETY

N/A

10. CIRCULATION

This document is circulated to the following: food inspection staff, food inspection supervisors, food compliance staff, food program managers, outreach coordinator, and RRT staff. The current version will be stored electronically on the FFSD document control site.

11. APPROVAL/DOCUMENT HISTORY

Document History		
Version #	Status (I, R)	Change History
1	I	Initial Policy Drafting.
2	R	Transferred procedures related to the Sharepoint Outreach and Presentations library to a separate work instruction. Added definitions for industry and consumer interaction, educational outreach, outreach activity event, and updated the definition for outreach. Added in procedural steps for identifying outreach needs, topics, mechanisms, a file naming convention, targeting or tailoring outreach to specific populations, and creating, documenting, and conducting outreach. Updated titles and responsibilities and added language about MDA accessibility and branding standards. Original procedure approved on 1/9/17. Typographical error was found under "Scope" and updated per procedure.
DocuSigned by:  <small>51BD2563BF5444D...</small>		1/18/2017
Approved By:		Date
Approved By:		Date

I = Initial document; R = Revised document