

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

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Version #: 2	Effective Date: 12/21/2016
Title: Annual Outreach Event Summary SOP	

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1. PURPOSE

This document describes the process for creating an annual summary of outreach activities and OUTREACH ACTIVITY EVENTS conducted by the Manufactured Food and Retail Food Programs in the Food and Feed Safety Division (FFSD) of the Minnesota Department of Agriculture (MDA).

2. SCOPE

This document pertains only to those outreach efforts conducted by staff of the MDA-FFSD Manufactured and Retail Food Programs. Outreach Activity Events include, but are not limited to, publicity, consultation or education, and networking. Outreach formats include, but are not limited to, print, electronic media, task forces, advisory boards, committees, seminars, trainings, or conferences.

3. BACKGROUND

The Food Programs regularly conduct OUTREACH ACTIVITY EVENTS involving various programs and stakeholders. It is important for the programs to record these events and collect materials used during outreach. The FFSD also provides outreach through material distribution such as handouts, providing consultations with operators, and providing information on the Minnesota Department of Agriculture website along with the Food Safety and Defense Task Force Website.

Summaries of outreach are created annually. These annual summaries provide operational information to other agencies and entities, help demonstrate the impact the FFSD Food Programs have on food safety education in Minnesota, and provide a mechanism for trend analysis to assist FFSD in tailoring outreach efforts to target populations.

4. RESPONSIBILITY

Outreach Coordinator – The Outreach Coordinator (or delegated staff member) will complete the Outreach Summary, review it for completeness, and upload the summary to the electronic server.

5. DEFINITIONS

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.

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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.

6. PROCEDURES

6.1. Collect Outreach Data

- 6.1.1. Collect and analyze the OUTREACH ACTIVITY EVENTS logged in SharePoint entered using *FOOD.70.01 – Outreach Documentation SOP* on an annual (FDA Fiscal Year) basis:
- a. Locate the FFSD Outreach and Presentation Library hosted on the main FFSD SharePoint Site. Each outreach activity event involving an FFSD Food Program should have a document set that includes key information about that activity.
 - b. Select the “Library” tab and then “Export to Excel”.
 - c. Filter the list for the time period of interest.
- 6.1.2. Survey FFSD staff once per year to collect information on board or organization positions held and active workgroup participation.
- 6.1.2.1. Compile information and attach to the *Annual Outreach Activity Event Summary*.

6.2. Complete Annual Outreach Activity Event Summary

- 6.2.1. Complete an *Annual Outreach Activity Event Summary* once all of the information has been gathered.
- a. Open the *Annual Outreach Activity Event Summary – Template* located in the document set.
 - b. Cut necessary information from the filtered spreadsheet of interest and paste into the *Annual Outreach Activity Event Summary*.
 - c. Review the completed summary for accuracy and completeness.

6.3. File Annual Outreach Activity Event Summary

- 6.3.1. Upload the completed *Annual Outreach Activity Event Summary* to the Resources Folder of the Outreach and Presentation Library on the main FFSD SharePoint page.
- a. Save the document as [Year]_OutreachSummary.doc (e.g. “2016_OutreachSummary.doc”)

7. RELATED DOCUMENTS (includes References, Attachments)

FOOD.70.01 – Outreach Documentation SOP

Annual Outreach Activity Event Summary - Template

8. EQUIPMENT/MATERIALS NEEDED

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N/A

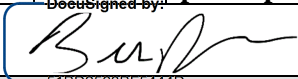
9. SAFETY

N/A

10. CIRCULATION

This document will be circulated to the following individuals within FFSD: Food Program Managers, RTO Unit Supervisor, and the Outreach Coordinator. A standing version will be stored electronically on the FFSD server.

11. APPROVAL/DOCUMENT HISTORY

Document History		
Version #	Status (I, R)	Change History
1	I	Initial Policy Drafting.
2	R	Updated "Outreach Activity" to "Outreach Activity Event" throughout the document and added a definition. Updated the background section to include tailoring outreach for target populations. Added information about additional outreach activities and a requirement to collect board and workgroup participation information from staff on an annual basis.
DocuSigned by: 		12/21/2016
Approved By:		Date
Approved By:		Date

I = Initial document; R = Revised document