Proposal Subject: Press Releases

Specific NSSP Guide Reference: Section II Model Ordinance Chapter II. Risk Assessment and Risk Management

Text of Proposal/ Requested Action: The US FDA issued press releases associated with outbreaks in the Pacific Northwest in the summer of 2006 and in Texas in March of 2007. These press releases created concern regarding the appropriateness and effectiveness of press releases as a public health measure to address an illness outbreak.
Use of press is to inform consumers.

The ISSC Executive Board discussed the issuance of these press releases and directed the formation of a working group to further investigate and review the use of press by state and federal agencies. The workgroup is to look for ways to coordinate use of press and provide recommendations for discussion at the 2007 Biennial Meeting.

Public Health Significance:

Cost Information (if available):

Action by 2007 Use of Press Committee Recommended that this Committee continue its deliberations and that a meeting be held in January 2008 in conjunction with appropriate FDA officials and report back to the Executive Board in March 2008. In the interim FDA will consult with the involved state regulatory agency on the content and timing of the release of press.

Action by 2007 Task Force III Recommended adoption of the Press Release Committee recommendation on Proposal 07-305.

Action by 2007 General Assembly Adopted recommendation of 2007 Task Force III.

Action by USFDA December 20, 2007
Concurred with Conference action

Action by 2009 Use of Press Committee The Committee held a conference call on March 13, 2008, and planned a meeting in Washington, DC for April 30, 2008. The plans for this meeting were reported to the Executive Board on April 3, 2008.

On April 30, 2008, several members of the Committee and the ISSC Executive Director met with FDA officials at FDA headquarters and discussed agency procedures regarding use of press. The discussions of this meeting were presented to the Executive Board at the September 11, 2008, Executive Board meeting. The Committee reported that it is working to develop a press protocol for use in addressing press releases associated with outbreaks and product recall

The Committee held a meeting at the 2009 Biennial Conference and is continuing to develop a press protocol. The Committee will continue to fine tune a list of issues to be considered when use of press is contemplated. This list should be incorporated into NSSP Guidance Documents that address outbreaks and product recall.

Action by 2009 Task Force III Recommended adoption of the Use of Press Committee recommendations on Proposal 07-305. Additionally, the Task Force recommended the Committee address the use of

press in situations where significant time lapses have occurred between the last reported illness and the proposed use of press. The protocol should address the rationale for using press in situations where product is not likely to still be available for consumption.

Task Force III further recommended the Use of Press Committee complete the protocol and present the protocol to the Executive Board at the 2010 Spring Meeting. In the interim, as noted in the March 13, 2008, Use of Press Committee report, FDA should be requested to continue to consult with the involved State regulatory agencies on the content and timing of press releases.

Action by 2009 General Assembly

Adopted recommendation of 2009 Task Force III on Proposal 07-305.

Action by USFDA 02/16/2010

Concurred with Conference action on Proposal 07-305.

Action by 2011 Use of Press Committee

Recommended to the Executive Board that the ISSC request that the FDA Core Group coordinate with the ISSC Use of Press Committee concerning use of press protocols. Criteria should include whether suspect product has been accounted for and the degree of public health risk. The Code of Federal Regulations protocols for use of press should be a guiding document as was the case for recall protocols developed by ISSC and FDA.

The Committee requested that a work group be appointed to craft a decision tree using the work done to date and the CFR guidance.

Members of the Committee that have volunteered for the work group include: Leslie Palmer, Chair; Maryanne Guichard; Don Ullstrom; Bill Dewey; Mike Antee; Tom Mahan; Lori Howell; and Mike Hickey.

Action by 2011 Task Force III

Recommended referral of Proposal 07-305 to an appropriate committee as determined by the Conference Chairman to continue to address the recommendations outlined in the 2011 Use of Press Committee report.

Action by 2011 General Assembly

Adopted the recommendation of Task Force III on Proposal 07-305.

Action by FDA February 26, 2012

Concurred with Conference action on Proposal 07-305.

Action by 2013 Use of Press Committee

Developed recommendation on use of press which were submitted to the USFDA for incorporation into the CORE SOP. The committee further recommended:

1. The committee review and discuss the new CORE document which was effective on 01/16-2014.
2. The committee continue to monitor use of press under the CORE SOP

Action by 2013 Task Force III

Recommended adoption of Use of Press Committee recommendations on Proposal 07-305. The Task Force further recommended that the committee report its findings to the Executive Board.

Action by 2013 General Assembly

Adopted recommendations of Task Force III on Proposal 07-305.

Action by FDA Concurred with Conference action on Proposal 07-305.
May 5, 2014