

Illness Reporting

Why it is important
to consumers and
to public health

April 24, 2019



Partnership for
Food Safety
Education

Together: A Food Safe America

Welcome!

The Partnership for Food Safety Education develops and promotes effective education programs to reduce foodborne illness risk for consumers.

We are a non-profit organization that relies on grants and contributions.



www.fightbac.org | storyofyourdinner.org | saferecipeguide.org

Host



Shelley Feist

Executive Director

Partnership for Food Safety
Education

www.fightbac.org



To ask a question, please use the question box on the right of the screen.



After the webinar, you will receive a brief survey. Please fill it out.
Help us improve!

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One hour CEU available from ANFP, CDR & NEHA

- Download certificate from sidebar
- Follow-up email
- Download at fightbac.org under “Events” tab and “Webinar Recordings”

Today's Topic

- Most cases of foodborne illness are sporadic and not part of the large multi-state outbreaks we hear about in the news.
- With sporadic cases, we usually don't get to figure out what causes them.
- Today we'll discuss what could be learned if we had improved reporting on foodborne illness and what we might all do to encourage people to report when they have a foodborne illness.

Poll Question

Does your state or locality have a foodborne illness reporting function for citizens?

1. Yes
2. No
3. I'm not aware of that function.

Session Recording from 2019 Conference

Illness Reporting: Is Increased Outreach Critical?

To better improve foodborne illness surveillance, state and local health agencies are implementing innovative outreach programs for consumers that include centralized illness reporting systems. We'll talk about how the value of these systems in reducing the number of foodborne illnesses that go unreported. (Recorded live on March 8, 2019)

Speakers:

- Marijke Decuir, Minnesota Department of Health
- Jamie DeMent, Florida Department of Health
- Steven Mandernach, AFDO Executive Director
- Kara Sewalk, Boston Children's Hospital
- Joe Corby, AFDO (Moderator)



<https://cfsec2019.fightbac.org/videos/>

Speakers



Steven Mandernach, JD
Executive Director
Association of Food and Drug Officials



Kemi Oni, MPH
Epidemiologist
Iowa Department of Public Health



Feeling Queasy?

You might have a foodborne illness!

Impact of Centralized Foodborne Illness Reporting Line in Iowa

Steven Mandernach, JD

Executive Director

Association of Food and Drug Officials

Kemi Oni, MPH

Iowa Department of Public Health

Center for Acute Disease Epidemiology

Health Burden of Foodborne Diseases

United States

- Estimated 48 million illnesses
- 128,000 hospitalizations
- 3,000 deaths

National Foodborne Outbreak Summary - 2016

- 839 foodborne disease outbreaks
- 14,259 illnesses
- 875 hospitalization
- 17 deaths
- 18 food product recalls



How are outbreaks identified in Iowa?



Healthcare provider/
laboratory reporting



Routine disease
surveillance



Public reporting
to IDPH/LPH

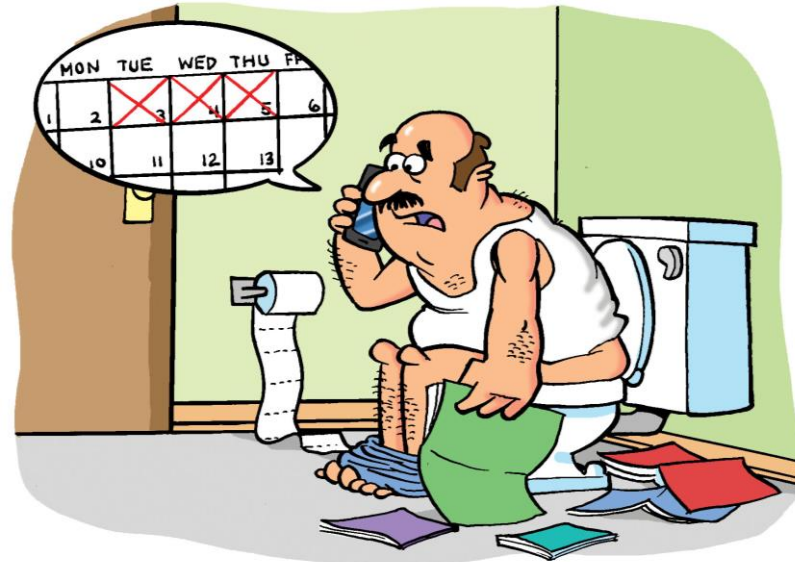


Food establishment
complaints made
directly to DIA/LCA

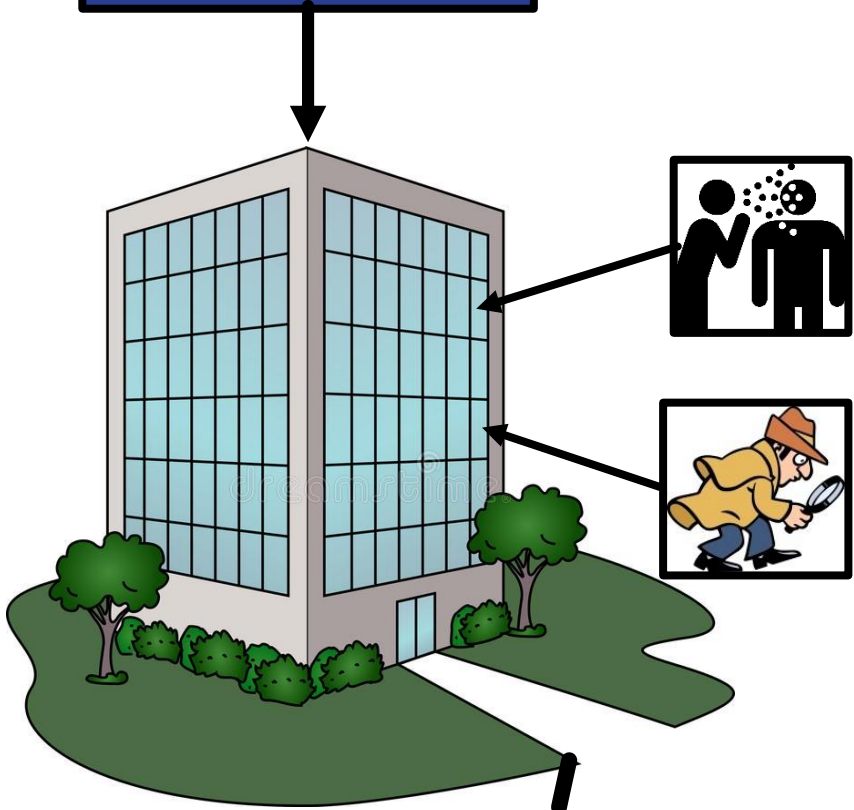
The Birth of “Ralph”

The Problem

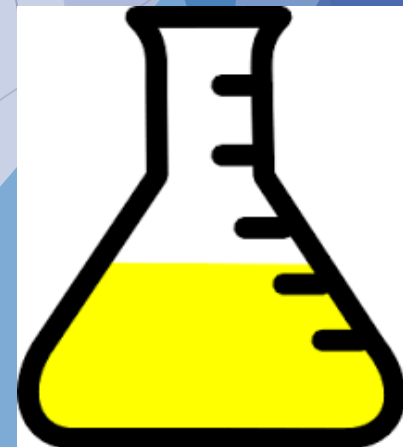
- When compared nationally, Iowa was discovering fewer foodborne illness (FBI) outbreaks
- Public's general lack of awareness about foodborne illness
- Public not sure which agency to report illness to



State Building
(Des Moines, IA)



State Hygienic
Lab
(Coralville, IA)

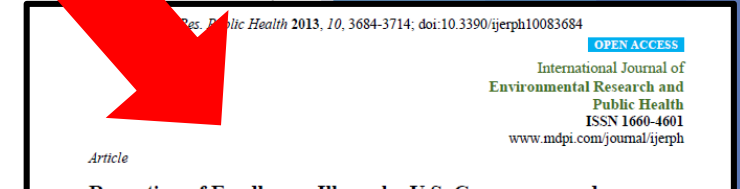


1hr 45mins
drive



What Did We Do?

- DIA, IDPH and LPHA worked together for several years to find ways to bolster foodborne illness reporting line
 - Conducted a series of focus groups that resulted in a peer reviewed journal article



Arendt S, Rajagopal L, Strohbehn C, Stokes N, Meyer J, Mandernach S. “Reporting of Foodborne Illness by U.S. Consumers and Healthcare Professionals.” *International Journal of Environmental Research and Public Health*. 2013; 10(8):3684-3714.

What Was Created?

- “Ralph” our “spokesemoji”
- Messaging and communication materials
- Tagline: “Feeling Queasy? Call, It’s Easy!”



A poster for food poisoning reporting. At the top left is a cartoon emoji with a sick face and a long red tongue sticking out. To its right, the text "Feeling Queasy?" is in yellow on a blue background, and "Call, it's Easy!" is in blue on a white background. Below this, the text "844-IowaSic" is in large red letters, followed by "(or your local health department)" in smaller black letters, and "to report food poisoning" in red letters. At the bottom, there are four logos: "IOWA DEPARTMENT OF INSPECTIONS & APPEALS", "IDPH Iowa Department of Public Health", "STATE HYGIENIC LABORATORY", and "Public Health". A small disclaimer at the very bottom reads: "The production of this poster was supported by cooperative agreement number U18FD005612 (Rapid Response Teams) from the U.S. Food and Drug Administration. Its contents are solely the responsibility of Iowa Department of Inspections and Appeals and do not necessarily represent the official views of the U.S. Food and Drug Administration."

Toolkit

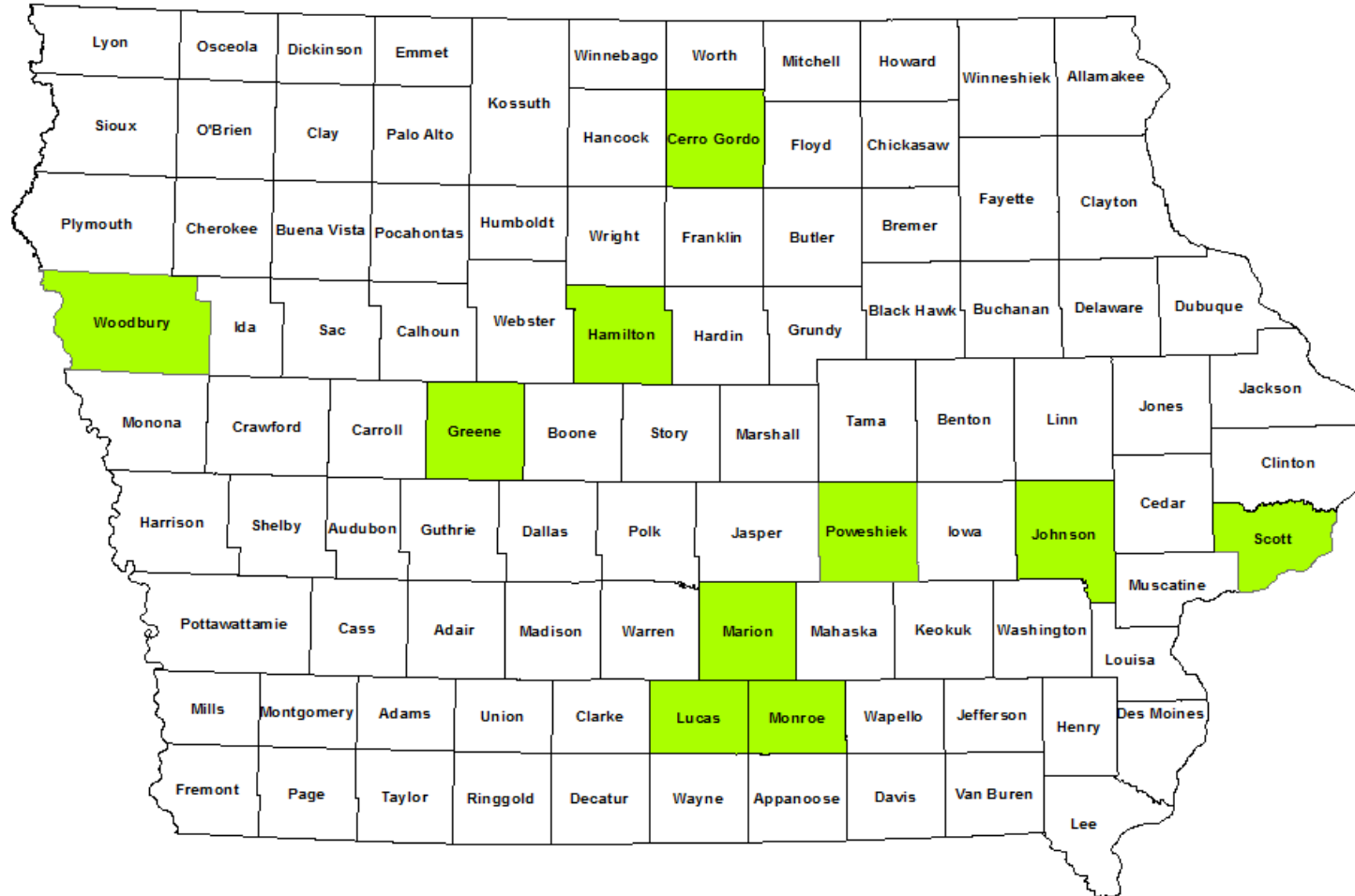
- 30 second TV public service announcement (PSA)
- 30 second radio public service announcement (PSA)
- Print public service announcement for newspapers (PSA)
- 4.5 minute YouTube type video for website
- Leaflet discussing foodborne illness reporting and prevention
- Magnets for distribution to key markets
- Uniform PowerPoint presentation for use by stakeholders for service club and community presentations
- 11 X 17 posters for use in public health departments, doctors offices & community locations
- Tweets on foodborne illness



How Does It Work?



FBI complaint is received by IDPH student interview team or LPHA via 1-844-IowaSIC





FBI complaint is received by IDPH student interview team or LPHA via 1-844-IowaSIC



FBI complaint is forwarded to the foodborne epidemiologist and the appropriate local public agency for evaluation



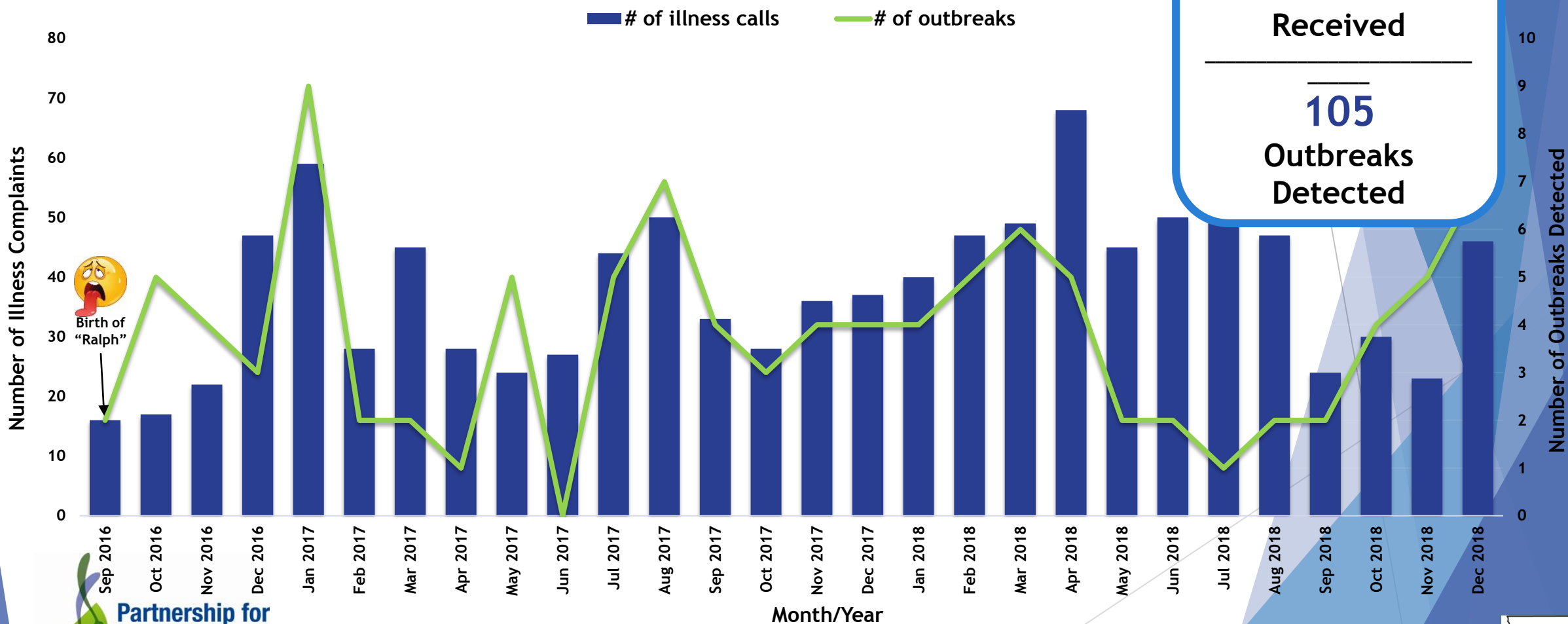
If an Iowa food establishment is implicated, the FBI complaint is shared with DIA



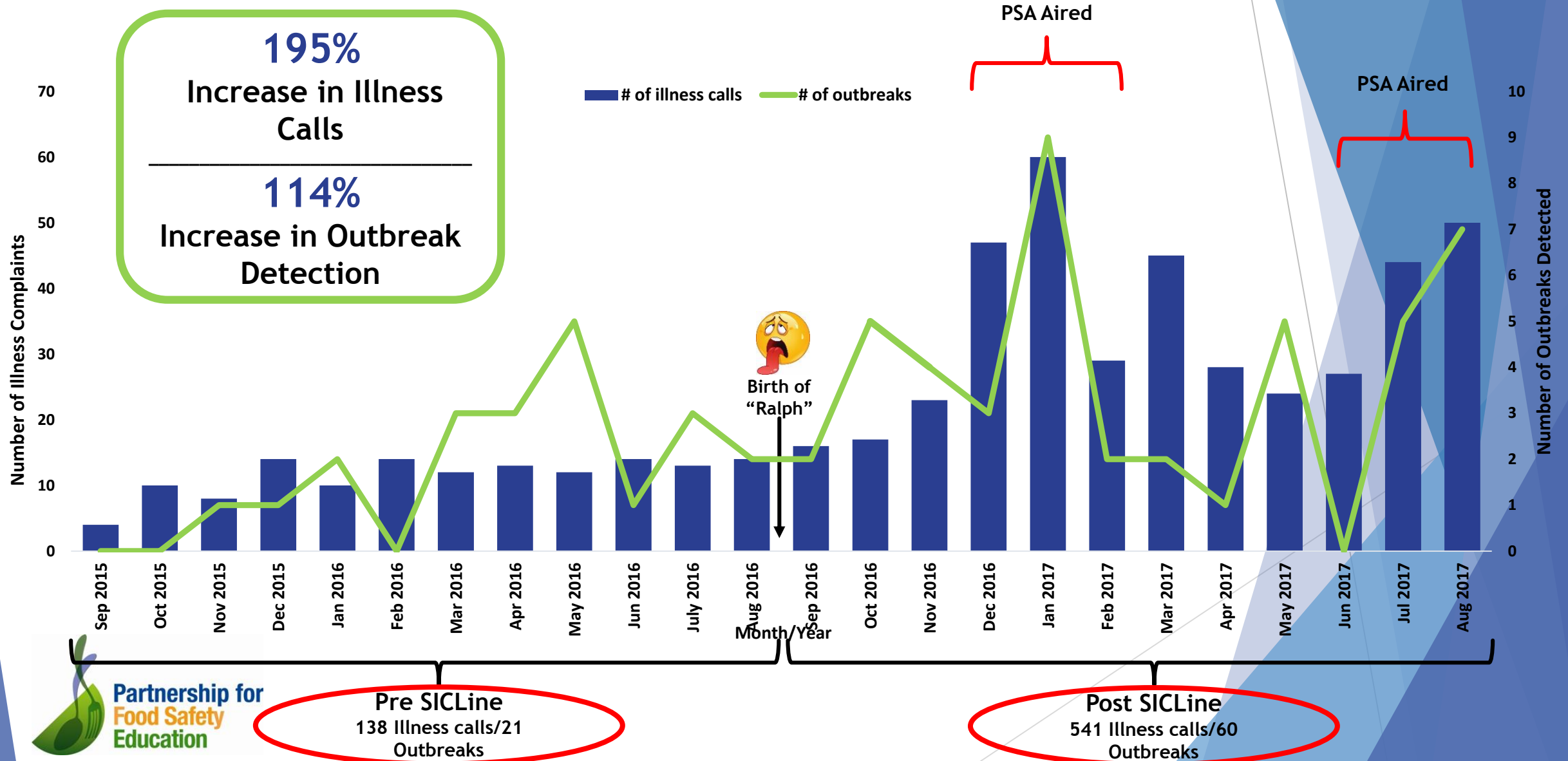
A DIA inspector conducts environmental response. For FBI outbreaks, an environmental assessment is conducted.

Results

Numbers of illness calls and outbreaks detected, Sept. 2016 to Dec. 2018



First Year Comparison

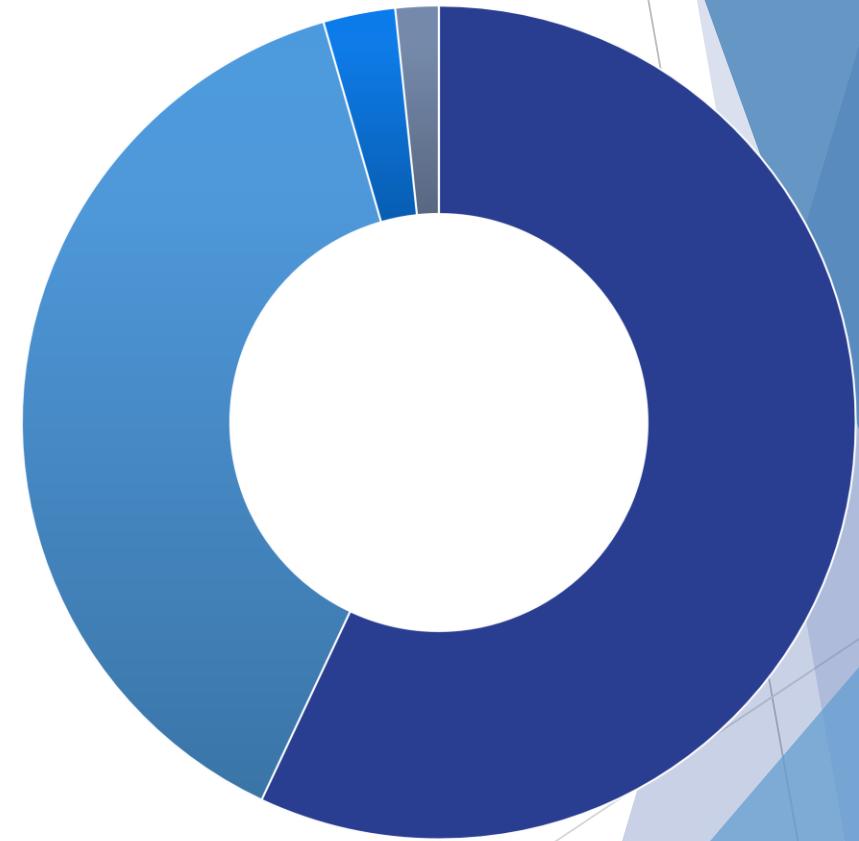


2018 Outbreak Summary

Total numbers of outbreaks investigated

179

infectious disease
outbreaks were
investigated in Iowa in
2018

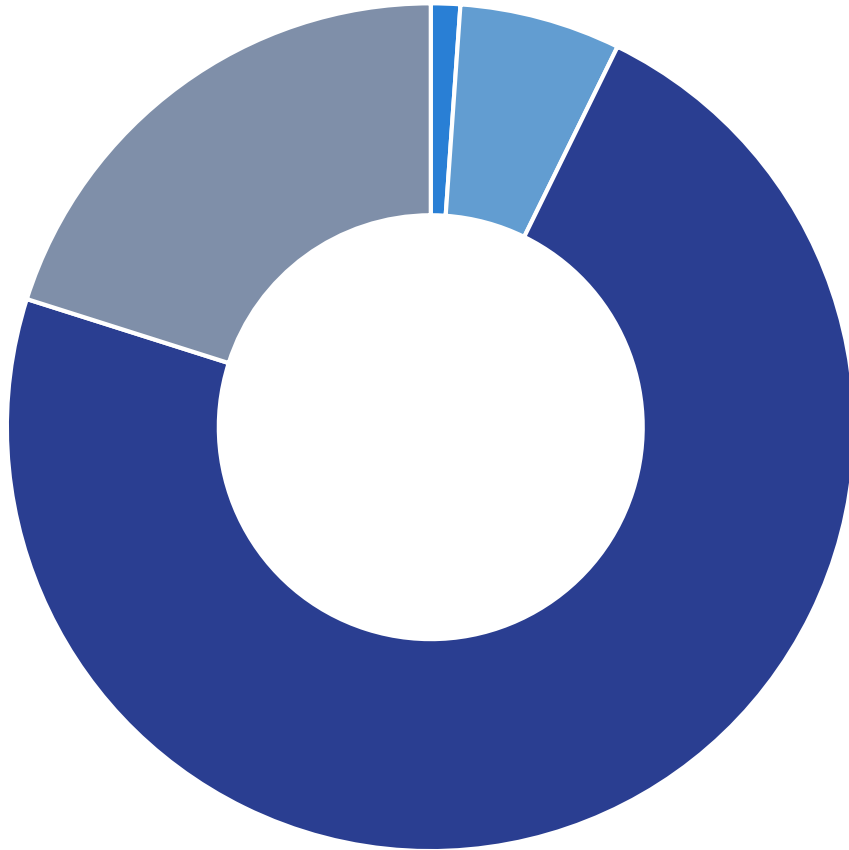


■ Gastrointestinal (57%) ■ Respiratory* (38%) ■ VPD^ (3%) ■ Other+ (2%)

*Respiratory includes upper and lower respiratory illness, influenza, and influenza like illness.
^VPDs are vaccine-preventable diseases (including varicella and pertussis, excluding influenza).

+Other includes certain rash illnesses, and other agents/symptom presentation that do not fit in the other categories.

Modes of Transmission



■ Animal (1%) ■ Foodborne (6%) ■ Person-to-person (73%) ■ Unknown (20%)

Animal = 2

- Gastrointestinal (1)
- Vector-borne (1)

Foodborne = 11

- Gastrointestinal

Person-to-person = 130

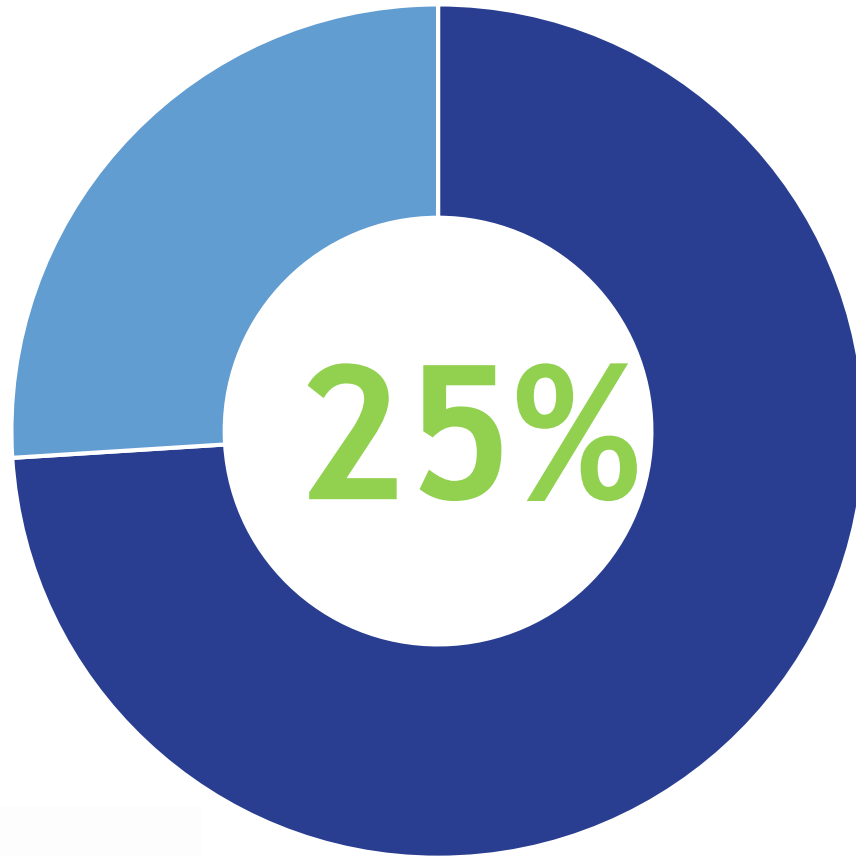
- Respiratory (69)
- Gastrointestinal (54)
- Vaccine Preventable (5)
- Rash (2)

Unknown = 36

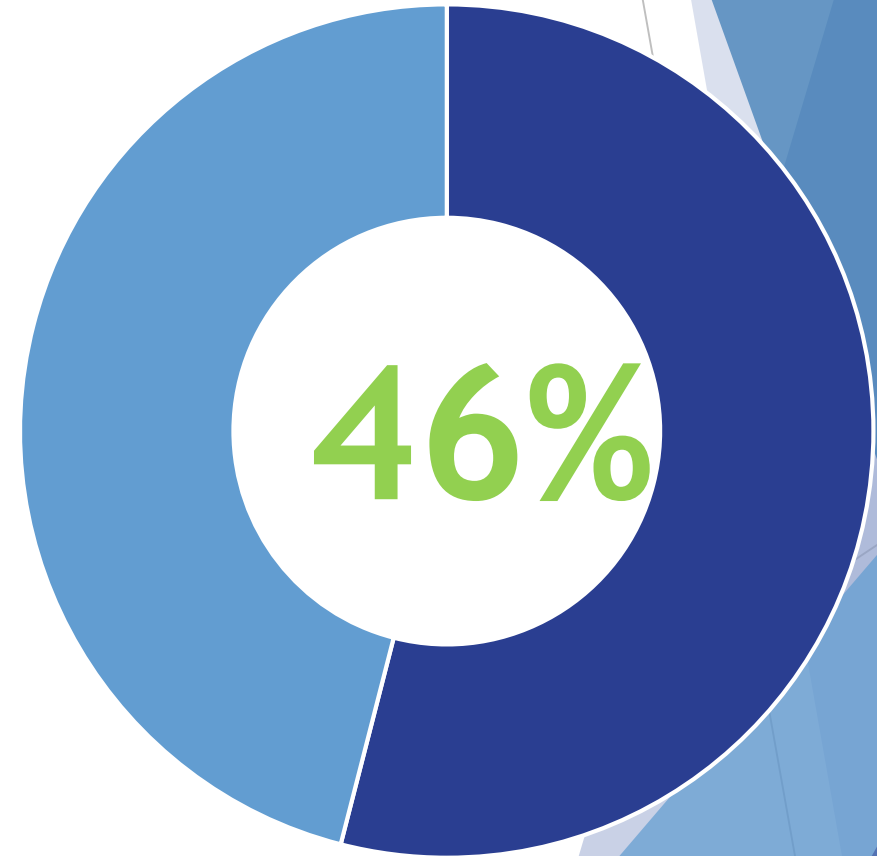
- Gastrointestinal (36)

2018 Outbreak Comparison

2018 Total Outbreaks (N = 179)



Gastrointestinal Outbreaks (N = 102)



Benefits & Challenges

Benefits & Challenges

Benefits

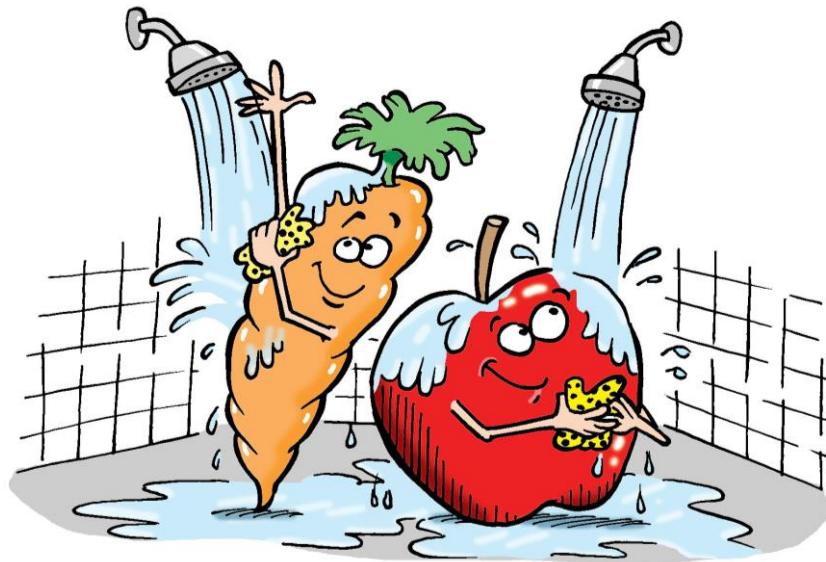
- ▶ Consistency in data collection and evaluation
- ▶ Standardized method of outbreak investigation
- ▶ Increase identification of outbreaks
- ▶ Consistent public health messaging

Challenges

- ▶ Increase in unsubstantiated illness complaints
- ▶ Lack of complainant participation
 - Providing detailed food history, submitting stool specimen)
- ▶ Increased call volume required additional standardized processes

What's Next?

- Continue outreach efforts through presentations and promotional materials
- Complete four additional PSAs for quarterly release
- Work with medical professionals
- Add Spanish language PSAs for radio
- Continue evaluating results



Video

- ▶ [Public Service Announcement 1](#)

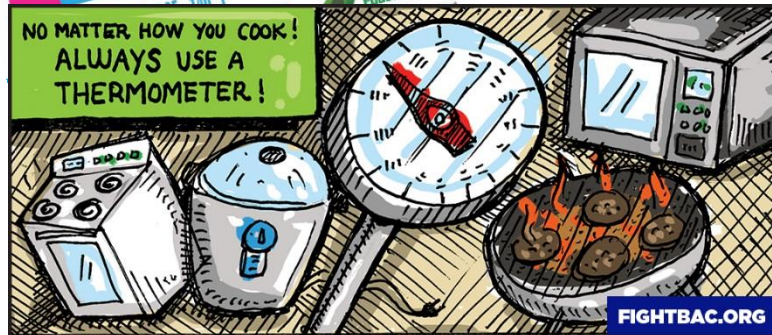
References

- ▶ “Foodborne Outbreak Tracking and Reporting.” *Centers for Disease Control and Prevention*, Centers for Disease Control and Prevention, 10 Aug. 2017, www.cdc.gov/foodsafety/fdoss/data/annual-summaries/index.html
- ▶ Arendt, S, et al. “Reporting of Foodborne Illness by U.S. Consumers and Healthcare Professionals.” *International Journal of Environmental Research and Public Health*., U.S. National Library of Medicine, 19 Aug. 2013, www.ncbi.nlm.nih.gov/pubmed/23965924
- ▶ “Foodborne Illness (Food Poisoning).” Iowa Department of Public Health, <https://idph.iowa.gov/cade/foodborne-illness>

Questions?



Free resources at www.fightbac.org



PLACE POULTRY IN A PLASTIC BAG PROVIDED AT MEAT COUNTER
Help avoid cross-contamination

Next Event

- Two-part CLEAN Webinar Summit
- Coming in May and June



BAC Fighter Community Connectors



Good Food, Good Life

American Frozen Food Institute
Association of Food and Drug Officials
Beef Checkoff
Hormel
International Association for Food Protection

NSF International
McDonald's Corp.
Publix Super Markets Charities
U.S. Poultry & Egg Association



Thank You!

Thank You 2019 Tier II PFSE Partners



2019 PFSE Partners

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American Frozen Food Institute
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Center for Food Integrity
Conagra Brands
Consumer Federation of America
FoodLogiQ
Food Marketing Institute Foundation
International Association for Food Protection
International Dairy Deli Bakery Association
International Food Information Council Foundation
McDonald's Corp.
Meijer, Inc.
National Association of Convenience Stores
National Chicken Council
National Grocers Association

National Pork Board
National Restaurant Association
National Turkey Federation
North American Millers' Association
NSF International
Produce Marketing Association
Publix Super Markets Charities
Refrigerated Foods Association
Sysco Corporation
Tyson Foods
United Fresh Produce Association

Federal Government Liaisons

Centers for Disease Control and Prevention
U.S. Food & Drug Administration, CFSAN
U.S. Department of Agriculture, FSIS FSES
U.S. Department of Agriculture, NIFA



Continuing Education Units

****FINAL REMINDER****

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Survey

A **survey** will pop up immediately following this webinar.



Please respond to it.

Then we'll know how to serve you better!

Thank you!

Thank You!



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844-IowaSic
(or your local health department)
to report food poisoning