

# MEDIA

**I**f the public has heard about the investigation and the Food Establishment is being contacted by media, it is important for the Food Establishment owner/operator/manager to coordinate with the Regulatory/Health Authority to ensure an accurate and consistent message is communicated.

- The Regulatory/Health Authority, not Industry, typically has the primary responsibility for public notifications/media announcements related to foodborne illness investigations.
- Industry has the responsibility to work with Regulatory/Health Authorities to warn consumers of any unsafe products that may be in commerce or people's homes.
- Releasing information prior to any Regulatory/Health Authority statement may disrupt, confuse or confound the outbreak investigation and result in prolonging the investigation process.
- It is advisable that the Food Establishment owner/operator/manager review their media responses in advance with the Regulatory/Health Authority to prevent any conflict with the facility's operation or the Regulatory/Health Authority's handling of the investigation.
- Employees should refer any media questions directed at the Food Establishment to a designated single point of contact.
- Consult with the Food Establishment's public relations representative and legal counsel (if any) before making any statements through the media spokesperson. Consulting with a risk communications professional may be helpful.
- Create talking points to ensure that all staff are responding to customers correctly and consistently. This may be done in collaboration with the Regulatory/Health Authority.