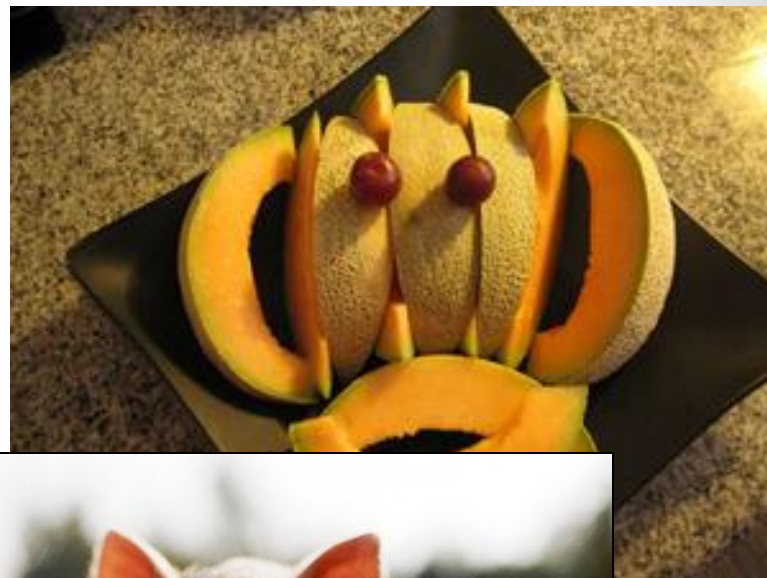
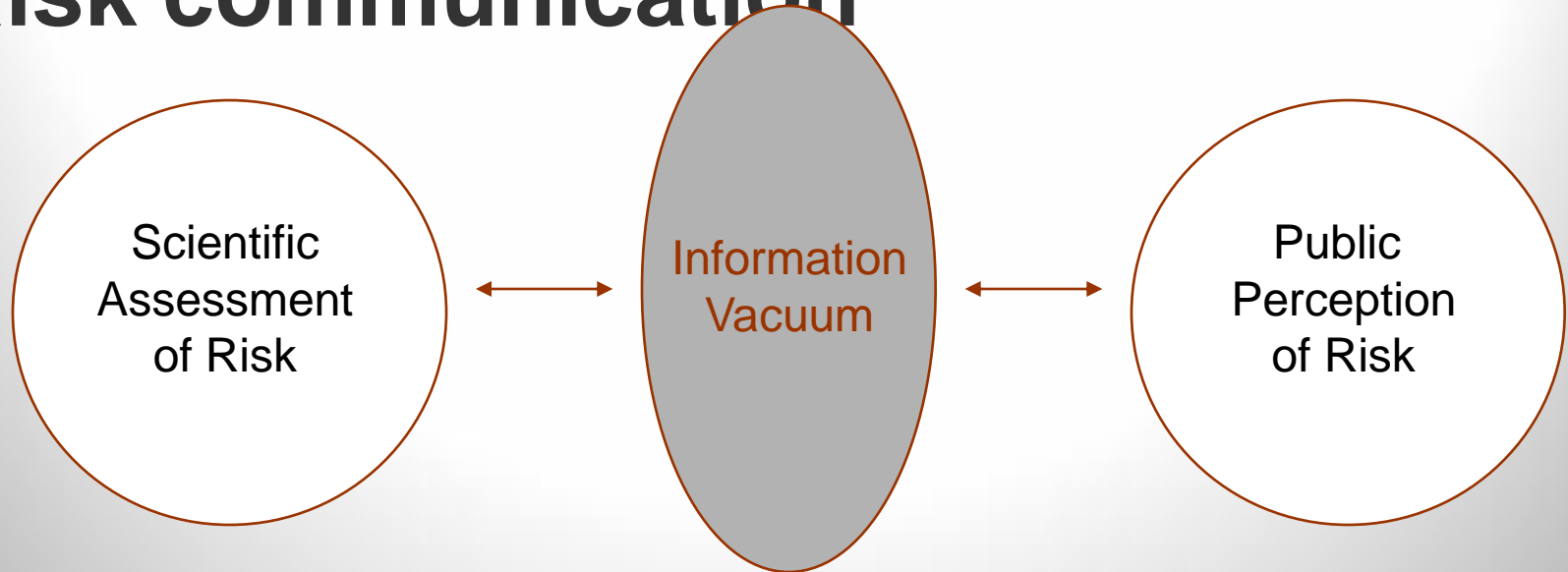


# Food risk discussions through social media

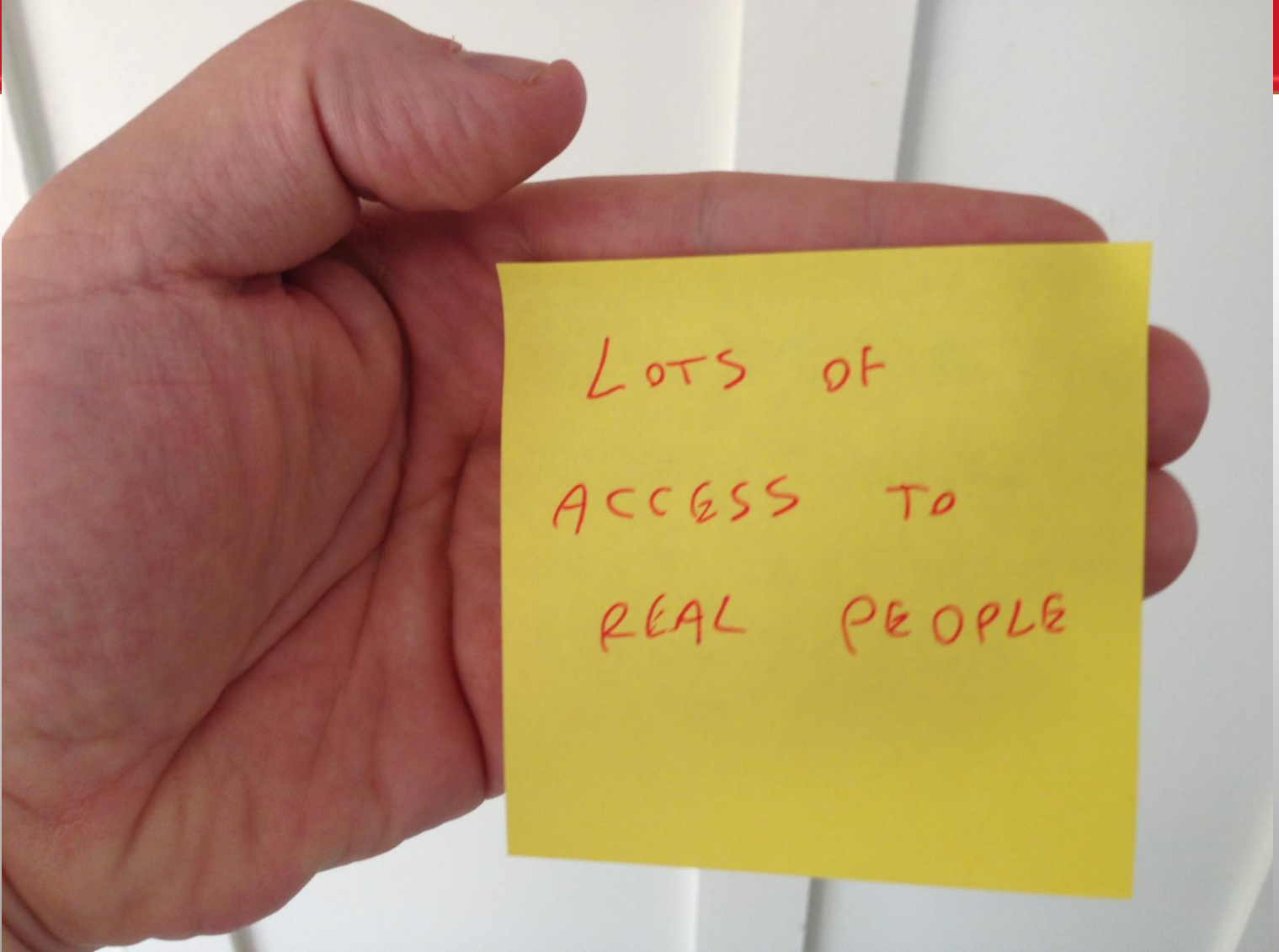
Ben Chapman, PhD  
North Carolina State University  
April 16, 2013



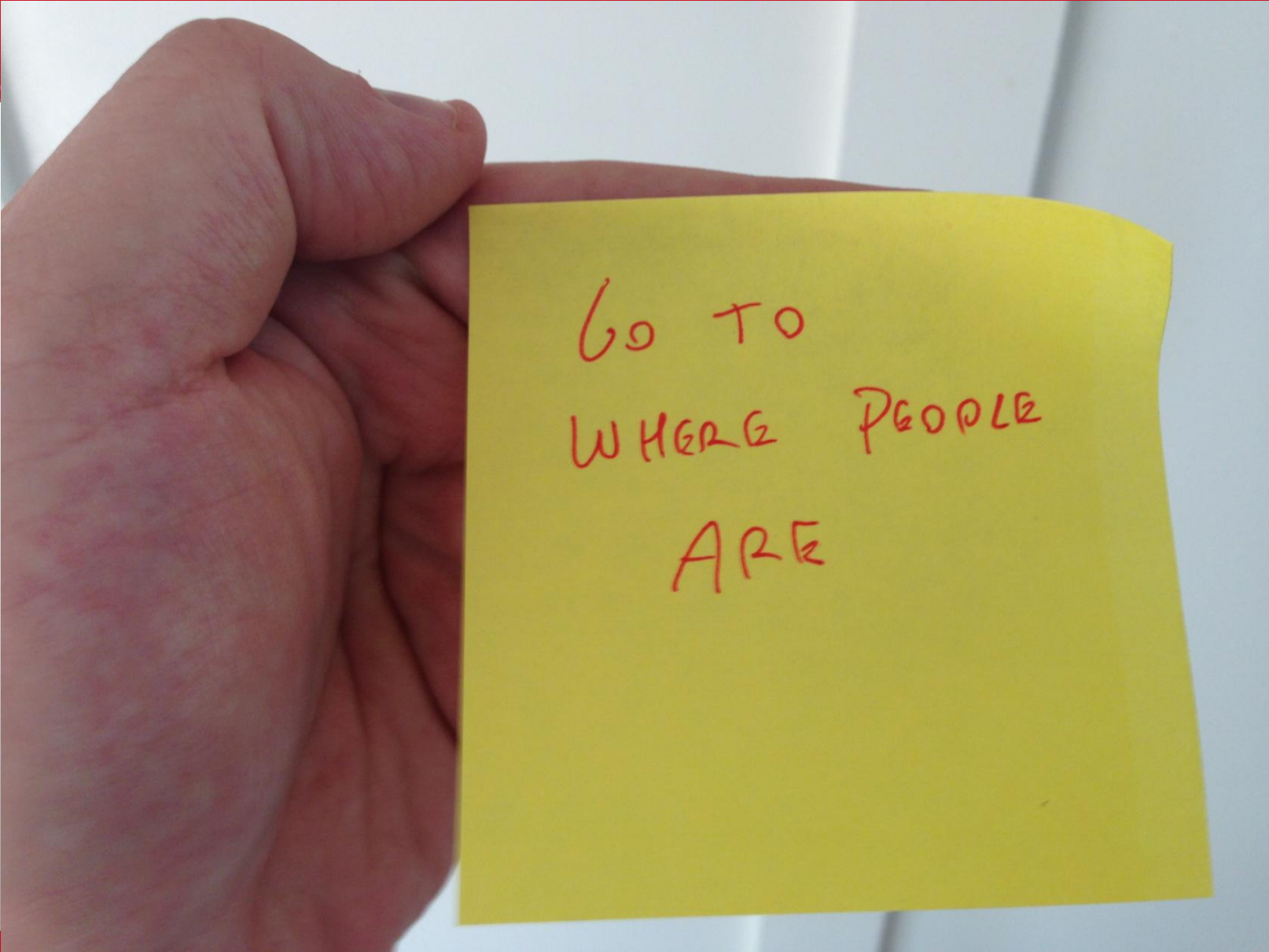
# Risk communication



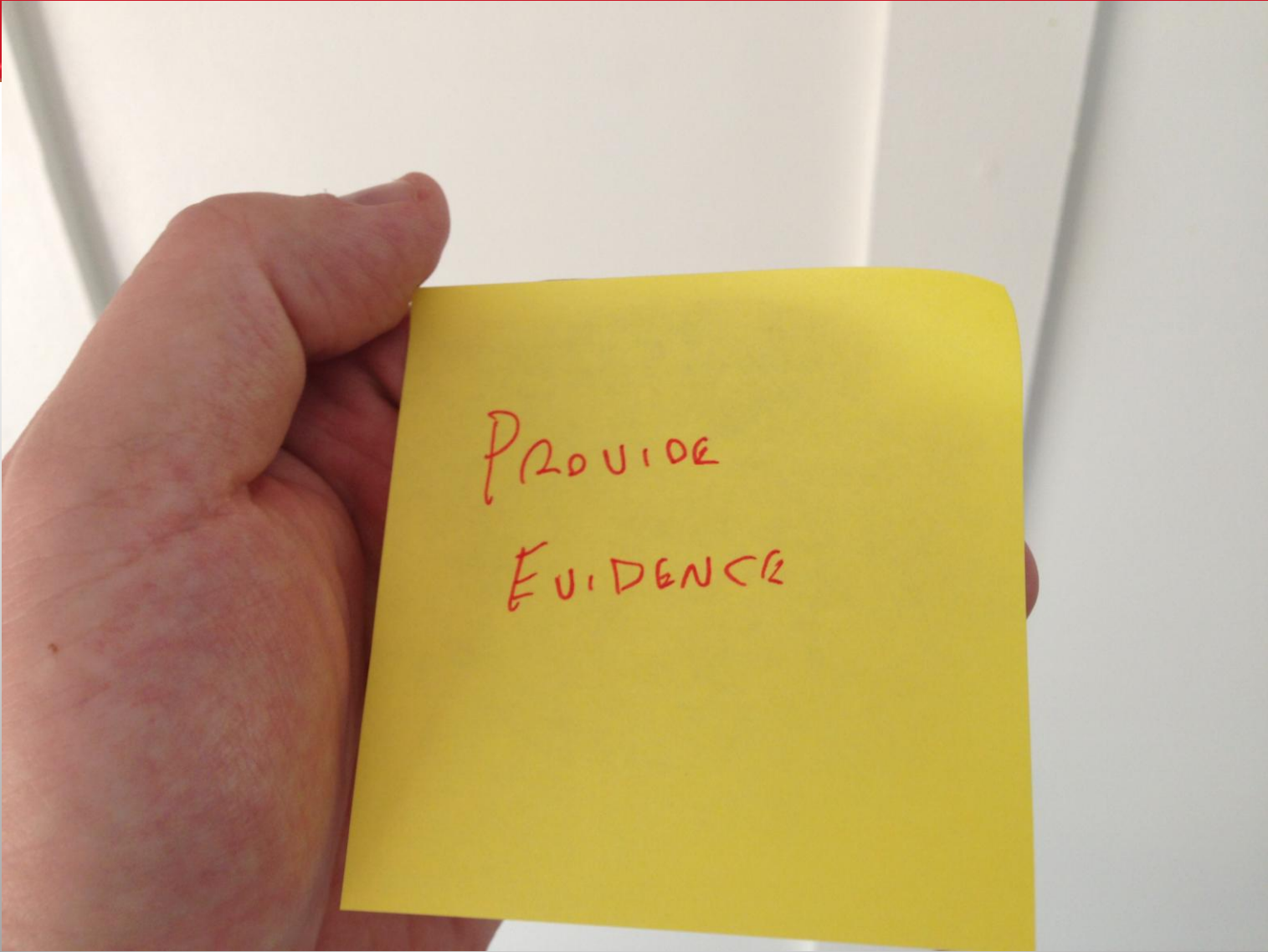
- Need to be able to address
  - Why you have risk reduction practices
  - Update often
- In absence, it gets filled by... whomever

A close-up photograph of a person's hand holding a bright yellow sticky note. The note has handwritten text in red ink. The background is a plain, light-colored surface.

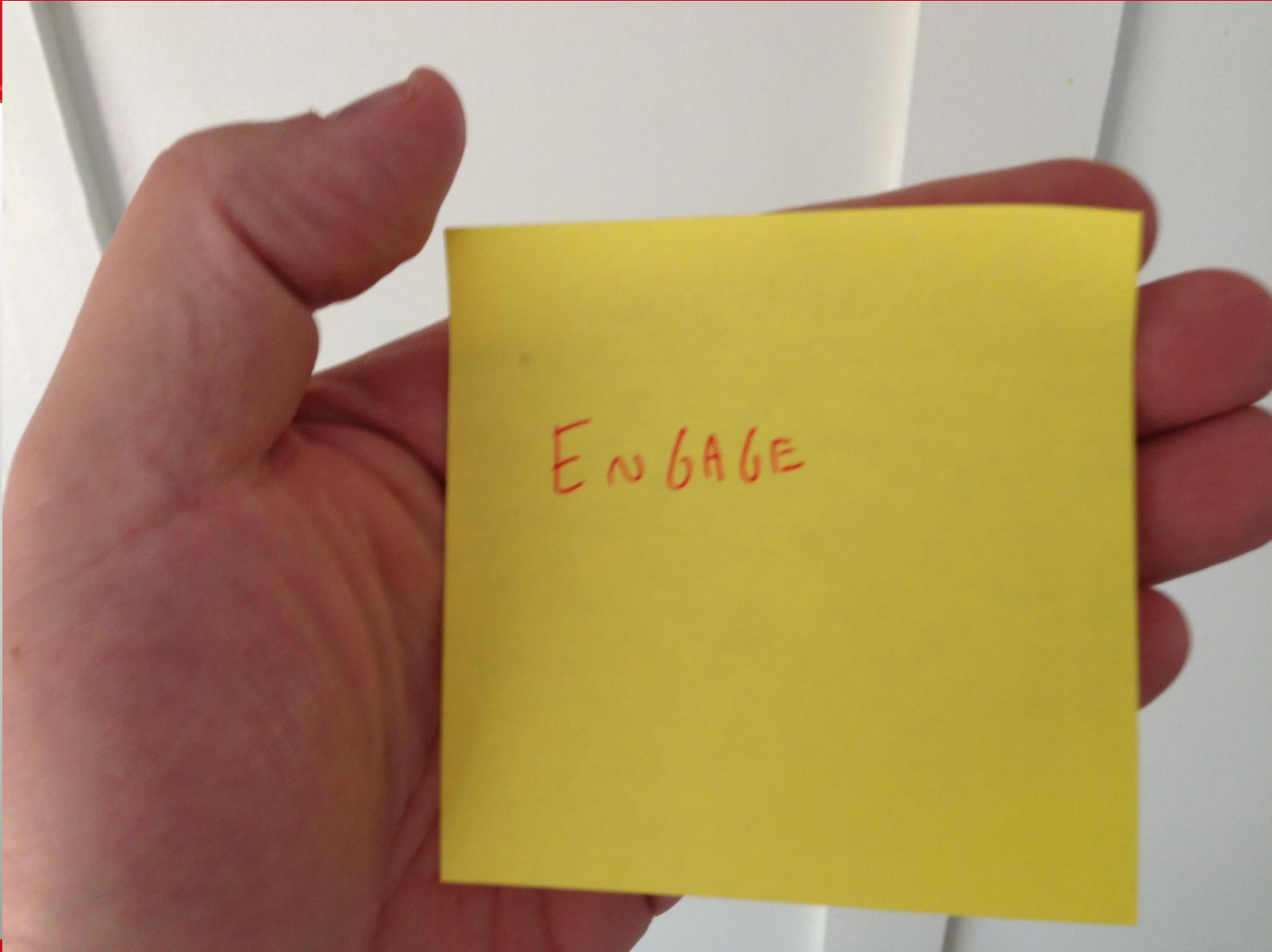
LOTS OF  
ACCESS TO  
REAL PEOPLE

A close-up photograph of a person's hand holding a bright yellow sticky note. The note is held against a light blue background. The text on the note is written in red ink in a casual, handwritten style. The text is arranged in three lines: "GO TO" on the first line, "WHERE PEOPLE" on the second line, and "ARE" on the third line. The hand is positioned on the left side of the frame, with the thumb and fingers gripping the edge of the note.

GO TO  
WHERE PEOPLE  
ARE

A close-up photograph of a person's hand holding a bright yellow sticky note. The note is held against a light-colored, possibly white, background. The text 'PROVIDE EVIDENCE' is written on the note in red ink, with 'PROVIDE' on the top line and 'EVIDENCE' on the bottom line. The handwriting is in a casual, slightly slanted cursive style. The hand is positioned on the left side of the frame, with the thumb and fingers visible holding the note.

PROVIDE  
EVIDENCE

A close-up photograph of a person's hand holding a bright yellow sticky note. The word "ENGAGE" is written on the note in red, uppercase, sans-serif letters. The background is a plain, light-colored surface, possibly a wall or a piece of paper. The entire image is framed by a red border.

ENGAGE

IT'S

HARD

Dr. Ben Chapman

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