

Other

Theme	Recommendation	Status	Grade
Communications	<p>39. The principles of risk communications should drive the federal communications strategy and activities. Therefore, the Health Canada/Public Health Agency of Canada Risk Communications Framework should be implemented and become the principal reference point and standard for federal government communication to the public on foodborne emergencies, such as listeriosis.</p>		
	<p>40. Communications staff should be aware of developing trends in communication and ensure the capability exists to use the best vehicles available to reach key audiences as quickly as possible.</p> <p>A 'one-stop' website capability should be developed in order to provide easier public access to crucial information. Accountability for its maintenance should be clearly identified.</p>		
	<p>41. A series of communication measures that will contribute to an acceptable level of preparedness should be identified and put into place.</p> <p>These would include simulation training, contingency planning to ensure availability of key resources and ready access to outside suppliers. The measures should also include the preparation of certain communications material in advance, such as basic information on listeriosis and other foodborne illnesses for at-risk populations and health providers.</p> <p>It would also include the development of a communications strategy, based on solid marketing research and analysis, and a related implementation plan. The strategy should identify the target audiences, their information requirements, and how and by whom they are best reached.</p>		
Institutions for vulnerable people	<p>21. Organizations providing housing and/or food services to seniors and other vulnerable groups, including long-term care homes and hospitals, should be encouraged to adopt food safety practices aimed at vulnerable populations, including those most vulnerable to listeriosis (such as the practices set out in</p>		