

○ Promoting web contents

Website is an important tool for FSC to distribute latest information about hot topics at the time, such as BSE, Avian influenza, and food-poisoning incidents. Targeting more active readers, FSC e-mail newsletters (e-magazines) are sent weekly to distribute general information of FSC's 'now', and general introduction to those who are not familiar with FSC's activities can be made by FSC brochures, kid's leaflet, FSC food safety glossaries, and the quarterly journal 'Food Safety'.



As an aid to enhancing food safety education for school students, FSC recently published a side reader text book targeting middle school students, titled 'Food safety from a scientific perspective'. The DVD called 'Let's think about food safety - food additives and residual agricultural chemicals' for elementary school pupils was also released on the same perspective.

○ Comprehensive Information System for Food Safety

'Comprehensive Information System for Food Safety' is a database system operated by FSC. Through this system, information gathered by FSC can be shared by general viewers.

3. Food safety emergency response

There were several occasions FSC took emergency responses in fiscal 2009, including H1N1 influenza and *Escherichia coli* O157 food poisoning. In those cases, FSC's reactions are to gather scientific aspect of the incident and to release relevant scientific information to the general public as a part of risk communication. Occasionally, a Chairperson's comment may be released to directly deliver the message of scientific perspective to the citizens.



In order to be appropriately prepared for such occasions, FSC periodically conducts emergency response trainings. Through this training, FSC aims to gain new knowledge and skills of managing emergency situation, via providing appropriate scientific information and advices to avoid concerned hazards to the public, thus collectively strengthening emergency response strategy by FSC.