



Assessment of Consumer Participation and Empowerment Program on Food Safety in ASEAN Member States

ASEAN Health Cluster 4



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one identity
one community



Assessment of Consumer Participation and Empowerment Program on Food Safety in ASEAN Member States

The ASEAN Secretariat
Jakarta

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States of the Association are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. The ASEAN Secretariat is based in Jakarta, Indonesia.

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Catalogue-in-Publication Data

Assessment of Consumer Participation and Empowerment Program on Food Safety in ASEAN Member States (ASEAN Health Cluster 4)

Jakarta: ASEAN Secretariat, January 2023

363.19259

1. ASEAN – Food Safety – Policy
2. Consumer Education – Public Awareness

ISBN 978-623-5429-19-9 (PDF)



ASEAN: A Community of Opportunities for All

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Foreword

One of the ASEAN Food Safety Policy objectives adopted in 2015 by the Ministerial Bodies responsible for health, trade, and agriculture is to enhance the protection of consumers' health within the ASEAN Member States. Consumers should have good knowledge and awareness on food safety to protect themselves and their families from unsafe and innutritious food.

Our effort to facilitate food safety for everyone is vital to maintaining and protecting human health, especially in this COVID-19 pandemic situation, which has impacted various essential sectors in our lives, including food security and safety. Therefore, consumer empowerment is a key strategy for food safety throughout the ASEAN Member States for better consumer protection.

Concerning the primary role of consumers in food safety, the Indonesian FDA has firmly committed to implementing the Consumer Participation Empowerment on Food Safety (CPE) program. Hopefully, the CPE Program could inspire and encourage ASEAN Member States to continuously improve the communication, information, and education (IEC) activities to empower our consumers to optimize their roles in achieving sustainable food safety for all.

The Assessment Report of CPE is developed to assess the current situation of consumer participation programs in the ASEAN Member States. It is a preliminary work to gather ideas and information on empowering the consumer community towards food safety to develop a Regional Framework for the CPE program.

Moreover, I would like to take this opportunity to express my highest appreciation to the Secretary-General of ASEAN, H.E. Lim Jock Hoi, and ASEAN colleagues for their excellent support of the CPE program. Our sincere gratitude goes to Prof. Dedi Fardiaz as the key expert in implementing the CPE program and the Secretariat team of the CPE program for their hard work in preparing this report.

Lastly, we hope this report could benefit all ASEAN Member States to increase and strengthen consumer participation in food safety.

Dr. Penny K. Lukito, MCP
Chair of Indonesia FDA
The Republic of Indonesia

Foreword

More than 200 diseases are caused by unsafe food which contains harmful bacteria, viruses, parasites or chemical substances. It is estimated that with a global population of 600 million, 1 out of 10 people become ill after consuming contaminated food and about 420,000 people die every year as a result of eating contaminated food with over one-third of these deaths occurring in children under 5 years of age. Moreover, infants, young children, the elderly and the sick are also made vulnerable by unsafe food as it can result in a vicious cycle of malnutrition and disease. This demonstrates that food safety, nutrition and food security are linked. These figures from the World Health Organisation showed that unsafe food poses immense global including regional threats to human health. Further, the World Bank also estimated that 110 billion USD is lost in productivity and medical expenses due to unsafe food in middle- to low-income countries.

Strengthening national food safety and quality control systems is a significant intervention to advance food safety in countries. Through food control systems, national competent authorities are able to protect the health and safety of consumers and guarantee the safety and quality of foods marketed within the country and traded across international borders.

Ensuring food safety is of prime importance to ASEAN Health Sector and its ASEAN Post 2015 Health Development Agenda 2021-2025. Food safety is a long-standing health priority of the ASEAN Health Sector and has been under the ambit of ASEAN Health Cluster 4 since 2016. The Work Programme of ASEAN Health Cluster 4 on Ensuring Food Safety aims to promote access to safe food and to strengthen food safety risk analysis in ASEAN.

Enhancing consumer participation and empowerment (CPE) is one of the initiatives that are in the Work Programme of ASEAN Health Cluster 4 which is vital in helping consumers make informed decisions on food purchases and consumption towards better and healthier choices.

I congratulate ASEAN Health Cluster 4, especially the lead country Indonesia for developing the Assessment of Consumer Participation and Empowerment Programme on Food Safety in ASEAN Member States. To evaluate the situation of CPE programmes in the ASEAN Member States is a vital undertaking to build evidence in order to inform the development of Regional Framework for the Consumer Participation and Empowerment Programme.

It is my sincere hope that this Assessment report and the upcoming Regional Framework will remarkably facilitate the empowerment of consumers on food safety in our region.



Dr. Chanthanom MANITHIP, BSc., M.A., MSc., Ph.D.

Permanent Secretary

Ministry of Health of the Lao PDR

ASEAN SOMHD Chair

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Introduction

Consumers play important roles on implementing food safety practices at home when they prepare food for the family, also to initiate good habit in their communities. For this to happen, consumer education and empowerment programmes are needed. In particular, empowering consumers through Information, Education and Communication (IEC) activities in food safety is a strategic effort to enable improvement of their understanding in food safety issues which ultimately strengthen their awareness to make informed-choices on food products for their consumption. Educating consumers should include provision on relevant and updated information in time on food crisis. Food safety issues can escalate into public fears especially when government fail to provide clarification in timely manner.

Consumer participation and empowerment (CPE) is one of essential strategies for improving food safety. It consists of two broad correlated elements to create the conditions for consumers to thrive. First, resources must be sufficiently available to educate consumers in delivering informed decision related to food safety issue. Second, policies and institutional arrangement must be in place to support them in doing this. However, public access to food safety education resources remains limited in some ASEAN regions. This situation leads to the lack of consumer participation in food safety in some ASEAN countries. To be intelligently involved, consumers must understand food safety so that they can protect themselves from foodborne health risk. This issue will be addressed by development of Regional Framework of CPE Program in Food Safety that will serve as a general guide for ASEAN Member States (AMSs) to increase consumer participation and empowerment in food safety.

In ASEAN Health Cooperation Concept Note it is clearly mentioned the need to have an ASEAN's project activity on "Survey Data and Regional Framework Development of Consumer Participation and Empowerment (CPE) Program on Food Safety". This project activity is aimed to assess the existing conditions by sharing information on CPE Program in Food Safety in AMSs. Survey findings are expected to support the strategy of providing necessary mechanism and capacity building to minimize differences among the national food control systems which later can be used to develop a regional framework of CPE Program on Food Safety in the ASEAN.

Methods

Note

The following method of collecting information on CPE Program on Food Safety from AMS has been modified from previous method. Previously as mentioned in Project Implementation Plan for Consumer Participation and Empowerment on Food Safety (ASEAN HC4, 2019) it was planned that survey data would be collected from AMS as follows: (1) collecting data by AMS; (2) processing national data by AMS; (3) submission of country report by AMS; (4) compiling and analyzing country report from AMS-led by Indonesia; and (5) development of regional framework of CPE program on food safety. In reality it was difficult to collect national data which has been processed and documented as country report by AMS, particularly in the situation of COVID-19 pandemic. In the modified method, questionnaires are sent by Indonesian FDA to National Contact Point (NCP) of each AMS to be completed, and the completed forms are sent back to Indonesian FDA for further compilation and analysis. The followings are steps in conducting the survey.

1. Identification and Developing a Network of National Contact Points (NCPs) for CPE Program on Food Safety in the ASEAN.
 - Indonesian FDA as NCP for CPE Program on Food Safety in Indonesia communicates with ministry/agency engaged in food safety, establish and develop a Network of NCPs.
 - NCP in each AMS is responsible to manage inter-ministerial/agency communication, in particular in collecting survey data on CPE Program on Food Safety.
2. Preparation of questionnaires for survey of CPE Program on Food Safety.
 - Indonesian FDA prepares and reviews the questionnaires.
 - Questionnaires are developed and designed in the form of matrix in such a way that each NCP can easily fills the form by answering yes or no. Room for extended description is provided in the form.

3. Distribution of questionnaires on-line to all NCPs.
 - Each NCP communicates and develops a sub-Network with other institutions engaged with food safety in each AMS.
 - Each NCP collects survey data from each member of the Sub-Network in each AMS.
 - The completed questionnaires are sent to Indonesian FDA for further data compilation and processing.
4. Indonesian FDA compiles the survey data collected from all NCPs, conducts the analyses and reports the survey results.

Results and Discussion

A. Information Collected in the Survey of CPE Program on Food Safety

Survey of CPE Program on Food Safety was started by identifying National Competent Contact Point (NCP) in each ASEAN Member State (AMS) which was responsible to manage inter- ministerial/agency communication, in particular in collecting survey data on CPE Program on Food Safety in each AMS. All identified NCPs are listed in Annex 1.

According to Project Implementation Plan for Consumer Participation and Empowerment on Food Safety (ASEAN HC4, 2019), there are seven parts of questionnaires needed to be completed by AMSs, as follows:

1. Consumer Participation and Empowerment Program on Food Safety
2. Policy/Regulation/Legal Aspects
3. National Program/Strategic Plan in CPE Program on Food Safety
4. Institutions Involve in CPE Program on Food Safety
4. Resources (Human Resources; Information, Education and Communication Production Facility; and Financial)
5. CPE Program on Food Safety, Information Resources, Methods, and Evaluation
6. Consumer Characteristics and Best Practice in Developing CPE Program on Food Safety
7. Capacity Building Needs in CPE Program on Food Safety

Each part of questionnaires consists of several questions to be answered by each AMS. In order to accommodate and compare the responses from each AMS, questionnaires are constructed in the form of matrix. Compiled survey responses from all AMSs are shown in Annex 2 to Annex 7.

B. Consumer Participation and Empowerment Program on Food Safety

Based on survey data collected from all AMSs, a general profile of CPE Program on Food Safety can be seen in Figure 1 (Consumer Participation Program) and 2 (Consumer Empowerment Program). Bar graph in Figure 1 shows that all AMSs provide a dedicated consumer complaint service unit or another kind of facility to enable consumer to make a comment, complaint or report regarding information of food safety issues to the government.

Almost all AMSs (90%) encourage the participation consumer organization/group in delivering messages on food safety to various groups of consumer, such as campaigning safe food preparation practices, WHO five keys for safer food, Together, Let's Keep Food Safe, and other related food safety materials. Likewise, participation of consumer organization/group is encouraged in regulatory affairs such as participation in the development/review of food safety related legislation/regulation/standards. Many of AMSs (80%) uses different methods of communication to consumer, among others are talk show, exhibition, social gathering on different topics related to food safety.

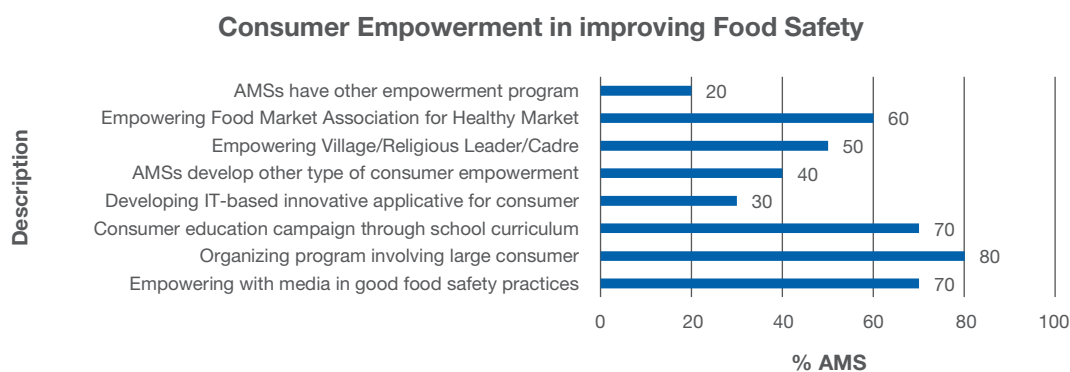
Figure 1. Survey data on consumer participation in the CPE Program on Food Safety



Unlike in consumer participation program, only around three quarter of AMSs (70-80%) have consumer empowerment program (Figure 2). Producing media in food safety issues to empower consumer in applying good food safety practices is an example of consumer empowerment program in AMSs. Other consumer empowerment programs for example are (1) Organizing program/activity such as “Consumer Movement in Improving Food Safety” involving large consumer (i.e. program in a Food Safety Festival or any other events), and (2) Developing consumer education campaign to empower the school to include food safety in the school curriculum.

There are still inadequate capacity of many AMS in developing IT-based innovative empowerment program such as empowering consumers to use their own smartphone application to select safe food. Another example are empowering Village/Religious Leader or Village Development Cadre in improving food safety, and empowering Food Market Association in developing/applying Healthy Market.

Figure 2. Survey data on consumer empowerment in the CPE Program on Food Safety



C. Policy and National Program in CPE Program on Food Safety

Survey data concerning legislation on consumer protection (Figure 3) show that all AMSs (100%) have Consumer Protection Law/Act in place. The followings are the name of consumer protection law/act in each AMS respectively.

Brunei Darussalam

- Consumer Protection (Fair Trading) Order, 2011
- Consumer Protection, Fair Trading, (Cancelation of Contract) Regulations, 2011

Cambodia

- Consumer Protection Law, 2019

Indonesia

- Law No. 8 Year 1999 concerning Consumer Protection

Lao PDR

- Consumer protection Law 02 NA, 30 June 2010 (MOIC)

Malaysia

- Consumer Protection Act 1999, latest amendment made by Act A1498 which came into operation on 1 March 2016

Myanmar

- Consumer Protection Law (The Pyidaungsu Hluttaw No. 10, 2014)

The Philippines

- Republic Act No. 7394, 1992. The Consumer Act of the Philippines

Singapore

- The Sale of Food Act

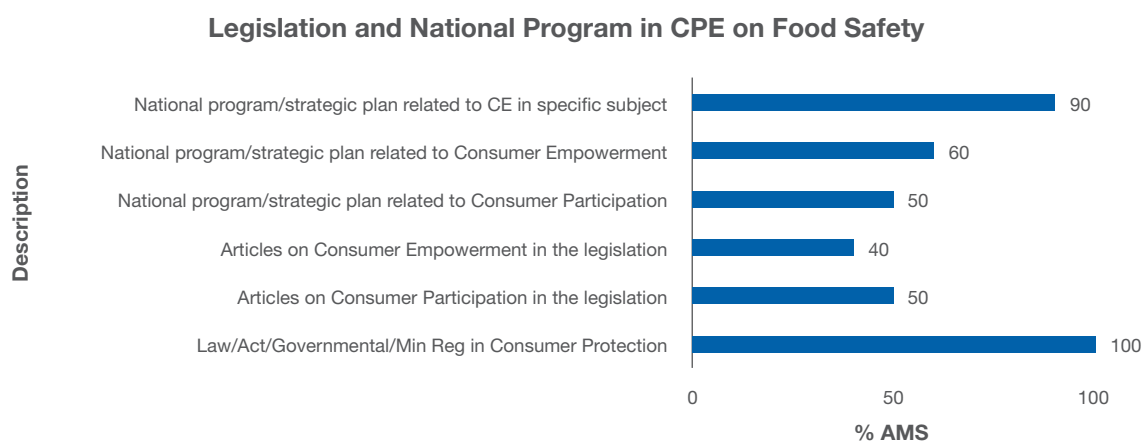
Thailand

- Consumer Protection Act, B.E. 2522 (1979)

Viet Nam

- The Law on Protection of Consumers' Rights ("Law 59"), 2010 to replace the 1999 Ordinance on Protection of Consumers' Rights ("Ordinance")

Figure 3. Survey data on consumer protection law/act and national program in CPE on Food Safety in AMS



A half of AMSs stated that specific articles on Consumer Participation or Consumer Empowerment is clearly written in the legislation. Examples of the inclusion of consumer participation or consumer empowerment in the legislation of AMS, are as follows:

Indonesia

- Law No 18 year 2012 on Food, Chapter XIII (Community Participation),
 - Article 130 (Public can participate in delivering information and knowledge on Food and Nutrition).
 - Article 131 (Community can address their problems, suggestions and/or solution of Food Problem to the Government and/or Regional Government).
- Government Regulation No. 86 Year 2019 concerning Food Safety, Chapter VI about Community Participation, Articles 76 to 81,
 - Article 76 (Community can participate in campaigning Food Safety through print or electronic media and responsible for the accuracy of the information submitted in accordance with the provisions of the regulations and legislation).
 - Article 77 (Community can participate in submitting problems, input, and/or methods solving Food Safety problems).
 - Article 78 (Community can raise problems and/or give feedback orally or written regarding the alleged violation against Food Safety to the minister of government affairs in the field of agriculture, the minister in charge of affairs, government in

the field of maritime affairs and fisheries, minister, who carry out government affairs in the field of health, Agency Head, or regent/mayor as appropriate with its authority. Delivering problems and/or giving input must be carried out responsibly in accordance with the provisions of laws and regulations, religion, norms of decency, and politeness).

- Article 79 (Problems and/or input from the public delivered orally or in writing must be accompanied by supporting data/evidence).
- Article 80 (Community has the right to receive services and answers from the Head of the Agency and/or regents/mayors above problems and/or input submitted to Head of Agency and/or regents/mayors. In certain cases the Head of the Agency and/or the regent/guardian the city may refuse to provide the information content or provide answers to input or opinion as referred to in paragraph (1) in accordance with the provisions of the legislation).
- Article 81 (Further provisions regarding the procedure for settlement problems and/or input from the community are determined by the minister who held government affairs in agriculture, the minister in charge of affairs government in the field of fisheries and fisheries, the minister who carry out government affairs in the health sector, or Head of Agency in accordance with the authority).

Lao PDR

- Food Law, 2013, Articles 5, Point 2, Articles 6, 7, 18, 19, 44, 46, 47, 51
- Consumer Protection Law, 2010 Articles 1, 2, 4, 5, 6

Myanmar

Consumer Protection Law, 2019, Article 12, 13 Consumer Protection Law, 2019, Article 44

The Philippines

Republic Act No. 7394, The Consumer Act of the Philippines Republic Act No. 7394, The Consumer Act of the Philippines

Thailand

The act addresses to provide information and education for consumers about all products, not specific food product.

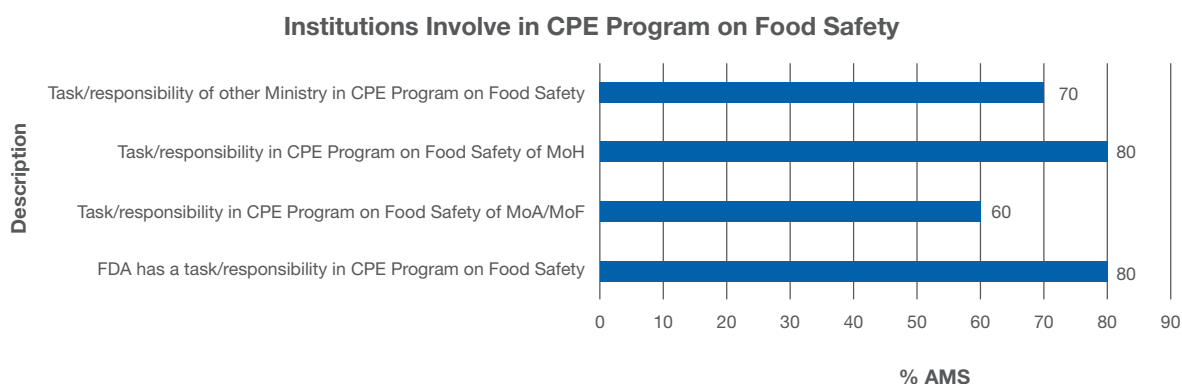
Around half of AMSs have national program/strategic plan related to Consumer Participation in improving food safety (consumer movement, food safety campaign etc.) or related to Consumer Empowerment in improving food safety (consumer education, empowerment of consumer group. However, almost all (90%) AMSs have a national program/strategic plan related to Consumer Empowerment in specific subject (school canteen, specific community, healthy market, etc.).

D. Institutions Involve in CPE Program on Food Safety

Almost in all AMSs (80 %), Food and Drug Administration (FDA) Agencies are responsible and have a task in planning, developing, and executing CPE Program on Food Safety (Figure 4). However, other related ministries/agencies, in particular, Ministry of Agriculture, Ministry of Fisheries, and Ministry of Health has a task or responsibility in conducting CPE Program on Food Safety. Other ministries such as Ministry of Education, Ministry of Commerce, and other ministries/agencies involve in the CPE Program on Food Safety. Annex 5 describes the involvement of these institutions in the CPE Program on Food Safety.

In many AMSs (60%) FDA is responsible in developing communication media for CPE Program on Food Safety (Figure 5). Examples of media developed by FDA of AMSs are: print, electronic, visual, or audio visual media. Posters, brochures and infographic print products are common printed media in CPE Program on Food Safety. Singapore Food Agency (SFA) for example has developed materials such as brochures, infographics (posted on Facebook/Instagram) to educate consumers on food safety. Food Safety tips are also available on their website. Nowadays, websites, social media, mobile application, you tube and other similar media are used for CPE Program on Food Safety as carried out by Thai FDA.

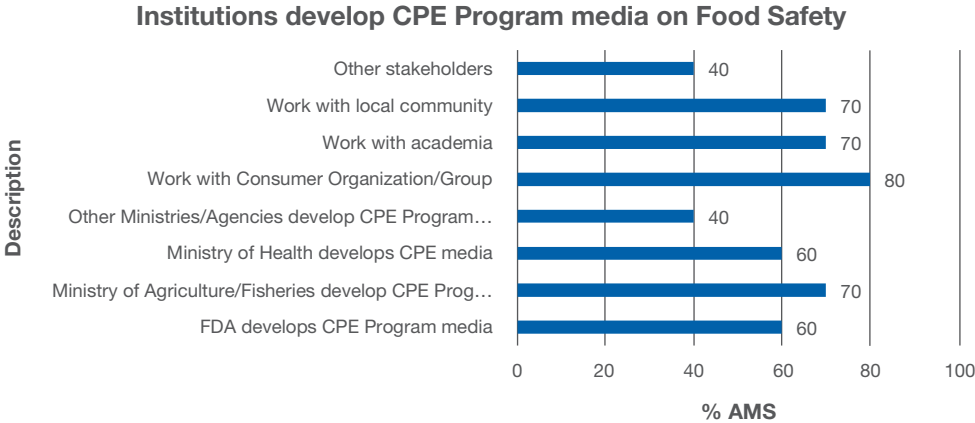
Figure 4. Survey data on institution involves in CPE Program on Food Safety



In many AMSs (60-70%) ministries/agencies engaged with food safety which include Ministry of Agriculture, Ministry of Fisheries, and Ministry of Health are also responsible for developing CPE Program Media on Food Safety for their target groups. As shown by Brunei Darussalam, the followings are examples of communication media used in CPE Program on Food Safety: Veterinary Health Mark Guideline; Brunei Good Agricultural Practice Factsheets; Manual of Brunei Darussalam on Hygiene Requirement for Fishery; Manual of Brunei Darussalam on Good Aquaculture Practices; Manual of Brunei Darussalam on Hygiene Requirements for Fish Processing Establishments; and Brunei Good Aquaculture Practice (Ministry of Primary Resources and Tourism), and Food Grading Leaflet, Guideline on Selling and Serving Healthy Foods and Beverages at School (*Panduan Penjualan dan Penyajian Makanan dan Minuman Sehat di Sekolah*), Always Read and Understand Food Label (*Selalu Baca Dan Fahami Label Makanan*), Together We Wipe Out Rats (*Bersama Memusnahkan Tikus*), Food Safety for All (*Keselamatan Makanan untuk semua*), Guidelines

on Food Importation, Shelf life of Prepacked Food, Personal Hygiene and Food Handling, and Food Borne Diseases (*Keracunan Makanan*) (Ministry of Health).

Figure 5. Survey data on media development in the CPE Program on Food Safety



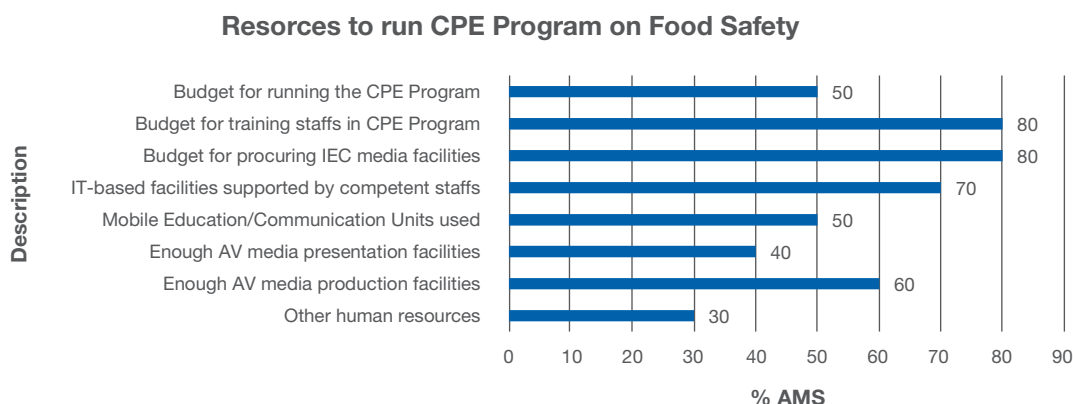
In executing CPE Program on Food Safety the FDA/Ministries/Agencies commonly (70-80%) work with Non-Governmental Organization, such as Women Association, Religious Association, Youth Organization. The collaboration is generally in the form of sharing personnel as facilitator or act as dare in training program or help to disseminate food safety educational materials to general public.

The collaboration is also done with academia at University, in particular to develop food safety materials used for training or campaign. Sometimes, the collaboration is conducted in the form of Training of Trainer for personnel participated in the CPR Program on Food Safety. Establishing cooperation with local community through community organization is important in particular to provide input for effective empowerment to the government. See Annex 5 for detailed information of collaboration between government and NGO, academia and local community in CPE Program on Food Safety.

E. Resources (Human Resources; Information, Education and Communication Production Facility; and Financial)

In many AMSs (80%) a limited budget for CPE Program on Food Safety generally originates from annual budget from the government (Figure 6), and some funds come from CSR project of a food company. Figure 6 also shows less than 50% of AMSs stated that budget is limited or is not enough for procuring IEC media facility, training staff, and running the CPE Program. Less than 50% of AMSs stated that they have enough facility to develop AV Media production and presentation.

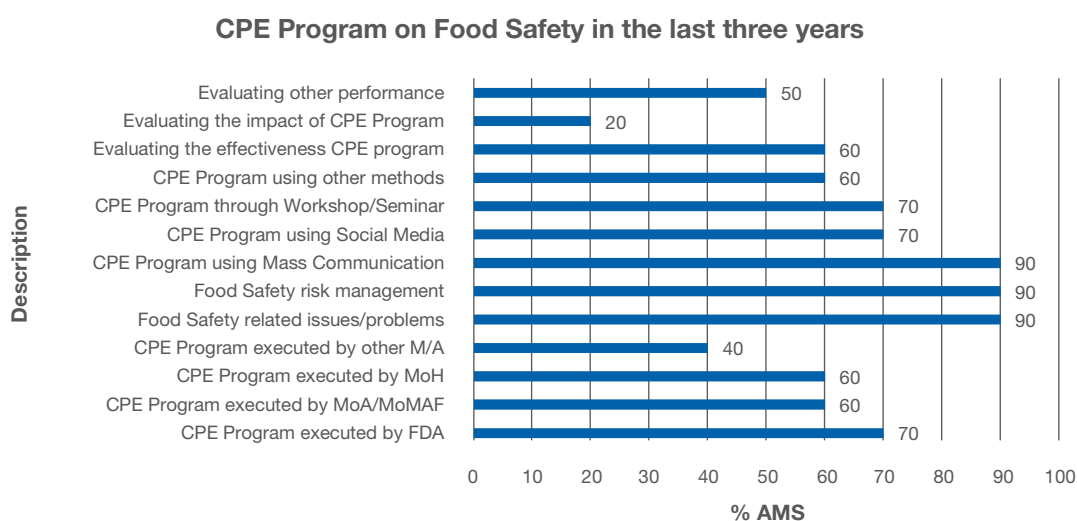
Figure 6. Survey data on resources to run the CPE Program on Food Safety



F. CPE Program on Food Safety, Information Resources, Methods, and Evaluation

Not all AMSs (60-70%) have conducted the CPE Program on Food Safety in the last three years, as indicated in Figure 7. Experiences of AMSs in the last three years is written in the following paragraphs.

Figure 7. Survey data on CPE Program on Food Safety in the last three years



Brunei Darussalam

In the last three years several Food Safety (FS) CPE Programs have been executed under the coordination of Ministry of Primary Resources and Tourism (MPRT) and Ministry of Health respectively. Various groups became the target of FS CPE Programs, for example, MSMEs, government officers, fishery industry, and general consumers are the target groups of MPRT programs; while, food importers, Cube Shop owners, school children, caterers, and food premise operators are the target groups of Ministry of Health programs. Recently, in 2020 MPRT carried out the HACCP training and Export Requirements for

Fisheries Establishments which has been conducted by Department of Fisheries, MPRT. The five-day training program have been conducted by involving Department of Fisheries officers and officers from other government agencies with fishery industries. Food Premise Health Grading Program was a training program held by Ministry of Health in 2020. All mentioned training programs were conducted at national level. The followings are FS CPE Programs conducted in the last three years:

Conducted under Department of Fisheries, MPRT

- 19 Mei 2017, 29 August 2017, 14 November 2017: Enterprise Open Day at 3 districts in collaboration with Darussalam Enterprise - Food Safety information dissemination, targeted for MSMEs;
- 30 April 2018; 30 May 2018; 25 August 2018: GMP Workshop targeted for MSMEs;
- 13 October and 3 November 2018: GHP Workshop targeted for Ministry of Religious Affairs' officers and staff;
- 27 February 2020: Darussalam Enterprise Roadshow - Food Safety information dissemination;
- 28-31 March 2019: Brunei MSMEs Festival 2019; Food Safety information dissemination; and
- 4 October 2019: Food Industry Overview and Food Safety Regulation targeted for MSMEs in collaboration with Darussalam Enterprise.

Conducted under Ministry of Health

- Online Food Import Registration, 2016;
- Guideline for Cube Shop owners, 2017;
- Grading for School Canteens, 2019;
- Good Catering Practices, 2019; and
- Food Premise Health Grading Program, 2020.

Cambodia

In the last three years, there were FS CPE Program conducted in Cambodia with the following target groups: primary school students, school food vendors, street food vendors, and community cooperate with the centre of mother and child health. The FS CPE Program was the Training on food hygiene and safety for street food, and the Marketing of Breast Milk Substitute Products. Other program was the Training on Pesticide Use with farmers as the main target group carried out at provincial level.

Indonesia

Various FS CPE Programs have been carried out in Indonesia in the last three years by Indonesia FDA and by Ministry of Health. The target groups of the Indonesia FDA program were general consumers, school children, principal and school teacher, university's student, women association, NGO, market's manager, village youth organization, and housewives.

Different type of programs were given, mainly trainings, workshops, campaigns through social media, talk shows, exhibitions, community meetings, and public consultations. The followings are the FS CPE Programs carried out by Indonesia FDA in the last three years:

- Promote the food safety Awareness Gymnastics;
- Food Safety Talk Show with a wide audience and also targeted audience;
- Educational Carnival with participants from students, members of the scout, community members, cadres, women associaton;
- Food Safety Campaigns in public areas by including Mobile Laboratory Cars in Car Free Day;
- Communication, Information and Education (IEC) on food safety to the community using conventional media (newspapers, television, radio), outdoor media (billboards, banners), and broadcast of short messages and infographic through social media networks;
- Capacity building for food safety cadre;
- Exhibition, Workshop, Seminar, Public services for conseling, and food safety campaign; and
- Mobile Application to build public self-supporting by empowering public in choosing correct safe and good quality food by using their owned smartphone, as follows:
 - CEK KLIK to check: Kemasan (Packaging); Label; Izin edar (Sale permit); and Kedaluarsa (Expiration date) of Processed Food Products.
 - FDA Mobile Application to help public in getting recent news from Indonesian FDA, to check food products by scanning QR Code or Barcode printed on the food label, and further reported their claim to Indonesian FDA, if any.
- Indonesian FDA developed:
 - Education website/portal for school community (www.klubpompi.pom.go.id)
 - Food safety games with android based
 - Kereta PomPI: Food safety quiz on the train
 - Cooking with bu Pompi: learn 5 keys of food safety through cooking games
 - PomPi Store: Learn food label information through shopping games

FS CPE Programs conducted by Ministry of Health, are as follows:

- Food Safety Campaign by School Children as small doctor;
- Food Safety Campaign by School Children in Islamic boarding school;
- Street Food Vendor Empowerment;
- Improvement of Health Officer on Food Safety;
- Food safety education for school and housewife through PHAST (Participatory Hygiene and Sanitation Transformation) approach;

- Capacity building on food safety for Province, District and Primary Health officer;
- On-line reporting development for ready-to-served-food premises to enable District Government monitors the compliance of premises with required hygienic certification (www.kesling.kesmas.kemkes.go.id);
- Providing public with information service application using smartphone (GERMAS PAS Application) for searching ready-to-served-food complied with health requirement in all parts of Indonesia;
- Providing ready-to-served-food business operators with regulations, guidelines, technical guides, and other information module;
- Balance Diet Campaign through a program called “Fill my Plate”;
- Socialization of Good Food Additives Use and Distribution Practices through Healthy Market based on Guidelines for Managing Healthy Market;
- Health School Competition including Healthy and Safe Canteen at the level of preschool, elementary, secondary, and high schools; and
- Communication, Information, and Education in Food Safety through social media (You tube, Facebook, Twitter, Instagram), and through official websites of Ministry of Health.

The above programs were conducted at national, provincial, dan district levels.

Lao PDR

In the last three years, food safety training for food services has been conducted in Lao PDR with two major target groups: (1) Travellers, and (2) Food Services Operator. The intervention using Posters (Five Keys for Safer Food) commonly was done through trainings and consultations at Food Exhibitions. The program was conducted both at national and provincial levels.

Malaysia

The Germ Buster Program as an initiative to implement promotional activities is a CPE Program created by the Ministry of Health Malaysia to address the issue of food hygiene and safety, especially food poisoning. The program was started in 2007 with the slogan “Germ Free, Safe Food” and it runs continuously by all the 15 states to be implemented at the primary school level. In 2010, the tagline “Lihat, Hidu, Rasa (See, Smell and Taste)” was used to replace the existing tagline because it is easier to practice and memorize.

Furthermore, the scope of implementation of this program has been expanded to all levels in the community with the aim of providing awareness and knowledge related to food hygiene and safety. It also become a preventive measure to prevent the occurrence of food poisoning cases. To realize the implementation of this program, each state was supplied with Germ Buster vehicles that are equipped with equipment such as washbasins, teaching and learning materials suitable for the target group.

Another program developed by the Food Safety and Quality Division, Ministry of Health Malaysia was “MoHKLik” (Food Safety Interactive Club, <http://mohklik.moh.gov.my>). MoHKLik was developed as the commitment of MOH to expanding knowledge on food safety to public. Therefore, the MoHKLik portal focuses on education and information on food safety for children and adolescents. The activities comprise of participation in food safety quiz, dissemination of various reading materials including pamphlets, e-poster and e-comics, watching food safety related videos and view MoHKLik photo gallery, and playing informative and exciting online games.

Myanmar

In the last three years Myanmar FDA in collaboration with Department of Public Health, Ministry of Health and Sports and Department of Consumer Affairs, Ministry of Commerce have been conducting Food Safety CPE Program/Activity for three targeted groups: (1) School children especially basic education students (this is a joint program with canteen inspection activity), (2) University students (the program was mainly on food safety and drug safety as integrated awareness raising activities), and (3) General consumer especially people in rural area. The name or the scope of programs are as follows: (1) School education program on food and drug safety, (2) Village education program, (3) Initiatives on dye-free market, (4) Dye-free shrimp paste initiatives, and (5) Strategies to develop street vendor food safety. These programs are held in the form of activities which includes workshops, training workshop, community education, talks, public talks and scientific talks, local exhibition, mass media, and social media platform integration (but not a campaign). The coverage level of these programs vary from national, state and regional, to high village levels and implemented once or twice per month. In other events, Ministry of Agriculture of Myanmar conducted Awareness Raising Program mainly for farmers which includes also school children villagers on the Use of Pesticide, Insecticides, and Fertilizers as well as on Good Agricultural Practices (GAP).

The Philippines

Through collaboration of all government agencies with food safety mandate, the Philippines in the last three years has been conducting Food Safety CPE Program/Activity which includes Annual Celebration of Food Safety Week, Training of Sanitary Inspectors on Food Safety, and Training on Food Safety such as GMP and HACCP for Micro, Small, Medium Enterprises (MSMEs).

Assurance of Food Safety in School

One other CPE Program on Food Safety was the Assurance of Food Safety in School conducted by Department of Education. This program was focused in improving food safety practices in school canteen. The school canteen reflects the value habits of putting on healthy eating practices to the pupils and teachers alike. In addition to providing nutritious food, the canteen is important to health in promoting its role within the school. For pupils who use canteen services regularly, the food purchased there makes a significant contribution to their total daily food intake and nutrition. This program was conducted in accordance with Department of Education policies related to proper nutrition, food safety and canteen operation and management.

The policy related to food safety was Department of Education Order No. 8, s. 2007 dated February 6, 2007 entitled: Revised Implementing Guidelines on the Operation and Management of School Canteens, which was then followed by Regional Memorandum released in the year of 2011, 2013, 2014, and 2015. Every year, at the start of school year, reminder is given on the need to strictly comply with the issued guidelines on food safety in school canteens as contained in Department of Education Order No. 52, s. 2008. Paragraph 2 of the cited Order instructs Schools Division Superintendents to oversee the effective management of the school canteen and to underscore the responsibility of the school principal for any untoward incident that may happen in school due to non-compliance with school health policies and food safety guidelines.

Food Safety in schools covers food production (raising of crops, fish/aqua products and poultry/livestock); the school canteen and the feeding center. It aims to prevent contaminants and hazards from getting into the food to assure that what the school children are eating are nutritious and safe. Monitoring for keeping food safe in school is done by checking the accomplishment of the Record of Daily Food Inspection (RDFI) by the canteen teachers. The RDFI is checked by the Principal to ensure that what is served in the school canteen were carefully planned and inspected by school authorities.

Food Safety Awareness Week

The Philippines recognizes that food safety encompasses from “farm to table” approach and is a shared responsibility of the industry, consumers and government. In this context the government is responsible for providing an environment for the production of safe foods and ensuring that food safety requirements are met by enforcement, monitoring and other means, the industry is responsible for producing safe foods; and the consumer is responsible for making informed choices and safe handling practices.

Under the virtue of Proclamation No. 160 signed by President Joseph Estrada in August 1999, the last week of October of every year was declared as Food Safety Awareness Week. The Department of Health (DOH) is desirous is to create awareness and to educate people on food safety in order to reduce and ultimately eradicate food poisoning and other foodborne illness which in some cases resulted in death.

There are variety of activities during the celebration of Food Safety Awareness Week such as the conduct of Community Food Day where there will be seminars for mothers, cooks and other food handlers, a food “tiangge” where different food products will be showcased, and information booths where participants can get all kinds of information materials on food handling, handwashing and other topics relevant to food safety and sanitation.

Singapore

Singapore Food Agency (SFA) has been focusing the Food Safety CPE Program/Activity for school children and general consumer as targeted groups in the last three years. The program conducted from 2017 to 2019 was around 100 School Talks and Learning Journeys on Food Safety for pre-school, primary and secondary school students. In addition, SFA also participates in community events to educate general consumers on food safety. These consumer education programs are also available as Food Safety Social Media Campaigns distributed on SFA Facebook and Instagram.

Thailand

Relevant agencies in Thailand provide regular activities and public relations for all group of consumers in food safety education. A program which can be example of CPE Program on Food Safety, are “Or Yor Noi” (Young FDA Inspector) Project. The main objective of “Or Yor Noi” Project is to encourage students to understand how to choose safe food for consumption and then they can help their friends and families to have more knowledge on food safety and self-protection. The Project is not only food safety campaign and consumer education program, but also supported with rapid testing of food products sold in or around school, local markets, and community area by testing kits such as borax, formalin, preservatives, bleaching agents, and pathogens. An evaluation survey was conducted to study the student behavior and awareness in food safety, and an evaluation tool was also developed to assess knowledge, attitude, behaviors, and influence of circumstance. Through evaluation survey, the changes in students’ behaviors can be identified and the effectiveness of the “Or Yor Noi” Project can be measured for further improvement.

From the Government policy of “Kitchen of The World”, a mobile unit center has been established in B.E. 2542 (1999) to provide rapid survey, consultation, and education on food safety to public through network of 12 regional centers and 1 central unit covering 76 provinces in Thailand. Four missions given to mobile unit center are: (1) Education; (2) Rapid Survey; (3) Consulting; and (4) Networking. The followings are the description of the mission.

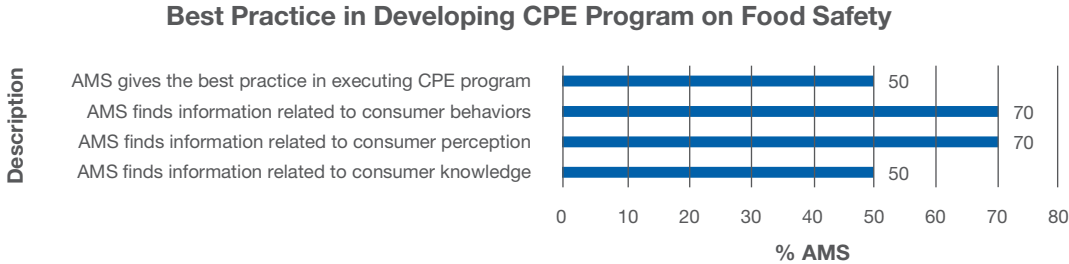
Many education tools are provided to inform and educate different groups of public such as retailers, distributors, and consumers. The staff have been trained to provide correct information for public (Education). Food sold in the market is sampled for screening tests to check chemical and microbiological hazards such as pesticide residue, pathogens. This activity to support monitoring measures of post-market control and to ensure that food are safe for human consumption (Rapid Survey). Mobile Unit staff is responsible for providing knowledge and consultation on Good Hygienic Practices and Personnel hygiene to food producers and sellers in order that they can comply with such practices (Consulting). Mobile Unit for food safety operates as networking with regional Mobile Unit centers (Networking). The central unit takes responsibility to develop technical guidelines and information as well as to support the regional units. There are 2 times of annual meeting among the centers to define direction, target, and mission together including sharing knowledge and information to each other. Reporting and Exchanging information among units is done by online based through website www.foodsafetymobile.org for rapid communication at all levels.

Another program which is relevant with CPE Program on Food Safety is Public Relation and Social Media Application. Supported with the Application consumers are supplied with sufficient, accurate information to enable them to choose products wisely. Thai FDA provides access to such information which is available from many sources: television, radio, newspaper, leaflets, internet, etc. Recently, social media such as FDA Facebook, FDA Smart Application for mobile communication, FDA Twister for consumer protection have been developed for a more effective communication to public.

G. Consumer Characteristics and Best Practice in Developing FS CPE Program/Activity

To find out if there is any CPE Program considered as the best practice to improve consumer knowledge, attitude, and skill regarding a good food safety managing practices, a question was given to AMSs to seek suggestions (Figure 9). It was expected that the suggestion, if any, covers the Name of the CEP Program on Food Safety, Rationale, Objective, Target Group, Resources, Stakeholders Involved, Measures, Output, Monitoring and Evaluation. The followings are examples of the best practice description reported by Indonesia and Thailand.

Figure 8. Survey data on best practice in developing CPE Program on Food Safety



Indonesia Experience 1

The following is an excerpt of a CPE Program on Food Safety conducted in Indonesia to empower the community in improving their food safety daily practices.

- **Name of National Program**
Rural Food Safety Movement (RFSM).
- **Rationale**
In accordance with Law No. 18 Year 2012 concerning Food, the fulfillment of safe food consumption is carried out by involving community participation including planning, implementation, and supervision.

- **Objectives**

The RFSM was aimed (1) to improve rural communities self-sufficiency in food safety, so they can control food safety independently; (2) to assure the fulfillment of safe food demand towards individual level; (3) to develop a food safety culture in villages; and (4) to strengthen the village economy.

- **Target Group**

- Housewife;
- Youth;
- School community; and
- Food enterprises especially SMEs (Household industries, retail shops, street food vendors, etc.).

- **Resources**

- BB/BPOM; and
- Food Safety Village Cadres.

- **Stakeholders involved**

Ministry of Village, Backward Regions and Transmigration, Ministry of Health, Ministry of Education and Culture, Ministry of Agriculture, Local Government

- **Measures**

A pre- and post-intervention survey were executed to evaluate the impact of food safety intervention on knowledge, behavior, and food safety daily practices in the rural community

- **Output**

The followings are RFSM achievements from 2014 to 2019: As many of 5055 villages have been intervened, 13.082 cadres have been trained and the trained cadres have performed technical assistance on food safety to 97.239 village communities.

- **Monitoring and evaluation**

The implementation of RFSM was effective in improving rural communities' knowledge, attitudes, and behavior concerning food safety. Based on monitoring program conducted in the village.

The RFSM program is an example of CPE Program on Food Safety which has shown that through consumer empowerment the participation of consumer in food safety program could increase. Likewise, through food safety intervention, the rural communities are able to implement food safety program independently. According to data monitored in 2018, 60% of those who have been intervened implement food safety independently in daily practices, besides, 16% of people in the village have their own budget for food safety program.

Furthermore, the implementation of a food safety program through consumer empowerment could increase consumer participation. After being intervened, rural communities could implement food safety programs independently. Based on monitoring conducted to the

village that has been intervened in 2018, 60% of villages continuously implement food safety programs independently. Besides, 16% of villages have their budget for food safety programs.

Indonesia Experience 2

- **Name of National Program**

Community Organization Empowerment on Food Safety

- **Rationale**

In accordance with Law No. 18 Year 2012 concerning Food, the fulfillment of safe food consumption is carried out by involving community participation including planning, implementation, and supervision. Indonesian FDA and community organizations implemented agreement on food safety community empowerment. In 2019, 271 National Food Safety Cadres have been trained 3.758 Community Food Safety Cadres. The presence of food safety cadre is expected to assist individuals' capacity in the community to adopt food safety practices and as a mediator or liaison between Indonesian FDA and community related to community empowerment on food safety.

- **Objectives**

This program was aimed (1) to strengthen and enhance partnerships and empowerment of community organizations; (2) to improve knowledge and competency of food safety cadres on assisting community and local government; (3) to motivate community behavioral changes on food safety practices.

- **Target Group**

Community Organization Cadres from Women Organization and Scouts

- **Resources**

- a. Human resources

- Indonesian FDA
- Community Organization Cadres

- b. Tools

- Community Organization Empowerment Guideline for Food Safety National Cadres
- Cadres equipment (flipchart, poster foam, booklet, leaflets)
- Food safety training modules: Five keys to food safety in house hold, Simulation on how to use food safety application e.g. Cek BPOM, BPOM Mobile and how to use cooking thermometer

- **Stakeholders involved**

National and Local Women Organization and Scouts

- **Measures**

- A pre- and post-test were executed to evaluate the impact of food safety capacity building for national and community cadres

- National food safety cadres should be nominated by their Community Organization or Scouts, enrolled in food safety capacity building and achieve post test score 80% minimum
- National Food Safety Cadres was obligated to train 10 person from their community to be Community Food Safety Cadres

- **Output**

This program will be held for five years (2020-2024). Annually, Indonesian FDA will train 150 National Food Safety Cadres (National FSC) and National FSC will be assisting 750 Community Food Safety Cadres (Community FSC). On 2024, there will be 750 National Food Safety Cadres and 3.550 Community Food Safety Cadres.

- **Monitoring and evaluation**

The implementation of this program was effective in improving knowledge and increase community participation on food safety capacity building.

Indonesia Experience 3

- **Name of National Program**

The Safety of Food Consumed by School Children (FCSC)

- **Rationale**

Presidential Instruction No.1 year of 2017 concerning Community Movement for Healthy Living (GERMAS) gives the instruction, in particular to Indonesian FDA to (1) insure the safety and quality of processed food distributed to the public; and (2) strengthen and extend the control and intervention of the Safety of Food Consumed by School Children.

- **Objectives**

The intervention of the Safety of Food Consumed by School Children Program was aimed to: (1) increase the knowledge of the school community regarding food safety; (2) build the school independence in maintaining food safety at school; (3) create a food safety awareness culture at school environment; and (4) establish cross-sector agencies commitment in implementing and keeping the sustainability of the Program.

- **Target Group**

School Community (School Children, Teachers, School Headmaster, and School Canteens)

- **Resources**

- a. Human resources

- Indonesian FDA
- Food Safety at School Cadres

- b. Tools

- Guidelines on the Safety of Food Consumed by School Children Program
- Application for online reporting (SIAP SAPA)
- Application for online testing, monitoring, evaluation, and survey

- **Stakeholders Involved**

Ministry of Health, Ministry of Education and Culture, Ministry of Religion, Ministry of Women Empowerment and Child Protection, Ministry of Environment and Forestry, District Governments, and CSR

- **Measures**

- An online pre- and post-tests were executed to evaluate the impact of the intervention
- Survey of food safety intervention on knowledge, behavior, and food safety daily practices applied by the school children

- **Output**

In the period from 2011 to 2019, as many as 40,631 schools have been intervened some of them received the Food Stars Certificate, and as many as 24,814 cadres have been trained.

Malaysia Experience 1

- **Name of Program**

Germ Buster Programme

- The Germ Buster program is an initiative to implement promotional activities created by the Ministry of Health Malaysia to address the issue of food hygiene and safety, especially food poisoning. The program was started in 2007 with the slogan “Germ Free, Safe Food” and it runs continuously by all the 15 states to be implemented at the primary school level. In 2010, the tagline “Lihat, Hidu, Rasa (See, Smell and Taste)” was used to replace the existing tagline because it is easier to practice and memorize.
- The scope of implementation of this program has been expanded to all levels in the community with the aim of providing awareness and knowledge related to food hygiene and safety. It also become a preventive measure to prevent the occurrence of food poisoning cases.
- To realize the implementation of this program, each state was supplied with Germ Buster vehicles that are equipped with equipment such as washbasins, teaching and learning materials suitable for the target group.

- **Rationale**

The Germ Buster program is carry out to support the implementation of Malaysia’s Food Act 1983 and its related regulations which aim to protect the public from health hazards and fraud on preparation, sale and use of food as well as on incidental or related matters through empowerment of the community. It also aims to educate consumers about food safety and hygiene and reduced food poisoning cases.

- **Objective**

- Create awareness and increase understanding and knowledge on food safety and hygiene among primary school children
- Good hygiene practices to prevent food poisoning
- Guidance of peers, family and community to choose safe food

- **Target Group**
Selected primary school students from all 15 states in Malaysia
- **Resources**
Ministry of Health Malaysia (MOH) annual budget
- **Stakeholder Involved**
Ministry of Health (MOH) and Ministry of Education (MOE)
- **Measures**
Pre and Post Survey were executed to evaluate food safety knowledge, attitude and practise (KAP) among selected primary school students.
- **Output and Knowledge**
From 2017 to 2019, 1453 primary schools were involved, 111,739 students have been trained and 75 officers from Food safety and Quality Programme, MOH were appointed as Germ Buster Coach.
- **Monitoring and Evaluation**
The implementation of Germ Buster Programme was effective in improving knowledge among primary school students based on outcome of activity through pre and post-test evaluation.

Malaysia Experience 2

- **Name of Program**
MoHKLik (Food Safety Interactive Club), <http://mohklik.moh.gov.my>
 - MoHKLik was developed by the Food Safety and Quality Division, Ministry of Health Malaysia. The MOH is committed to expanding knowledge on food safety to public. Therefore, the MoHKLik portal focuses on education and information on food safety for children and adolescents.
 - The activities comprise of:
 - participate in food safety quiz;
 - various reading materials including pamphlets, e-poster and e-comics;
 - watch food safety related videos and view MoHKLik photo gallery; and
 - play informative and exciting online games.
- **Rationale**
MoHKLik is an interactive portal with information related to food safety. It is an online medium that meets the needs of the target group among school students and teenagers.
- **Objective**
 - Create awareness and increase understanding and knowledge on food safety hygiene practices through animated character
 - Guidance for peers, family and community to choose safe food
 - Attract the interest of young people with topics such as Fan Page MoH KLik, video, interactive game, MoHKLik site activities and e-comics

- **Target Group**
School students and teenagers
- **Resources**
Ministry of Health Malaysia (MOH) annual budget
- **Stakeholder Involved**
Ministry Health Malaysia (MOH) and Ministry of Education (MOE)
- **Measures**
Quiz and interactive games to test the level of knowledge of school students on the importance of food safety
- **Output and Knowledge**
Beneficiaries of this interactive portal can be measured based on the total number of visitors who browse this site. To date, more than 700,000 visitors have visited this interactive website.
- **Monitoring and Evaluation**
The establishment of MoHKLiK as an interactive portal on food safety was monitored by number of visitor and response received online.

Thailand Experience

Food Safety CPE Program/Activity focused on School Children as targeted group has been conducted nationally in Thailand known as “Or Yor Noi” (Young FDA Inspector) Project. This project has been implemented in the form of training, seminar, exhibition, and part of school curriculum. The “Or Yor Noi” Project was started in 2002 by setting a consumer protection club in five secondary schools of each province to participate in activities on consumer protection. In 2002, it reached in total of 10,256 schools with more than 1 million members. Since 2004, the Project has been extended to primary schools for ensuring food safety with good hygienic practice as well as reducing foodborne illness occurred with students.

The main objective of “Or Yor Noi” Project is to encourage students to understand how to choose safe food for consumption and then they can help their friends and families to have more knowledge on food safety and self-protection. Activities of “Or Yor Noi” Project among others are as follows:

- Rapid testing of food products sold in or around school, local markets, and community area by testing kits such as borax, formalin, preservatives, bleaching agents, and pathogens.
- Campaigns on consumer education using various methods of delivery which includes information board, wire broadcasting, and brochure to disseminate information on consumer protection to everyone in the community.

Thai FDA is the responsible agency of the “Or Yor Noi” Project. Every year, survey on students’ behavior improvement after implementing several activities under “Or Yor Noi” Project is taken through questionnaire. The Project performance was evaluated by

measuring the health status and health behavior of primary and secondary school students in Health Promoting Schools. In addition, a survey was conducted to study the student behavior and awareness in food safety, and evaluation tool was developed to assess knowledge, attitude, behaviors, and influence of circumstance.

The followings are the description of knowledge, attitude, behaviors, and influence of circumstance which are used to assess the Performance of the Project. Questionnaire to assess knowledge was prepared by asking the students if they understand correctly concerning safe and nutritional food products for consumption (i.e. snack is not good for health), know about unsafe food or ingredients (i.e. carcinogenic compounds from reused cooking oil), understand about information on food labelling and advertisements, including storage method for some specific foods (i.e. pasteurized milk should be kept in refrigerator). Questionnaire to assess knowledge was prepared to evaluate students about how they choose and consume safe foods by themselves such as reading food label and nutrition fact before buying food is necessary, consuming fruits and vegetable every day is good for health, eating snack or fried food regularly will increase risk of health disease. Questionnaire to assess behavior was prepared to evaluate students how often they choose and consume safe food (i.e. every day or 3-5 days/week or less than once a week or seldom). Questionnaire to assess the influence of circumstance was prepared to ask students about relevant factors affect to them when they chose or consume food products. Factors can be both positive and negative influences such as lack of knowledge, low income can influence students to consume inappropriate food. In addition, external factors (i.e. friends, family, religions, technology, and public relation, etc.) have significant influence for students' awareness. The questionnaires were circulated by teachers and analyzed by FDA staff in order to know the changes in students' behaviors and to know the effectiveness of the "Or Yor Noi" Project for further improvement.

Information, Methods, Evaluation of Performance of CPE Program on Food Safety

Food Safety CPE Materials

Various information related to food safety in particular and to food in general from different sources have been used by AMSs as materials for Food Safety CPE program/activity. Based on survey data the CPE program materials can be classified as general and specific topics. General topic covers such as information on Food or Food Safety Legislation/Regulation/Standards; Food Safety Incidences including Foodborne Disease Outbreaks; Food Export Rejection; Information on Codex; Food Processing/Preservation Technology; etc. Specific topic covers mainly on food safety-related topics such as Five-keys on Safer Foods, Hand Washing Technique; Good Hygiene and Sanitation Practices, Good Food Handling Practices; Food Labelling; Correct Use of Food Additives; Expiration Date of Prepacked Food; Food Safety Risk Factors across the Entire Food Chain from Farm to Table; Keeping Food Safe in Emergency Situation; etc.

Most of CPE Program materials are commonly developed and translated from FAO and/or WHO publications. Some other materials are developed from various sources including those are prepared by university. Depending on the type of program these materials were developed into various type of media which include print media such as brochures, leaflets,

booklets, and posters, or electronic media such as video or various type of audio visual media which can be disseminated through mobile or smart phones.

Methods of Delivery

Mass communication both in print and electronic media is still one of communication methods commonly used in all AMSs. Printed materials such leaflet and poster are examples of mass communication media used in Food Safety CPE Program. Mass communication media is also circulated through internet, such as done by SFA (Singapore Food Agency) through SFA website. Communication through social media utilizing a smart phone nowadays becomes a common daily practices for some people. Therefore, smart phone becomes a powerful gadget for effective dissemination of messages used in communication like in Food Safety CPE Program. The followings are example of the use of social media in Food Safety CPE Program in ASEAN country: Infographics via WA (BRU); WA, facebook, twitter, and youtube (IND); facebook and twitter (MAL); facebook (MYA); DOH website (PHI); SFA facebook and Instagram (SIN); facebook (VIE).

Food Safety CPE materials are commonly disseminated through various methods of activity involving targeted stakeholders/consumers, as follows: training, seminar, workshop, exhibition, or special event such as Food Safety Run (MAL) or Myanmar Consumer Union gathering (MYA).

CPE Program Performance Evaluation

Not all AMSs evaluate the effectiveness of their Food Safety CPE Program, if any, the evaluation is carried out using simple tool such as evaluation of satisfaction by giving questionnaire to consumers participated after the event (training, workshop, public service). However, several AMSs conduct more complex tool such as in depth survey to study consumer perception, understanding or awareness towards food safety. The followings are example experience done by several AMSs in conducting survey to evaluate the performance of their Food Safety CPE Program.

A feedback survey was conducted to evaluate the effectiveness of Food Handlers Basic Food Safety Course organized by the Ministry of Health in Brunei Darussalam. Indonesian FDA as well as Thai FDA also conducted a survey to evaluate consumer awareness after training was given. In other national movement events such as Rural Food Safety Movement (RFSM) project and Food Consumed by School Children (FCSC) project, Indonesia FDA conducted a survey to evaluate rural communities' knowledge, attitudes, and behavior towards food safety daily practices. In digital era, the survey may be conducted by using social media such as done by Malaysia in pre and post study of Germ Buster Program. Singapore Food Agency (SFA) conducts consumer perception surveys to gain insights into consumers' knowledge and attitudes towards food safety, food recalls, food labels and advertising claims. This helps to gauge consumers' perceptions and level of trust towards food labels and advertising, and study the factors influencing consumers' decision in dining out. In the Philippines, Philippine Information Agency (PIA) was involved in evaluating the effectiveness FS CPE program/activity in raising consumer awareness in food safety. In Thailand, the Food Safety CPE Program/Activity performance, in this case the "Or Yor Noi"

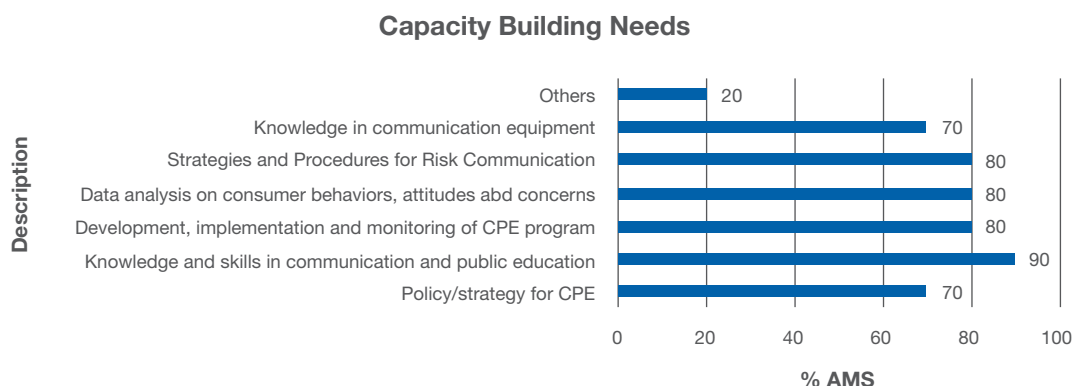
Project, was evaluated by measuring the health status and health behaviour of primary and secondary school students in Health Promoting Schools. In addition, a survey was conducted to study the student behavior and awareness in food safety, and evaluation tool was developed to assess knowledge, attitude, behavior, and influence of circumstance in order to know the effectiveness of the Project.

H. Capacity Building Needs in CPE Program on Food Safety

Although several AMSs have shown their capacity in planning, developing, executing, and evaluating their CPE Program on Food Safety, based on survey data it is found that there are still capacity needed to be built for all AMSs to run the best practice in conducting CPE Program on Food Safety. Based on the survey data, the capacity building needs can be ranked as follows (see data in Figure 9):

- Knowledge and skills in communication and public education
- Development, implementation and monitoring of CPE program/activity
- Collection and analysis of data about consumer behavior, attitudes and concerns
- Strategies and Procedures for Risk Communication
- Knowledge in communication equipment and its uses
- Policy/strategy for CPE
- Others, if any

Figure 9. Survey data capacity building needs for developing CPE Program on Food Safety





Summary and Recommendation

SUMMARY

The assessment of consumer participation and empowerment program on food safety was conducted to study the existing conditions of CPE Program in Food Safety in ASEAN Member States by sharing information. Survey findings are expected to support the strategy of providing necessary mechanism and capacity building to minimize differences among the national food control systems which later can be used to develop a regional framework of CPE Program on Food Safety in the ASEAN.

The main method of the assessment was collecting and processing data and information on Consumer Participation and Empowerment (CPE) Program on Food Safety from National Contact Point (NCP) of each ASEAN Member State (AMS). The assessment results indicate a profile of CPE Program on Food Safety in the ASEAN which can be used as background information for developing a regional framework of the CPE Program on Food Safety in the ASEAN or as a Guideline for Developing CPE Program on Food Safety in the ASEAN. Necessary information collected for constructing a profile of CPE Program on Food Safety in the ASEAN are as follows: (1) Consumer Participation and Empowerment Program on Food Safety; (2) Policy/Regulation/Legal Aspects; (3) National Program/Strategic Plan in CPE Program on Food Safety; (4) Institutions Involve in CPE Program on Food Safety; (5) Resources on Human (Resources; Information, Education and Communication Production Facility; and Financial); (6) CPE Program on Food Safety, Information Resources, Methods, and Evaluation; (7) Consumer Characteristics and Best Practice in Developing CPE Program on Food Safety; and (8) Capacity Building Needs in CPE Program on Food Safety.

Based on the assessment of information regarding the CPE Program on Food Safety collected from all AMSs, it was found that:

- Consumer protection Law/Act as the basis for developing any consumer participation and empowerment program has been promulgated in all AMSs. However, only in half of AMSs consumer participation and consumer empowerment are clearly stated in specific articles in their legislation, particularly in their Food Law/Act or in other lower legislation position such as Government Regulation or Ministerial Regulation or Decree.
- Around half of AMSs have national program or strategic plan related to Consumer Participation or related to Consumer Empowerment in improving food safety, such as food safety campaign, consumer movement program, and consumer group empowerment. In other AMSs, a national program or strategic plan related to Consumer Empowerment is applied in specific subject such school canteen, specific community, or healthy market project.
- Almost in all AMSs, Food and Drug Administration (FDA) Agencies are responsible and have a task in planning, developing, and executing CPE Program on Food Safety. However, other related ministries/agencies, in particular, Ministry of Agriculture, Ministry of Fisheries, and Ministry of Health has also a task or responsibility in conducting CPE Program on Food Safety. Sometimes, CPE Program on Food Safety is a project of collaboration among various ministries/agencies.
- In executing CPR Program on Food Safety, frequently FDA and ministries/agencies establish a working cooperation with stakeholders which include NGO such as Women Association, Religious Association, or Youth Organization as well as with academia at University or local community.
- Mostly all AMSs have limited resources, in particular budget for planning, developing, and executing the CPR Program on Food Safety. In all AMSs a limited budget generally originates from annual government budget and some funds coming from CSR project. Half of AMSs stated that budget is limited or is not enough for procuring IEC media facility, training staff, and running the CPE Program.
- In general, almost all AMSs have been conducting CPE Program on Food Safety in the last three years, however, with different scope, scale or target groups. In some project, CPE Program on Food Safety can also last for years.
- Based on experience of different countries in conducting CPE Program on Food Safety, a format for development of CPE Program on Food Safety maybe outlined as follows: Name of the CPE Program on Food Safety; Rationale (Why the program is developed?); Objectives; Target Groups (School Children, Village Community, Housewife; Food Business Operators; Youth, Adults, etc.); Resources; Stakeholders Participation; Output; Measures; and Monitoring and Evaluation (in particular the effectiveness of CPE Program on Food Safety).
- There are three components supposed to be developed for the success of CPE Program on Food Safety, as follows:
 - Food Safety CPE Materials (various food safety related materials are available, and ready to be used, developed, or converted into suitable materials for specific target groups)

- Methods of Delivery (Various methods of program delivery from simple to advanced methods are available, and can be selected according the needs. Social media such as Whatsapp, Facebook, Twitter, Instagram, You tube, websites are easily to use nowadays, and may become a choice for CPE Program on Food Safety)
- CPE Program Performance Evaluation (Performance evaluation, in particular evaluation of the effectiveness of CPE Program on Food Safety is very important to assess the impact of intervention on target groups' behavior, attitude, skill or food safety daily practices. The assessment is also important in order to improve next CPE Program on Food Safety)

RECOMMENDATION

Based on results of the assessment on CPE Program on Food Safety in AMSs, it is recommended that:

- Efforts still have to be made to fill the capacity gaps among AMSs in planning, developing, executing, and evaluating a CPE Program on Food Safety.
- Since different ministries/agencies engaged in food safety frequently develop their owned program, it is recommended that an integrated program developed among different ministries/agencies to improve the effectiveness and efficiency of the CPE Program on Food Safety.
- It is recommended that “a Guideline of CPE Program on Food Safety Applicable for All ASEAN Member States” be developed based on AMS’s experiences in planning, developing, executing, and evaluating a CPE Program on Food Safety.
- It is expected that the Guideline can fill the capacity gaps among AMSs in planning, developing, executing, and evaluating a CPE Program on Food Safety.

ANNEX

- ANNEX 1.** National Contact Point of Consumer Participation and Empowerment: ASEAN Health Cluster 4
- ANNEX 2.** Consumer Participation and Empowerment Program on Food Safety
- ANNEX 3.** Policy/Regulation/Legal Aspect
- ANNEX 4.** National Program/Strategic Plan in CPE Program on Food Safety
- ANNEX 5.** Institutions Involve in CPE Program on Food Safety
- ANNEX 6.** Resources (Human Resources; Information, Education and Communication Production Facility; and Financial)
- ANNEX 7.** CPE Program on Food Safety, Information Resources, Methods, and Evaluation
- ANNEX 8.** Consumer Characteristics and Best Practice in Developing CPE Program on Food Safety

ANNEX 1. National Contact Point of Consumer Participation and Empowerment: ASEAN Health Cluster 4

BRUNEI DARUSSALAM			
I.	Institution Name	:	Ministry of Health, Brunei Darussalam
	Division Name	:	Food Safety & Quality Control Division
	Mandates/Roles related to CPE on Food Safety Programmes	:	IEC on Food Safety
	Office Address	:	Food Safety & Quality Control Division Department of Environmental Health Services, Ministry of Health, 2 nd Floor, Block 2G, Jalan Ong Sum Ping, Bandar Seri Begawan Negara Brunei Darussalam
	Email	:	fsqc@moh.gov.bn noraskhin.fadillah@moh.gov.bn mahani.muhammad@moh.gov.bn
	Phone Number	:	+6732237417
	Designated Contact Points from the Institutions	:	Ministry of Health, Brunei Darussalam
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	:	Noraskhin Fadillah Dr Senior Medical Officer +673 8181982 +673 8181982
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	:	Mahani Muhammad Ms. Senior Health Officer +673 8626779 +673 8626779

CAMBODIA			
I.	Institution Name	:	Ministry of Health of Cambodia
	Division Name	:	Department of Drug and Food
	Mandates/Roles related to CPE on Food Safety Programmes	:	To facilitate, conducting or Sharing data or information related to the project
	Office Address	:	#80, Samdech Pen Nuth Blvd, Sangkat Boeung Kok II, Khan Toul Kork, Phnom Penh, Cambodia
	Email	:	hoksrunaing@gmail.com
	Phone Number	:	+855 85 538 066 / 77 804 966

	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	:	<p>Hoksrin Aing Mr. Chief of Food Safety Bureau +855 85 538 066 / 77 804 966 +855 85 538 066</p>

INDONESIA			
I.	Institution Name	:	Indonesia Food and Drug Authority
	Division Name	:	Directorate for Community and Food Enterprises Empowerment
	Mandates/Roles related to CPE on Food Safety Programmes	:	<ol style="list-style-type: none"> 1. Conducting Program CPE on Food Safety for Community (school, retail, village) and Food Enterprises (SME's) Empowerment 2. Developing Information, Education and Communication materials
	Office Address	:	Jalan Percetakan Negara No. 23 Jakarta Pusat
	Email	:	topppmpu@gmail.com
	Phone Number	:	021-42803516
	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. • Email 	:	<p>Ema Setyawati (Ms) Ema Setyawati, S.Si, Apt., ME Director for Community and Food Enterprises Empowerment 08128058030 08128058030 direktoratpmpu@pom.go.id</p>
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. • Email 	:	<p>Eva Yuliana Fitri (Ms) Eva Yuliana Fitri, SSi., M.Epid Head of Section for Education Community Empowerment 081802990220 081802990220 ahc4.cpe@pom.go.id evayuliana.fitri@pom.go.id</p>

II.	Institution Name	:	Ministry of Health
	Division Name	:	Directorate of Environmental Health
	Mandates/Roles related to CPE on Food Safety Programmes	:	<ol style="list-style-type: none"> 1. issued Regulations for Food Safety and FBD (food poisoning outbreaks) 2. issued a decree of MOH which regulates the implementation of healthy canteens in schools and their guidance and supervision 3. monitors the incidence of Food Poisoning Outbreaks 4. functioning of e-Monev HSP to monitor the food premises which have been certified of food safety hygiene and sanitation 5. conducting training for investigation of food poisoning and availability or resources
	Office Address	:	Jl. HR. Rasuna Said Blok-X-5, Kav 4-9 Jakarta 12950
	Email	:	subdit_hsmm@yahoo.com ian88ellyas@yahoo.com
	Phone Number	:	021-5201590 ext. 7905
	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	:	Imran Agus Nurali (Mr) DR Director of Environmental Health 081317918913 081317918913
III.	Institution Name	:	Ministry of Health
	Division Name	:	Directorate of Pharmaceutical Production and Distribution
	Mandates/Roles related to CPE on Food Safety Programmes	:	<ol style="list-style-type: none"> 1. Developing healthy canteen at primary school, junior high school and senior high school 2. Educating about health and safe food at primary school, junior high school and senior high school 3. Educating health and safe food to district community 4. Developing healthy traditional market
	Office Address	:	Jl. HR. Rasuna Said Blok-X-5, Kav 4-9 Jakarta 12950

Email	:	subditobat_pangan@gmail.com ; prodism@yahoo.co.id
Phone Number	:	021-5201590 ext. 1356
Designated Contact Points from the Institutions	:	
<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	:	Agusdini Banun Saptaningsih (Ms) Dr. Dra. Agusdini Banun Saptaningsih, Apt., MARS Director of Pharmaceutical Production and Distribution 085882909848 / 082114848732 085882909848 / 082114848732

LAO PDR

I.	Institution Name	:	Ministry of Health
	Division Name	:	FDD
	Mandates/Roles related to CPE on Food Safety Programmes	:	
	Office Address	:	
	Email	:	
	Phone Number	:	
	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	:	Phoxay SISOMVANG Mrs. Deputy head of Food Control Division
II.	Institution Name	:	Ministry of Health
	Division Name	:	FDD
	Mandates/Roles related to CPE on Food Safety Programmes	:	
	Office Address	:	
	Email	:	vilanyafdd88@gmail.com
	Phone Number	:	
	Designated Contact Points from the Institutions	:	

<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	<ul style="list-style-type: none"> : Vilanya KANYADY : Mrs : Food Import officer : :
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MALAYSIA

I.	Institution Name	:	Ministry of Health
	Division Name	:	Communication and Consumerism Branch, Food Safety and Quality Division
	Mandates/Roles related to CPE on Food Safety Programmes	:	Responsible in public relations and media related activities on food safety issues
	Office Address	:	Level 4, Menara Prisma, No. 26 Jalan Persiaran Perdana, Precint 3, 62675 Putrajaya
	Email	:	khaidir@moh.gov.my
	Phone Number	:	+603-8885 0797 ext. 4023
	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	<ul style="list-style-type: none"> : Mohd Khaidir Abd Hamid (Mr) : Food Technologist : Senior Principal Assistant Director : +60 16 2452739 : +60 16 2452739 	
II.	Institution Name	:	Ministry of Health
	Division Name	:	Codex and Standard Branch, Food Safety and Quality Division
	Mandates/Roles related to CPE on Food Safety Programmes	:	National Secretariat for Malaysia ASEAN Health Cluster 4
	Office Address	:	Level 4, Menara Prisma, No. 26 Jalan Persiaran Perdana, Precint 3, 62675 Putrajaya
	Email	:	nuurul.hidayah@moh.gov.my
	Phone Number	:	+603-8885 0797 ext. 4066
	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	<ul style="list-style-type: none"> : Nuurul Hidayah binti Sharipan (Ms) : Food Technologist : Assistant Director : +60 12 282 7625 : +60 12 282 7625 	

MYANMAR

I.	Institution Name	:	Department of Food and Drug Administration, Ministry of Health and Sports
	Division Name	:	Food Control Division
	Mandates/Roles related to CPE on Food Safety Programmes	:	Food Safety Regulatory Body
	Office Address	:	Pyigy Zayyar Road, (in front of Sabel Housing), Zayyar Thiri Ward, Zabu Thiri Township, Nay Pyi Taw, Myanmar
	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Email • Phone number • Mobile No. • Whatsapp No. 	:	Dr. PYEI PHYO Mr. Deputy Director fdafood@mohs.gov.mm +95673 403467 +959 5161891 +959 5161891

PHILIPPINES

I.	Institution Name	:	Food and Drug Administration
	Division Name	:	Center for Food Regulation and Research
	Mandates/Roles related to CPE on Food Safety Programmes	:	Ensure the safety and quality of health products
	Office Address	:	1781 Civic Drive, Filinvest Coporate City, Alabang, Muntinlupa City, Metro Manila
	Email	:	fdac@fda.gov.ph
	Phone Number	:	+63 02 857 1900 local 8112 and 8105
	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Email • Mobile No. 	:	Pilar Marilyn M. Pagayunan Director IV Director IV pmppagayunan@fda.gov.ph +63 02 8857 1900 local 8112 and 8105

II.	Institution Name	:	Department of Health
	Division Name	:	Environmental Related Diseases Division Disease Prevention and Control Bureau
	Mandates/Roles related to CPE on Food Safety Programmes	:	Lead and synchronize all efforts in disease prevention and control towards healthy families and communities
	Office Address	:	San Lazaro Compound, Rizal Avenue, Santa Cruz Manila, Metro Manila
	Email	:	callcenter@doh.gov.ph
	Phone Number	:	+63 2 8651 7800
	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	:	Engr. Rolando I. Santiago Supervising Health Program Officer Supervising Health Program Officer Food 63-9395948196 -

SINGAPORE

I.	Institution Name	:	Singapore Food Agency
	Division Name	:	Communications & Service Quality Division
	Mandates/Roles related to CPE on Food Safety Programmes	:	Public Education
	Office Address	:	52 Jurong Gateway Road, JEM Office Tower, #14-01, Singapore 608550
	Email	:	wendy_tan@sfa.gov.sg
	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Email • Phone number • Mobile No. • Whatsapp No. 	:	Wendy Tan Ms Manager wendy_tan@sfa.gov.sg +65 6805 2606 : : NA

THAILAND

I.	Institution Name	:	Thai Food and Drug Administration
	Division Name	:	Bureau of Food
	Mandates/Roles related to CPE on Food Safety Programmes	:	Provide programme for educations of consumers in the country
	Office Address	:	Ministry of Public Health, Tiwanon Rd. Nonthaburi 11000 Thailand
	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Email • Phone number • Mobile No. • Whatsapp No. 	:	Jarunee Intrasook Ms. Food and Drug Technical Officer, professional level jar204j@fda.moph.go.th +66 25907178 +66 897169645 +66 897169645
	<ul style="list-style-type: none"> • Name • Title • Designation • Email • Phone number • Mobile No. • Whatsapp No. 	:	Panadda Tungsawas Ms. Food and Drug Technical Officer, professional level panadda@fda.moph.go.th +66 25907179 +66 655495597 -

VIET NAM

I.	Institution Name	:	Viet Nam Food Administration, Ministry of Health
	Division Name	:	Food Poisoning Monitoring and Information, Education, Communication Division
	Mandates/Roles related to CPE on Food Safety Programmes	:	Communication with Consumer
	Office Address	:	138A Giang Vo Str., Ba Dinh Dist., Ha Noi, Viet Nam
	Email	:	Vietdq2627@gmail.com
	Phone Number	:	+84 4 38.464.370 ext. 5060/70 Fax. +84 4 38.463.739

	Designated Contact Points from the Institutions	:	
	<ul style="list-style-type: none"> • Name • Title • Designation • Mobile No. • Whatsapp No. 	:	Dinh Quoc Viet Official Food Poisoning Monitoring and Information, Education, Communication Division 84946665888 84946665666

ANNEX 2. Consumer Participation and Empowerment Program on Food Safety

AMS	CONSUMER PARTICIPATION IN CPE PROGRAM ON FOOD SAFETY			
	Consumer Organization/Group Participation in Food Safety Communication	Consumer Organization/Group in Regulatory Affairs	Consumer Participation to comment/report/inform food safety issues to the Government (i.e. through a dedicated Consumer Complaint Service Unit)	Consumer Participation program, such as events like talk show, exhibition on Food Safety and Quality Control
BRU		<ol style="list-style-type: none"> 1. Invited by competent authority; 2. Upload the comment into the competent authority website. 	<p>Consumers can give complaints via e-Darussalam line 123. Any health-related complaints will be forwarded to the Ministry of Health for inputs and necessary actions by the relevant departments.</p>	<p>Several activities for consumer participation and empowerment on food safety have been implemented involving Ministry of Health; Ministry of Primary Resources and Tourism; and Ministry of Religious Affairs (Halal Section). These activities include the following:</p> <ol style="list-style-type: none"> 1. In January 2019 - Customs and Immigration Department, Ministry of Finance and Economy organized an event for World Custom's Day whereby Ministry of Health was invited to give talk and exhibit on Food Safety and Quality Control. 2. In March 2019 - Darussalam Enterprise (Dare), a statutory body under Ministry of Finance and Economy organized a national event for local MSMEs businesses. The event also serves as a platform to socialize business opportunities, processes and support services available for entrepreneurs in Brunei. Ministry of Health was involved by provision of information on Food Safety and Quality control including food import and export requirements to the local food business operators.

AMS	CONSUMER PARTICIPATION IN CPE PROGRAM ON FOOD SAFETY			
	Consumer Organization/Group Participation in Food Safety Communication	Consumer Organization/Group in Regulatory Affairs	Consumer Participation to comment/report/inform food safety issues to the Government (i.e. through a dedicated Consumer Complaint Service Unit)	Consumer Participation program, such as events like talk show, exhibition on Food Safety and Quality Control
				In November 2019, the Ministry of Religious Affairs has organized a national event, The Brunei Halal Showcase (Bru-HAS). The objectives of the event were to raise awareness of the regional business ecosystem for the Islamic economy and provide market access for businesses within it. During the event, Halal clinics were setup and involved various agencies to provide information on Halal, Food Safety and Industry.
CAM		Upload the comment into the competent authority and hotline call 115	Food safety bureau, DDF, MOH - Department of Communicable Disease Control, MOH	Distribution of the leaflets/posters on food safety - Meeting with food handlers and parents of the pupils
IND	Participation of food safety cadre/facilitator to educate school community, village community and market community; 1) National Movement of FCSC (Food Consumed by School Children) National Movement of FCSC was carried out by Indonesia FDA from 2011 to 2014 with 23.510 intervened primary schools in 31 provinces. Since 2017, The intervention target has developed widely by Indonesia FDA not only primary school but also junior and senior high school.	1. Invited by competent authority; Indonesia FDA invited the Consumer Association (YLKI) to review and input the feedbacks of The Draft of Food Regulation through The Public Consultation meeting.	- Ministry of Health has hotline : Halo Kemenkes Indonesia FDA has hotline HaloBPOM 1500533 and BPOM mobile (National Data on Public Complaints of Food, Period of 2017-2019 attached)	

AMS	CONSUMER PARTICIPATION IN CPE PROGRAM ON FOOD SAFETY			
	Consumer Organization/Group Participation in Food Safety Communication	Consumer Organization/Group in Regulatory Affairs	Consumer Participation to comment/report/inform food safety issues to the Government (i.e. through a dedicated Consumer Complaint Service Unit)	Consumer Participation program, such as events like talk show, exhibition on Food Safety and Quality Control
	<p>Furthermore, this program is known as Food Safety of FCSC Intervention Program. This intervention program has 3 main strategies : (1) Partnership with local government or private sector, (2) School mentoring to ensure safety of FCSC, (3) School community empowerment by providing food safety information product. Until 2019, Indonesia FDA has intervened 40.631 schools in 34 provinces.</p> <p>2) Village Food Safety Movement (VFSM) Village Food Safety Movement (VFSM) is a national act that aims to increase the autonomy of village communities to assure fulfilment of safe food demand as far to the extent of individual level, and strengthen the village community economy in 100 villages per year. VFSM is a concept to empower village communities.</p>	<p>2. Upload the comment into the competent authority website. Indonesia FDA upload the Food Regulation to official website and invited the consumer association to input the feedbacks within the specified time limit</p>		

AMS	CONSUMER PARTICIPATION IN CPE PROGRAM ON FOOD SAFETY			
	Consumer Organization/Group Participation in Food Safety Communication	Consumer Organization/Group in Regulatory Affairs	Consumer Participation to comment/report/inform food safety issues to the Government (i.e. through a dedicated Consumer Complaint Service Unit)	Consumer Participation program, such as events like talk show, exhibition on Food Safety and Quality Control
	<p>National Agency of Drug and Food Control (NA-DFC) conducting food safety interventions to society (housewives, Food Welfare Programs (FWP), youth organizations, and school communities (teacher, student/scout)) and Village Food Enterprises (retail/store/village cooperative, household food industry, creative field merchant, culinary tourism and community market). The pilot project was first conducted in 2014.</p> <p>3) Safe Market from Hazardous Materials Safe Market from Hazardous Materials is a program initiated by Indonesia FDA in order to support the Healthy Market Program initiated by The Ministry of Health. The targeted markets are traditional market that located permanently to trade basic needs with infrastructure facility that fulfills the minimum (modest) requirements of a market and has its own market management officer or market manager.</p>			
LAO PDR				

AMS	CONSUMER PARTICIPATION IN CPE PROGRAM ON FOOD SAFETY			
	Consumer Organization/Group Participation in Food Safety Communication	Consumer Organization/Group in Regulatory Affairs	Consumer Participation to comment/report/inform food safety issues to the Government (i.e. through a dedicated Consumer Complaint Service Unit)	Consumer Participation program, such as events like talk show, exhibition on Food Safety and Quality Control
MAL		Upload the comment into the competent authority website	Food Safety and Quality Division, Ministry of Health	Activity at community level
MYA		<ol style="list-style-type: none"> Invited by competent authority Discussed among stakeholders and make recommendations. 	<ol style="list-style-type: none"> Department of food and drug administration, Ministry of Health and Sports. Department of consumer affairs, Ministry of commerce. 	<ol style="list-style-type: none"> Non-governmental consumer associations educated people and some associations even participate in regulatory activities performed by themselves. Consumer Union make recommendations to the parliament to stronger law enforcement for consumer protections
PHI			<ol style="list-style-type: none"> DOH-Food and Drug Administration (FDA) – e.g. Philippine Rapid Alert System on Food and Feed (PhilRASS) Department of Agriculture 	During the celebration of Food Safety Week
SIN	The Agri-food and Veterinary Authority of Singapore (AVA) first introduced the Food Safety Public Education Programme in 2002 to raise awareness on the importance of food safety as a joint responsibility among the public and to profile AVA as the national food safety authority of Singapore. Following the theme of ‘Together, Let’s Keep Food Safe’, some of the public outreach activities to educate the public on food safety matters included conducting school talks,	For regulatory amendments, the Singapore Food Agency conducts public consultation via its website.	Singapore Food Agency (SFA), Service Quality Department	

AMS	CONSUMER PARTICIPATION IN CPE PROGRAM ON FOOD SAFETY			
	Consumer Organization/Group Participation in Food Safety Communication	Consumer Organization/Group in Regulatory Affairs	Consumer Participation to comment/report/inform food safety issues to the Government (i.e. through a dedicated Consumer Complaint Service Unit)	Consumer Participation program, such as events like talk show, exhibition on Food Safety and Quality Control
	<p>learning journeys for students and participating in community events. Together with the Food Safety Mascot, Oscar, food safety booths were also set up at various supermarket outlets to spread the food safety messages and highlight the role that consumers play in keeping food safe throughout the month of July. A food safety mass media campaign was last run in 2011, targeting audience of housewives, people who purchase and handle food as well as the general public through various media such as print and radio advertisements. The media campaign helped educate and promote key action messages in line with the themes. To ensure that a consistent set of messages and advice reach the masses in a short time, mass media publicity via television, radio and print were chosen. With effect from 1 April 2019, the Singapore Food Agency (SFA) was formed to oversee food safety and food security from farm-to-fork. SFA continues to conduct school talks and learning journeys for students, and participates in community events to educate the public on food safety matters.</p>			

AMS	CONSUMER PARTICIPATION IN CPE PROGRAM ON FOOD SAFETY			
	Consumer Organization/Group Participation in Food Safety Communication	Consumer Organization/Group in Regulatory Affairs	Consumer Participation to comment/report/inform food safety issues to the Government (i.e. through a dedicated Consumer Complaint Service Unit)	Consumer Participation program, such as events like talk show, exhibition on Food Safety and Quality Control
THA		1. Invited by competent authority; 2. Upload the comment into the competent authority website.	<u>For central area</u> 1) Centre of surveillance and complain of health product 2) Bureau of Food Under Thai FDA <u>For local area</u> Provincial Health Office	Campaign to the local markets by Mobile unit for Food Safety - Campaign to schools in Thailand under Oryor Noi project - Educational tools: i.e. website, social media, mobile application, info graphic, you tube, etc.
VIE			It could be a lot of way, directly to the Government or through the competent authorities who in charge of food safety in country, or/and through the Consumer protection association.	

AMS CONSUMER EMPOWERMENT IN CPE PROGRAM ON FOOD SAFETY			
AMS	Empowering consumer by producing media in food safety issues to be used by the consumer in applying good food safety practices	Organizing program/activity such as “Consumer Movement in Improving Food Safety” involving large consumer (i.e. program in a Food Safety Festival or any other events)	Developing consumer education campaign i.e. by the inclusion of food safety in the school curriculum
BRU		<ul style="list-style-type: none"> In April 2015, World Health Day 2015 organized by Ministry of Health. In 2016, stakeholder engagement was conducted for local importers on Food Importations. 29 January 2020, Food Premise Health Grading Programme 2020 organized by Ministry of Health. 	
CAM		Food safety week organized by: MOH, MAFF, MIH, MOC, Institute of Cambodia Technology	
IND	Indonesian FDA Produced various food safety materials in any kinds of media such as printed materials, video, jingle etc. List of food safety materials attached	<ul style="list-style-type: none"> Directorate of Environmental Health MoH (Competition of Healthy Canteen inter-ministerial/ agency) Indonesia FDA organized events such as : Promotional and educational activities using conventional media (newspapers, television, radio), outdoor media (billboards, banners), and the distribution of short messages and viral through social media networkscapacity building for food safety cadre, Food Safety IEC for community, Exhibition, Workshop, Seminar, Public services for conseling,food safety campaign 	The inclusion of food safety in the school curriculum
LAO PDR		Participate in Food exhibitions, food festival for dissemination food safety materials and Food safety law and regulation	
MAL		Food Safety Carnival Programme at the State level	
MYA	Pamphlets, public talks, discussions, lectures	<ol style="list-style-type: none"> Department of Food and Drug Administration, Ministry of Health and Sports organized public show events , research symposium and scientific talks annually Department of Consumer Affairs, Ministry of Commerce organized jointly with companies as sale promotion show and public talk. 	A fixed, not adjustable some food safety points are already included in the primary curriculum

AMS	CONSUMER EMPOWERMENT IN CPE PROGRAM ON FOOD SAFETY		
	Empowering consumer by producing media in food safety issues to be used by the consumer in applying good food safety practices	Organizing program/activity such as “Consumer Movement in Improving Food Safety” involving large consumer (i.e. program in a Food Safety Festival or any other events)	Developing consumer education campaign i.e. by the inclusion of food safety in the school curriculum
PHI	The Department of Health thru the arrangement of the Health Promotion and Communication Service (HPCS) are producing food safety program (i.e. The Healthy Juan) thru the use of media.	The organization of the event assigned to government agencies with mandate on Food Safety.	Thru the Food Safety Act of the Philippines, the Department of Education (DepEd) was mandated to include in the school curriculum the subject of food safety. Also, there are academes offering special or short courses in Food Safety, .i.e. University of the Philippine, College of Public Health, Department of Nutrition.
SIN	Refer to earlier input from Questionnaire 1, Question 1, Part 1.		Refer to earlier input from Questionnaire 1, Question 1, Part 1.
THA			
VIE			
	<p>Other than Above</p> <p>Brunei Darussalam :</p> <ul style="list-style-type: none"> • Giving regular health talks on Food Safety to food business operators / food stalls operators prior to any national events and Ramadhan stall. • Giving regular health talks on Food Safety to institutions such as schools and events organized by other ministries and non-government organizations. <p>Philippine : The Philippines has the Consumer Act of the Philippines, Republic Act No. 7394. It is the policy of the State to protect the interests of the consumer, promote his general welfare and to establish standards of conduct for business and industry. This is under the mandate of the National Consumer Affairs Council, Department of Trade and Industry.</p> <p>Thailand : as mention in item 1.4</p> <p>Myanmar : Consumer union developed a portal where consumer can submit a complaint and they will get some prepaid phone bill as a reward.</p>		

AMS	CONSUMER EMPOWERMENT IN CPE PROGRAM ON FOOD SAFETY		
	Developing IT-based innovative program to ask consumer to apply good food safety practices (i.e. smart phone application to select safe food, etc.)	Empowering Village/Religious Leader or Village Development Cadre in improving food safety	Empowering Food Market Association in developing/applying Healthy Market
BRU	Food safety information is available online and is accessible for the public through the MOH website.	<ul style="list-style-type: none"> • A specific programme called Health Ambassador Programme under the Health Promotion Center, Ministry of Health were implemented since 2018. • A total of 159 Health Ambassadors from various villages/mukims in Brunei Darussalam were trained on health (specifically on NCDs, Environmental Health and Infectious Diseases including Food Safety). 	None on food safety
CAM	Through Dissemination meeting, training, inspection and website of department of drugs and food.		
IND	1) Indonesian FDA developed : <ul style="list-style-type: none"> • Education website/portal for school community (klubpompi.pom.go.id) • food safety games with android based 2) Kereta PomPI : Food safety quiz on the train 3) Cooking with bu Pompi : learn 5 keys of food safety through cooking games 4) PomPi Store : Learn food label information through shopping games	<ul style="list-style-type: none"> • Empowering Village/Religious Leader or Village Development Cadre in improving food safety. The Rural Food Safety Movement achievements from 2014 to 2019 are 5056 villages have been intervened, 13.082 Cadres have been trained and has performed technical assistance on food safety to 97.239 village communities. • Empowering Principal and teacher of primary, junior and senior high school (Indonesia FDA has trained 24.814 Food safety shool cadres (2014-2019). 	Empowering Market officers/managers and local government officer in developing/applying Hazardous substances Free Market.
LAO PDR			Working with Market owners on improve sanitation in the market place by separation of wet area with food service for ready to eat food, clean food service stall implementation, inform food safety issues to market director to monitor unsafe food that inspector found and measures implementing.

AMS	CONSUMER EMPOWERMENT IN CPE PROGRAM ON FOOD SAFETY		
	Developing IT-based innovative program to ask consumer to apply good food safety practices (i.e. smart phone application to select safe food, etc.)	Empowering Village/Religious Leader or Village Development Cadre in improving food safety	Empowering Food Market Association in developing/applying Healthy Market
MAL	Virtual Reality Germs	Talk and Activity at village	
MYA	WEb site where consumer can check some items safe or not but it's still developing	DFDA performed rural consumer education program on a basis of 2 villages per month per region and 2 schools per month per region.	
PHI	Online application thru PhilRASS	Local Government Code of 1991 or Republic Act No. 7160, Section 17, prescribed the Local Government Units (LGUs) to provide basic services and facilities related to hygiene and sanitation including food safety and sanitation.	Under the Presidential Decree No. 856 or the Code on Sanitation of the Philippines, Markets including abbatoirs have to comply with the implementing rules and regulations related to sanitation requirements for public health safety particularly the consumers.
SIN	Refer to earlier input from Questionnaire 1, Question 1, Part 1		<p>The Health Promotion Board's (HPB) Food Strategy aims to increase the availability and accessibility to healthier food and beverages both in and out of homes, including in workplaces, schools, and the community, as well as to improve the nutritional quality of diet and reduce excessive caloric intake among Singaporeans. To achieve this, there are various programmes to engage the food industry, namely 1) Healthier Dining Programme (HDP); 2) Healthier Choice Symbol (HCS) programme; and 3) Healthier Ingredient Development Scheme (HIDS).</p> <p>Purpose of food programmes and description:</p> <ul style="list-style-type: none"> • The Healthier Dining Programme (HDP) was introduced in 2014 to make healthier dining options more pervasive and accessible by partnering with F&B operators to offer lower-calorie options (500 calories or less) and dishes that use healthier ingredients such as wholegrains, healthier cooking oils, lower sugar beverages as part of their permanent core menu offerings.

AMS	CONSUMER EMPOWERMENT IN CPE PROGRAM ON FOOD SAFETY		
	Developing IT-based innovative program to ask consumer to apply good food safety practices (i.e. smart phone application to select safe food, etc.)	Empowering Village/Religious Leader or Village Development Cadre in improving food safety	Empowering Food Market Association in developing/applying Healthy Market
			<ul style="list-style-type: none"> • The Healthier Choice Symbol (HCS) is a visual identifier that makes it easier for consumers to identify healthier packaged food products at retail grocery (e.g. supermarkets), given that 68 per cent of Singapore residents have at least one meal for lunch and/or dinner a day at home (according to the National Nutrition Survey 2018). Products labelled with the HCS contain less sugar, saturated fat, trans-fat or salt, or are higher in calcium, or wholegrains than regular products within the same category. • The Healthier Ingredient Development Scheme (HIDS) aims to improve the nutritional quality of food ingredients consumed in the food service sector, with a focus on reducing saturated fat in cooking oils and improving the quality of carbohydrates (e.g. staples such as rice and noodles, sugars and fibre) as a start.
THA	Yes. Oryor Smart Application (both ios and Android operation systems)		Campaign for healthier logo for food products.
VIE			

AMS	CONSUMER EMPOWERMENT IN CPE PROGRAM ON FOOD SAFETY		
	Developing IT-based innovative program to ask consumer to apply good food safety practices (i.e. smart phone application to select safe food, etc.)	Empowering Village/Religious Leader or Village Development Cadre in improving food safety	Empowering Food Market Association in developing/applying Healthy Market
	<p>Other than Above Brunei Darussalam : Food safety information is available online and is accessible for the public through the MOH website Cambodia : No. Through Dissemination meeting, training, inspection and website of department of drugs and food Lao PDR : No. Have not submit the description Philippines : Online application thru PhilRASS Myanmar : WEb site where consumer can check some items safe or not but it's still developing. Singapore : Refer to earlier input from Questionnaire 1, Question 1, Part 1 Viet Nam : No. Have not submit the description</p>		<p>Other than Above Brunei Darussalam : The Health Promotion Centre, Ministry of Health carry out a healthy market program that focuses on nutritional food promotion and empowerment. Malaysia : Special television cook program with celebrity at Giant Supermarket.</p>

ANNEX 3. Policy/Regulation/Legal Aspect

POLICY/REGULATION/Legal ASPECT IN FOOD SAFETY CPE PROGRAM/ACTIVITY IN GENERAL			
AMS	Consumer Protection Law	Specific articles on Consumer Participation in Improving Food Safety	Specific articles on Consumer Empowerment in Improving Food Safety in the legislation
BRU	<ul style="list-style-type: none"> Public Health (Food) Act, Chapter 182 and its Regulations (2000) Consumer Protection (Fair Trading) Order, 2011 Consumer Protection (Fair Trading) (Cancellation of Contracts) Regulations, 2011 		
CAM			
IND	<ul style="list-style-type: none"> Law 8/1999 about Consumer Protection Government Regulation No 69/1999 about Food Label and Promotion 	<ul style="list-style-type: none"> Law No 18 year 2012 on Food, chapter XIII (Community Participation), <ul style="list-style-type: none"> Article 130 (The public can participate to delivery of information and knowledge of Food and Nutrition; Article 131 (Community can address their problems, suggestions and/or solution of Food Problem to the Government and/or Regional Government). Government Regulation no. 86 Year 2019 on food safety, chapter VI about Community Participation, <ul style="list-style-type: none"> Article 76 (the community can participate in campaigning Food Safety through print or electronic media and responsible for the accuracy of the information submitted in accordance with the provisions of the regulations and legislation) Article 77 (the community can participate in to submit problems, input, and/or methods solving Food Safety problems. 	<ul style="list-style-type: none"> Law Number 18 Year 2012 on Food, Articles 4. Food Organization aims to increase public knowledge and awareness concerning Food safety, quality and nutrition for consumption; Government Regulation no. 86 tahun 2019 concerning food safety President Instruction No 1 Year 2017 concerning Healthy lifestyle movement <ul style="list-style-type: none"> The government instructed the Head of the Indonesia FDA to empower the community through strengthening and expanding control of snack consumed by school children's food safety

AMS	POLICY/REGULATION/LLEGAL ASPECT IN FOOD SAFETY CPE PROGRAM/ACTIVITY IN GENERAL		
	Consumer Protection Law	Specific articles on Consumer Participation in Improving Food Safety	Specific articles on Consumer Empowerment in Improving Food Safety in the legislation
		<ul style="list-style-type: none"> - Article 78 (The community can raise problems and/or give feedback orally or written regarding the alleged violation against Food Safety to the minister government affairs in the field agriculture, the minister in charge of affairs, government in the field of maritime affairs and fisheries, minister, who carry out government affairs in the field health, Agency Head, or regent/mayor as appropriate with its authority. Delivering problems and/or giving input must carried out responsibly in accordance with the provisions of laws and regulations, religion, norms of decency, and politeness). - Art 79 (Problems and/or input from the public delivered orally or in writing must be accompanied by supporting data/evidence. - Art 80 (The community has the right to receive services and answers from the Head of the Agency and/or regents/mayors above problems and/or input submitted to Head of Agency and/or regents/mayors. In certain cases the Head of the Agency and/or the regent/guardian the city may refuse to provide the information content or provide answers to input or opinion as referred to in paragraph (1) in accordance with the provisions of the legislation). 	

AMS	POLICY/REGULATION/LLEGAL ASPECT IN FOOD SAFETY CPE PROGRAM/ACTIVITY IN GENERAL		
	Consumer Protection Law	Specific articles on Consumer Participation in Improving Food Safety	Specific articles on Consumer Empowerment in Improving Food Safety in the legislation
		<ul style="list-style-type: none"> - Article 81 Further provisions regarding the procedure for settlement problems and/or input from the community are determined by the minister who held government affairs in agriculture, the minister in charge of affairs government in the field of fisheries and fisheries, the minister who carry out government affairs in the health sector, or Head of Agency in accordance with the authority. 	
LAO PDR	<ul style="list-style-type: none"> • Food Law, 1st revision 2013 (MOH) • Consumer protection Law 02 NA, 30 June 2010 (MOIC) 	<ul style="list-style-type: none"> • Food Law, 2013, Articles 5, Point 2, Articles 6, 7, 18, 19, 44, 46 , 47, 51 • Consumer Protection Law, 2010 Articles 1, 2, 4, 5, 6 	<ul style="list-style-type: none"> • Food Law, 2013, Articles 5, Point 2, 51 • Consumer Protection Law, 2010 Articles 1, 2, 4, 5, 6
MAL	Food Act 1983 and its Regulations		
MYA	Consumer Protection Law, Pyidaungsu Hluttaw Law No. 9/2019	Consumer Protection Law, 2019, Article 12, 13	Consumer Protection Law, 2019, Article 44
PHI	<ul style="list-style-type: none"> • Republic Act No. 7394 otherwise known as Consumer Act of the Philippines • Presidential Decree No. 856 or the Sanitation Code of the Philippines 	Republic Act No. 7394, The Consumer Act of the Philippines	Republic Act No. 7394, The Consumer Act of the Philippines
SIN	The Sale of Food Act		
THA	Consumer protection Act, B.E. 2522 (1979)	The act addresses to provide information and education for consumers about all products, not specific food product.	
VIE	59/2010/QH12 Start to : 17/11/2010		

ANNEX 4. National Program/Strategic Plan in CPE Program on Food Safety

AMS	NATIONAL PROGRAM/STRATEGIC PLAN IN FOOD SAFETY CPE		
	National Program/Strategic Plan in Consumer Participation in Improving Food Safety	Specific articles on Consumer Participation in Improving Food Safety	Food Safety Empowerment Program/Activity in Specific Subject
BRU			<ul style="list-style-type: none"> • School Canteen Grading (Ministry of Education) • Guideline on selling and serving of healthy food and drinks in school (Ministry of Health) • National Nutrition and Physical Activity Guidelines for Child Care Centre's in Brunei Darussalam (MOH, Ministry of Culture, Youth and Sports) • Guideline on Healthy Food and Beverages served in Workplaces (MOH) • Healthier Choice Logo (MOH) • Healthy Dining Program (MOH)
CAM	Food safety week involved by MOH, MAFF, MIH, MOC, Industrial sectors	MOH, MAFF, MOC	MOH, MAFF, MOC
IND	Indonesia FDA, MoH, MoA	Presidential Instruction No 1/2017 on Healthy lifestyle movement have mandated all institution to participated in empowering people to have healthy live, healthy food, and etc.	School (MoH, Indonesia FDA, Ministry of Women's Empowerment and Child Protection, Ministry of Environment and Forestry)
LAO PDR		Publish PS materials and release to the public and mass media	Healthy school, healthy market, healthy city
MAL	Food Safety and Quality Divison HQ, State and District level		
MYA		Ministry of Health and Sports (Department of Food and Drug administration, Department of Public), Ministry of education, Ministry of commerce (Department of consumer affairs.)	Ministry of Health and Sports (Department of Food and Drug administration, Department of Public), Ministry of education, Ministry of commerce (Department of consumer affairs.)

AMS	NATIONAL PROGRAM/STRATEGIC PLAN IN FOOD SAFETY CPE		
	National Program/Strategic Plan in Consumer Participation in Improving Food Safety	Specific articles on Consumer Participation in Improving Food Safety	Food Safety Empowerment Program/Activity in Specific Subject
PHI	DOH and DA	DOH and DA	Department of Health, Department of Interior and Local Government (DILG) and the Local Government Units (LGUs) – PD856, Chapter 3, Food Establishments.
SIN			<ul style="list-style-type: none"> • The Health Promotion Board (HPB) implemented the ‘Healthy Meals in Pre-Schools Programme’ (HMPP) for pre-schools and ‘Healthy Meals in Schools Programme’ (HMSP) for mainstream schools (Primary and Secondary schools, Junior Colleges and the Centralised Institute) to foster healthy eating among the young. • The healthy meals in pre-schools and schools incorporate food from the four food groups – brown rice and wholemeal bread, meat and alternative protein sources, vegetables and fruit. These helps students to have a well-balanced meal and cultivate healthy eating habits. • Participating pre-schools and mainstream school canteen vendors are mandated to use healthier ingredients such as brown rice and healthier oils in the preparation of meals.
THA		<ul style="list-style-type: none"> • Thai FDA • Department of Health • Foundation of Consumer 	<ul style="list-style-type: none"> • Thai FDA • Department of Health • Institute of Nutrition, Mahidol University
VIE			

ANNEX 5. Institutions Involve in CPE Program on Food Safety

AMS	INSTITUTION INVOLVES IN FOOD SAFETY CPE PROGRAM/ACTIVITY IN GENERAL			
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health	Other Institutions
BRU	Not Applicable	<ul style="list-style-type: none"> Department of Agriculture and Agrifood, Ministry of Primary Resources and Tourism (MPRT), is responsible for the safety and quality of meat and meat products; poultry; fruits and vegetables. Department of Fisheries, MPRT is responsible for the safety and quality of fish and fish products in Brunei Darussalam. MPRT also assists and supports micro, small and medium entrepreneurs in developing their products. 	Ministry of Health provide: <ul style="list-style-type: none"> Information to consumers and food business operators on food safety Basic Health Education Training for Food Handlers and Food Premise Health Grading Programme. 	Health Safety, Security & Environment, and Ministry of Education monitors Food Safety at School Canteens. Schools have canteen committees where they reported any issues such as food poisoning to their ministry. Food Safety and Quality Control Division, Ministry of Health conducts hygiene inspection for school canteens at random
CAM	<ul style="list-style-type: none"> Develops documents related to food safety Distributes and disseminates information and regulations 	Provides information of agri-food products		MOC, Institutes, education invite MOH officers to present topic related to health consumers and food safety
IND	<ul style="list-style-type: none"> Develops and implements CPE program on food safety for Community (schools, retails, village people) Empowers Food Enterprises (SME's) Develops Information, Education and Communication materials regarding food safety 	<ul style="list-style-type: none"> Ministry of Agriculture develops Information, Education and Communication materials regarding food safety of agricultural products and livestock Ministry of Marine Affairs and Fisheries develops Information, Education and Communication materials regarding food safety of fishery products 	<ul style="list-style-type: none"> Develops healthy canteen at primary school, junior high school and senior high school, . Educating about health and safe food at primary school, junior high school and senior high school, Educating health and safe food to district community, Developing healthy traditional market 	
LAO PDR				

AMS	INSTITUTION INVOLVES IN FOOD SAFETY CPE PROGRAM/ACTIVITY IN GENERAL			
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health	Other Institutions
MAL			Ministry of Health educates consumer on food safety	
MYA	Food safety awareness raising, and public education	Department of agriculture on agro products. Department of Fisheries on aquatic products and Livestock breeding and Veterinary Department on	Mainly on public health education and research	<ul style="list-style-type: none"> • Ministry of commerce, Department of consumer affairs is focal department for consumer protection and empowerment • City development council and municipals in state and region responsible for street food and market (wet and dry) • Myanmar Police force, Ministry of home affairs responsible for law enforcement • Ministry of education responsible for curriculum development jointly with other ministry and implementation of integrated curriculum.
PHI				
SIN				
THA	Provides education programs regarding food products	Provides education programs regarding agriculture commodities and fishery products		Department of Health under Ministry of Public Health educates food handlers
VIE	Vietnam Food Administration involves in CPE Program/Activity			Ministry of Industry & Trade

AMS	INSTITUTION RESPONSIBLE FOR DEVELOPING FOOD SAFETY CPE MEDIA (PRINT, ELECTRONIC, ETC.)			
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health	Other Institutions
BRU	Not Applicable	<ul style="list-style-type: none"> Department of Agriculture and Agrifood, MPRT: <ul style="list-style-type: none"> - Veterinary Health Mark Guideline - Brunei Good Agricultural Practice Factsheets Department of Fisheries, MPRT: <ul style="list-style-type: none"> - Manual of Brunei Darussalam on Hygiene Requirement for Fishery Products Exported to the European Union (UN) - Manual of Brunei Darussalam on Good Aquaculture Practices - Manual of Brunei Darussalam on Hygiene Requirements for Fish Processing Establishments - Brunei Good Aquaculture Practice 	<ul style="list-style-type: none"> - Food Grading Leaflet - Panduan Penjualan & Penyajian Makanan dan Minuman Sehat di Sekolah - Selalu Baca Dan Fahami Label Makanan (Food Labelling) - Bersama Memusnahkan Tikus - Keselamatan Makanan untuk semua - Guidelines on Food Importation - Shelf life of Prepacked Food - Personal Hygiene & Food Handling - Keracunan Makanan 	
CAM				
IND	Indonesia FDA develops Food Safety media (print, electronic, visual, audio visual)	MoA, MoMA&F develop Food Safety CPE media	5 keys of food safety in household Video: safety of fast food WA Group: safety of fast food We developed audio visual media	
LAO PDR				
MAL			Brochures, info graphic video	
MYA	Pamphlets, posters, web pages and social media.			
PHI		FMD, Mad Cow Disease, ASF	5 Keys to Safer Food, Red Tide, Mad Cow Disease, FMD, ASF	

AMS	INSTITUTION RESPONSIBLE FOR DEVELOPING FOOD SAFETY CPE MEDIA (PRINT, ELECTRONIC, ETC.)			
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health	Other Institutions
SIN	Singapore Food Agency (SFA) has developed materials such as brochures, infographics (posted on Facebook/Instagram) to educate consumers on food safety. Food Safety tips are also available on our website			
THA	Educational tools: i.e. website, social media, mobile application, infographic, you tube, etc.	Both printed media and electronic tools via website		Both printed media and electronic tools via website
VIE				

AMS	STAKEHOLDERS WORK TOGETHER WITH GOVERNMENT IN FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Consumer Organization/Group	Academia	Local Community	Other Stakeholders
BRU	In 2016, Ghanim International Cooperation (Government- linked Company) in collaboration with the Health Promotion Centre, Ministry of Health, organized a 'Read the Label Campaign'			
CAM				
IND	NGO, Women Association, Religious Association, Youth Organization: In food safety collaboration program provide personnel as food safety facilitator or cadre in training program	University of Indonesia, SEAMEO RECFON, HAKLI, IPB University: developing food safety materials and measures.	PKK, Karang Taruna (Youth community), Majelis Taklim (religious community): socializing and giving input for effective empowerment program	

AMS	STAKEHOLDERS WORK TOGETHER WITH GOVERNMENT IN FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Consumer Organization/Group	Academia	Local Community	Other Stakeholders
LAO PDR	Disseminate food safety education material	Teaching and research in Food Safety CEP program/activity	Disseminate food safety materials, monitor any issue related to Food Safety and inform government	Mass media
MAL	Participate in all activity held by FSQD	FSQD gives training in technical aspects while University engage with community	Act as ambassador to public	
MYA	Advocacy on policy and law development	Involve in the development of legislation, program implementation, and research	Peer education and communication	
PHI	Advocacy	Training, capacity building Indonesia:	Local legislation and monitoring	Advocacy and capacity building
SIN				As part of our efforts to encourage the food industry to set higher standards in food safety assurance and take a more proactive role in educating the public on food safety, the AVA Food Safety Partnership Scheme was introduced by the AVA in 2003. The scheme serves as a platform to give recognition to food manufacturers and supermarket operators who have displayed commendable food safety assurance and food safety consumer education efforts in Singapore. There were a total of 12 food safety partners. The scheme has since been discontinued with the formation of the Singapore Food Agency (SFA) on 1 Apr 2019.
THA	Provide education and strengthening consumer participation and empowerment	Provide scientific information regarding food safety	Provide education regarding good hygienic practices and food preparation for food handlers	
VIE				

ANNEX 6. Resources (Human Resources; Information, Education and Communication Production Facility; and Financial)

AMS	HUMAN RESOURCES, FACILITIES, AND BUDGET IN FOOD SAFETY CPE PROGRAM/ACTIVITY IN GENERAL		
	Officials trained in Community Empowerment or in specific IEC (Information, Education, and Communication) skill	Facilities for developing or running Food Safety CPE Program/Activity	Budget for developing or running Food Safety CPE Program/Activity
BRU		<ul style="list-style-type: none"> • Audio-Visual media production by Corporate Communications Division, Department of Policy and Planning, Ministry of Health • Presentations are prepared by Food Safety and Quality Control Division, Ministry of Health • Model kitchen equipment and mannequins are available for use during roadshows • Any food safety related information will be uploaded to the Ministry of Health website by the Corporate Communications Division, Department of Policy and Planning, Ministry of Health 	<ul style="list-style-type: none"> • Departmental operational budget can be utilized to procure IEC media when required • Departmental operational budget can be utilized for training staffs involved in Food Safety CPE program/activity if required • Departmental operational budget is utilized for running Food Safety CPE program/activity if required
CAM	Hygiene and some provinces Related Ministries, Associations and Non	Cartoon TVC, mobile announcement facilities, mass media and social media	Governmental budget and some from development partners
IND	There are 3045 Food Safety Extension officials located in 34 provinces	Ministry of Health has a Department of Health Promotion that focus on IEC, equipped with IEC facilities	Based on annual budget from government and some from CSR
LAO PDR	We have IEC div and Health information center staffs but they never had done such training		Limited
MAL	More than 20 officials food safety complaint training, risk communication		Annual budget from MOH
MYA	Researchers and educators are available but dont have consumer empowerment training	Medical Education Center can develop audio visual media like videos or film or even web casting. But, skills are needed. But enough production capacity in private	Limited budget for FS CPE because other media production on specific areas also divide the share. Available but limited human resources like training staff. Mainly on education and awareness raising.

HUMAN RESOURCES, FACILITIES, AND BUDGET IN FOOD SAFETY CPE PROGRAM/ACTIVITY IN GENERAL			
AMS	Officials trained in Community Empowerment or in specific IEC (Information, Education, and Communication) skill	Facilities for developing or running Food Safety CPE Program/Activity	Budget for developing or running Food Safety CPE Program/Activity
PHI	There are the trained officials in each ministry and agency	Through coordination with KMITS	Government Limited budget
SIN	For info, the Community Engagement & Partnership Department under the Communications & Service Quality Division of Singapore Food Agency (SFA) runs various public education programs including food safety. There is no specific IEC skill and officers generally have a communications background.		The Singapore Food Agency (SFA) sets aside a small budget annually for developing food safety collateral and educational materials.
THA	90 officials located in both central and local agencies	<ul style="list-style-type: none"> • Mobile unit for Food Safety Campaign (i.e. campaign at local markets) • Facilities for Oryor Noi Project (campaign at school in Thailand) • Educational tools: i.e. website, social media, mobile application, info graphic, you tube, etc. 	Based on annual budget from government
VIE			

ANNEX 7. CPE Program on Food Safety, Information Resources, Methods, and Evaluation

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
BRU	Not Applicable	<p>Number:</p> <p>Target Groups:</p> <ul style="list-style-type: none"> MSMEs, government officers and general consumers [Conducted by Department of Agriculture and Agrifood, Ministry of Primary Resources and Tourism (MPRT)] Fishery industries (Conducted by Department of Fisheries, MPRT) <p>Name of Program: HACCP training and Export requirements for fisheries establishments, 2020 (Conducted by Do, MPRT)</p> <p>Type of Program:</p> <p>Coverage Level: DoF, MPRT: 5 days training programme involving Fisheries officers and officers from other government agencies with fishery industries.</p> <p>Activity/Event:</p> <ul style="list-style-type: none"> 19 Mei 2017, 29 August 2017, 14 November 2017: Enterprise Open Day at 3 districts in collaboration with Darussalam Enterprise - Food Safety information dissemination, targeted for MSMEs 30 April 2018; 30 May 2018; 25 August 2018: GMP Workshop targeted for MSMEs 13 October and 3 November 2018: GHP Workshop targeted for Ministry of Religious Affairs' officers and staff 27 February 2020: Darussalam Enterprise Roadshow - Food Safety information dissemination 28-31 March 2019: Brunei MSMEs Festival 2019; Food Safety information dissemination 4 October 2019: Food Industry Overview and Food Safety Regulation targeted for MSMEs in collaboration with Darussalam Enterprise 	<ol style="list-style-type: none"> Food Importers (Processed Foods) Cube Shop owners School Children Caterers providing food catering services Food Premise Operators <ol style="list-style-type: none"> Online Food Import Registration, 2016 Guideline for Cube Shop owners, 2017 Grading for School Canteens, 2019 Good Catering Practices, 2019 Food Premise Health Grading Programme, 2020 <ol style="list-style-type: none"> Stakeholder Engagement for Online Food Import Registration Forum for cube owners on requirements by competent authorities Hygiene Inspection of School Canteens Launch of Standard on Good Catering Practices, 2019 Certificate presentation ceremony for Food Premise Health Grading Programme including talks and exhibition on Food Safety; and Food Premise Health Grading Program. <p>All programmes listed above are conducted at the national level.</p>

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
CAM	<p>Number: 4 programs</p> <p>Target Groups:</p> <ol style="list-style-type: none"> 1. Student of primary schools, 2. school food vendors, 3. street food vendors, and 4. community cooperate with center of mother and child health <p>Name of Program: Training on food hygiene and safety for street food - Marketing of Breast Milk Substitute Products</p> <p>Type of Program: Training</p> <p>Coverage Level: Provincial level</p>	<p>Target Groups: Farmers</p> <p>Name of Program: Pesticide use</p>	
IND	<ol style="list-style-type: none"> 1. Promote the food safety Awareness Gymnastics 2. Food Safety Talk Show with a wide audience and also targeted audience 3. Educational carnival with participants from students, members of the scout, community members, cadres, women associaton 4. Food Safety Campaigns in public areas by including Mobile Laboratory Cars in Car Free Day 5. Communication, Information and Education (IEC) on food safety to the community using conventional media (newspapers, television, radio), outdoor media (billboards, banners), and broadcast of short messages and infographic through social media networks 6. Capacity building for food safety cadre 7. Exhibition, Workshop, Seminar, Public services for conseling, and food safety campaign 		<p>Training for investigation of food poisoning, Workshop of Food safety for fast food to Port Health Office staff , Training Workshop of food safety for fast food to environmental health workers in the province, district/city.</p> <p>Food Safety Campaign by School Children as small doctor, Food Safety Campaign by School Children in Islamic boarding school, Street Food Vendor Empowerment, Improvement of Health Officer at Food Safety.</p>

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
	<p>Target Group: General consumers, school children, principal and school teacher, university's student, women association, NGO, market's manager, youth organization of village, housewife.</p> <p>Training of Trainer (ToT) for School Food Safety Cadre, Training of Trainer (ToT) for Village Food Safety Cadre, food safety campaign in Car Free Day event.</p> <p>Indonesia FDA : Training for school food safety cadre, Training for school food safety cadre Workshops, Social Media Campaigns (Klubpomp), Community Meetings of food safety cadre from NGO, Working Groups Facilitation for SME, Talk Show, Technical Assistance for food safety cadre, Food safety Exhibition, Public Consultation, food safety campaign.</p> <p>Coverage Level: National, Provincial, and District</p>		
<p>LAO PDR</p>	<p>Number: Travelers and food services</p> <p>Name of Program: Food safety training for food services</p> <p>Type of Program: Dissemination of Posters (5 Keys for Safer Food) in Food Exhibition, trainings and consultation in food product exhibition</p> <p>Coverage Level: National and Provincial</p>	<p>Target Groups: General consumer and farmers School children for school garden program.</p>	<p>Food safety in school, training for food services and restaurant, vendor, producers.</p> <p>Media, Trainings, inspection, technical assistance and consultation.</p> <p>National and provincial.</p>

AMS				FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
Food and Drug Agency		Ministry of Agriculture/Fisheries		Ministry of Health		
MAL				General consumer, school children, travellers, housewife Germ buster program Training, workshop, talk show, carnival. exhibition National, provincial, local, village		
MYA	<p>Number:</p> <p>Target Groups:</p> <ol style="list-style-type: none"> 1. School children especially basic education students joint with canteen inspection. 2. University student mainly on food safety and drug safety as integrated awareness raising. 3. General consumer especially to rural people <p>Name of Program:</p> <ol style="list-style-type: none"> 1. School education program on food and drug safety. 2. Village education program 3. Initiatives on dye free market. 4. Dye free shrimp paste initiatives. 5. Strategies to develop street vendor food safety <p>Type of Program:</p> <p>Workshops, Training workshop, Community education, talks, public talks and scientific talks, Local exhibition, mass media, Social media platform integration but not campaign</p> <p>Coverage Level:</p> <p>National level – few State and Regional level – high village level – once or twice per month</p>	<p>Target Groups: Farmers (Main), and school children villagers</p> <p>Type of Program: Awareness raising on use of pesticides, insecticides and fertilizers Awareness raising on GAP</p>	<p>School children especially basic education students joint with canteen inspection. University student mainly on food safety and drug safety as integrated.</p> <ol style="list-style-type: none"> 1. School education program on food and drug safety. 2. Village education program. 3. Initiatives on dye free market. 4. Dye free shrimp paste initiatives. 5. Strategies to develop street vendor food safety awareness raising. General consumer especially to rural people. <p>Workshops, Training workshop, Community education, talks, public talks and scientific talks, Local exhibition, mass media, Social media platform integration but not campaign.</p> <p>National level – few State and Regional level – high village level – once or twice per month.</p>			

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
PHI	<p>Annual celebration of Food Safety Week (engagement of all government agencies with mandate on food safety).</p> <p>Training of Sanitary Inspectors on Food Safety.</p> <p>Training on Food Safety for Micro, Small, Medium Enterprises (MSMEs), GMP, HACCP.</p>	<p>Food Safety celebration is a collaborative among government agencies with mandate on food safety</p>	<ul style="list-style-type: none"> • Annual Celebration of Food Safety Week • Regular Training on Food Safety provide by LGUs • Training on Food Safety and Sanitation to MSMEs, Hotel and Restaurants Association, Food Industries <p>Assurance of Food Safety in School Introduction</p> <p>The school canteen reflects the value habits of putting on healthy eating practices to the pupils and teachers alike. In addition to providing nutritious food, the canteen is important to health in promoting its role within the school. For pupils who use canteen services regularly, the food purchased there makes a significant contribution to their total daily food intake and nutrition.</p> <p>Schools are considered as second homes for the learners. Teachers are considered as the second parents and the school canteen is considered as the second kitchen of the pupils and students. The school canteen serves as the service provider of the school with regard to food to be served for the learners, teachers, and school heads and even parents and school guests.</p> <p>Parents, teachers, school heads are working hand in hand to resolve these issues among learners. The government has launched several projects and problem to address this nutritional health problem of school children.</p>

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
			<p>The school canteen is one of the services provided for learners in school when it comes to food.</p> <p>Parents are considering what kind of food is to be served for their children at home, so, they also expect that the school canteen will do so. Parents would also like to ensure that the kinds of food their children partake in the school are safe.</p> <p>Parents consider also where to enroll their children so that they can be nourishing not only in mind but also in body.</p> <p>DepEd policies related to proper nutrition, food safety and canteen operation and management</p> <p>Following are the DepEd issued policies related to food safety :</p> <ul style="list-style-type: none"> • DepEd Order NO. 8, s. 2007 dated February 6, 2007 entitled : Revised Implementing Guidelines on the Operation and Management of School Canteens • Regional Memorandum No. 278, s. 2011 released on September 22, 2011 entitled: Reiterating Strict Implementation of DepEd Order. No. 8, s. 2007, instructing School Heads to take precautionary measures to prevent “bocha” meat from being sold in school canteen. • Regional Memorandum dated September 9, 2013 entitled : Reiteration of DepEd Order No. 8, s. 2007 with inclusion of a list of recommended foods and foods not recommended

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
			<ul style="list-style-type: none"> • Corrigendum/Addendum dated May 12, 2014 on Memorandum on Reiteration of DepEd Order No. 8, s. 2007 dated September 9, 2013, reclassifying the recommended and not recommended foods into Recommended, Regulated and Prohibited • Regional Memorandum dated January 22, 2014 : Recommendation on the Use of Food Safe Containers in School Canteens, which does not recommend the use of plastics/styropor and other toxic materials for packaging/wrapping/ storing or as receptacle of canteen food. • Regional Memorandum No. 136, s. 2015 dated July 20, 2015 entitled : Promotion of Good Eating Habits Among School Children and Health School Canteens which: <ul style="list-style-type: none"> - Enjoins the GPTA, barangay officials and school authorities to take the lead promoting good eating habits through healthy food choices (canteen foods, home cooked “baon”, no street foods). - Recommends the strict procurement of food items which are FDA approved from reputable suppliers in tamper proof packaging and with expiration dates. - Recommends avoidance of highly fatty foods, high sugar containing and high sodium containing noodles and junk foods.

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
			<ul style="list-style-type: none"> - Directs the School Health and Nutrition Personnel, Nutrition Coordinators and Division Supervisors to conduct intensive canteen monitoring. <p>Operation and Management of School Canteens</p> <p>Every year, at the start of school year, reminder is given on the need to strictly comply with the issued guidelines on food safety in school canteens as contained in DepED Order No. 52, s. 2008.</p> <p>Paragraph 2 of the cited Order instructs Schools Division Superintendents to oversee the effective management of the school canteen and to underscore the responsibility of the school principal for any untoward incident that may happen in school due to non-compliance with school health policies and food safety guidelines. Reminder is likewise made on the provisions of Subpar. 4.4 – 4.6 and 4.9, Paragraph 4 of DepED Order No. 8, s. 2007, which states, that:</p> <p><i>4.4 Only nutrient-rich foods such as root crops, noodles, rice and corn products in native preparation, fruits and vegetables in season, and fortified food products labeled rich in protein, energy, vitamins and minerals shall be sold in the school canteen. Beverages shall include milk, shakes and juices prepared from fruits and vegetables in season.</i></p>

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
			<p>4.5 <i>The sale of carbonated drinks, sugar-based synthetic or artificially flavored juices, junk foods and any food product that may be detrimental to the child's health and that do not bear the Sangkap Pinoy seal and/or did not pass by the FDA's approval is prohibited.</i></p> <p>4.6 <i>Iodized salt shall be used, in controlled quantity, in the preparation of cooked foods to ensure that the iodine requirement of the clientele shall be met and to eliminate iodine deficiency disorders. The use of monosodium glutamate (vetsin) shall be regulated.</i></p> <p>4.9 <i>Vendors shall not be allowed to bring in food items inside the school canteen/premises. Teachers and school personnel are likewise prohibited from selling food items within the school premises, except through the school canteen and unless authorized and covered by a written agreement with the school head/principal and/or the teachers' cooperative.</i></p> <p>Furthermore, Subpar. 5.6, Paragraph 5, supra, gives the following additional guidelines on the Adherence to Food Safety: <i>"5.6. Adherence to Food Safety</i> <i>5.6.1. Food safety standards shall be strictly enforced and adhered to at all times by complying with the following:</i> <i>a. Availability of potable drinking water and hand washing facilities;</i> <i>b. Well-maintained, clean, well-ventilated and pest-free environment;</i></p>

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
			<p>c. <i>Availability of food covers and containers for safekeeping;</i></p> <p>d. <i>Hygienic practices on food preparation, cooking display, serving and storage.</i></p> <p>To raise the level of consciousness of school children on the importance of food safety, basic messages and concepts must be integrated in selected subjects in the basic education curriculum. School heads and teachers should also encourage parents, through the Parent Teachers Association (PTA) in the school, to prepare nutritious and safe food for their children which they can eat during recess and lunch time.</p> <p>The Schools Divisions Superintendent concerned, through the Principal of the school, upon the support PTA should also directly coordinate with the local government concerned to pass an Ordinance that will prohibit ambulant vendors to sell within fifty (50) meters from the school boundary.</p> <p>Coverage of Food Safety in Schools Food Safety in schools covers food production (raising of crops, fish/aqua products and poultry/livestocks); the school canteen and the feeding center. It aims to prevent contaminants and hazards from getting into the food to assure that what the school children are eating are nutritious and safe.</p>

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
			<p>Monitoring for keeping food safe in school The school head is primarily responsible for keeping the foods safe to eat, along with the food production coordinator, canteen, teacher, feeding teacher and all the teaching and non-teaching personnel of the school. Canteen teachers are required to accomplish the Record of Daily Food Inspection (RDFI) noted by the Principal to ensure that what is served in the school canteen were carefully planned and inspected by school authorities. The RDFI should be complied in a folder by month for ready reference of the monitors. For foods bought from the consignees, a contract must be forged between the parties concerned.</p> <p>Furthermore, the Food Safety Checklist in School Canteen must be posted in the dining area so that canteen personnel are reminded of the safety standards imposed upon them.</p> <p>WASH in Schools Three Stars Approach The Food Safety under the WASH in Schools Three Star Approach was in accordance of the DOH Implementing Rules and Regulation (IRR) of the Code on Sanitation of the Philippines, Chapter 3, Food Establishments, requiring all Food Handlers should have a health certificate and training on basic food safety and for schools with canteens, an updated Sanitary Permit being issued by the Local Health Authority after complying all the sanitation standards and requirements.</p>

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
			<p>DOH Food Safety Awareness Week</p> <p>The Philippines recognizes that food safety encompasses from “farm to table” approach and is a shared responsibility of the industry, consumers and government. In this context the government is responsible for providing an environment for the production of safe foods and ensuring that food safety requirements are met by enforcement, monitoring and other means, the industry is responsible for producing safe foods; and the consumer is responsible for making informed choices and safe handling practices.</p> <p>Under the virtue of Proclamation No. 160 signed by President Joseph Estrada in August 1999, the last week of October of every year was declared as Food Safety Awareness Week. The Department of Health (DOH) is desirous is to create awareness and to educate people on food safety in order to reduce and ultimately eradicate food poisoning and other foodborne illness which in some cases resulted in death.</p> <p>There are variety of activities during the celebration of Food Safety Awareness Week such as the conduct of Community Food Day where there will be seminars for mothers, cooks and other food handlers, a food “tiangge” where different food products will be showcased, and information booths where participants can get all kinds of information materials on food handling, handwashing and other topics relevant to food safety and sanitation.</p>

AMS	FOOD SAFETY CPE PROGRAM/ACTIVITY IN THE LAST THREE YEARS		
	Food and Drug Agency	Ministry of Agriculture/Fisheries	Ministry of Health
SIN	<p>Number: Target Groups: For General Consumer, and School Children Approximately 100 talks, learning journeys and events were conducted from 2017 – 2019</p> <p>Name of Program: Singapore Food Agency (SFA) conducts school talks and learning journeys for pre-school, primary and secondary school students on food safety. In addition, SFA also participates in community events to educate general consumers on food safety</p> <p>Type of Program: Consumer education</p> <p>Coverage Level: National Food Safety Social Media Campaigns (on Facebook and Instagram) Food Safety articles on SFA website Talks/Learning Journeys Exhibits</p>		
THA	<p>Number: Target Groups: School Children</p> <p>Name of Program: Annual report of Oryor Noi Project</p> <p>Type of Program: Training, seminar, exhibition, school curriculum</p> <p>Coverage Level: National level</p>		
VIE			

AMS			
INFORMATION, METHODS, EVALUATION OF PERFORMANCE IN FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Source of Food Safety Information	Methods of Delivery	Performance Evaluation
BRU	<p>FAO and WHO are used as references during preparation.</p> <p>FAO and WHO are used as references to prepare during World Health Day 2015. e.g. WHO 5 keys for safer food, Hand washing techniques.</p>	<p>Mass Communication: Printed leaflets and posters.</p> <p>Social Media: Infographics via WA Mobile Communication:</p> <p>Workshop/Seminar:</p> <p>Other Methods:</p> <ul style="list-style-type: none"> • Information are available online at MOH website • Exhibitions 	<p>Performance evaluation: Feedback survey to evaluate the effectiveness of Food Handlers Basic Food Safety Course organized by the Ministry of Health</p>
CAM			
IND	<p>WHO, foodborne diseases incidence data, Food safety control data, food export rejection, food safety risk factors in the entire food chain from farm to table.</p> <p>Applying good hygiene and sanitation practices, 5-Keys on safer food, good food handling practices, keeping food safe in an emergency situation.</p>	<p>Mass Communication: Print and electronic</p> <p>Social Media: WA, Facebook, twitter, youtube Mobile</p> <p>Communication: SMS blast, hotline bpom</p> <p>Workshop/Seminar: Workshop, seminar, talkshow</p> <p>Other Methods: Billboard, television, radio, banner</p>	<p>The effectiveness FS CPE program/activity in raising consumer awareness in Food Safety: Survey of consumer awareness by Indonesia FDA, evaluation test after training.</p> <p>Evaluate the impact of FS CPE program/activity on consumer behavior: Survey of food safety rural communities' knowledge, attitudes, and behavior concerning food safety under Rural Food Safety Movement (RFSM) project, survey of food safety rural communities' knowledge, attitudes, and behavior concerning food safety under National Movement of FCSC (Food Consumed by School Children) project.</p> <p>Other performance evaluation: Evaluation by Questionnaire of consumer satisfaction after event (training, workshop, public service)</p>

AMS	INFORMATION, METHODS, EVALUATION OF PERFORMANCE IN FOOD SAFETY CPE PROGRAM/ACTIVITY		
	Source of Food Safety Information	Methods of Delivery	Performance Evaluation
LAO PDR	WR, WPRO, INFOSAN and experts FAO regional office All Food law and regulation, codex standards on food preservation (food additives use), expiry date, storage food	Mass Communication: Print Social Media: Mobile Communication: Workshop/Seminar: Other Methods: Spot or release notice through muss media	Performance evaluation: Only for food services by observation during monitoring and inspection
MAL	farm to table concept, safe food campaign 5 keys on safer food Risk communication	Mass Communication: Print and electronic Social Media: Facebook, twitter Mobile Communication: Mascot Workshop/Seminar: Exhibition Other Methods: Food safety run	Performance evaluation: Germ buster program - pre and post-study, social media survey
MYA	WHO 5 key messages for safer food WHO five keys for safer food. Good hygienic practices	Mass Communication: Printed media Social Media: website (www.fdamyanmar.gov.mm) facebook (https://www.facebook.com/myanmarfda/) Mobile Communication: Workshop/Seminar: Other Methods: Myanmar consumer report conducted by Myanmar Consumer Union with the help of USAID	Performance evaluation:
PHI	Yes, among government agencies, the DOH and the DA involving attached agencies	Mass Communication: IEC materials Social Media: DOH website Mobile Communication: Workshop/Seminar: Other Methods:	The effectiveness FS CPE program/activity in raising consumer awareness in Food Safety: In collaboration with Philippine Information Agency (PIA) Evaluate the impact of FS CPE program/activity on consumer behavior: In collaboration with Philippine Information Agency (PIA)

AMS	INFORMATION, METHODS, EVALUATION OF PERFORMANCE IN FOOD SAFETY CPE PROGRAM/ACTIVITY		
	Source of Food Safety Information	Methods of Delivery	Performance Evaluation
SIN	<p>Foodborne diseases incidence Food Safety Risk Factors in the entire food chain from farm to table</p> <p>5 key tips on food safety Good food handling practices</p>	<p>Mass Communication: Print, SFA Website Social Media: Singapore Food Agency (SFA) – Facebook, Instagram Mobile Communication: Workshop/Seminar: Other Methods:</p>	<p>Performance evaluation: Singapore Food Agency (SFA) conducts consumer perception surveys to gain insights into consumers' knowledge and attitudes towards food safety, food recalls, food labels and advertising claims. This helps to gauge consumers' perceptions and level of trust towards food labels and advertising, and study the factors influencing consumers' decision in dining out.</p>
THA	<p>5-Keys on safer food, good food handling practices</p>	<p>Mass Communication: Printed annual reports Social Media: Mobile Communication: Workshop/Seminar: Annual seminar with involved schools and stakeholders Other Methods:</p>	<p>Performance evaluation: Survey report of consumer awareness under the Oryor Noi project</p>
VIE	<p>Foodborne diseases incidence, food export rejection, food</p> <p>Applying good hygiene and sanitation practices, 5-Keys on safer food, good food handling</p> <p>Food safety regulations, the Frequently questions of consumers on food safety practices, keeping food safe in an emergency situation safety risk factors in the entire food chain from farm to table.</p>	<p>Mass Communication: Leaflet Social Media: Facebook Mobile Communication: SMS Workshop/Seminar: Training workshop, workshop/ seminar Other Methods:</p>	<p>Performance evaluation:</p>

ANNEX 8. Consumer Characteristics and Best Practice in Developing CPE Program on Food Safety

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/ activity
BRU			Food handlers in food premises.	
CAM		Delicious food, good health		Need more information on food safety
IND	<p>1) Methodology Pre-post study design The purpose of this study was to evaluate the impact of food safety intervention on knowledge, attitudes, and behavior of the rural community. A pre- and post-intervention survey was conducted among 3150 respondents from 105 villages in 33 provinces.</p> <p>2) Time Pre and post intervention</p> <p>3) Respondent Food Safety Village Cadres include housewife, teacher</p> <p>4) Findings Food Safety intervention activity has given positive impacts on rural communities regarding food safety. The improvement is divided into three aspects, namely knowledge, attitude, and behavior of respondents.</p>			<p>Name of Food Safety CEP Program Program 1</p> <p>1) Name of National Program Rural Food Safety Movement (RFSM)</p> <p>2) Rationale In accordance with Law No. 18 of 2012 concerning Food, the fulfillment of safe food consumption is carried out by involving community participation including planning, implementation, and supervision</p> <p>3) Objective</p> <ul style="list-style-type: none"> • to improve rural communities self-sufficiency in food safety, so they can control food safety independently to assure the fulfillment of safe food demand towards individual level • to develop a food safety culture in villages • to strengthen the village economy

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/activity
	<p>There were score improvements of the teacher during pre-intervention and post-intervention activity. Knowledge score increased significantly from 86 to 89, attitude score increased from 80.1 to 80.6, and the behavior score increased from 81.6 to 83.9.</p> <p>Besides, Housewife had also improved scores, namely knowledge score increased from 72.4 to 81.9, attitude score increased from 81.4 to 82.2, and behavior score increased from 84.9 to 86.9.</p>			<p>4) Target</p> <ul style="list-style-type: none"> • Housewife • Youth • School community • Food enterprises especially SMEs (Household industry, retail, shop, food street vendor, etc.) <p>5) Resources</p> <ul style="list-style-type: none"> • BB/BPOM • Food Safety Village Cadres <p>6) Stakeholders involved</p> <p>Ministry of Village, Disadvantaged Regions and Transmigration, Ministry of Health, Ministry of Education and Culture, Ministry of Agriculture, Local Government</p> <p>7) Measures</p> <p>Conduct a pre- and post-intervention survey to evaluate the impact of food safety intervention on knowledge, behavior, and practice of food safety in the rural community</p> <p>8) Output</p> <p>The RFSM achievements from 2014 to 2019 are 5055 villages have been intervened, 13.082 Cadres have been trained and has performed technical assistance on food safety to 97.239 village communities.</p>

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/activity
				<p>9) Monitoring and evaluation The implementation of RFSM was effective in improving rural communities' knowledge, attitudes, and behavior concerning food safety.</p> <p>Furthermore, the implementation of a food safety program through consumer empowerment could increase consumer participation. After being intervened, rural communities could implement food safety programs independently. Based on monitoring conducted to the village that has been intervened in 2018, 60% of villages continuously implement food safety programs independently. Besides, 16% of villages have their budget for food safety programs.</p> <p>Program 2 Community Organization Empowerment on Food Safety</p> <p>Rationale In accordance with Law No. 18 Year 2012 concerning Food, the fulfillment of safe food consumption is carried out by involving community participation including planning,</p>

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/activity
				<p>implementation, and supervision. Indonesian FDA and community organizations implemented agreement on food safety community empowerment. In 2019, 271 National Food Safety Cadres have been trained 3.758 Community Food Safety Cadres. The presence of food safety cadre is expected to assist individuals' capacity in the community to adopt food safety practices and as a mediator or liaison between Indonesian FDA and community related to community empowerment on food safety.</p> <p>Objectives This program was aimed (1) to strengthen and enhance partnerships and empowerment of community organizations; (2) to improve knowledge and competency of food safety cadres on assisting community and local government; (3) to motivate community behavioral changes on food safety practices.</p> <p>Target Group Community Organization Cadres from Women Organization and Scouts</p>

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/activity
				<p>Resources</p> <p>Human resources Indonesian FDA Community Organization Cadres</p> <p>Tools Community Organization Empowerment Guideline for Food Safety National Cadres Cadres equipment (flipchart, poster foam, booklet, leaflets) Food safety training modules: Five keys to food safety in house hold, Simulation on how to use food safety application e.g. Cek BPOM, BPOM Mobile and how to use cooking thermometer.</p> <p>Stakeholders involved National and Local Women Organization and Scouts</p> <p>Measures A pre- and post-test were executed to evaluate the impact of food safety capacity building for national and community cadres National food safety cadres should be nominated by their Community Organization or Scouts, enrolled in food safety capacity building and achieve post test score 80% minimum. National Food Safety Cadres was obligated to train 10 person from their community to be Community Food Safety Cadres.</p>

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/activity
				<p>Output This program will be held for five years (2020-2024). Annually, Indonesian FDA will train 150 National Food Safety Cadres (National FSC) and National FSC will be assisting 750 Community Food Safety Cadres (Community FSC). On 2024, there will be 750 National Food Safety Cadres and 3.550 Community Food Safety Cadres.</p> <p>Monitoring and evaluation The implementation of this program was effective in improving knowledge and increase community participation on food safety capacity building.</p> <p>Program 3 The Safety of Food Consumed by School Children (FCSC)</p> <p>Rationale Presidential Instruction No.1 year of 2017 concerning Community Movement for Healthy Living (GERMAS) gives the instruction, in particular to Indonesian FDA to (a) insure the safety and quality of processed food distributed to the public; and (2) strengthen and extend the control and intervention of the Safety of Food Consumed by School Children.</p>

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/ activity
				<p>Objectives The intervention of the Safety of Food Consumed by School Children Program was aimed to: (1) increase the knowledge of the school community regarding food safety; (2) build the school independence in maintaining food safety at school; (3) create a food safety awareness culture at school environment; and (4) establish cross-sector agencies commitment in implementing and keeping the sustainability of the Program.</p> <p>Target Group School Community (School Children, Teachers, School Headmaster, and School Canteens).</p> <p>Resources Human resources Indonesian FDA Food Safety at School Cadres</p> <p>Tools Guidelines on the Safety of Food Consumed by School Children Program. Application for online reporting (SIAP SAPA) Application for online testing, monitoring, evaluation, and survey.</p>

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/ activity
				<p>Stakeholders Involved Ministry of Health, Ministry of Education and Culture, Ministry of Religion, Ministry of Women Empowerment and Child Protection, Ministry of Environment and Forestry, District Governments, and CSR</p> <p>Measures An on-line pre- and post-tests were executed to evaluate the impact of the intervention. Survey of food safety intervention on knowledge, behavior, and food safety daily practices applied by the school children.</p> <p>Output In the period from 2011 to 2019, as many as 40,631 schools have been intervened some of them received the Food Stars Certificate, and as many as 24,814 cadres have been trained.</p>
LAO PDR	Basic knowledge only be able To choose food and handling with food correctly	Better understanding	For prevention of foodborne illness and provide safe food for family	
MAL	For Specific Target Group (School Children) Through Germ Buster Program	Public has perception that consuming safe food is important	CPE survey	<p>Name of Food Safety CEP Program Program 1 Germ Buster Programme The Germ Buster program is an initiative to implement promotional activities created by the Ministry of Health Malaysia to address the issue of food hygiene and safety, especially food poisoning.</p>

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/ activity
				<p>The program was started in 2007 with the slogan "Germ Free, Safe Food" and it runs continuously by all the 15 states to be implemented at the primary school level. In 2010, the tagline "Lihat, Hidu, Rasa (See, Smell and Taste)" was used to replace the existing tagline because it is easier to practice and memorize.</p> <p>The scope of implementation of this program has been expanded to all levels in the community with the aim of providing awareness and knowledge related to food hygiene and safety. It also become a preventive measure to prevent the occurrence of food poisoning cases.</p> <p>To realize the implementation of this program, each state was supplied with Germ Buster vehicles that are equipped with equipment such as washbasins, teaching and learning materials suitable for the target group.</p> <p>Rationale The Germ Buster program is carry out to support the implementation of Malaysia's Food Act 1983 and its related regulations which aim to protect the public from health hazards and fraud on preparation,</p>

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/ activity
				<p>sale and use of food as well as on incidental or related matters through empowerment of the community. It also aims to educate consumers about food safety and hygiene and reduced food poisoning cases.</p> <p>Objective Create awareness and increase understanding and knowledge on food safety and hygiene among primary school children Good hygiene practices to prevent food poisoning Guidance of peers, family and community to choose safe food</p> <p>Target Group Selected primary school students from all 15 states in Malaysia</p> <p>Resources Ministry of Health Malaysia (MOH) annual budget</p> <p>Stakeholder Involved Ministry of Health (MOH) and Ministry of Education (MOE)</p> <p>Measures Pre and Post Survey were executed to evaluate food safety knowledge, attitude and practise (KAP) among selected primary school students.</p>

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/activity
				<p>Output and Knowledge From 2017 to 2019, 1453 primary schools were involved, 111,739 students have been trained and 75 officers from Food safety and Quality Programme, MOH were appointed as Germ Buster Coach.</p> <p>Monitoring and Evaluation The implementation of Germ Buster Programme was effective in improving knowledge among primary school students based on outcome of activity through pre and post-test evaluation.</p> <p>Program 2 MoHKLiK (Food Safety Interactive Club) http://mohklik.moh.gov.my</p> <p>MoHKLIK was developed by the Food Safety and Quality Division, Ministry of Health Malaysia. The MOH is committed to expanding knowledge on food safety to public. Therefore, the MoHKLIK portal focuses on education and information on food safety for children and adolescents. The activities comprises of: Participate in food safety quiz various reading materials including pamphlets, e-poster and e-comics watch food safety related videos and view MoHKLiK photo gallery.</p>

AMS	CONSUMER CHARACTERISTICS AND BEST PRACTICE IN DEVELOPING FOOD SAFETY CPE PROGRAM/ACTIVITY			
	Information related to consumer characteristics: Consumer knowledge in food safety	Information related to consumer characteristics: Consumer perception on safe food	Consumer behavior on applying hygienic and sanitation practices to make safe food	Suggested the best practice in executing FS CPE program/ activity
				<p>Play informative and exciting online games.</p> <p>Rationale MoHKLiK is an interactive portal with information related to food safety. It is an online medium that meets the needs of the target group among school students and teenagers.</p> <p>Objective Create awareness and increase understanding and knowledge on food safety hygiene practices through animated character. Guidance for peers, family and community to choose safe food. Attract the interest of young people with topics such as Fan Page MoH KLiK, video, interactive game, MoHKLiK site activities and e-comics.</p> <p>Target Group School students and teenagers</p> <p>Resources Ministry of Health Malaysia (MOH) annual budget</p> <p>Stakeholder Involved Ministry Health Malaysia (MOH) and Ministry of Education (MOE).</p> <p>Measures Quiz and interactive games to test the level of knowledge of school students on the importance of food safety.</p>

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				<p>Output and Knowledge Beneficiaries of this interactive portal can be measured based on the total number of visitors who browse this site. To date, more than 700,000 visitors have visited this interactive website.</p> <p>Monitoring and Evaluation The establishment of MoHKLik as an interactive portal on food safety was monitored by number of visitor and response received online.</p>
MYA				
PHI	Depends on the geographical location and cultural practices	Depends on the geographical location and cultural practices	Depends on the geographical location and cultural practices	
SIN				
THA	Survey of consumer knowledge in particular students under “Oryor Noi” project	Survey of consumer perception by universities or academic institutes	Survey of consumer knowledge in particular students under “Oryor Noi” project	<p>“Oryor Noi” project to enhance consumer education and empowerment, especially in students in schools (http://www.oryornoi.com/)</p> <p>Food Safety CPE Program/Activity focused on School Children as targeted group has been conducted nationally in Thailand known as “Or Yor Noi” (Young FDA Inspector) Project. This project has been implemented in the form of training, seminar, exhibition, and part of school curriculum.</p>

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				<p>The “Or Yor Noi” Project was started in 2002 by setting a consumer protection club in five secondary schools of each province to participate in activities on consumer protection. In 2002, it reached in total of 10,256 schools with more than 1 million member. Since 2004, the Project has been extended to primary schools for ensuring food safety with good hygienic practice as well as reducing foodborne illness occurred with students.</p> <p>Objectives: The main objective of “Or Yor Noi” Project is to encourage students to understand how to choose safe food for consumption and then they can help their friends and families to have more knowledge on food safety and self-protection. Activities of “Or Yor Noi” Project among others are as follows:</p> <ul style="list-style-type: none"> • Rapid testing of food products sold in or around school, local markets, and community area by testing kits such as borax, formalin, preservatives, bleaching agents, and pathogens.

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				<ul style="list-style-type: none"> • Campaigns on consumer education using various methods of delivery which includes information board, wire broadcasting, and brochure to disseminate information on consumer protection to everyone in the community. <p>Thai FDA is the responsible agency of the “Or Yor Noi” Project. Every year, survey on students’ behavior improvement after implementing several activities under “Or Yor Noi” Project is taken through questionnaire. The Project performance was evaluated by measuring the health status and health behavior of primary and secondary school students in Health Promoting Schools. In addition, a survey was conducted to study the student behavior and awareness in food safety, and evaluation tool was developed to assess knowledge, attitude, behaviors, and influence of circumstance.</p> <p>The followings are the description of knowledge, attitude, behaviors, and influence of circumstance which are used to assess the Performance of the Project.</p>

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				<p>Questionnaire to assess knowledge was prepared by asking the students if they understand correctly concerning safe and nutritional food products for consumption (i.e. snack is not good for health), know about unsafe food or ingredients (i.e. carcinogenic compounds from reused cooking oil), understand about information on food labelling and advertisements, including storage method for some specific foods (i.e. pasteurized milk should be kept in refrigerator). Questionnaire to assess knowledge was prepared to evaluate students about how they choose and consume safe foods by themselves such as reading food label and nutrition fact before buying food is necessary, consuming fruits and vegetable every day is good for health, eating snack or fried food regularly will increase risk of health disease. Questionnaire to assess behavior was prepared to evaluate students how often they choose and consume safe food (i.e. every day or 3-5 days/ week or less than once a week or seldom). Questionnaire to assess the influence of circumstance was prepared to ask students about relevant factors affect to them when they chose or consume food products.</p>

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				<p>Factors can be both positive and negative influences such as lack of knowledge, low income can influent students to consume inappropriate food. In addition, external factors (i.e. friends, family, religions, technology, and public relation, etc.) have significant influence for students' awareness. The questionnaires were circulated by teachers and analyzed by FDA staff in order to know the changes in students' behaviors and to know the effectiveness of the "Or Yor Noi" Project for further improvement.</p>
VIE				



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