



TO: EXECUTIVE BOARD
CONFERENCE FOR FOOD PROTECTION

FROM: David McSwane

DATE: April 24, 2023

SUBJECT: SPRING 2023 BOARD MEETING
EXECUTIVE DIRECTOR'S REPORT

It is a pleasure to participate in an Executive Board meeting held during an in person Biennial Meeting for the first time since 2018. The 2021-2023 biennium has posed some unique challenges due to the compressed calendar. Rather than having the usual 24 months between biennial meetings, there were only 19 months in this biennium. I applaud the efforts of Becky Vought, Todd Rossow, the Council Chairs, and the Standing and Council Committees for their excellent work and productivity during the biennium. I also applaud Vicki Everly and Cliff Nutt for their work throughout the period. While things are normally hectic for the Executive Staff, they were especially challenging throughout the current biennium.

Much of the work I have undertaken in the past several months has been devoted to performing the usual duties of the ED, planning and implementing the 2023 Biennial Meeting for in person and livestream attendees, and working on projects related to year 1 of the second cycle of the NACCHO-CFP grant project that started on August 1, 2022. My report will focus on some examples of activities performed in relation to these three areas.

Standard Activities related to the ED position

- Maintains the CFP office, all official documents, correspondence, files, supplies, and historical material.
- Provides administrative support to the Board:
 - Make arrangements for virtual and in person Board meetings.
 - Develops the agenda for Board meetings and disseminates information to the Board.
 - Conduct E-balloting.
 - Apprise the Board of important communications and ongoing developments.
 - Record Board policies.
 - Present Director Report at each Board meeting.
- Receives, redirects, and/or responds to all inquiries and communications.
 - Make presentations about CFP at professional meetings when invited.
 - Disseminate educational and informational materials to members.
 - Posts information on CFP Facebook page.
- Serves as an ex officio, non-voting member of the Strategic Planning and Sponsorship Committees.

- Assists the EA and Conference Chair in managing the Council and Standing committee and Council application processes.

Activities performed this biennium that were atypical for the ED position

- Worked with the Finance Committee to develop criteria and conduct interviews with fund managers and management companies.
 - Participated in interviews with potential fund managers
 - Provided input to the Finance Committee prior to retaining a fund manager.
- Provided support to the Strategic Planning Committee to review an Action Plan and participated in Strategic Planning Exercises and Process.
 - Participated in a series of meetings held with the leadership of the Strategic Planning Committee and John Marcello who serves as Strategic Planning Process facilitator.

2023 In Person and Livestream Biennial Meeting

At the writing of this report, we have 424 individuals who have registered to attend the biennial meeting in person. While this number is less than we had in 2016, 2018 and 2020, we believe it shows that our membership has a renewed interest in attending the biennial meeting in person.

The activities related to planning and implementing the 2023 Biennial Meeting required a team effort. Meeting planning and implementation poses challenges under normal circumstances. However, the challenges were even greater in 2023 because for the first time the biennial meeting will be conducted as both an in person and livestream event.

For the first time we applied to the National Environmental Health Association (NEHA) for continuing education credit. We applied for 24 contact hours and NEHA approved us for 24 hours. We hope this will increase both in person and livestream participation.

Some examples of my responsibilities prior to the start of the 2023 Biennial Meeting are presented below:

- Revised Contract with the Westin Galleria
 - Worked with Karen Peña at Conference Direct to have the dates the Westin Galleria and Westin Oaks hotel changed from April 2022 to April 2023. Thanks to Karen Peña we were able get the dates changed without any penalty, and our room remained the same.
- Virtual Meeting Platform
 - Prepared and sent Request for Proposals (RFP) from companies that could provide AV equipment and support for the in-person meeting and equipment and support to livestream select events throughout the week.
 - Interviewed representatives from the three companies that responded to our RFP.

- Provided content for the Bizzabo platform.
 - Met bi-weekly with the CFP Leadership team to discuss activities related to the 2023 biennial meeting.
- Financial Planning
 - Worked with the Executive Treasurer to prepare the biennial meeting budget and set registration fees for Board approval.
- Food and Beverage
 - Worked with the Conference Chair to develop banquet event orders.
- Collaborated with the Local Arrangements Committee
 - Revised the Local Arrangements Planning Guide and worked with the LAC to plan and execute the CFP biennial meeting.
- Communication
 - Worked with the Executive Assistant to create information packets to promote the biennial meeting.
 - Ensures appropriate public notice of the biennial meeting. These materials notify members of the Conference of the time and place of the Biennial Meeting, and include information for submitting Issues, and a statement that all Issues shall be submitted to the Conference at least ninety (90) days preceding the CFP biennial meeting.
- Assembly of State Delegates
 - Sent messages to the Secretary/Commissioner of Health and Agriculture agencies in all States, the District of Columbia, and 6 U.S. Territories asking for them to appoint a delegate and alternate for their agencies for the Assembly of State Delegates.
 - All nominated Delegates were contacted 90 days prior to the 2020 Biennial Meeting to verify they were still filling that role.
 - Updated the roster of Delegates as necessary when changes were made by the states and territories.
 - Arranged for court reporter for the Assembly of State Delegates Meeting.
- Issues
 - Received finalized and assigned Issues from Issue Chair and oversaw the posting of Issues on the CFP website for CFP members, meeting registrants, Council members, and Voting Delegates, as mandated, at least forty (40) days prior to the biennial meeting.
- Councils
 - Recruited Parliamentarians and updated Council Rosters as necessary when vacancies occur and are filled.
- Pre-biennial Meeting Workshop and Reports and Updates Session
 - Coordinate with the Program Co-Chairs to develop the pre-biennial meeting workshop and the Reports and Updates Session at the biennial meeting.
- Opening Session
 - Worked with the planning committee for the Opening Session to create a theme, agenda, topics, and speakers.
- Digital Program Book

- Created content for the digital Program Book and sent it to the desktop publisher. With the assistance of the EA, review and edit proofs of the Program Book until a final version is available for distribution in an electronic format.
- Submitted sponsor logos for ads in the Program Book
- Sustaining Sponsors and Event/Service Donors.
 - Solicited logos for Sustaining Sponsors, Event/Service Donors, and Sustaining Supporter to post on the Bizzabo platform, digital Program Book, banners, and the mobile app.
- Communication with Registrants.
 - Disseminated information to Biennial Meeting registrants about the meeting
- Closing Session
 - Prepared the script for the Closing Session and Assembly of Delegates Meeting.
- Miscellaneous
 - Fielded questions about the biennial meeting, the registration process, and the agenda for the meeting.

NACCHO-CFP Grant Project

I worked closely with the staff at the National Association of City and County Health Officials (NACCHO) to prepare an application for a 3-year cooperative agreement grant from the FDA in 2022 to support the objectives of the Retail Food Safety Regulatory Association Collaborative (Collaborative). The grant application was accepted and funded for the first year that started on August 1, 2022, and will end on July 31, 2023.

In the project NACCHO and CFP will undertake projects related to the following six objectives aimed to reduce the incidence of foodborne illness:

1. Develop a national Food Code adoption strategy, including the Food Code Adoption Tool Kit.
2. Improve the approach, competency, and food safety culture in the regulatory community.
3. Increase enrollment, engagement, and conformance in the Voluntary National Retail Food Regulatory Program Standards (Program Standards).
4. Improve foodborne outbreak investigation methods.
5. Increase the number of establishments that have well-developed and implemented Food Safety Management Systems.
 - Advance the importance of facility and equipment design as preventative controls for retail food safety management (with appropriate trade organizations).

- Encourage the application of digital tools and incentives that prompt desired behaviors, such as handwashing (with appropriate trade organizations).
 - Enhance existing manager certification and food handler education and training requirements to better influence human behavior (with Food Safety Manager Certification bodies).
6. Develop a strategy to enhance communication and better tell our collective story.

This three-year cooperative agreement will build upon the foundational elements created under the Retail Food Safety Regulatory Association Collaboration (RFA-FD-20-028). The projects described within are a combination of new and continuation projects that support the Collaborative's overarching goal of reducing foodborne illness.

CFP will be compensated \$240,000 for completion of all deliverables associated with this project.

The specific activities that I undertook related to the application phase of the process included:

Pre-application and application phase:

- Secured Executive Board approval to apply for research or service grants
- Collaborated with the CFP research project staff members and counterparts at NACCHO to complete the grant application
- Developed specific CFP projects (objectives, activities, and deliverables) to be included in each year of the grant proposal
- Determined if additional grant staff to be fully funded by the grant is needed for completion of the CFP charges in the proposed research or service projects
 - It was determined that David Lawrence and Brenda Bacon would be added to the staff to ensure projects are completed and deliverables submitted on time.
- Created the budget for CFP's portion of the project to be submitted with the grant application.

Post-award phase:

- Reviewed the terms of the grant contract and secured Board approval to sign the contract
- Delegated grant duties to the grant staff, the Executive Assistant, and the Executive Treasurer as appropriate.
- Ensured that grant project timelines were met.
- Partner with grant staff and collaborators to prepare the final report and deliverables as required in the grant contract
- Attended meetings as required by the grant contract and funded by the grant
- Provide Periodic Progress and Final Reports to the Board on grant-related activities for the term of the grant

The first year of cycle two the project began on August 1, 2022. The following table provides a summary of the work conducted by CFP during year one of the project which will end on July 31, 2023.

Objective	Activity
Obj. 1: Research, develop, and implement a national strategy for promoting full, complete adoption of the most recent FDA Food Code to state legislatures and state/local boards of health, working in collaboration with associations that have ties to these entities.	A member of the CFP project team will convene and facilitate up to eight meetings of the Food Code Adoption Toolkit work group. This includes leading up to eight (8) monthly meetings of the work group, assisting in the formation of goals and objectives for the year, and being an active participant in activities undertaken by the work group in year 1.
Obj. 2A: Promote implementation of evidence-based recommendations to increase the application of risk-based inspection methods by SLTT retail food regulatory programs.	Conduct research to identify training programs that contain content on risk-based inspections
	Investigate options for attending one an in person or online versions of the FDA Train the Trainer (Instruction Skills Training) Course
	Evaluate Risk-Based Inspection Methods in Retail workshop (FD218)
Obj. 2B: Research, identify, assess, and promote implementation of effective intervention strategies to reduce the occurrence of foodborne illness risk factors in retail and foodservice establishments.	Participate in the development of one (1) needs assessment to determine additional training needs for RPS 9 effective intervention strategies (development, implementation, and measurement of effectiveness) using adult learning principles with NACCHO leading and conducting the survey.
	At least one (1) CFP staff to join and participate in up to two (2) focus groups led by NACCHO to discuss how to effectively implement foodborne illness intervention strategies
Obj. 2C: Utilize the Collaborative’s Retail Food Safety Advisory Group to include stakeholder perspectives during the development of training programs and tools and during the planning and execution of research projects.	Participate in up to (6) virtual meetings of the RFSAG with agenda, meeting notes, and action items led by NACCHO.
	Attend at least six (6) virtual RFSAG co-chair meetings, led by NACCHO.
Obj. 3A: Establish at least one SLTT Program Standards Network to help jurisdictions improve conformance	Conduct research to identify state and/or local agencies in a region that could be suitable to use as a pilot Network.

with the standards and increase enrollment.	
	List agencies and their representatives who are willing to join a new Network.
	Participate in an initial assessment of potential Network participants' conformance with the Voluntary National Retail Food Regulatory Program Standards.
	Provide comments and feedback to final summary of the assessment of Network participants' conformance with the VNRFRPS.
Obj. 3B: Evaluate the effectiveness of Program Standards Networks in improving conformance with the standards and increasing enrollment in the standards	Contribute to/review a complete list/roster of current Network leaders
	Review a draft research plan for formation of a Network, including evaluation elements
Obj. 4A: Support the efforts of other Collaborative associations to reduce the occurrence of foodborne illness outbreaks and to promote active managerial control as a means of preventing outbreaks.	Attend and participate in at least four (4) Collaborative meetings.
	Attend and participate in at least four (4) Collaborative meetings.
Obj. 5B: Advance the importance of facility and equipment design as preventative controls for retail food safety management in collaboration with retail industry trade organizations and/or national standards setting/accreditation bodies. [FSMS Committee]	Schedule and facilitate up to nine (9) project coordination and planning meetings with the Co-Chairs of the CFP Food Safety Management System (FSMS) Committee
	Attend and participate in up to six (6) recurring meetings of the CFP FSMS Committee to identify CFP and NACCHO project team member resources needed by the committee to complete its current charges in advance of the 2023 CFP Biennial Meeting
	Assist the CFP FSMS Committee with drafting up to four (4) preliminary Issue submission forms with content and supporting documentation.
	In partnership with NACCHO's Research & Evaluation team, conduct an environmental scan of existing FSMS in use by the retail food industry, to include any foundational work completed by other members of the Collaborative.
	Work with the CFP FSMS Committee and provide necessary resources needed to identify a complete listing of feasible solutions for overcoming barriers to the food industry of

	implementing a FSMS.
	Schedule and facilitate up to nine (9) project coordination and planning meetings with the Co-Chairs of the CFP Food Safety Management System (FSMS) Committee
	Attend and participate in up to six (6) recurring meetings of the CFP FSMS Committee to identify CFP and NACCHO project team member resources needed by the committee to complete its current charges in advance of the 2023 CFP Biennial Meeting
	Assist the CFP FSMS Committee with drafting up to four (4) preliminary Issue submission forms with content and supporting documentation.
	In partnership with NACCHO's Research & Evaluation team, conduct an environmental scan of existing FSMS in use by the retail food industry, to include any foundational work completed by other members of the Collaborative.
Obj. 5C: Encourage the application of digital tools and incentives that prompt desired behaviors (e.g., handwashing) in collaboration with retail food and foodservice industry trade organizations. [Digital Food Safety System Committee]	Schedule and facilitate up to up to nine (9) project coordination and planning meetings with the Co-Chairs of the CFP Digital Food Safety System Committee
	Attend and participate in up to six (6) recurring meetings of the CFP Digital Food Safety System Committee to identify CFP and NACCHO project team member resources needed by the committee to complete its current charges in advance of the 2023 CFP Biennial Meeting.
	Assist the CFP Digital Food Safety System Committee with development of the guidance document to be submitted in draft proposed form as part of the CFP Issue submission process for the 2023 CFP Biennial Meeting.
	Assist the CFP Digital FSMS Committee with drafting up to four (4) preliminary Issue submission forms with content and supporting documentation for the CFP 2023 Biennial Meeting.
	Schedule and facilitate up to up to nine (9) project coordination and planning meetings with the Co-Chairs of the CFP Digital Food Safety System Committee
	Attend and participate in up to six (6) recurring meetings of the CFP Digital Food Safety System Committee to identify CFP and NACCHO project team member resources needed by the committee to complete its current charges in advance of the 2023 CFP Biennial Meeting.
	Assist the CFP Digital Food Safety System Committee with development of the guidance document to be submitted in draft proposed form as part of the CFP Issue submission process for the 2023 CFP Biennial Meeting.
	Assist the CFP Digital FSMS Committee with drafting up to four (4) preliminary Issue submission forms with content and

	supporting documentation for the CFP 2023 Biennial Meeting.
Obj. 5D: Enhance existing manager certification and food handler education and training requirements – in collaboration with Food Safety Manager Certification bodies – to include adult learning principles designed to better influence human behavior.	Conduct a literature review of at least 15 articles that address how adult learning principles can influence human behavior in general and in food safety in particular.
	Draft a report based on the key findings of literature review.
	Convene one (1) focus group of food handlers to discuss various training methods and styles as a way to learn about their preferred learning styles and methods.
	Create Issues and recommended changes for the CFP Standard for Accreditation of Food Protection Manager Certification Programs. The summary report will include examples of Issues that could be submitted to CFP’s 2025 Biennial Meeting that recommended changes in the Standard for Accreditation of Food Protection Manager Certification Programs.
	Conduct a literature review of at least 15 articles that address how adult learning principles can influence human behavior in general and in food safety in particular.
	Draft a report based on the key findings of literature review.
Obj. 6: Implement strategies to promote availability and usage of best practices, tool kits, research, and other information sharing among retail food safety stakeholders.	CFP will attend up to twelve (12) scheduled Collaborative Communications Workgroup meetings.
	CFP will use its internal and external communication channels at least five (5) times to share information and promote the activities of the Collaborative in general and CFP and NACCHO in particular. CFP will participate in the communication campaigns as set by the Collaborative.
	Submit at least one (1) abstract to conference and meetings.
Administrative	Attend at least six (6) regularly scheduled Collaborative Joint Advisory Group (JAG) Meetings
	Attend at least twelve (12) NACCHO-CFP Administrative meetings.
	Attend 100% of scheduled QUAD meetings. (tentative monthly)

Crumbine Award

- The Crumbine Award jury will convene in May to review applications submitted for the Samuel J. Crumbine Award for 2023.

Executive Board Meetings

The Fall 2023 Executive Board Meeting will be virtual and will be held at day and time to be determined.