



Communication

Center for Research on Ingredient Safety



Center for Research
on Ingredient Safety
MICHIGAN STATE UNIVERSITY

ASU SCHOOL FOR THE **FUTURE**
of Innovation in Society
ARIZONA STATE UNIVERSITY

**Risk
Innovation
Lab**

Why?

Why?



Why?

My

Research ...

...about stuff

that I get really

excited about, but

worry that others won't

understand, and if I try to tell them, they'll

think I'm arrogant, and boring, and they might laugh at me, or start

ignoring me, and I'll end up as a friendless lab rat who does nothing but research that no-one else knows about ...

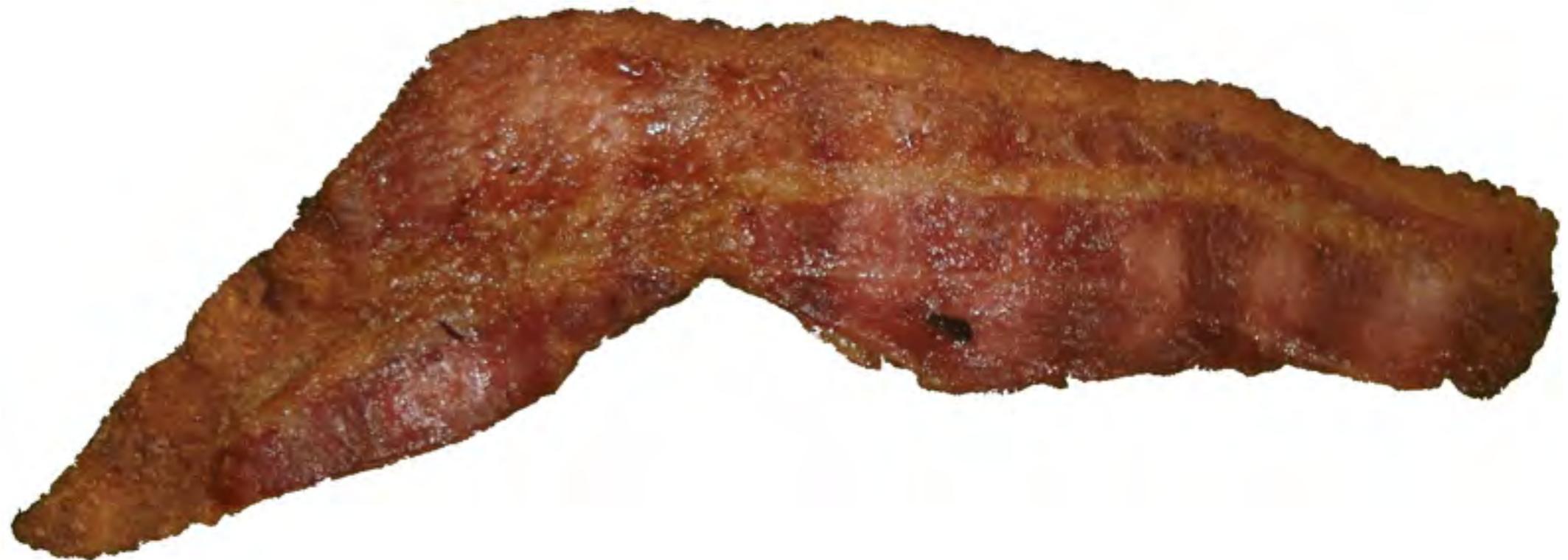
Why?



My Research ...

...about stuff
that I get really
excited about, but
worry that others won't
understand, and if I try to tell them, they'll
think I'm arrogant, and boring, and they might laugh at me, or start
ignoring me, and I'll end up as a friendless lab rat who does nothing but research that no-one else knows about...

Why?



Two prongs of CRIS Communications:

Promoting information on research findings
and activities - MSU lead

Making CRIS research and expertise
accessible, relevant, and impactful - ASU lead

CRIS Comms @ ASU:

CRIS Comms @ ASU:

Three objectives ...

CRIS Comms @ ASU:

1. Develop and utilize innovative approaches to making the science on food and consumer ingredient safety accessible, understandable and engaging to a broad range of stakeholders/constituencies

CRIS Comms @ ASU:

2. Develop and implement approaches to identifying and prioritizing emerging issues around ingredient safety, drawing on, but not limited to, the expertise and insights of CRIS members

CRIS Comms @ ASU:

3. Develop and implement mechanisms for identifying and rapidly providing clear, evidence-based information and commentary, to media, consumers and others, around high profile and breaking ingredient safety issues

Engaging fast and slow

Overarching aims:

Rapid response to emerging issues

Long-term foundation building around contemporary issues

Effective Communication

Building and maintaining credibility, legitimacy, and trust with key constituencies

Ensuring independence, and social responsiveness

Engaging with and serving needs of key audiences

Drawing on emerging understanding around effective engagement and communication

Taking a long term view

Focusing on what works, not what feels good

Leveraging ASU

ASU Design Aspirations

Leverage our Place

ASU embraces its culture, socioeconomic and physical setting

Transform Society

ASU catalyzes social change by being connected to social needs

Value Entrepreneurship

ASU uses its knowledge and encourages innovation

Conduct Use-Inspired Research

ASU research has purpose and impact

Enable Student Success

ASU is committed to the success of each unique student

Fuse Intellectual Disciplines

ASU creates knowledge by transcending academic disciplines

Be Socially Embedded

ASU connects with communities through mutually beneficial partnerships

Engage Globally

ASU engages with people and issues locally, nationally and internationally



Science and technology collaboration provides diplomatic openings

ASU's new School for the Future of Innovation in Society leads the university's global science & diplomacy efforts

By Jason Lloyd

Diplomacy is an art, not a science. But science increasingly plays an important role in diplomacy. Some of our biggest challenges can't be contained within borders, which means that nations around the world need to coordinate their efforts. Meanwhile, science itself can be used as an olive branch: Even when two countries' political leaders aren't on good terms, their scientists can exchange ideas, paving the way for more communication down the road. The School for the Future of Innovation in Society has been leading efforts to use science and technology to

The Consortium for Science, Policy & Outcomes

Is an intellectual network aimed at enhancing the contribution of science and technology to society's pursuit of equality, justice, freedom, and overall quality of life. The Consortium creates knowledge and methods, cultivates public discourse, and fosters policies to help decision makers and institutions grapple with the immense power and importance of science and technology as society charts a course for the future.

[LEARN MORE >](#)

[STUDY WITH CSPO >](#)

CSPO Events

NOVEMBER 09, 2015

Co-sponsored

Future in Films Screening and Discussion

Andrew Maynard, Lisa Magaña, Rick Rodriguez

NOVEMBER 16, 2015

CSPO AZ

School for the Future of Innovation in Society

- Home
- Degree Programs
- Admissions
- People
- Research & Initiatives
- News & Events
- About

Welcome to the future.

Undergraduate Programs

Graduate Programs

The future is for everybody.

School for the Future of Innovation in Society

Degree Programs

[PhD in Human and Social Dimensions of Science and Technology](#)

[Masters in Science and Technology Policy](#)

[Masters in Global Technology and Development](#)

[Masters in Applied Ethics and the Professions - Biomedical and Health Ethics](#)

[Masters in Applied Ethics and the Professions - Science, Technology and Ethics](#)

[Certificate Responsible Innovation in Science, Engineering and Technology](#)

News

Receive the latest **news** and **events** announcements from SFIS.

Sign Up!

Institute for the Future of Innovation in Society



Institute for the Future of Innovation in Society

[Home](#)[Home](#)[About](#)[Centers](#)[CENTSS](#)[Risk Innovation Lab](#)

The Institute for the Future of Innovation in Society (IFIS) places the role of human choice and responsibility at the forefront of considerations of innovation. IFIS is committed to the ideas that:

- Innovation is a complex process in which both social and technical elements and their interactions interact to create outcomes—some desired, others not;
- Knowledge—its creation, its dissemination, and its validation—while an essential component to addressing contemporary challenges, must also be understood as contextual, contingent, and pluralistic; and thus
- Future-making needs to be a more interdisciplinary, more anticipatory, and more democratic practice.



Engaging society

[Home](#) / [Content](#) / [Center for Engagement & Training in Science & Society \(CENTSS\)](#)

Center for Engagement & Training in Science & Society (CENTSS)

[About](#)

[Centers](#)

CENTSS

[Risk Innovation Lab](#)

Changing the way we think, learn, and talk about science and technology

Scientists make discoveries, engineers design new technologies, corporations develop and distribute new products, policymakers and researchers attempt to create positive impacts, and the public, ultimately, lives with the consequences. Ideally, however, all of these stakeholders would be informed and work together at all stages of scientific and technological development to ensure the best outcomes for society as a whole. But figuring out how to integrate the work of these often disparate and sometimes competing spaces—including labs, corporations, universities, funding organizations, governing bodies, and the homes and



RISK INNOVATION LAB

The Arizona State University Risk Innovation Lab provides a unique transdisciplinary environment where creativity, collaboration, education, engagement and scholarship, come together to transform how we see, think, and act on risk within society.

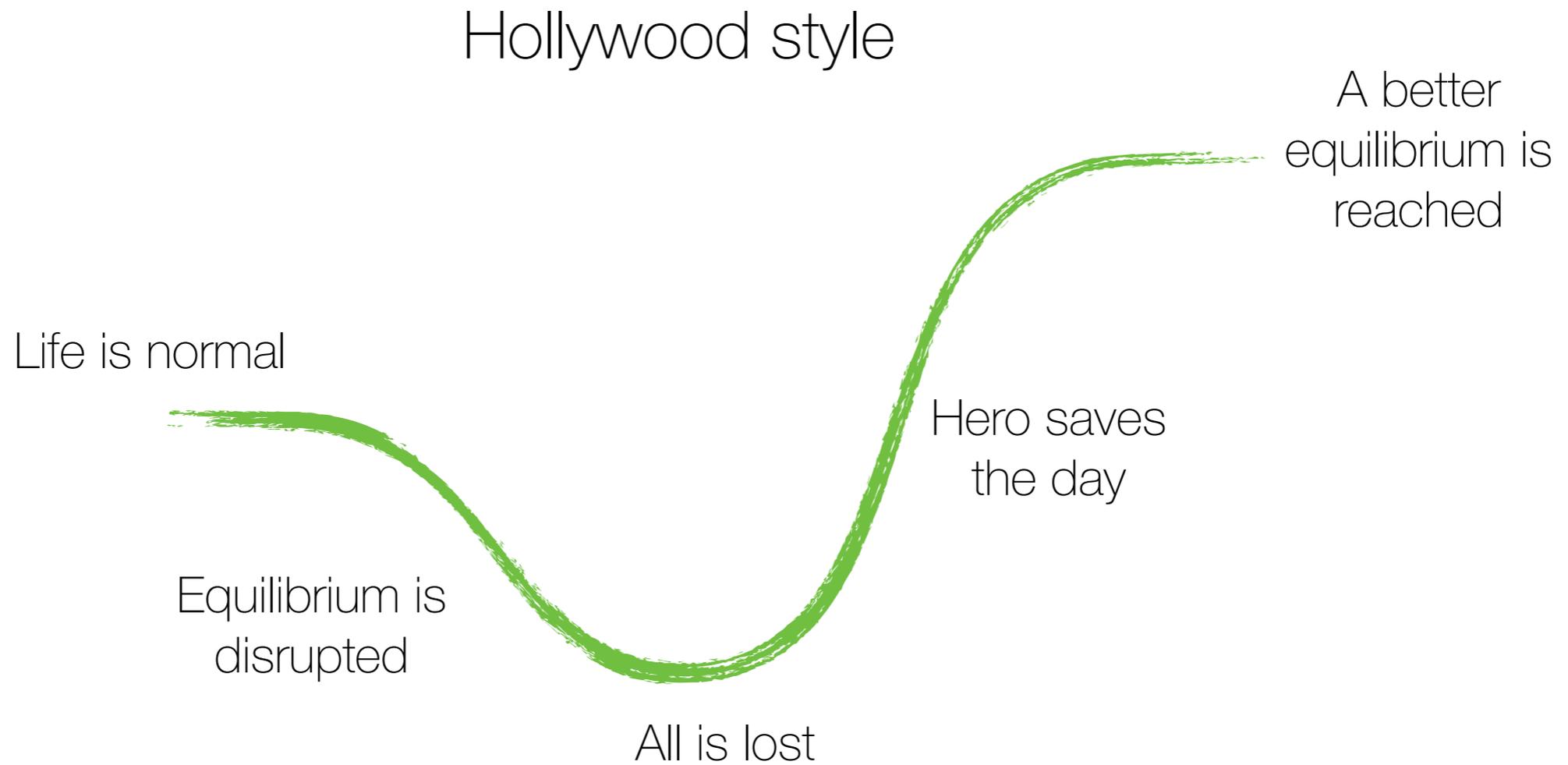
RISK BITES

Every thing you wanted to know about risk, but were afraid to ask!



Narrative Structure

Narrative Structure



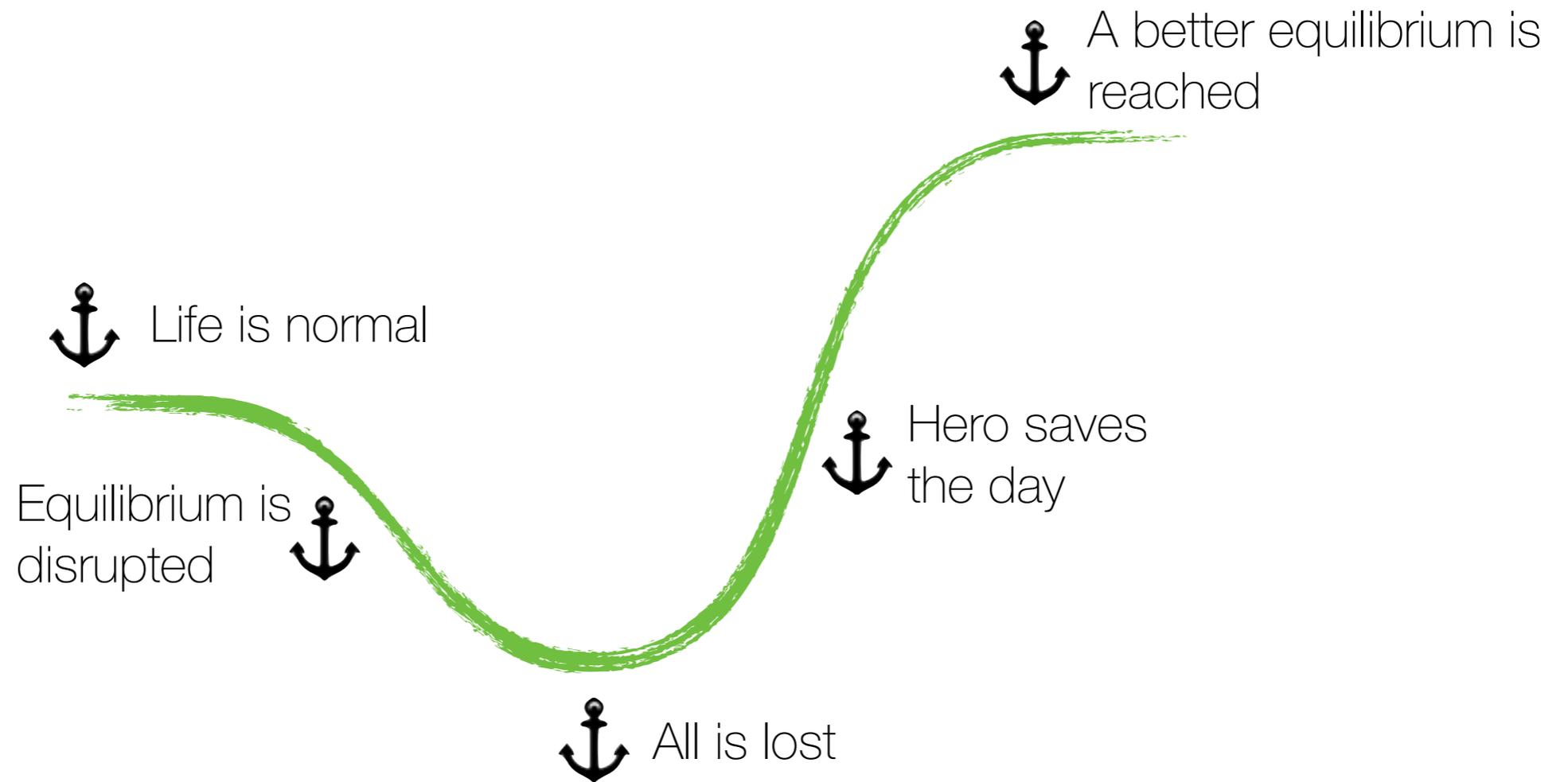
Narrative Structure



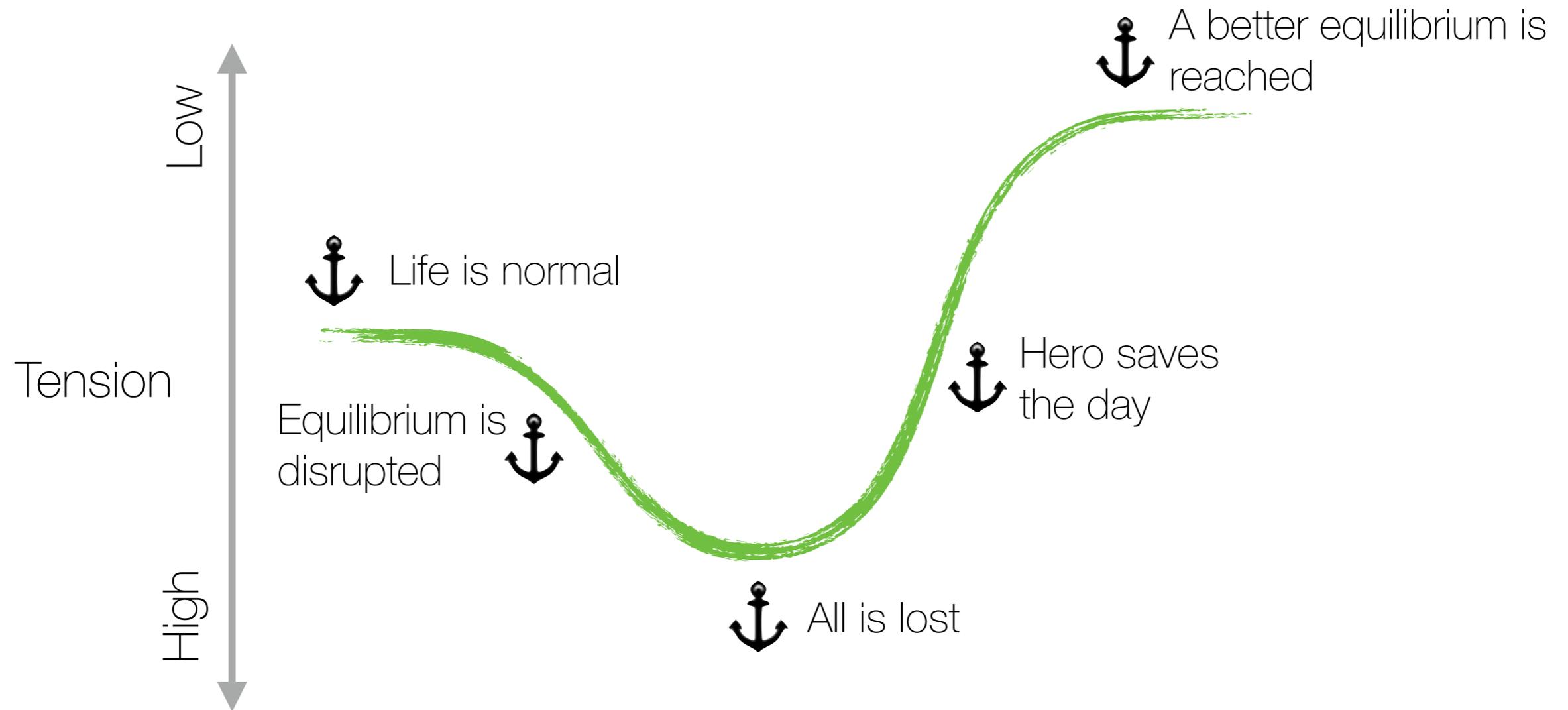
Anatomy of a Narrative Framework



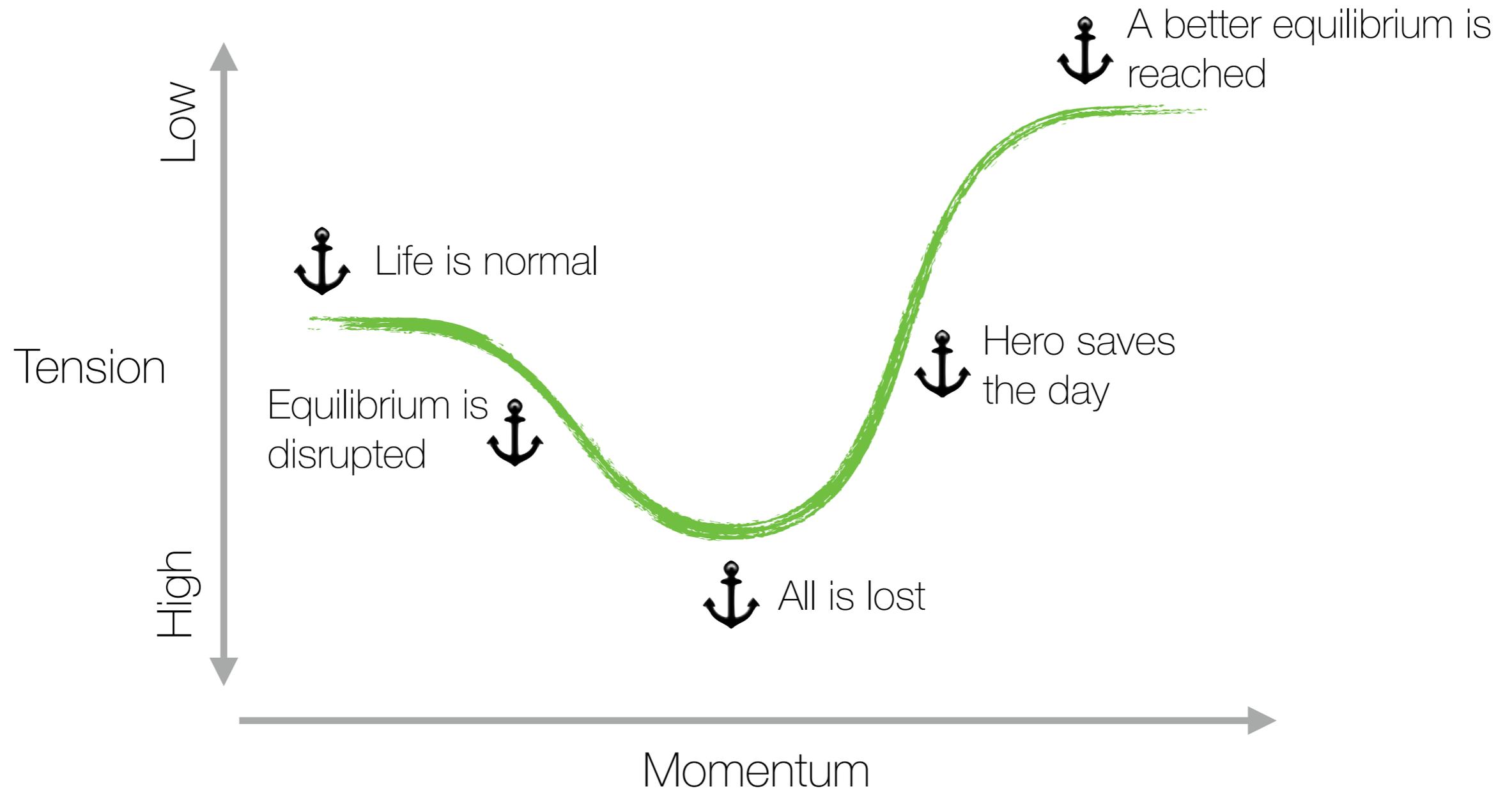
Anatomy of a Narrative Framework

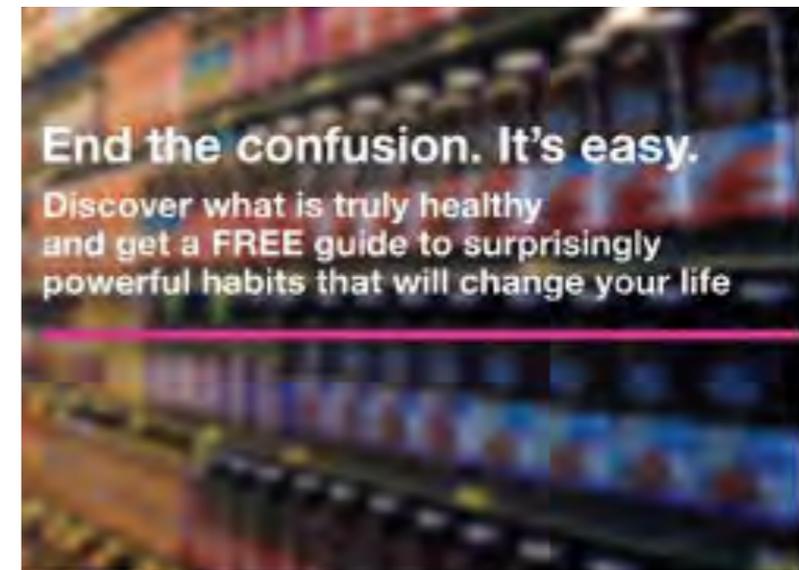


Anatomy of a Narrative Framework



Anatomy of a Narrative Framework





<http://foodbabe.com/>

Food Babe Vani Hari

SUBWAY: Stop Using Dangerous **Azodicarbonamide** in Your Bread!



Azodicarbonamide is the same chemical used to make yoga mats and shoe rubber. It's banned all over the globe because it's linked to respiratory issues, allergies and asthma. **This is not eating fresh!**



North America

Subway uses **Azodicarbonamide** in their 9-Grain Wheat, 9-Grain Honey Oat, Italian White, Italian Herbs & Cheese, Parmesan/Oregano, Roasted Garlic, Sourdough, and Monterrey Cheddar breads.



UK, EU, Australia

Subway **does not** use Azodicarbonamide in other countries.



We deserve the same safe ingredients that Subway uses around the world.

SIGN THE PETITION: foodbabe.com/subway

#NoWaySubway

Narrative Structure

Subway sandwiches are great

Cynical companies are putting yoga mat chemicals into our bread!



Health is being endangered!

Food Babe saves the day

We're safer and healthier

Science Meets Food

An Open Letter to Food Babe

ABOUT IFTSA

MEET THE AUTHORS

OFFICIAL FOOD GEEK

MAILBOX

22 January 2015

Matt Teegarden, John Frelka, Diane Schmitt, Stephanie Diamond, Jacob Farr, Diana Maricruz, Pérez-Santos

Greetings Ms. Hari,

We are writing to you as a group of students, scientists-in-training if you will. Collectively, we study all different aspects of the science of food: food microbiology, food chemistry, functional foods, food processing and variety of other disciplines that make it possible for people to have safe and healthy food. The contents of this letter outline several of the concerns we have taken with your movement, and in the spirit of intelligent debate, we implore you to read this letter in its entirety. Our passion for the field of food science and the awareness of how food can affect health, among other aspects of human life, are what have motivated us to reach out to you.

...

...

There is also something to be said about your reductionist approach to interpreting food labels. Perhaps the most famous example of this was when you concluded that eating Subway's bread was equivalent to eating yoga mats due to a chemical commonality between the two. To this same end, you point out that the U.S. permits certain additives which other, mainly European, countries have banned. We can just as easily list additives banned in the U.S. that are not banned in other countries- cyclamates (a sweetener) and amaranth dye to name a few. These types of arguments honestly prove nothing, use no science-based evidence, and represent a flawed logic that is misleading to your readers.

...

Dear Future Science Students In Training,

Thank you so much for your letter, which I greatly appreciated receiving.

Here are a few guidelines for my work that I hope you will consider.

First, synthetic ingredients in our food should be proven safe before they are put into our bodies. The current system in the United States, unlike Europe, considers most chemicals innocent until proven guilty. Absolute proof of harm is not a moral standard for protecting public health – that is for the realm of theoretical science only. When there is significant evidence, short of certainty, we should protect the public from unnecessary risk. As you know most of the chemicals in our food supply have never been independently tested for safety by a 3rd party or the FDA. Can we join forces to insist they should be?

Meanwhile, I do take issue with your assertion that there is no evidence that organic products are better for health. Avoiding neurotoxic, endocrine disrupting, carcinogenic and teratogenic (birth defect) chemicals is of course more protective of people's health, not to mention the health of other species including the microorganisms both human and soil health depend on. And studies have shown higher vitamin and mineral levels in organic produce, due most likely to healthier soil with more beneficial bacteria and fungi.

Likewise I respectfully disagree with your statement that GMO crops are "proven to be substantially equivalent to native crops." What GMO crops are proven to do is produce novel proteins that have never before existed, with which we did not evolve, and which are not required to be tested for safety before being put into the food supply. And how could the crossing of plant and animal genes into new species be "equivalent to native crops" or the same as plant breeding techniques? This is a biotech industry PR line, truly. An even bigger problem with GMO crops is they are being used primarily to increase the pesticide and herbicide load in the environment. And these chemicals are leaching into food. There is significant evidence that one of them, Round-Up, is an endocrine mimicking chemical. In the theoretical scientific world one can wait for proof of causation – that is not a moral standard when it comes to protecting the public. At the very least, the public has a right to know when foods are engineered, which the food companies oppose.

In Europe they use the precautionary principle – if there is significant evidence of harm, absolute proof is not required to act. Sadly in our country, the burden is on the public to prove safety instead of the food companies. My readers and I are out to change that, and I hope you will join with us to make a healthier and truly sustainable food system to truly feed the world.

Yours sincerely,

Vani Hari

Dear Future Science Students In Training,

Thank you so much for your letter, which I greatly appreciated receiving.

Here are a few guidelines for my work that I hope you will consider.

First, synthetic ingredients in our food should be proven safe before they are put into our bodies. The current system in the United States, unlike Europe, considers most chemicals innocent until proven guilty. Absolute proof of harm is not a moral standard for protecting public health – that is for the realm of theoretical science only. When there is significant evidence, short of certainty, we should protect the public from unnecessary risk. As you know most of the chemicals in our food supply have never been independently tested for safety by a 3rd party or the FDA. Can we join forces to insist they should be?

Meanwhile, I do take issue with your assertion that there is no evidence that organic products are better for health. Avoiding neurotoxic, endocrine disrupting, carcinogenic and teratogenic (birth defect) chemicals is of course more protective of people’s health, not to mention the health of other species including the microorganisms both human and soil health depend on. And studies have shown higher vitamin and mineral levels in organic produce, due most likely to healthier soil with more beneficial bacteria and fungi.

Likewise I respectfully disagree with your statement that GMO crops are “proven to be substantially equivalent to native crops.” What GMO crops are proven to do is produce novel proteins that have never before existed, with which we did not evolve, and which are not required to be tested for safety before being put into the food supply. And how could the crossing of plant and animal genes into new species be “equivalent to native crops” or the same as plant breeding techniques? This is a biotech industry PR line, truly. An even bigger problem with GMO crops is they are being used primarily to increase the pesticide and herbicide load in the environment. And these chemicals are leaching into food. There is significant evidence that one of them, Round-Up, is an endocrine mimicking chemical. In the theoretical scientific world one can wait for proof of causation – that is not a moral standard when it comes to protecting the public. At the very least, the public has a right to know when foods are engineered, which the food companies oppose.

In Europe they use the precautionary principle – if there is significant evidence of harm, absolute proof is not required to act. Sadly in our country, the burden is on the public to prove safety instead of the food companies. My readers and I are out to change that, and I hope you will join with us to make a healthier and truly sustainable food system to truly feed the world.

Yours sincerely,

Vani Hari

How do you prove something is safe?
Has anything from organic production been “proven safe”?

Where is this evidence?

That’s a rather bold statement, seeing as food additives need FDA approval, and that requires testing.

So where does conventional ag provide these?

Good that a science expert might clear up those big words for the food science students.

Notsomuch.

Except in nature, where they came from.

We didn’t evolve with 99.9% of the stuff we eat today!

Which would be true if there was not extensive safety testing done.

There are no animal genes in commercial crops.

It’s this thing called “science”. Truly.

Actually, decreased pesticide use, Vani.

Like which ones? Citation?

Significant? Citation?

The non-scientific public can choose Non-GMO project or organic.

Not everyone can afford to, or wants to, live by your privileged thresholds.

There is no evidence of harm.

Kevin Folta, University of Florida

<http://kfolta.blogspot.com/2015/01/vani-haris-kooky-response-to-critical.html>

Narrative Structure

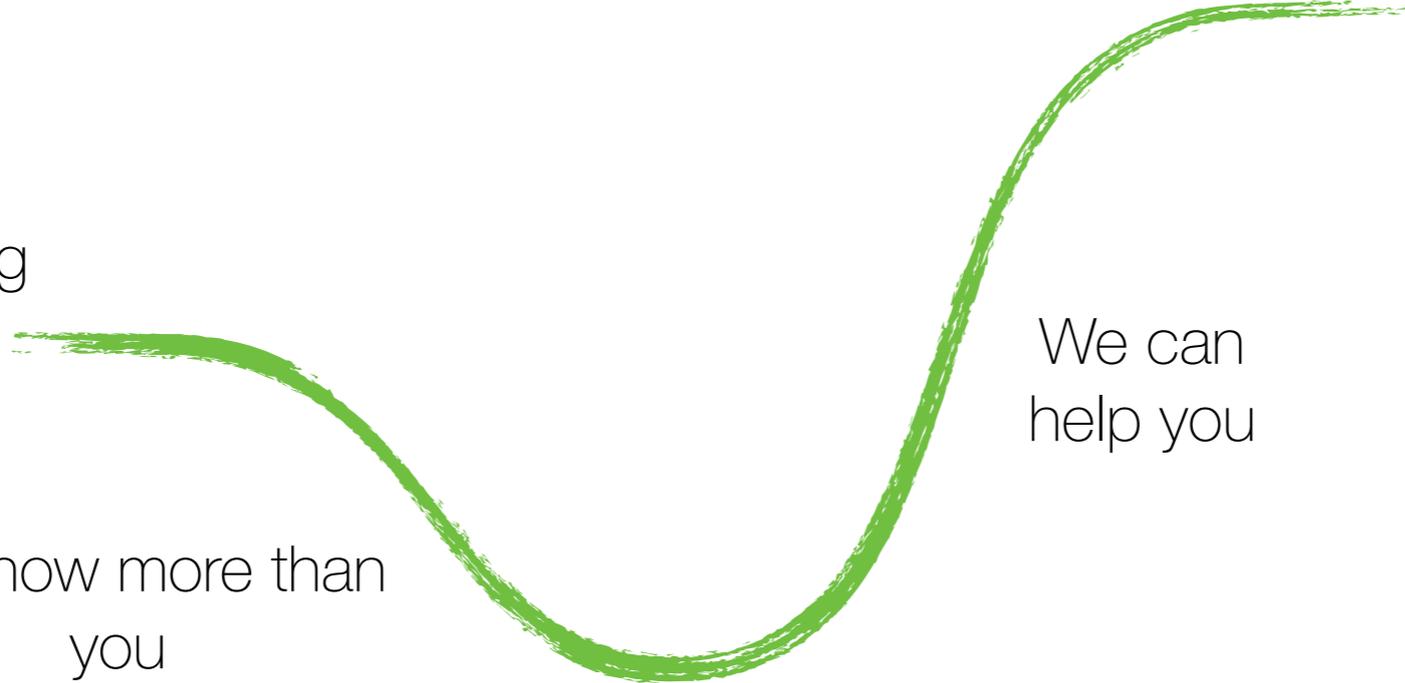
You are wrong

We know more than
you

We've had
expert training

We can
help you

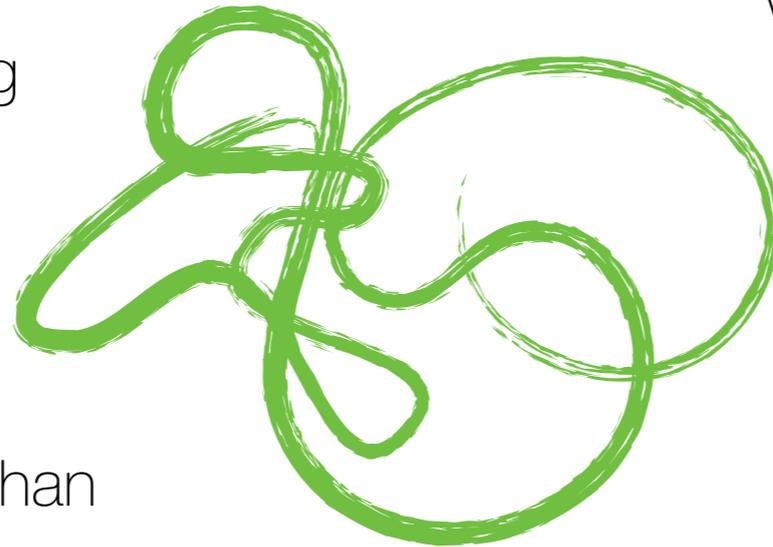
And by the
way, you're
clueless!



Narrative Structure

You are wrong

And by the way, you're clueless!

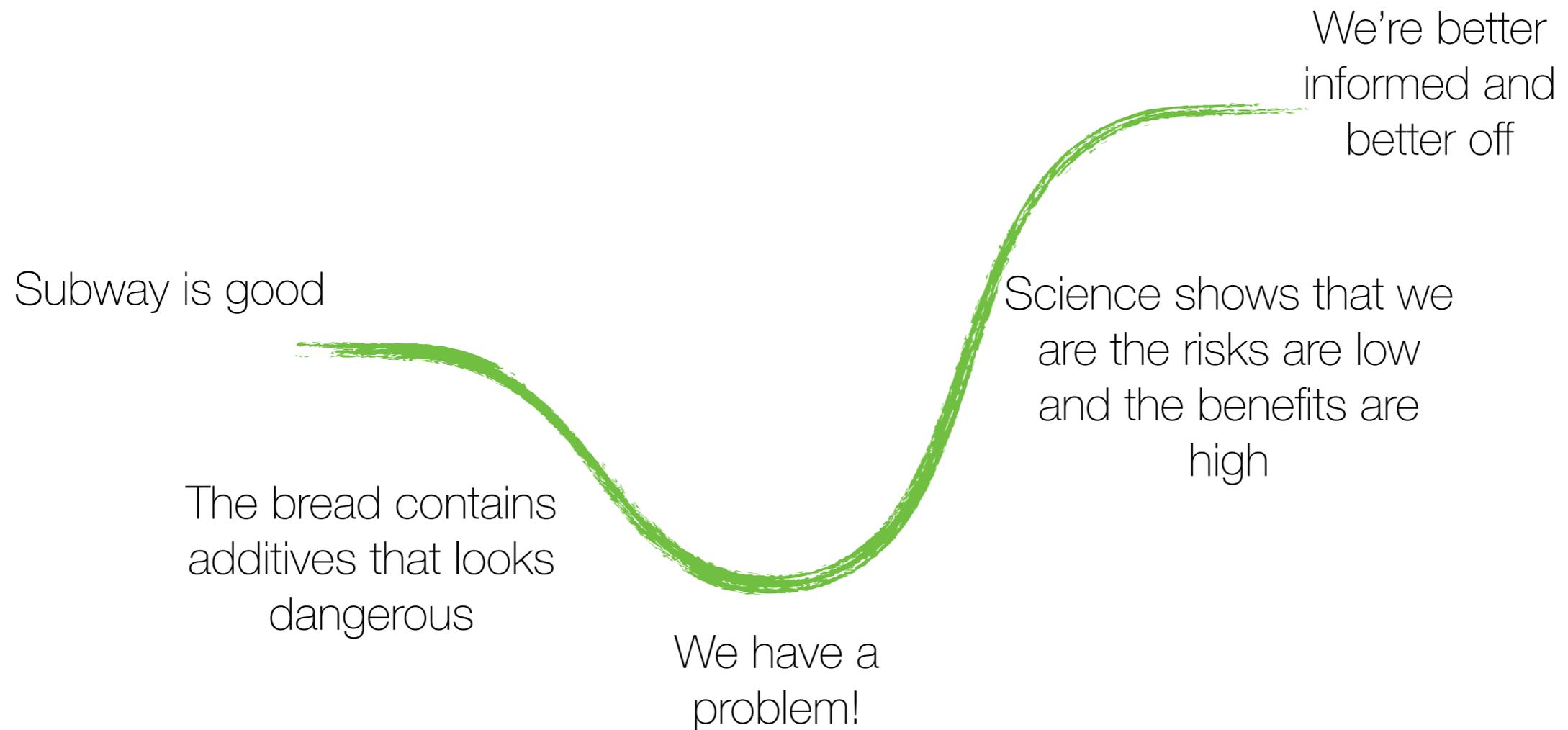


We know more than you

We can help you

We've had expert training

Narrative Structure



CRIS Comms @ ASU

Near-term plan of action

Near-term plan of action

Hire a communications postdoc

Develop mechanisms for identifying and prioritizing issues

Develop strategies and mechanisms for rapidly responding to emerging issues

Build and maintain a network of experts

Build and maintain a network of media contacts

Develop an effective online presence

Develop effective approaches for longer term communication and engagement with key constituencies

Questions for discussion:

What are the most effective mechanisms for identifying emerging topics, drawing on CRIS resources?

What metrics of success are most relevant to CRIS Comms @ ASU?

How do we best use innovative ideas and methods around effective engagement to serve the needs of constituencies that include consumers and policy makers, while maintaining the trust of key stakeholders?

How do we develop a web presence which is as effective as possible, while reflecting the CRIS brand?



Risk Innovation Lab

Andrew Maynard

Director, Risk Innovation Lab
School for the Future of Innovation in Society
Arizona State University
Email: andrew.maynard@asu.edu
Web: 2020science.org
Twitter: [@2020science](https://twitter.com/@2020science)
YouTube: youtube.com/riskbites