



PROPOSED ACTION PLAN
FOR FOOD SAFETY RISK COMMUNICATION
IN THE PERIOD 2024-2026

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Submitted by:

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Alinea International and University of Guelph

About the project

Funded by Global Affairs Canada, our project seeks to enhance the Vietnamese people (Ha Noi & Ho Chi Minh city) access to safe and competitive agri-food products, with an aim to improve the well-being of consumers as well as other agri-food actors. SAFEGRO project is implemented by Alinea International in partnership with the University of Guelph.

Food safety is a major public health concern. Many people do not trust food safety enforcement at informal markets where they buy most of their food. Trade for Vietnam's commodity exports also suffer due to a lack of compliance with international standards.

SAFEGRO project works with national and municipal governments to modernize food safety capacity among regulators, thousands of smallholder farmers, cooperatives, processors, retailers and consumers along specific meat and vegetables value chains in Ha Noi and Ho Chi Minh city. SAFEGRO supports Vietnam's Ministry of Agriculture and Rural Development, Ministry of Health and Ministry of Industry and Trade jointly.



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Acronyms and abbreviations

CPV	Central Propaganda Committee
FA	Farmer Association
FAO	Food Agriculture Organization
FS	Food safety
GAP	Good Agricultural Practices
GFSI	Global Food Safety Initiative
GMPs	Good Manufacturing Practices
GRPs	Good Retail Practices
IEC	Information - Education – Communication
MARD	Ministry of Agriculture and Rural Development
MIC	Ministry of Information and Communications
MOH	Ministry of Health
MOIT	Ministry of Industry and Trade
NA	National Assembly
NAFIQPM	National Authority for Agri-product Quality, Processing and Market Development
OTT	Over-The-Top
RC	Risk communication
SAFEGRO	Safe Food for Growth
SDG	Sustainable Development Goals
VFA	Vietnam Food Safety Administration
VFF	Vietnam Fatherland Front Central Committee
WHO	World Health Organization
WTO	World Trade Organization
WU	Women’s Union
YU	Youth Union

Executive Summary

Food safety affects public health, impacts livelihoods, has significant implications for economic development and social stability, and is a high priority for consumers in Vietnam. The management of food safety and the assurance of safe consumption practices present ongoing and complex challenges. Currently, there is a lack of serious attention toward food safety education, and communication regarding food safety policies remains inadequate. Addressing these issues necessitates coordinated efforts across sectors, involving collaboration between governmental ministries at both the central and provincial levels, active participation from food production and trading enterprises, and the engagement and support of consumers.

The "Proposed Action Plan for Food Safety Risk Communication in the Period 2024-2026" presents a compelling and strategic roadmap to revolutionize food safety communication in Vietnam. The plan's strength lies in its comprehensive and integrated approach, addressing the current fragmented landscape and limited resources. By fostering collaboration, capacity building, and targeted communication strategies, the plan offers a powerful solution to the complex challenges of food safety.

The plan's emphasis on a unified, inter-ministerial approach is crucial for effective communication. It proposes the establishment of a dedicated agency to coordinate and oversee activities, ensuring consistency and maximizing collaboration. The plan also recognizes the power of social and behavioral communication, advocating for the use of innovative approaches that leverage digital platforms and social media to reach and engage a wider audience.

The promotion of a positive food safety culture from production to consumers is another key highlight, aiming to instill a proactive and responsible approach to food safety management across all sectors. The plan's focus on engaging all value chain actors, from farm to fork, underscores the importance of shared responsibility and collaboration in ensuring food safety. While the agriculture and food industries have food safety management systems to implement, by prioritizing consumer education and food safety in retail outlets, the plan empowers individuals to make informed choices and adopt safe food handling practices.

The plan's call for increased investment in food safety risk communication is a testament to its commitment to achieving tangible results. It proposes exploring innovative financing mechanisms to ensure adequate resources for capacity building, communication material development, and technology adoption. The development and implementation of a national food safety risk communication strategy, coupled with a strengthened legal framework, will provide a solid foundation for effective and transparent communication efforts. The plan's comprehensive and integrated approach, coupled with its focus on collaboration, capacity building, and targeted communication, makes it a powerful tool for safeguarding public health, fostering consumer confidence, and supporting sustainable economic development in Vietnam.

1 INTRODUCTION

The food safety risk analysis framework, adopted worldwide, is a cornerstone of food safety in many countries. It consists of three interconnected components: risk assessment, risk management, and risk communication. Risk communication (RC) plays a crucial role, facilitating the exchange of information and opinions on food safety (FS) risks and related factors among key stakeholders and driving food safety behavior change. [3].

Food safety risk communication (FSRC) must adhere to the principles of consistency and comprehensiveness to ensure that all stakeholders—including policymakers, producers, traders, food business operators (FBOs) and consumers—share a common understanding of FS risks. This shared awareness is essential for coordinated action to control and minimize risks, and drive behavior change, ultimately safeguarding public health. It is therefore imperative to collectively promote food safety risk communication through a robust public-private-producer partnership (PPPP).

In recent years, Vietnam has made significant strides in FS management. The legal framework has been reformed, aligning with international standards and simplifying processes for businesses, but the enforcement of FS laws remains a challenge. A comprehensive state management system has been established with clear responsibilities from central to local levels, which should ensure regular FS inspections and surveillance. Public awareness and education efforts have also intensified, but gaps remain in the effective adoption of improved FS practices across the value chain. The remaining challenges include significant gaps in awareness and basic knowledge leading to FBOs operational non-conformities, food safety violations and risky food handling behaviors across the agriculture and food industry and among consumers.

This report proposes a proactive Food Safety Risk Communication Action Plan that fosters inter-sectoral collaboration, raises awareness, and coordinates actions to effectively mitigate and control FS risks, and promotes a positive food safety culture.

2 SITUATIONAL ANALYSIS

2.1 Food safety communication in Vietnam

Food safety communication is a critical issue managed and directed by relevant ministries, namely MARD, MOH and MOIT. These ministries provide instructions on food safety communication from the national level down to provinces, food production, processing, trading facilities, and communities.

The health sector, through the Vietnam Food Safety Authority, issues annual guidelines for communication activities, including developing plans focused on specific food safety themes and messages for the year. Provinces create their own annual plans and additional strategies for high-risk events such as Tet, the Mid-Autumn Festival, and the food safety action month (April 15 to May 15).

The agriculture industry and trade sectors integrate communication efforts into relevant National Target Programs under the jurisdiction of MARD. Implementation of these plans depends on the availability of allocated budgets which may be inadequate. A review of recent foodborne disease (FBD) illness and foodborne disease (FBD) outbreaks through commercial kitchens and processed food products indicates a significant lack of knowledge, awareness, training and appropriate behaviors among food handlers and processors. The MOH is responsible for providing guidance on collective kitchens, while management is decentralized to the provincial and district levels.

Behaviour change communications

Current food safety communication efforts are limited, leading to insufficient focus on behavior change and improved food safety culture among target groups. Regulatory agencies primarily rely on mass communication through press and media collaborations to disseminate food safety information. However, in cities like Hanoi and Ho Chi Minh City, more attention has been given to direct communication efforts targeting specific groups to improve knowledge and encourage behavior change in food safety.

Content, Messages, and Materials

Each ministry's food safety communication content is aligned with its specific functions, resulting in segmented, uncoordinated, and potentially conflicting messages. The Ministry of Health focuses on legal food safety policies, providing consumers with information on nutrition, food safety, and FBD prevention.

The Ministry of Agriculture and Rural Development targets producers, emphasizing management, promoting effective agro-production models, and encouraging compliance with food safety standards for raw materials. The Ministry of Industry and Trade concentrates on differentiating between genuine and counterfeit goods, publicizing violations, and sharing market information related to safe production technology.

This segmented approach has led to scattered communication materials, lacking effective targeted messaging by the relevant Ministries and/or regional/local authorities. Although a scoping study was conducted for this report, it was not able to gather all food safety communication documents issued by the respective ministries and local authorities.

2.2 Legal framework

Legal document related to FS management have been issued in Vietnam

Policies and Orientations of the Party and of the State:

- The Law on Food Safety No. 55/2010/QH12 of the 12th National Assembly, dated 17/6/2010.
- The NA's Resolution No. 43/2017/QH14 dated 21/6/2017 regarding promoting the implementation of FS policies and regulations for the 2016-2020 period.
- The CPV Central Committee Secretariat's Directive No. 17-CT/TW dated 21/10/2022 regarding strengthening food security and food safety in the new normal.
- The CPV PEC's Document No. 82-HD/BTGTW provides implementing guidelines for the CPV Central Committee Secretariate's Directive No. 17-CT/TW dated 21/10/2022 regarding strengthening food security and food safety in the new normal.

Legal documents providing detailed implementation guidelines:

- Government Decree No. 15/2018/ND-CP dated 2/2/2018 provides implementation guidelines for the Law on Food Safety
- Prime Minister Decision No. 20/QD-TTg dated 4/1/2021 regarding issuance of National Food Safety Strategy for 2011-2020, with Vision to 2030
- Prime Minister Decision No. 1228/QD-TTg DATED 7/9/2021 regarding issuance of the National Target Program on Hygiene and Food Safety (NTP-HFS) for 2012–2015
- Prime Minister Decision No. 408/QD-TTg dated 31/3/2009 regarding strengthening of the Central Interdisciplinary Steering Committee on Hygiene and Food Safety
- Joint Circular No. 13/2014/TTLT-BYT-NNPTNT-CT regarding collaboration in state management of food safety between MOH, MARD and MOIT
- Prime Minister Directive No. 17/CT-TTg dated 13/4/2020 regarding further strengthening of state management responsibility for food safety in the new normal
- Prime Minister Directive No. 07/CT-TTg dated 21/3/2023 regarding strengthened communication on policies
- Prime Minister Decision No. 426/QD-TTg dated 21/4/2023 regarding issuance of the Action Plan to Implement CPV Central Committee Secretariate's Directive No. 17-CT/TW dated 21/10/2022 regarding strengthening food security and food safety in the new normal
- Prime Minister Decision No. 889/QD-TTg dated 25/7/2023 regarding issuance of the National Action Plan to implement key tasks to strengthen capacity to manage and control animal diseases and ensure food safety of animal origin for the 2023-2030 period.

Food Safety Management Policies and Information-Education-Communication (IEC):

- Vietnam has developed a comprehensive legal framework for effective state management of food safety.
- The Food Safety Law and Decree No. 15 defines the rights and obligations of food producers, traders, and consumers. It assigns the responsibility of food safety risk analysis to the Ministry of Health, the Ministry of Agriculture and Rural Development, and the Ministry of Industry and Trade, each within their respective domains.
- The law includes provisions for preventing food safety incidents through education, and dissemination of food safety knowledge and practices. A dedicated chapter outlines the guidelines for information-education-communication (IEC) on food safety, specifying content, target audiences, and communication methods.

- The responsibility for IEC on food safety extends beyond ministries and local governments to include mass organizations, and civil society or social organizations, which are all accountable within their areas of influence.
- Food safety initiatives are aligned with the National Strategy for Food Safety (2011-2020) and the Vision toward 2030.
- Each ministry oversees a specific set of designated commodities and stages within the production-to-consumption chain. As a result, communication content and messages have been segmented by product groups and management domains, leading to inconsistencies and a lack of adaptation and standardization. Additionally, the implementation of communication activities is fragmented, lacking the necessary coordination and integration across the system.

2.3 Stakeholder engagement

Food Safety Risk Communication Implementation

Food safety management in Vietnam is primarily handled by three ministries: MOH, MARD and MOIT. The Vietnam Food Safety Administration (VFA) under the Ministry of Health oversees food safety supervision and publishes annual reports. National and Provincial Food Safety Steering Committees have been established to coordinate multi-sectoral efforts and respond to incidents. The National Inter-Sectoral Standing Committee, led by a Deputy Prime Minister, manages information exchange and reports biannually. Provincial committees, led by the Provincial People's Committee Chair, coordinate responses to food safety incidents. Roles and responsibilities across the farm-to-fork continuum are clearly defined.

A survey conducted by SAFEGRO in late 2023 and early 2024 [10] revealed that food safety communication responsibilities are distributed across all ministries from the central to local levels, as well as among food business operators and communities. There is an established network of organizations tasked with disseminating food safety information, though the structure varies between communities and industries.

The Ministry of Health utilizes its network of medical staff at the provincial, district, commune, and village levels to integrate food safety into health communication, particularly during high-risk periods such as holidays and festivals. The Ministry of Agriculture and Rural Development deploys specialists in veterinary, animal husbandry, and crop production at various levels to handle food safety communication within their respective fields. The Ministry of Industry and Trade manages food safety communication through its vertically organized market management departments, with 376 district-level teams responsible for inspections, market control, and communication tasks.

Planning and Funding

Food safety communication is integrated into the activity plans of various ministries, primarily funded by the state budget. However, financial resources for these efforts are limited, with minimal contributions from non-state sources. Additionally, there is a lack of coordination between divisions within and across ministries.

Mobilizing Participation

Coordination between management and press agencies for food safety communication occurs regularly at both central and local levels. Efforts to mobilize social resources have been enhanced, leveraging district and commune leadership to engage local agencies and mass organizations. Social organizations like

the Women's Union, Farmer's Association, and Vietnam Fatherland Front are actively involved in food safety communication, particularly in behavior change initiatives targeted at consumers.

Coordination with Mass Organizations and Community Leaders

Food safety communication targets specific groups according to the commodity chains regulated by the agriculture, industry and trade, and health sectors: (1) pre-harvest products at production sites, (2) post-harvest products in wholesale markets, and (3) consumer food products at processing facilities and collective kitchens. Behavior change communication is strategically tailored to different consumer groups through coordinated efforts with various agencies and organizations, including housewives via the Women's Union (WU), students through schools, and the public via community groups; as well as via retail and supermarket.

Women's Union (WU): Food safety initiatives, including communication efforts, are integrated into the Women's Union's national policies, making it a key player in policy formulation and implementation. For instance, the WU's "5-Have and 3-Clean" movement, which emphasizes clean kitchens, homes, and processing areas, has been prioritized in rural development. These activities are funded through the Prime Minister's Collaboration Program, with MARD allocating budgets to NAFIQPM, which then collaborates with the WU. Despite funding limitations, the WU has proactively integrated food safety into various projects, including the Start-up Project, Linked Group Development Project, OCOP Project, and the Small-scale/Traditional Safe Food Chain Promotion Project.

Farmer's Association (FA): The FA targets farmers and growers with food safety communication tailored to different commodity groups. This communication is aligned with production chain models and VietGAP standards, ensuring that farmers are informed and engaged in safe food production practices.

2.4 Reference to international food safety communication best practice

Food safety is a global concern that requires coordinated international efforts. The Codex Alimentarius, established in 1963 by the FAO and WHO, reflects the need for standardized food safety risk analysis worldwide. It has developed numerous standards, guidelines, and permissible levels for food additives and contaminants, relying on consensus and science-based decision-making. Member states are responsible for implementing these recommendations, with communication efforts focusing on practical guidance to ensure compliance.

In a globalized trade environment, the FAO and WTO have collaborated to create international food and trade standards aligned with guidance on the national food safety control systems. These standards support achieving Sustainable Development Goals such as Zero Hunger, Good Health, Economic Growth, and Global Partnerships.

Risk communication, an essential part of the risk analysis approach, involves awareness raising, sharing information and opinions about food safety risks among stakeholders, and broadcasting FBD outbreaks and receiving feedback from the various stakeholders to ensure the communication is appropriate to their needs. Its goal is to improve understanding of food safety risks among stakeholders and inform decision-making about risks and hazards. It does this by integrating Risk Communication with Risk Assessment and Risk Management within the Risk Analysis Framework.

Diagram #1 Risk Analysis Framework

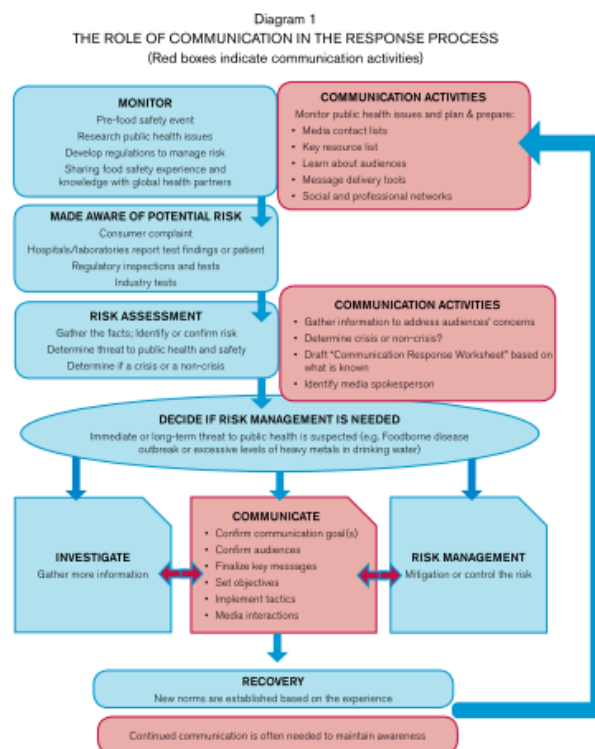


FAO and WHO also coordinated to develop Risk communication guidelines for member states to implement to ensure compliance with common principles of risk analysis [3].

Diagram #2 illustrates the role of communication in the food safety incident response process. Risk communication about food safety incidents will inform affected stakeholders of the issue(s) and the necessary steps to reduce their food safety risk [2]. The response process diagram clearly identifies points where communication activities should be used by relevant authorities to

- (1) monitor, plan and prepare for food safety communication activities that will enable quick response(s) to an incident when the need arises,
- (2) keep informed about emerging risks that will enable them to quickly assess potential risks and determine whether to take risk management steps to mitigate or control the risk and, if risk management is warranted,
- (3) work with risk communication specialists to plan, develop and deliver risk communication messages for the various stakeholders who should take action to protect themselves or avoid the risk.

Ongoing communication about food safety risks may be required and may be addressed to multiple stakeholders, depending on the nature of the incident and food safety risk.



Source: IFIC Foundation

Risk communication should align with a national strategy informed by risk assessments and tailored to specific food safety risks among target groups. This ensures appropriate management solutions, communication methods, and detailed plans with different food safety issues necessitating customized communication strategies.

The WHO has issued international guidelines encouraging proactive responses to the increasing complexity of health risks. The Asia Pacific Strategy for Emerging Diseases and Public Health Emergencies expands on these guidelines, emphasizing preparedness for not only infectious diseases but also urgent public health issues such as food safety and disaster-related health consequences.

Implementing food safety communication within organizations, including those in food production, processing, food services/kitchens, retail, and trade, should be integrated with the concept of Food Safety Culture. The Global Food Safety Initiative (GFSI)'s guidance document on food safety culture emphasizes that food safety must be a priority for food businesses and become embedded within a company's culture, which is defined by shared values, trust, and norms influencing food safety behaviors from the C-suite to the plant floor.

The GFSI guidelines for enhancing a Food Safety Culture draw on scientific and psychological principles to help organizations build and maintain a positive food safety culture, thereby protecting consumers and communities globally. Five key dimensions and their critical components underpin this culture, with effective communication being an essential element that helps ensure all personnel in each organization, from business owners to frontline workers, understand food safety risks and their roles in mitigating or controlling the risks. These guidelines may be directly applied to public organizations such as school kitchens or adapted to government agencies such as food inspection services.

Diagram #3 Food safety culture dimensions (GFSI)

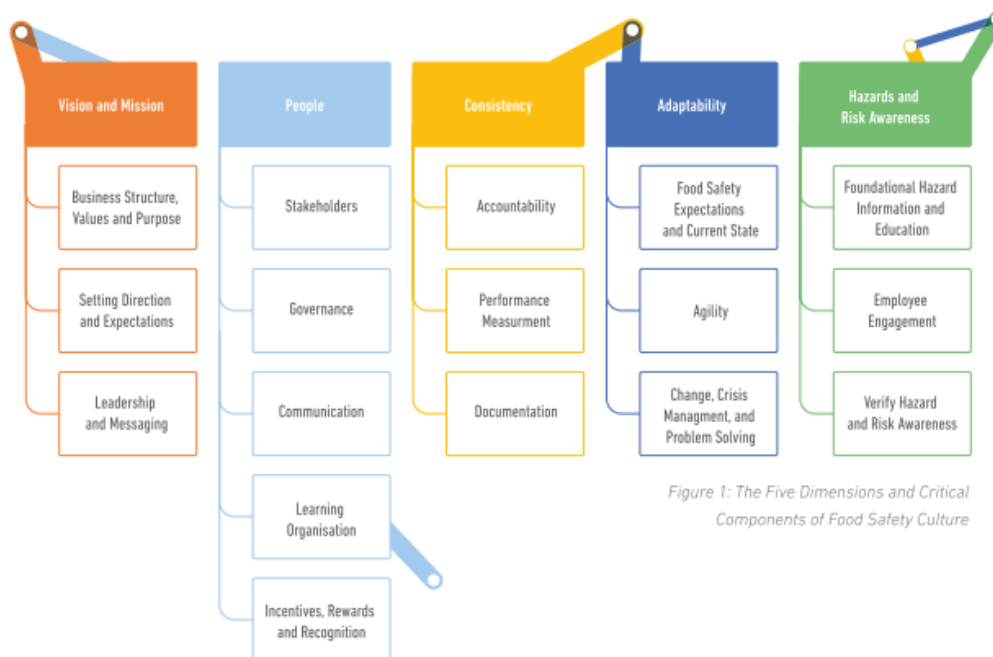


Figure 1: The Five Dimensions and Critical Components of Food Safety Culture

2.5 Social and behavioural change communication in Vietnam

Behavior change communication in Vietnam's food safety sector is primarily conducted through mass media and face-to-face methods, but limited budgets constrain these efforts. FS communication largely relies on state funding, with regulatory agencies partnering with media outlets to disseminate information.

The health sector collaborates with 30 media agencies to publish FS articles and develop communication materials, some of which are translated into ethnic minority languages. The agriculture sector partners with the media to promote safe agricultural practices, supported by sponsors like Agribank and TH True Milk. The industry and trade sector focuses on mass communication through various platforms and direct advice via thematic showrooms.

At the provincial level, FS communication targets specific groups, particularly in Hanoi and Ho Chi Minh City, but direct communication remains limited, hindering significant behavior change. A Ministry of Health survey indicates improved FS knowledge and practices among managers, producers, traders, and consumers, particularly in areas with established safe food supply chains in which food is produced and processed by organizations that follow food safety management systems like VietGAP and HACCP.

However, knowledge gaps persist, leading to issues such as food poisoning in collective kitchens, unsafe practices in small-scale operations, and the prevalence of food smuggling, food fraud and unsafe trading. Unsafe food habits, especially among low-income groups, further exacerbate these challenges. Strengthening communication to enhance FS knowledge and behavior across all stakeholders in the safe food supply chain is crucial.

The Scope and Use of social media and OTT platforms in Vietnam

In addition to traditional media, social media platforms like Facebook, Zalo, TikTok, and Instagram play a significant role in influencing public behavior in Vietnam. Facebook and Zalo are particularly prominent, with high user engagement across diverse demographic groups. Facebook is the most widely used platform, with an estimated 66 million active users¹ engaging daily in sharing information, news, and personal stories. Zalo, a Vietnamese messaging app, is also popular, particularly for community-based communication and local business marketing with over 70 million users¹

The scope of these platforms provides an opportunity for more targeted and interactive communication strategies. For instance, Facebook's advertising tools allow for demographic-specific targeting, enabling food safety campaigns to reach specific groups, such as young mothers or rural communities, who might be at higher risk for unsafe food practices. Zalo's localized reach can be leveraged to engage with communities in more rural or remote areas, providing a direct line for communication and information dissemination.

- Vietnam's social media landscape also presents significant opportunities to exploit the reach of social media influencers. Influencers on Facebook, TikTok, and Instagram, who focus on health, wellness, and lifestyle content, have the potential to promote safe food practices by modeling positive behavior and disseminating trustworthy information. Collaborating with these influencers could help extend the reach of food safety messages to their followers, many of whom might not engage with traditional media.

¹ <https://english.mic.gov.vn/zalo-remains-vietnams-most-used-messaging-app-197157664.htm>

- Social media campaigns in Vietnam have successfully influenced behaviors in areas such as public health (e.g., COVID-19 prevention), environmental protection (e.g., reducing plastic use), and road safety. These campaigns often utilize a mix of emotionally compelling content, challenges, and interactive elements that engage audiences and encourage them to share their experiences, thereby amplifying the message.

Applying similar approaches to food safety, such as creating engaging content (e.g., recipes using safe food ingredients), organizing challenges (e.g., sharing pictures of safe food preparation practices), and providing incentives (e.g., discounts or giveaways for participating in safe food practices), could enhance engagement and encourage positive behavior change.

2.6 Reference of food safety culture in Vietnam

FS culture is a relatively new and misunderstood concept across the food value chain. Currently, the implementation of good FS practices in food operations is primarily driven by the need to comply with legal regulations and avoid violations. While recent communication efforts have increased awareness of the importance of adhering to FS regulations, this awareness has not yet evolved into a broader recognition of the importance of a positive FS culture across the value chain. Improving food safety culture in an organization or company requires enlightened management which recognizes the benefits of this change in attitudes, beliefs and behaviour for public goods, and to avoid FBD incidents which are a significant business, financial and reputational risk. In Vietnam, establishing consistently good FS behaviors and positive attitudes and beliefs about FS as a societal standard are achievable, but appropriate long-term solutions and sustained efforts will be required.

2.7 SWOT Analysis for food safety risk communication

<p>Strengths (i.e., potential outcomes with improved FS risk communication)</p> <ul style="list-style-type: none"> • Strong leadership and guidance from the Government’s Food Safety Steering Committee and local leaders on food safety matters. • Evidence-based food safety risk communication enhances credibility and establishes a knowledge hub for diverse audiences • Growing public awareness of food safety creates a receptive environment for risk communication. • Continuous development and expansion of the communication network. • High access to information due to the rapid increase in internet, smartphone, and social media usage. • Effective inter-sectoral cooperation and collaboration in inspection, monitoring, and dissemination of violation information through mass media. • Coordinated efforts with mass media agencies to disseminate food safety information under the guidance of the Vietnamese Communist Party and Government leaders • Active interest and engagement of social organizations in food safety issues and communication with their members. 	<p>Weaknesses (i.e., potential outcomes with continued poor FS risk communication)</p> <ul style="list-style-type: none"> • Lack of communication connection between departments in the same Ministry and among ministries. • Information not being connected throughout the chain from production to safe food consumption. • Limited funding for communication of food safety. Limited mobilized resources outside the budget and not enough to meet the requirements of communication of food safety. • Limited communication skills and methods, especially among network officials at the local level. • Lack of knowledge and limited food safety in four groups: food safety managers, food producers and processors; and food traders and consumers.
<p>Opportunities that could enhance FS risk communication</p> <ul style="list-style-type: none"> • Adjustment of policies with the orientation of consolidating the organization of the state management apparatus towards unifying one focal point to perform the task of ensuring food security and food safety from central to local levels • Food safety is identified as a key issue that requires specific guidance and supervision from the Government for proper implementation. • Digital tools (social media analytics, mobile apps) to be leveraged to tailor messages, track engagement, and evaluate the effectiveness of risk communication. 	<p>Challenges/Threats that could hinder or undermine FS risk communication</p> <ul style="list-style-type: none"> • The development of new food products is associated with the emergence of ingredients such as growth promotion, pesticides, additives, and preservatives which cause a loss of food safety. • Misinformation and false advertising on social networks is difficult to control.

3 Key Findings and Recommendations

The situational analysis presented in this report underscores the critical need for a robust and comprehensive Food Safety Risk Communication (FSRC) strategy in Vietnam. The current landscape, while demonstrating progress, is marked by fragmentation, limited resources, and a lack of coordinated efforts. The existing legal framework provides a solid foundation, but its implementation faces challenges due to segmented communication approaches, inadequate funding, and varying levels of capacity across different stakeholders.

The lack of a unified, inter-ministerial approach hinders the effectiveness of FSRC, leading to potential inconsistencies and missed opportunities for collaboration. The reliance on traditional communication channels, while valuable, needs to be complemented by innovative approaches that leverage the power of digital platforms and social media to reach a wider audience and foster greater engagement. The concept of food safety culture, though nascent, holds immense promise for driving sustainable behavioral change and promoting a proactive approach to food safety management.

To address these challenges and harness the opportunities, the following recommendations are proposed:

Legal and Regulatory Recommendations

- **Strengthen the legal framework for FSRC:** The existing legal provisions on FSRC should be further strengthened and clarified to ensure a more coordinated and integrated approach across different ministries and sectors. The roles and responsibilities of various stakeholders should be clearly defined, and mechanisms for collaboration and information sharing should be established.
- **Establish a dedicated FSRC agency or unit:** The establishment of a dedicated agency or unit responsible for coordinating and overseeing FSRC activities at the national level could enhance the effectiveness and coherence of communication efforts. This entity could serve as a central hub for information dissemination, capacity building, and collaboration among different stakeholders.
- **Develop and implement a national FSRC strategy:** A comprehensive national FSRC strategy should be developed, outlining clear objectives, target audiences, key messages, and communication channels. The strategy should be evidence-based, adaptable to evolving risks, and aligned with international best practices.
- **Enhance transparency and accountability:** Mechanisms for transparency and accountability in FSRC should be strengthened, ensuring that information is accurate, timely, and accessible to all stakeholders. This could include establishing clear guidelines for information disclosure, promoting public participation in decision-making, and establishing grievance redressal mechanisms.

Inter-sectoral and Inter-ministerial Collaboration

- **Foster a culture of collaboration:** A culture of collaboration and information sharing among different ministries, sectors, and stakeholders should be fostered to ensure a coordinated and holistic approach to FSRC. This could involve establishing regular communication channels, joint planning and implementation of activities, and capacity-building initiatives.

- **Establish clear roles and responsibilities:** The roles and responsibilities of different ministries, sectors, and stakeholders in FSRC should be clearly defined and communicated to avoid duplication of efforts and ensure efficient resource allocation.
- **Develop a unified communication platform:** A unified communication platform or network could be established to facilitate information sharing, coordination, and collaboration among different stakeholders. This platform could leverage digital technologies to enhance accessibility and reach.

Adoption of Social and Behavioral Communication and Food Safety Culture

- **Integrate social and behavioral communication approaches:** FSRC strategies should integrate social and behavioral communication approaches to promote behavior change and foster an awareness of the importance of a positive culture of food safety. This could involve utilizing social marketing techniques, community engagement strategies, and targeted messaging to influence attitudes and practices.
- **Promote a positive food safety culture:** Efforts should be made to promote a positive food safety culture across all sectors and levels, from policymakers to consumers. This could involve raising awareness of the importance of food safety, providing training and education, and recognizing and rewarding good practices to influence attitudes and beliefs related to food safety.

Targeted Communication by Sectors and Value Chain Actors

- **Tailor communication to specific audiences:** FSRC messages and materials should be tailored to the specific needs, interests, and communication channels of different target audiences, including policymakers, producers, traders, FBOs, and consumers.
- **Engage value chain actors:** Active engagement of all value chain actors, from farm to fork, is essential for effective FSRC. This could involve establishing communication channels, providing training and support, and encouraging participation in risk management efforts.

Emphasis on Risk Communication to Key Influencers

- **Identify and engage key influencers:** Key influencers, such as community leaders, healthcare professionals, and media personalities, should be identified and engaged in FSRC efforts. Their influence and reach can be leveraged to amplify messages and promote behavior change.
- **Prioritize consumer and retail outlets:** Consumers and retail outlets play a critical role in ensuring food safety. FSRC efforts should prioritize these groups, providing them with the information and tools they need to make informed choices and adopt safe food handling practices.

Budget Implications

- **Increase investment in FSRC:** Adequate funding is essential for effective FSRC. Increased investment in FSRC activities, including capacity building, communication materials development, and technology adoption, is necessary to achieve the desired outcomes.
- **Explore innovative financing mechanisms:** Innovative financing mechanisms, such as public-private partnerships and social impact bonds, could be explored to mobilize additional resources for FSRC.
- **Ensure efficient resource allocation:** Resources should be allocated efficiently and transparently, with a focus on achieving maximum impact and reaching the most vulnerable populations.

4 Goal, Objectives and Related Activities

4.1 Goal

The goal of the action plan is to increase food safety awareness and collaboration among individuals, organizations, and government bodies to reduce public health risks associated with food safety and to effectively respond to FBD incidents.

4.2 Objective

4.2.1 Objective 1: To synchronously implement all three interlinked functional areas/elements of FS risk communication including: behavior change communication, operational communication and emergency communication to respond to FBD incidents.

Behavior change communication applies basic principles of communication including: (1) clearly identifying FS communication target audiences, (2) standardizing FS communication messages, (3) combining different channels and types of communication appropriate to the audiences. It prioritizes two-way communication that create opportunities for direct dialogue between the communicator and the audience such as group discussions and simulations to increase social media engagement to respond and accurately adjust targeted information. Operational communication focuses on strengthening cooperation and information sharing between sectors and key players to ensure synchronization of FS management.

Emergency communication to respond to FS incidents is carried out before, during and after FS incidents to improve capacity, prepare a response and implement appropriate crisis communication to handle, control future FS incidents, control the consequences of FS incident and share lessons learned from the incident.

This objective of the plan will focus on improving the enabling environment through strengthening collaboration and advocacy among Party committees and government leaders at all levels to obtain commitment, support and consensus in the development, improvement, promulgation and enforcement of legal documents on food safety through the following proposed activities:

Activity: Revision and improvement of legal documents on food safety

- Survey and evaluate the implementation of policies and regulations on food safety and conduct gap analysis of legal documents.
- Workshops on the improvement of legal documents.

Activity: Incorporating FS regulation enforcement activities into the line ministry's action plan

- The annual report highlights critical concerns that significantly impact food safety
- These identified issues serve as the cornerstone for establishing priorities within both the annual and action plans for enhancing food safety measures.

Activity: Improvements of intersectoral collaboration in FS communication

- Development of regulations on determining information sharing from investigation/traceability results into hazard indicators (Template for information on FS hazards from testing results of raw materials and food products).

4 Goal, Objectives and Related Activities

- Development of regulations on determining the relationship of information under the results of investigation/traceability with potential bad food safety practices.
- Piloting, improvement and promulgation

Activity: Issuance of national document providing guidelines on FS risk communication

- Draft document providing guidelines on FS risk communication
- Consultation workshop on the draft document
- Pilot the document in Hanoi and HCMC, with improvement and promulgation subsequently

Activity: Development of M&E Tools for FS risk communication

- Draft M&E Tools for FS risk communication
- Consultation workshops on the draft M&E Tools for FS risk communication
- Pilot the M&E tool for FS risk communication in Hanoi and HCMC, with improvement and promulgation subsequently

Activity: Guidelines for communication responses in the event of a food safety incident

- Draft guidelines for communication responses in the event of a food safety incident aligned with the proposed Vietnam Food Incident Outbreak Response Program (VFIORP)
- Consultation workshop on the draft document.
- Pilot the document in Hanoi and HCMC, with improvement and promulgation subsequently

4.2.2 Objective 2: To strengthen effective implementation of communication behavior change

To effectively target audiences for FS communication, it is important to select appropriate methods for each group and utilize a combination of communication channels. Emphasizing face-to-face communication can help guide behavior change and promote safe practices in food production, processing, trading, and consumption. Expanding the use of modern communication methods, such as social networks and the internet, can enhance the dissemination of information. Developing unified, scientifically sound, and accessible communication messages is crucial for effective outreach. Strengthening the capacity of ministries and agencies to handle FS communication, including risk and crisis communication, is also essential. Additionally, fostering greater involvement from agencies, social organizations, businesses, and communities will enhance the overall impact of FS communication efforts.

Activity 1- Collaboration on FS communication activities with the education and training sector at the central and local levels

- Development of regulations on FS communication planning for teachers and school officials at all levels
- Development of a manual/guidelines for communication in general schools aimed at preventing FS risks associated with snacks and food vending near schools
- Implementation of a communication model tailored for pupils to educate them about preventing food safety risks from snacks and food vending near schools
- *Activity 2- Collaboration on FS communication activities with VFF, WU, FA and YU*
- Regularly providing information on food safety and FS communication materials for mass organizations
- Organize contests on FS related topics within FA and WU in Hanoi and HCMC

4 Goal, Objectives and Related Activities

Activity 3- Collaboration on FS communication activities with DOP and Press and News Agencies

- Launching a writing contest across diverse media platforms to address FS topics, followed by public voting
- Launching a contest aimed at creating compelling slogans to promote the adoption of FS practices
- Organize talk shows on television/digital platforms on FS issues of HN and HCMC

Activity 4- Collaboration with VFF to develop and implement a communication model on FS community

- Development of a communication model for FS community.
- Implementation of communication model on FS community in HN and HCMC.

Activity 5- Collaboration with WU to develop a communication model on safe food handling at home, and pilot the model

- Development of a communication model on safe food handling at home (aligned with WU's Movement on 3-Cleans).
- Implementation of communication model on safe food handling at home in HN and HCMC.

Activity 6- Collaboration with FA to develop a communication model on FS Smart Farmers, and implement the model

- Develop a communication model on FS Smart Farmers.
- Implementing communication model on FS Smart Farmers in HN and HCMC.

4.2.3 Objective 3: Operationalize risk communication

To strengthen the capacity of management agencies and coordination between ministries in FS risk communication and capacity development on risk communication for the food safety communication network.

Activity 1- Capacity strengthening on communication response in the event of food safety incidents for managers at all levels

- Provision of TOT training on communication response in the event of FS incidents for ministry and provincial officers carried out by international experts
- Establishment of a drafting panel to develop the training materials on communication response in the event of food safety incidents, development of training programs and contents
- Consultation workshops to comment on training programs and training materials
- Provision of training courses on communication response in case of district-level officers' food safety incidents.

Activity 2- Capacity strengthening on FS risk communication for management and communication officers at all levels

- Establishment of a drafting panel to develop training materials on FS risk communication, and development of training program and contents
- Consultation workshops to comment on training programs and training materials
- Provision of training courses on FS risk communication for management and communication officers

4 Goal, Objectives and Related Activities

Activity 3- Improve communication skills and methods for FS management and communication officers at all levels

- Establishment of a drafting panel to develop training materials on FS risk communication skills and methods and development of training program and contents
- Consultation workshops to comment on training programs and training materials
- Provision of training courses on FS risk communication skills and methods for management and communication officers

Activity 4- Enhancing FS knowledge for publicity and education officers

- Development of FS risk communication materials for publicity and education officers
- Provision of training courses on FS risk communication for reporters of the Publicity and Education Commission under CPV Central Committee and selected Provincial Party Committees

Activity 5- Strengthening FS knowledge along the value chain for the press

- Development of FS communication materials along the value chain for the press
- Provision of training courses on FS communication along the value chain for editors-in-chief, reporters, and editors

Activity 6- Improve FS communication capacity for officers of WU, FA, and VFF at all levels

- Establishment of a drafting panel to develop training materials on FS communication for mass organizations, and development of training programs and contents
- Consultation workshops to comment on training programs and training materials
- Provision of TOT training on FS communication for central-level officers of WU, FA, and VFF
- Provision of training courses on FS communication for officers of WU, FA, and VFF

4.2.4 Objective 4 Social Mobilization

To mobilize participation of civil society organizations to expand communication to target audience groups; mobilize and encourage food production and trading facilities and enterprises to communicate with managers and employees in enterprises to enhance FS culture. Improve risk communication tools and means to support the operation of a FS communication network.

Activity 1- Develop regulations and templates for information collection and sharing regarding FS risks along different stages of the food production, processing, trading, and consumption chain

- Preparation of draft document, including information templates regarding FS risks along different stages of the food production, processing, trading, and consumption chain
- Consultation workshops

Activity 2- Improve the regulations regarding FS related information sharing for the Policy Communication Network managed and operated by the Department of Press

- Draft the document
- Consultation workshop

Activity 3- Development of FS communication messages for various target audiences

- Establishment of panels to develop messages according to 5 target groups (Food production, processing and trading facilities managers – producers – processors – traders - consumers).
- Various panels to develop messages

4 Goal, Objectives and Related Activities

- Consultation workshops

Activity 4- Develop a set of communication materials on FS for food groups (raw materials and food products) for dissemination across multiple media platforms

- Establishment of panels to compile communication materials and designing materials in a multitude of forms and formats suitable for media utilization
- Various panels to develop content, draft and design documents
- Conducting usability testing of document designs with user groups
- Consultation workshops

Activity 5 – Get social media influencers involved in the FS activities

- Identify and partner with relevant social media influencers including chefs, food bloggers, lifestyle bloggers, etc.
- Co-create engaging content with influencers
- Amplify influencer content through paid and organic promotion
- Monitor and evaluate influencer campaign performance

4.2.5 Objective 5: Raise awareness and enhance food safety behaviors among managers and facilities in food production, processing, and trading.

Activity 1: Develop Tools for FS Management and Practices

Create checklists and warning signs tailored to different types of facilities (production, processing, trading) to support FS management behaviors among managers and promote safe practices. Validate these tools with users in Hanoi (HN) and Ho Chi Minh City (HCMC).

Activity 2: Implement Communication Activities

Pilot developed tools to enhance FS management and practices in HN and HCMC. Organize roundtable discussions with facility managers and group discussions with facility staff. Conduct seminars and television talks to share lessons from successfully resolved FS incidents.

Activity 3: Promote Positive FS Culture

Pilot the implementation of FS culture improvement initiatives at selected facilities under the guidance of international experts. Organize activities based on a structured plan, evaluate pilot results, and modify guidance as needed. Propose measures for replicating and extending FS culture improvement initiatives to other agencies and enterprises.

Activity 4: Disseminate FS Guidance through Media

Broadcast radio and educational videos on local channels and within facilities in HN and HCMC to provide practical guidance on good FS practices.

4.2.6 Objective 6: Raising awareness and enhancing FS practices of consumers

Activity 1- Develop tools to support FS practices for consumers/housewives

- Develop instructions for selecting, processing and preserving safe food for the public/housewives
- Validate guides to select, process and store safe food with users in HN and HCMC.

Activity 2- Implementation of communication activities to promote safe food selection, processing and storage practices for consumers/housewives

- Upload/share FS communication materials, (incl. infographics, radio messages, television segments, articles, and educational videos providing practical guidance on selecting, processing and preserving safe food) on social media platforms
- Collaboration in organizing communication activities at selected appropriate events and festivals (Vietnam Family Day, World Health Day, Vietnam Health Day...) in HN and HCMC
- Collaboration in organizing FS contests in HN and HCMC
- Organizing group discussions, guiding practices in selecting, processing and preserving safe food integrated with the activities of mass organizations (VFF, WU, FA...) in HN.

Table 1 Summary action plan objectives

No	Main principles	Target groups	Expected target in the plan
1	Synchronously implement all three interlinked functional areas/elements of FS risk communication		The general principle is expressed by grouping the plan's objectives followed by each element
2	Strengthening effective implementation of communication behavior change	<ul style="list-style-type: none"> – Media persons – Communication managers 	<i>Objectives related to the improvement of communication network and capacity strengthening</i> Objective 3 Objective 4
		<ul style="list-style-type: none"> – Manager of food production, processing and trading facilities 	<i>Objectives related to behavioral change communication</i> Objective 5
		<ul style="list-style-type: none"> – Food producers – Food processors – Food venders 	<i>Objectives related to behavioral change communication</i> Objective 6
		<ul style="list-style-type: none"> – Consumers 	<i>Objectives related to behavioral change communication</i> Objective 7
3	Organize and implement activities of operational communication	<ul style="list-style-type: none"> – Ministry leaders – Provinces leaders – Sector managers (MOH, MARD, MOIT, MIC) 	<i>Objectives related to communication advocacy and mobilization</i> Objective 1
4	Social Mobilize to carry out communication on FS	<ul style="list-style-type: none"> – News and press agencies – Leaders and members of civil society organization (VFF, WU, FA, UY...) 	<i>Objectives related to communication advocacy and mobilization</i> Objective 2

ANNEX 1: OBJECTIVES OF THE ACTION PLAN

Objectives on communication advocacy and mobilization

Objective	Expected Outputs	Performance indicators
<p>Objective 1: Enhance communication and advocacy efforts with Party committees and government leaders at all levels to secure commitment, support, and consensus in the development, improvement, and enforcement of food safety legislation.</p>	<ul style="list-style-type: none"> - Regulations on food safety management have been supplemented and improved, with consultations from relevant ministries, sectors, and departments of Hanoi and Ho Chi Minh City. - Food safety regulation enforcement activities have been integrated into the plans of line ministries, sectors, and provinces. - Inter-sectoral collaboration in food safety communication has been enhanced, including improved activities, information collection, and sharing. - A national guideline on food safety risk communication has been issued. - Monitoring and evaluation (M&E) tools for food safety risk communication have been released. - Guidelines for communication responses during food safety incidents have been established. 	<ul style="list-style-type: none"> – Document proposed and approved. – Regulations established for sharing information from investigation/traceability results as indicators of hazards and risky behaviors leading to unsafe food. – National guidelines on food safety risk communication issued. – Monitoring and evaluation (M&E) tool for food safety risk communication issued. – Guidelines for communication responses during food safety incidents issued.
<p>Objective 2: Foster active participation in food safety communication by engaging agencies, social organizations, businesses, and communities.</p>	<ul style="list-style-type: none"> - FS communication action plan within the Education and Training Sector at all levels established. - FS plans and activities in collaboration with VFF, WU, FA, and YU developed. - FS plans and activities in collaboration with DOP and news and press agencies established. 	<ul style="list-style-type: none"> –100% of schools at all levels disseminated regulations for developing FS communication plans to teachers and school officers; –100% of schools in urban areas disseminated and used the manual/guidelines for communication in general schools aimed

	<ul style="list-style-type: none"> - FS communication model, in collaboration with VFF, implemented at the provincial and city levels. - Communication model for safe food handling at home developed, in collaboration with WU, and implemented at the provincial and city levels. - FS communication model for smart farmers developed, in collaboration with FA, and implemented at the provincial and city levels. 	<ul style="list-style-type: none"> at preventing FS risks associated with snacks and food vending near schools –One writing contest on FS topics was organized, with the participation of central-level and HN/HCMC press agencies and reporters –One nationwide contest creating compelling slogans to promote the adoption of FS practices.
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Objectives on the improvement of communication network and capacity strengthening

Objective	Expected Outputs	Performance Indicators
<p>Objective 3: Capacity strengthening on risk communication for the food safety communication network.</p>	<ul style="list-style-type: none"> Provide media response training for national, provincial, and district management staff in food safety incidents. - Conduct food safety risk communication training for provincial and district food safety managers. - Offer FS risk communication training for reporters from the Publicity and Education Commission under the CPV Central Committee and selected Provincial Party Committees. - Deliver FS communication methods and skills training for provincial and district officers. - Provide FS communication training along the food supply chain for editors-in-chief, reporters, and editors. - Conduct TOT (Training of Trainers) courses on FS communication for central-level officers of WU, FA, and VFF. - Organize FS communication training for officers of WU, FA, and VFF. 	<ul style="list-style-type: none"> - One TOT course on media response for national and provincial management officers by international experts. - Five media response training courses for district-level officers in key urban provinces. - FS risk communication training in 50% of provinces and central cities, focusing on urban areas. - Three FS communication training courses for CPV PEC reporters across North, Central, and South regions. - Training on FS communication methods for officers in central cities and key provinces. - Three FS communication courses for media professionals across the supply chain in North, Central, and South regions. - TOT training for central-level officers of WU, FA, and VFF (two courses per organization). - Five FS communication courses for officers of WU, FA, and VFF per organization.

Annex 1 Objectives of the Action Plan

<p>Objective 4: Improve risk communication tools and means to support the operation of FS communication network</p>	<ul style="list-style-type: none"> - Regulations and tools for collecting, reporting, and sharing FS risks across the food chain developed. - FS information sharing regulations and templates for the DOP-managed Policy Communication Network improved. - FS communication messages for food producers, processors, traders, and consumers developed and issued. - FS communication materials for various food groups (raw materials and products) created for dissemination across multiple media platforms. 	
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Objectives on behavior change communication

Objective	Expected Outputs	Performance Indicators
<p>Objective 5: Raise awareness and enhance food safety behaviors among managers and facilities in food production, processing, and trading.</p>	<ul style="list-style-type: none"> - Develop FS checklists for production, processing, and trading establishments. - Create guidelines for using FS checklists for facility managers. - Organize a contest for top FS managers in Hanoi and Ho Chi Minh City. - Incorporate FS communication into annual departmental plans via talk shows/roundtables. - Share lessons on resolving FS incidents through various channels. - Pilot FS culture improvement initiatives in selected businesses, evaluate outcomes, and expand implementation. - Disseminate FS information on media channels for food industry stakeholders. 	<ul style="list-style-type: none"> - At least three FS checklists developed and implemented in food production, processing, and trading facilities. - At least one contest for outstanding food safety managers held in Hanoi and Ho Chi Minh City. - Roundtable discussions on FS compliance incorporated into departments' annual plans and conducted at selected establishments. - Number of enterprises adopting Food Safety Culture improvement initiatives. - At least 8 forms of FS hazard warning signs according to food production, processing, and trading practices developed and applied to food producers, processors, and traders.

Annex 1 Objectives of the Action Plan

	<ul style="list-style-type: none"> - Distribute FS communication materials on social media and directly to food producers, processors, and traders. - Integrate FS communication activities into departments' annual plans through discussions with food industry stakeholders. - Include FS communication in mass organizations' action plans, featuring group discussions and guidance by trained officers for production teams at the community level. 	<ul style="list-style-type: none"> - Radio and educational videos guiding FS practices disseminated on local media channels and at food production, processing, and trading facilities. - Infographics and educational videos guiding FS practices disseminated on social networking platforms and promoted to food producers, processors, and traders. - Group discussions and guidance on FS practices with food producers, processors, and traders designed and incorporated into the departments' annual plans and implemented. - Group discussions and guidance on FS practices with food producers, processors, and traders designed in the annual plans of mass organizations (VFF, WU, FA...) and implemented.
<p>Objective 6: Raise awareness and enhance FS practices of consumers in food storage, processing and consumption</p>	<ul style="list-style-type: none"> - Develop guidelines for consumers/households on selecting, processing, and storing safe food. - Disseminate FS communication materials (infographics, radio/TV messages, educational videos) on social platforms. - Provide and update FS information for the public on media channels. - Incorporate FS activities into the annual plans of departments and branches. - Integrate FS communication into key public events and festivals (e.g., Vietnamese Family Day, World Health Day). - Organize FS contests in local communities as part of direct communication efforts. - Incorporate FS content into mass organizations' annual plans, featuring group discussions and guidance on safe food practices by trained officers. 	<ul style="list-style-type: none"> - At least, seven guides on selection, processing and storage of safe food for the public developed and applied - Infographics on radio messages, television messages, radio articles, educational videos guiding selection, processing and storage of safe food disseminated on social platforms to reach the public At least, one smart consumer contest organized in HN and HCMC - Group discussions and practical guidance on selecting, processing and storing safe food designed in the annual plans of mass organizations (VFF, WU, FA...) and implemented

ANNEX 2. FOOD SAFETY RISK COMMUNICATION ACTION PLAN FRAMEWORK

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
I	Objective 1: Strengthen communication and advocacy to both Party committees and government leaders at all levels to obtain commitment, support and consensus in the development, improvement, promulgation and enforcement of legal documents on food safety										
1	Activity 1: Revision and improvement of legal documents on food safety										
1.1	Survey and evaluate the implementation of FS policies and regulations, and conduct gap analysis of legal documents	MOH	MARD, MOIT	Expert/consultant team	Gap in FS legal documents identified	X			X	X	X
1.2	Workshops on the improvement of legal documents				Legal documents improved	X			X	X	X
2	Activity 2: Incorporating FS regulation enforcement activities into the line ministry's action plan										
2.1	The annual report highlights critical concerns that significantly impact food safety. These identified issues serve as the		MOH, MARD, MOIT		Action plan for FS issues developed	X			X	X	X

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	cornerstone for establishing priorities within both the annual and action plans for enhancing food safety measures.										
3	Activity 3: Revision and improvement of regulations on intersectoral collaboration in FS communication										
3.1	Development of regulations on determining information sharing from investigation/traceability results into hazard indicators	MOH (VFA, NIFC)	MARD, MOIT		Template for information on FS hazards from testing results of raw materials and food products	X			X		
3.2	Development of regulations on determining the relationship of the information under the results of investigation/traceability	MOH (VFA, NIFC)	MARD, MOIT		Study template to evaluate risk practices from food safety incident	X			X		

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	y with potential bad food safety practices										
3.3	Pilot in Hanoi and Ho Chi Minh City, with improvement and promulgation subsequently	MOH	MARD, MOIT		Regulations on information sharing improved and issued	X			X		
4	Activity 4: Issuance of the national document providing guidelines on FS risk communication										
4.1	A draft document providing guidelines on FS risk communication	MOH	MARD, MOIT	Consultants to develop document		X			X	X	
4.2	Consultation workshop on the draft document			Consultation workshop		X			X	X	
4.3	Pilot the document in Hanoi and HCMC, with improvement and promulgation subsequently		Relevant departments in HN and HCMC		National document providing guidelines on FS risk communication issued	X			X	X	
5	Activity 5: Development of M&E Tools for FS risk communication										
5.1	Draft M&E Tools for FS risk communication			Consultants to develop tools		X			X	X	
5.2	Consultation workshops on the draft			Consultation workshop		X			X	X	

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	M&E Tools for FS risk communication										
5.3	Pilot the M&E tool for FS risk communication in Hanoi and HCMC, with improvement and promulgation subsequently				The M&E tool for FS risk communication issued	X			X	X	
6	Activity 6: Development of guidelines for communication responses in the event of a food safety incident										
6.1	Draft guidelines for communication responses in the event of a food safety incident	MOH	MARD, MOIT	Consultants to develop document		X			X	X	
6.2	Consultation workshop on the draft document			Consultation workshop		X			X	X	
6.3	Pilot the document in Hanoi and HCMC, with improvement and promulgation subsequently		Relevant departments in HN and HCMC		Guideline for communication responses in the event of a food safety incident issued	X			X	X	

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
II	Objective 2: Engaging agencies, social organizations, businesses and communities for increased participation in FS communication										
1	Activity 1: Collaboration on FS communication activities with the education and training sector at the central and local levels										
1.1.1	Development of regulations on FS communication planning for teachers and school officials at all levels	MOET	MOH, MOIT	Consultants to develop document	Regulations on FS communication planning for schools	X			X	X	
1.1.2	Development of a manual/guidelines for communication in general schools aimed at preventing FS risks associated with snacks and food vending near schools	MOET, MOH	MOIT	Consultants to develop document	Manual/ guidelines for communication in general schools aimed at preventing FS risks associated with snacks and food vending near schools	X			X	X	
1.1.3	Implementation of a communication model tailored for pupils to educate them about preventing food safety	MOET	MOH, MOIT		A communication model tailored for pupils to educate them about preventing food safety	X		X	X	X	

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	risks from snacks and food vending near schools				risks from snacks and food vending near schools						
2	Activity 2: Collaboration on FS communication activities with VFF, WU, FA and YU										
2.1	Regularly providing information on food safety and FS communication materials for mass organizations	MOH, MARD, MOIT				X			X	X	X
2.2	Organize contests on FS related topics within FA and WU in Hanoi and HCMC	FA, WU	MOH, MARD, MOIT		Contests on FS related topics within FA and WU in Hanoi and HCMC organized			X	X	X	
3	Activity 3: Collaboration on FS communication activities with DOP and Press and News Agencies										
3.1	Launching a writing contest across diverse media platforms to address FS topics, followed by public voting	DOP and Press and News Agencies	MOH, MARD, MOIT			X			X	X	

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
3.2	Launching a contest aimed at creating compelling slogans to promote the adoption of FS practices	DOP and Press and News Agencies	MOH, MARD, MOIT			X				X	X
3.3	Collaborate with the POP and Televisions to organize talk shows on television/digital platforms on FS issues of HN and HCMC	DOP and Televisions	MOH, MARD, MOIT and relevant Departments of HN and HCMC			X			X	X	X
4	Activity 4: Collaboration with VFF to develop and implement a communication model on the FS community										
4.1	Development of a communication model on the FS community	VFF	MOH, MARD, MOIT			X			X		
4.2	Implementation of communication model on FS community in HN and HCMC	VFF	MOH, MARD, MOIT and relevant Department			X			X	X	X

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
			s of HN and HCMC								
5	Activity 5: Collaboration with WU to develop a communication model on safe food handling at home, and pilot the model										
5.1	Development of a communication model on safe food handling at home (aligned with WU's Movement on 3-Cleans)	WU	MOH, MARD, MOIT			X			X		
5.2	Implementation of communication model on safe food handling at home in HN and HCMC	WU	MOH, MARD, MOIT and relevant Departments of HN and HCMC					X	X	X	
6	Activity 6: Collaboration with FA to develop a communication model on FS Smart Farmers, and implement the model										
6.1	Develop a communication model on FS Smart Farmers	FA	MOH, MARD, MOIT			X			X		

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
6.2	Implementing communication model on FS Smart Farmers in HN and HCMC	FA	MOH, MARD, MOIT and relevant Departments of HN and HCMC					X	X	X	
III	Objective 3: Strengthening capacity on risk communication for the FS communication network										
1	Activity 1: Capacity strengthening on communication response in the event of food safety incidents for managers at all levels										
1.1	Provision of TOT training on communication response in the event of food safety incidents for ministry and provincial officers	MOH	MARD, MOIT	Engaging international experts/lecturers				X	X		
1.2	Establishment of a drafting panel to develop the training materials on communication response in the event	MOH	MARD, MOIT			X	X		X	X	

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	of food safety incidents, development of training programs and contents										
1.3	Consultation workshops to comment on training programs and training materials	MOH	MARD, MOIT		Training program, materials for trainers and trainees developed	X	X		X	X	
1.4	Provision of training courses on communication response in the event of food safety incidents for district-level officers	MOH	MARD, MOIT		District staff of HN, HCMC and selected provinces trained	X	X		X	X	
2	Activity 2: Capacity strengthening on FS risk communication for management and communication officers at all levels										
2.1	Establishment of a drafting panel to develop training materials on FS risk communication, and development of	MOH	MARD, MOIT			X	X		X	X	

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	training program and contents										
2.2	Consultation workshops to comment on training programs and training materials	MOH	MARD, MOIT		Training program, materials for trainers and trainees developed	X	X		X	X	
2.3	Provision of training courses on FS risk communication for management and communication officers	MOH	MARD, MOIT		Management and communication officers of HN, HCMC and selected provinces trained	X	X		X	X	
3	Activity 3: Improve communication skills and methods for FS management and communication officers at all levels										
3.1	Establishment of a drafting panel to develop training materials on FS risk communication skills and methods, and development of training program and contents	MOH	MARD, MOIT			X	X		X	X	

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
3.2	Consultation workshops to comment on training programs and training materials	MOH	MARD, MOIT		Training program, materials for trainers and trainees developed	X	X		X	X	
3.3	Provision of training courses on FS risk communication skills and methods for management and communication officers	MOH	MARD, MOIT		Management and communication officers of HN, HCMC and selected provinces trained	X	X		X	X	
4	Activity 4: Enhancing FS knowledge for publicity and education officers										
4.1	Development of FS risk communication materials for publicity and education officers	MOH	MARD, MOIT		FS risk communication materials for publicity and education officers developed	X	X		X	X	
4.2	Provision of training courses on FS risk communication for reporters of Publicity and Education Commission under CPV Central Committee and	CPV's PEC, MOH	MARD, MOIT		Reporters of Publicity and Education Commission under CPV Central Committee, Hanoi, HCMC, and selected provinces trained	X	X		X	X	

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	selected Provincial Party Committees										
5	Activity 5: Strengthening FS knowledge along value chain for the press										
5.1	Development of FS communication materials along value chain for the press	MOH	MARD, MOIT		FS communication materials along value chain for the press developed	X	X		X	X	
5.2	Provision of training courses on FS communication along value chain for editors-in-chief, reporters, and editors	DOP, MOH	MARD, MOIT		Editors-in-chief, reporters, and editors of press agencies trained	X	X		X	X	
6	Activity 6: Improve FS communication capacity for officers of WU, FA, and VFF at all levels										
6.1	Establishment of a drafting panel to develop training materials on FS communication for mass organizations, and development of training programs and contents	MOH	MARD, MOIT			X	X		X	X	

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
6.2	Consultation workshops to comment on training programs and training materials	MOH	MARD, MOIT			X	X		X	X	
6.3	Provision of TOT training on FS communication for central-level officers of WU, FA, and VFF	Mass organizations, MOH	MARD, MOIT			X	X		X	X	
6.4	Provision of training courses on FS communication for officers of WU, FA, and VFF	Mass organizations, MOH	MARD, MOIT			X	X		X	X	
IV	Objective 4: Improve risk communication tools and means to support the operation of FS communication network										
1	Activity 1: Develop regulations and templates for information collection and sharing regarding FS risks along different stages of the food production, processing, trading, and consumption chain										
1.1	Preparation of draft document, including information templates regarding FS risks along different stages of the	MOH	MARD, MOIT			X	X		X		

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	food production, processing, trading, and consumption chain										
1.2	Consultation workshops	MOH	MARD, MOIT			X	X		X		
2	Activity 2: Improve the regulations regarding FS related information sharing for the Policy Communication Network managed and operated by the Department of Press										
2.1	Draft the document	DOP	MOH, MARD, MOIT			X	X		X		
2.2	Consultation workshop	DOP	MOH, MARD, MOIT			X	X		X		
3	Activity 3: Develop a set of communication messages										
3.1	Establishment of panels to develop messages				Five drafting panels (FBO management; producers; processors; traders; consumers)	X		X	X		
3.2	Compilation of a set of FS communication messages for FBO management.	MOH	MARD, MOIT	Line ministry's experts	A set of FS communication messages for FBO management drafted	X	X	X	X		

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
3.2	Compilation of a set of FS communication messages for food producers	MARD	BYT	Line ministry's experts	A set of FS communication messages for food producers drafted	X	X	X	X		
3.4	Compilation of a set of FS communication messages for food processors	MOH	MARD, MOIT	Line ministry's experts	A set of FS communication messages for food processors drafted	X	X	X	X		
3.5	Compilation of a set of FS communication messages for food traders	MOIT	MOH	Line ministry's experts	A set of FS communication messages for food traders drafted	X	X	X	X		
3.6	Compilation of a set of FS communication messages for food consumers/housewives			Line ministry's experts	A set of FS communication messages for food consumers/housewives drafted	X	X	X	X		
3.7	Consultation workshops on the draft communication messages				Five sets of communication messages finalized	X	X	X	X		
4	Activity 4: Develop a set of communication materials on food safety for food groups (raw materials and food products) for dissemination across multiple media platforms										

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
4.1	Establishment of panels to compile communication materials and designing materials in a multitude of forms and formats suitable for media utilization	MOH	MARD, MOIT	Line ministry's experts		X	X	X	X		
4.2	Conducting usability testing of document designs with user groups	MOH	MARD, MOIT	Line ministry's experts		X	X	X	X		
4.3	Consultation workshops	MOH	MARD, MOIT	Line ministry's experts	A set of communication materials on food safety for food groups finalized	X	X	X	X		
V	Objective 5: Raising awareness and enhancing food safety behavior among FBO managers										
1	Activity 1: Develop tools to support the implementation of food safety management behaviors for FBO managers										
1.1	Development of a checklist of safe food production conditions	MARD	MOH, MOIT	Line ministry's experts		X	X	X	X		

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	for managers of production establishments (livestock, crop production)										
1. 2	Development of a checklist of safe food processing conditions for managers of food processing establishments, including restaurants and collective kitchens	MOH	MARD, MOIT	Line ministry's experts		X	X	X	X		
1. 3	Development of a checklist of safe food trading conditions for managers of food trading establishments	MOIT	MOH, MARD	Line ministry's experts		X	X	X	X		
1. 4	Validate the checklists with users in Hanoi and Ho Chi Minh City	The drafting panel	Relevant departments of HN and HCMC			X	X	X	X		

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
2	Activity 2: Implementation of communication activities to promote FS management behaviors for FBO managers										
2.1	Pilot the use of checklists to enhance FS management in HN and HCMC	Relevant departments of HN and HCMC				X	X	X	X		
2.2	Roundtable discussions with FBO managers in HN and HCMC	Relevant departments of HN and HCMC				X	X	X	X		
3	Activity 3: Seminars and talks on television to share lessons learned in solving food safety incidents										
3.1	Organize seminars to share lesson learned in solving FS incidents	Agency management	Enterprises have encountered and resolved FS incidents well	Seminars		X	X	X	X	X	X
3.2	Organize talk shows on media mass to share experiences obtained about solving FS incidents	Agency management and press agencies	Enterprises have encountered and resolved FS incidents well	TV Talk shows		X	X	X	X	X	X

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
4	Activity 4: Pilot of the implementation of FS Culture improvement initiatives at several food productions, processing and vendors										
4.1	Develop guidelines for implementing FS culture improvement initiatives for enterprises	SAFGRO consultants	Selected enterprise					X	X	X	X
4.2	Pilot at 01 enterprise in Hanoi and 01 in HCMC	SAFGRO consultants	Selected enterprise					X	X	X	X
5	Activity 5: Evaluate experiments, lessons learned and replicate the implementation of FS Culture improvement initiatives										
5.1	Conduct research to evaluate the result of pilot of implementation FS Culture improvement initiatives	SAFGRO consultants	Selected enterprise					X		X	X
5.2	Adjust guidelines of implementation of FS culture improvement initiatives	FS management agencies of ministries	SAFGRO consultants					X		X	X
5.3	Proposal application to expand to agencies and enterprises	FS management	SAFGRO consultants			X					X

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
		agencies of ministries									
VI	Objective 6: Raising awareness and enhancing FS behavior among FBOs										
1	Activity 1: Develop tools to support FS practices for FBOs										
1.1	Development of warning signs for producers (chickens, ducks, pigs, shrimp, fish...) as well as for growers (green vegetables, fruit...)	MARD	MOH, MOIT	Line ministry's experts		X	X	X	X		
1.2	Development of warning signs for food processors (restaurants, collective kitchens...)	MOH	MARD, MOIT	Line ministry's experts		X	X	X	X		
1.3	Development of warning signs for food traders at markets (incl. raw food business area, slaughterhouse area, cooked food business area...)	MOIT	MOH, MARD	Line ministry's experts		X	X	X	X		

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
1.4	Validate the warning signs for FS risks for users in HN and HCMC	The drafting panel	Relevant departments of HN and HCMC			X	X	X	X		
2	Activity 2: Implementation of communication activities to promote FS practices for FBOs										
2.1	Organize group discussions, and guiding FS practices with FBOs in HN and HCMC	Relevant departments of HN and HCMC				X	X	X	X		
2.2	Broadcast radio and educational videos on local media channels in HN and HCMC to provide guidance on FS practices	Relevant departments of HN and HCMC				X	X	X	X		
2.3	Broadcast radio and educational videos at FBOs in HN and HCMC to provide guidance on FS practices	Relevant departments of HN and HCMC				X	X	X	X		
VII	Objective 7: Raising awareness and enhancing FS practices of consumers in food storage, processing and consumption										
1	Activity 1: Develop tools to support FS practices for consumers/housewives										

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
1.1	Development of guide to select safe food (meat, fish, vegetable, fruit...)	MOH	MARD, MOIT	Line ministry's experts		X	X	X	X		
1.2	Development of guide to process safe food	MOH	MARD, MOIT	Line ministry's experts		X	X	X	X		
1.3	Development of guide to store safe food	MOH	MARD, MOIT	Line ministry's experts		X	X	X	X		
1.4	Validate guides to select, process and store safe food with users in HN and HCMC	The drafting panel	Relevant departments of HN and HCMC			X	X	X	X		
2	Activity 2: Implementation of communication activities to promote safe food selection, processing and storage practices for consumers/housewives										
2.1	Upload/share FS communication materials, (incl. infographics, radio messages, television segments, articles, and educational videos providing practical guidance on selecting,	Relevant departments of HN and HCMC				X	X	X	X		

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	processing and preserving safe food) on social media platforms										
2.2	Collaboration in organizing communication activities at selected appropriate events and festivals (Vietnam Family Day, World Health Day, Vietnam Health Day...) in HN and HCMC	Relevant departments of HN and HCMC				X	X	X	X		
2.3	Collaboration in organizing FS contests in HN and HCMC	Relevant departments of HN and HCMC				X	X	X	X		
2.4	Organizing group discussions, guiding practices in selecting, processing and preserving safe food	Relevant departments of HN and HCMC				X	X	X	X	X	X

Annex 2 Food Safety Risk Communication Action Plan Framework

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	integrated in the activities of mass organizations (VFF, WU, FA...) in HN and HCMC										

ANNEX 3: FOOD SAFETY RISK COMMUNICATION ACTION PLAN FOR HO CHI MINH CITY

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
I	Objective 1: Strengthen communication and advocacy to both Party committees and government leaders at all levels to obtain commitment, support and consensus in the development, improvement, promulgation and enforcement of legal documents on food safety.										
1	Activity 1: Revision and improvement of legal documents on food safety										
1.1	Workshop on enhancing enforcement of FS policies in HCM City	FS Steering Committee	FSD, DARD	Workshop	Workshop	X			X	X	X
1.2	Development/Improvement of the City's specific regulations (where gap or loophole on FS enforcement efficiency exist)	FSD	DARD	Expert team to develop	Change/New regulations	X			X	X	X
2	Activity 2: Incorporating FS regulation enforcement activities into the City's action plan										
2.1	Identify priority topics to incorporate into the City's communication activity plan.	FSD	DARD			X			X		
3	Activity 3: Revision and improvement of regulations on intersectoral collaboration in FS communication										
3.1	Choose and pilot information sharing of relevant contents under the results of investigation/traceability	FSD	DARD			X			X		

Annex 3 Food Safety Risk Communication Action Plan Framework for HCMC

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	into hazard indicators (coordinating with the national government)										
3.2	Choose and pilot the determination of the relationship of the information under the results of investigation/traceability with potential bad food safety practices (in coordination with the national government)	FSD	DARD			X			X		
4	Activity 4: Issuance of national document providing guideline on FS risk communication										
4.1	Testing the document providing guidelines on FS risk communication (in collaboration with the national government)	FSD	DARD			X			X	X	
5	Activity 5: Development of M&E Tools for FS risk communication										
5.1	Pilot the M&E Tool for FS risk communication (in collaboration with the national government)	FSD	DARD			X			X	X	

Annex 3 Food Safety Risk Communication Action Plan Framework for HCMC

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
6	Activity 6: Development of guidelines for communication responses in the event of a food safety incident										
6.1	Pilot the guideline for communication responses in the event of a food safety incident (in collaboration with the national government)	FSD	DARD			X			X	X	
II	Objective 2: Engaging agencies, social organizations, businesses and communities for increased participation in FS communication										
1	Piloting a communication model for pupils on preventing food safety risks associated with snacks and food sold near schools	DOET	FSD					X	X	X	
2	Incorporating communication content highlighting the risks associated with snacks and food sold near schools into the existing Communication Model within schools	DOET	FSD			X			X	X	
3	Organize a drawing contest in schools centered around	DOET	FSD					X	X	X	

Annex 3 Food Safety Risk Communication Action Plan Framework for HCMC

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	the theme “Food must be Delicious and Healthy”										
4	Collaborate with WU to organize a contest across all its levels, focusing on the theme “Food must be Delicious and Healthy” (with a food safety knowledge contest and dish voting)	WU	FSD					X	X	X	
5	Collaborate with the Press Department and television stations to organize talk shows on television/digital platforms, addressing the city’s hot issues on food safety.	DOP and Television	FSD, DARD			X			X	X	X
6	Collaborate with the City Fatherland Front to develop a communication model on Safe Food Community, and pilot it within selected communes/wards					X			X	X	
7	Collaborate with the City Women's Union to develop a							X	X	X	

Annex 3 Food Safety Risk Communication Action Plan Framework for HCMC

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	communication model on Safe Food Handling at Home, aligned with the WU’s Movement on 3-Cleans, and piloting it within selected WU branches.										
8	Collaborate with the City Farmers Union to develop a communication model on Food Safety Smart Farmers, and pilot it within selected communes suitable for production following VietGAP standards							X	X	X	
III	Objective 5: Enhance awareness and bolster the execution of food safety protocols among FBOs managers										
1	Collaborate with the drafting team to develop and validate checklists with food safety management personnel across various establishments in the city	DOH, DARD, DOIT				X	X	X	X		
2	Organize communication events to introduce and	FSD	DARD			X	X	X	X		

Annex 3 Food Safety Risk Communication Action Plan Framework for HCMC

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	guide the use of checklists at selected FBOs										
3	Organize roundtable discussions focused on food safety compliance among FBOs' managers	FSD, DARD				X	X	X	X		
4	Select and pilot the implementation of FS culture improvement initiative at 01 enterprise	FSD	Selected enterprise					X	X	X	X
IV	Objective 6: Raise awareness and enhance food safety practices among food producers, processors and traders.										
1	Collaborate with the drafting team to develop and test warning signs to promote food safety practices among user groups within establishments across the city	FSD, DARD				X	X	X	X		
2	Broadcast educational radio and video segments providing guidance on food safety practices at FBOs	FSD, DARD				X	X	X	X		

Annex 3 Food Safety Risk Communication Action Plan Framework for HCMC

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
V	Goal 7: Enhance awareness and strengthen the adoption of food safety practices among consumers in handling, preparing and consuming food										
1	Coordinate with the drafting team to develop and validate guidelines for selecting, processing and storing safe food for community members	FSD, DARD				X	X	X	X		
2	Disseminate food safety communication materials (such as infographics, radio messages, television spots, radio articles, educational videos) on social media platforms to provide practical guidance on the selection, processing and storage of safe food	FSD, DARD				X	X	X	X		
3	Collaborate on organizing communication activities during appropriate events and festivals (such as Vietnam Family Day, World	FSD, DARD				X	X	X	X		

Annex 3 Food Safety Risk Communication Action Plan Framework for HCMC

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	Health Day, Vietnam Health Day...)										
4	Collaborate to organize FS contests within local communities	FSD, DARD				X	X	X	X		
5	Organize group discussions, guiding practices in the selection, processing and storage of safe food, integrating activities of mass organizations (VFF, WU, FA...)	FSD, DARD				X	X	X	X	X	X

ANNEX 4: FOOD SAFETY RISK COMMUNICATION – ACTION PLAN FOR HA NOI

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
1	Objective 1: Strengthen communication and advocacy to both Party committees and government leaders at all levels to obtain commitment, support and consensus in the development, improvement, promulgation and enforcement of legal documents on food safety.										
1	Activity 1: Revision and improvement of legal documents on food safety										
1.1	Workshop on enhancing enforcement of FS policies in Hanoi	Hanoi FS Steering Committee	Relevant Departments and Sub-departments		Workshop	X			X	X	X
1.2	Development/Improvement of the City's specific regulations (where gap or loophole on FS enforcement efficiency exist)	Hanoi FS Steering Committee	Relevant Departments and Sub-departments		Change/New regulations	X			X	X	X
2	Activity 2: Incorporating FS regulation enforcement activities into the City's action plan										
2.1	Identify priority topics to incorporate into the City's communication activity plan Identify priority topics to incorporate into the City's communication activity plan	Relevant Departments and Sub-departments				X			X		
3	Activity 3: Revision and improvement of regulations on intersectoral collaboration in FS communication										

Annex 4 Food Safety Risk Communication Action Plan for Hanoi

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
3.1	Choose and pilot information sharing of relevant contents under the results of investigation/traceability into hazard indicators (coordinating with the national government)	Relevant Departments and Sub-departments				X			X		
3.2	Choose and pilot the determination of relationship of the information under the results of investigation/traceability with potential bad food safety practices (in coordination with the national government)	Relevant Departments and Sub-departments				X			X		
4	Activity 4: Issuance of national document providing guidelines on FS risk communication										
4.1	Testing the document providing guidelines on FS risk communication (in collaboration with the national government)	Relevant Departments and Sub-departments				X			X	X	
5	Activity 5: Development of M&E Tools for FS risk communication										

Annex 4 Food Safety Risk Communication Action Plan for Hanoi

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
5.1	Pilot the M&E Tool for FS risk communication (in collaboration with national government)	Relevant Departments and Sub-departments				X			X	X	
6	Activity 6: Development of guideline for communication responses in the event of a food safety incident										
6.1	Pilot the guideline for communication responses in the event of a food safety incident (in collaboration with the national government)	Relevant Departments and Sub-departments				X			X	X	
II	Objective 2: Engaging agencies, social organizations, businesses and communities for increased participation in FS communication										
1	Piloting a communication model for pupils on preventing food safety risks associated with snacks and food sold near schools	DOET	DOH/Sub-VFA					X	X	X	
2	Collaborate with the Farmers Association to organize a contest centered around the theme “Green fields with healthy fruits” (with a	FA	DOH, DARD, DOIT					X	X	X	

Annex 4 Food Safety Risk Communication Action Plan for Hanoi

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	knowledge contest on food safety and a skit showcasing VietGAP practices)										
3	Collaborate with the Press Department and television stations to organize talk shows on television/digital platforms, addressing the city's hot issues on food safety.	DOP and Television	DOH, DARD, DOIT			X			X	X	X
4	Collaborate with the City Fatherland Front to develop a communication model on Safe Food Community, and pilot it within selected communes/wards					X			X	X	
5	Collaborate with the City Women's Union to develop a communication model on Safe Food Handling at Home, aligned with the WU's Movement on 3-Cleans, and piloting it within selected WU branches.							X	X	X	

Annex 4 Food Safety Risk Communication Action Plan for Hanoi

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
6	Collaborate with the City Farmers Union to develop a communication model on Food Safety Smart Farmers, and pilot it within selected communes suitable for production following VietGAP standards							X	X	X	
III	Objective 5: Enhance awareness and bolster the execution of food safety protocols among FBOs' managers.										
1	Collaborate with the drafting team to develop and validate checklists with food safety management personnel across various establishments in the city	DOH, DARD, DOIT				X	X	X	X		
2	Organize communication events to introduce and guide the use of checklists at selected FBOs	DOH, DARD, DOIT				X	X	X	X		
3	Organize roundtable discussions focused on food safety compliance among FBOs' managers	DOH, DARD, DOIT				X	X	X	X		

Annex 4 Food Safety Risk Communication Action Plan for Hanoi

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
4	Select and pilot the implementation of FS culture improvement initiatives at 01 enterprise	Departments of Health and Agriculture	Selected enterprise					X	X	X	X
IV	Objective 6: Raise awareness and enhance food safety practices among food producers, processors and traders										
1	Collaborate with the drafting team to develop and test warning signs to promote food safety practices among user groups within establishments across the city	DOH, DARD, DOIT				X	X	X	X		
2	Broadcast educational radio and video segments providing guidance on food safety practices at FBOs	DOH, DARD, DOIT				X	X	X	X		
V	Goal 7: Enhance awareness and strengthen the adoption of food safety practices among consumers in handling, preparing and consuming food										
1	Coordinate with the drafting team to develop and validate guidelines for selecting, processing and storing safe	DOH, DARD, DOIT				X	X	X	X		

Annex 4 Food Safety Risk Communication Action Plan for Hanoi

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	food for community members										
2	Disseminate food safety communication materials (such as infographics, radio messages, television spots, radio articles, educational videos) on social media platforms to provide practical guidance on the selection, processing and storage of safe food	DOH, DARD, DOIT				X	X	X	X		
3	Collaborate on organizing communication activities during appropriate events and festivals (such as Vietnam Family Day, World Health Day, Vietnam Health Day...)	DOH, DARD, DOIT				X	X	X	X		
4	Collaborate to organize FS contests within local communities	DOH, DARD, DOIT				X	X	X	X		
5	Organize group discussions, guiding practices in the	DOH, DARD, DOIT				X	X	X	X	X	X

Annex 4 Food Safety Risk Communication Action Plan for Hanoi

#	Activity	Lead	Collaborating	Form/Method	Expected Output	Source of Financing			Implementation Timeframe		
						State Budget	Others	Project	2024	2025	2026
	selection, processing and storage of safe food, integrating activities of mass organizations (VFF, WU, FA...)										

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ⁱ <https://en.vietnamplus.vn/vietnam-among-top-20-countries-with-the-largest-number-of-facebook-users-post267597.vnp>