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Improving food safety culture with a right communication

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Food safety culture is poor. Now a days media are mainly focused on “well eating” but final consumer has no real strategy to fight hazards due to food pathogens as pointed out by many recent surveys. Death and hospitalization consequent to food poisoning infections are frequent and represents a serious threat for all countries. Ideally there should be a chain link process who connect food production to the final consumer without any interruption. Unfortunately the last phase of this process is often underestimated and information on how cooking aliments and possible food infections are not sufficient. A possible solution could be give more responsibility to the final consumer, using clear labels which highlight products’ safety, similar to the CCP which are part of HACCP. This is extremely important especially for YOPI classes (Young, Old, Pregnancy and Immunodeficiency) which are very sensitive to small contaminations from bacteria like *Lysteria Monocytogenes*, found in different type of food (salmon, chocolate, salame etc). This measure could actually reduce food poisoning and in turns decrease costs of health care. Media could educate on food safety culture media, especially categories of high risk subjects.

Biography

Massimo Cecaro was born in Macerata, Italy, in 1980. After completing humanistic studies, he moved to the University of Camerino, where he achieved a Master Degree in Veterinary Medicine and in University of Teramo where he successfully specialized. He is a Journalist from 2004 and National Councilor of National Association of Medical Press (ASMI). He is Resident Member of MJA Medical Journalists Association in London. He is also editor in chief of JMCJ (Journal of Mass Communication & Journalism). He has been author of several scientific works in public health. He is actively involved in international projects to improve the role of mass-media in medical sciences.

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