

# *Evaluation of the Critical Communication Process in the U.S. Army Food Defense Program*



Master of Public Health Field Experience Report

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# My Background and Interest



- Raised on a farm
- Job shadowing
- B.S. Animal Sciences and Industry, 2011
- KSU CVM Class of 2015





**U.S. Army Medical Department**

**United States Army Public Health Command**



Personal Photograph, Amy Sents

# Mentors



- Dr. Rebecca Benisch
  - Food Safety Specialist
- Ms. Bethney Davidson
  - Risk Communication Specialist
- Ms. Karen Deaver
  - Command Statistician



[www.hawaiiarmyweekly.com](http://www.hawaiiarmyweekly.com)

# Learning Objectives



- Learn general organization and terminology of the Army
- Become acquainted with the organizational structure of the U.S. Army Public Health Command and its mission areas, both domestically and around the world
- Learn how the Army currently conducts food safety risk assessments both within the U.S. and abroad

# Learning Objectives Continued



- Become familiar with the training food inspectors currently undergo in both scientific assessment and risk communication
- Learn the skills and qualities that the Army seeks among employees in the public health command
- Learn about career opportunities within the Army

# Army Institute of Public Health (AIPH)



- Environmental Health Engineering
- Epidemiology & Disease Surveillance
- Health Promotion & Wellness
- Health Risk Management
  - Health Risk Communication\*\*

- Laboratory Sciences
- Occupational & Environmental Medicine
- Occupational Health Sciences
- Toxicology
- Veterinary Services
  - Food Protection Program\*\*

# VET Portfolio



- Clinical Veterinary Medicine Program
- Food Protection Program
  - Food Quality
  - Food Safety
  - Food Defense



<http://phc.amedd.army.mil/topics/foodwater/ifd/Pages/default.aspx>



<http://phc.amedd.army.mil/topics/animed/mwd/Pages/default.aspx>



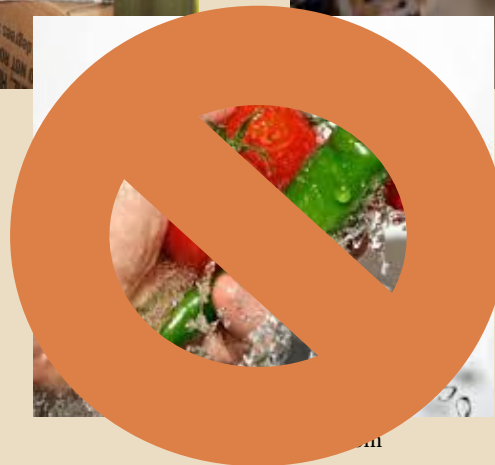
# Food Safety



[www.army.mil](http://www.army.mil)



[www.army.mil](http://www.army.mil)



# Food Defense



[www.londondiningreview.com](http://www.londondiningreview.com)



<http://phc.amedd.army.mil/topics/foodwater/Pages/default.aspx>

# Health Risk Communication



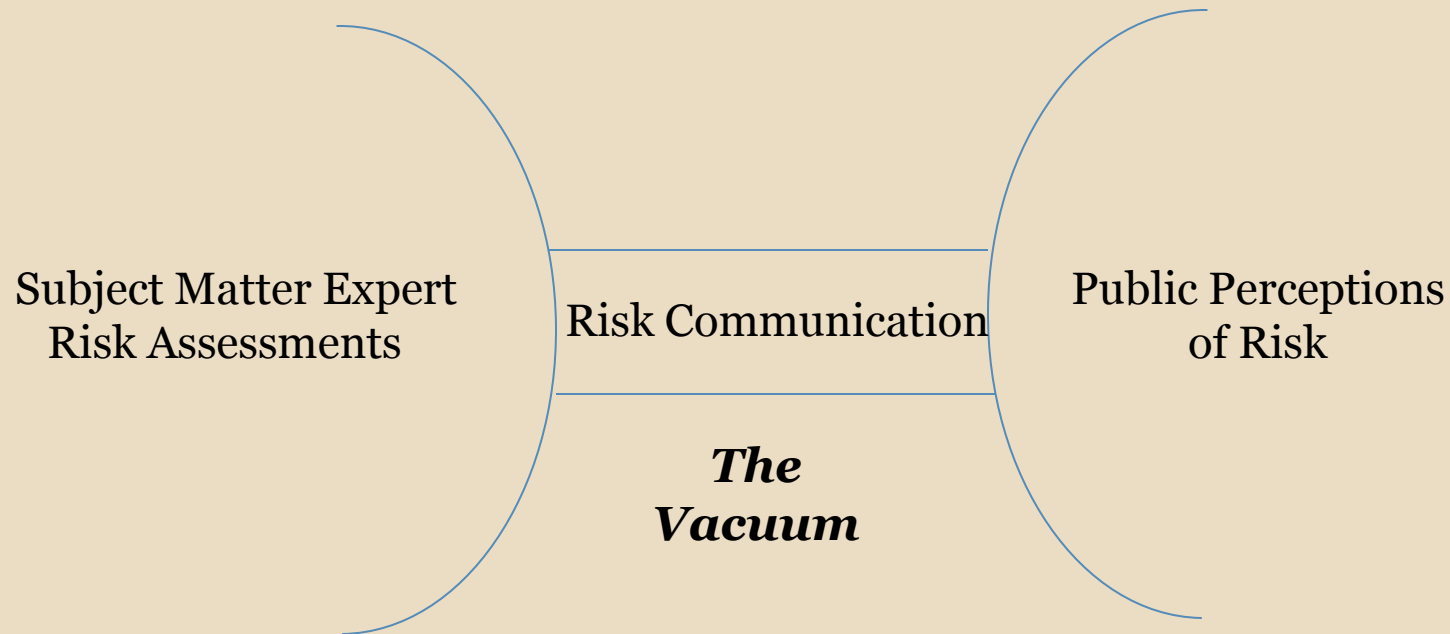
usarmy.vo.llnwd.net -

# Risk Analysis



<http://www.who.int/foodsafety/micro/riskanalysis/en/>

# The Great Divide



Adapted from The Great Divide. Davidson, Bethney, and Steve Witt. 2013. Risk Communication: A Critical Process. In Walter Reed Army Institute of Research Risk Communication Training. Silver Spring, MD: USAPHC AIPH.

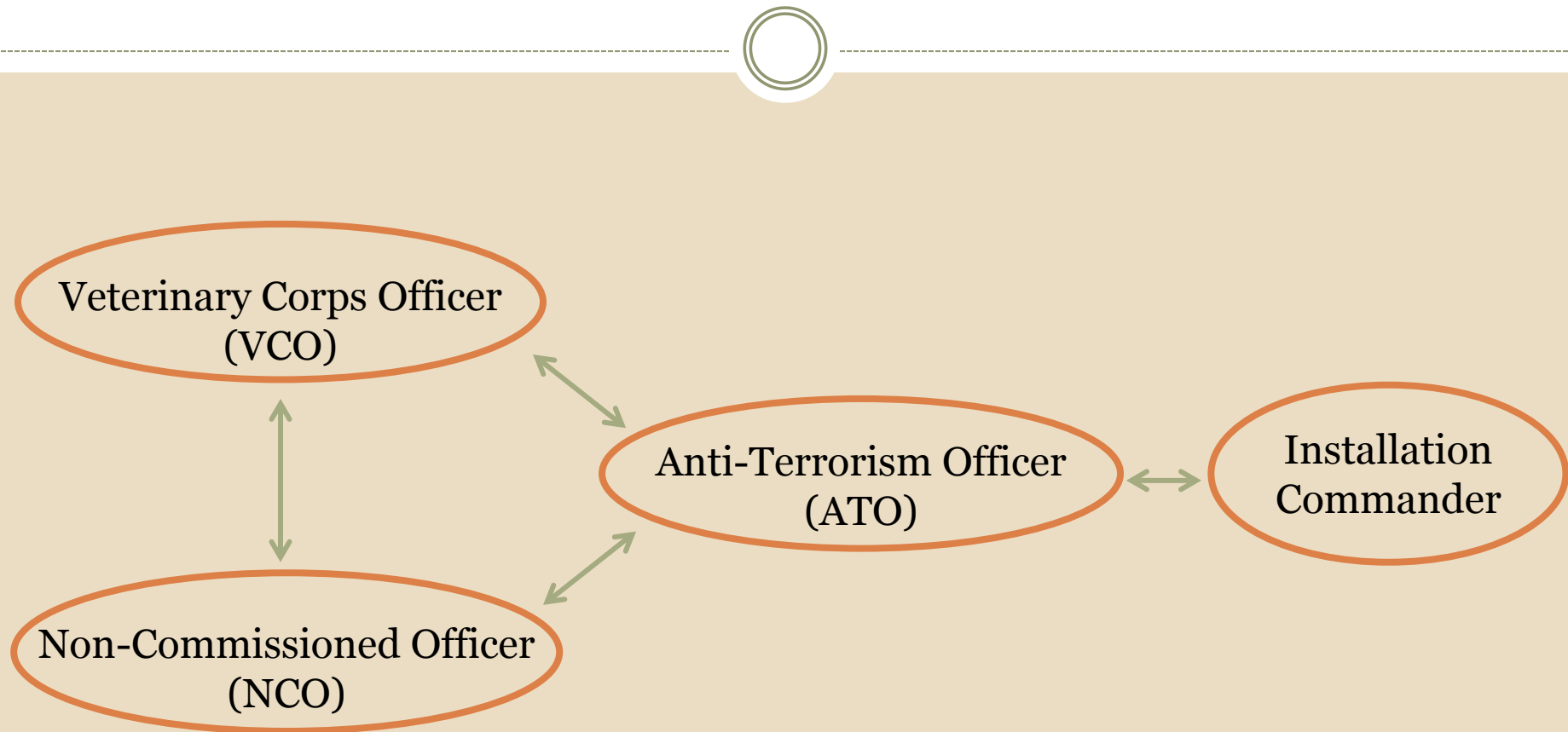
# Initial Project Idea



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# The Critical Communication Process



# Naïve Expectations



- Project proposal
- Timeline
- Approval process
- Mechanics of survey writing
- “Good” response rate
- “Coaching up”



# Timeline



- 28 June: Paperwork due to Public Health Review Board
- 10 July: Begin survey editing in Vovici
- 15 July: Conduct scenario testing
- 16 July: Distribute surveys via e-mail list
- 23 July: Survey reminders sent via command channel



## Questionnaire to Evaluate the Critical Communication Process between NCOs and ATOs

The Food Protection Program at the U.S. Army Public Health Command (USAPHC) is conducting this survey to help evaluate the critical communication process between the Food Defense Noncommissioned Officer (NCO) and the Antiterrorism Officer (ATO) located at the installation level. The results of the survey will identify opportunities for enhanced communication training. The survey should only take about 10 minutes to complete, and your responses to this survey will remain anonymous. Thank you for your participation and valuable input!

[Next](#)

Please rate the level to which you agree or disagree with the following statements:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The contents of the TG355 help me achieve mission success in my role as an NCO.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The training I received on the TG355 provided adequate understanding to achieve mission success in my role as an NCO.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receiving face-to-face training on new policies, such as the TG355, as they are released would enrich my understanding of the material and improve my ability to achieve mission success.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide feedback on the effectiveness of the content and training you received on the TG355 as it pertains to achieving mission success. In addition, please note any suggestions you have to improve training and understanding of future policies as they are released.

750 characters left.

# Timeline Continued



- 25 July: FYGVE survey created
- 26 July: VCO survey close
- 2 August: NCO and FYGVE surveys close
- 5 September: Survey analysis report submitted to USAPHC

# Lessons Learned



- Communication skills
  - Project proposal
  - Risk communication
- Vovici technical skills
- Survey writing
- Survey analysis
- Effective policy writing and implementation
- Learning objectives
- Career direction

# Coursework



- KIN 818: Social and Behavioral Public Health
- DMP 856: Advanced Veterinary Parasitology
- DMP 880: Scholarship in a Busy Age



<http://www.trbimg.com/img-503fo156/turbine/la-na-tick-riders-01.jpg-20120829/600>



Atoms vs. the Screwworm In: Information USDA Office of Information, ed. Washington, D.C., 1958.

# Supplemental Experiences





# Acknowledgements



## Graduate Committee:

- Justin Kastner, PhD, PgDip, MSc
- Jason Ackleson, PhD
- David Renter, DVM, PhD

## Field Experience Mentors:

- Rebecca Benisch, DVM, MPH
- Bethney Davidson
- Karen Deaver

## MPH Program Staff

- Michael Cates, DVM, MPH
- Barta Stevenson



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# Acknowledgements Continued



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- CVM Travel Award
- ORISE
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# References



*Available upon request*

*Thank you for  
your support!*

*Questions?*