

FOOD SAFETY RECOMMENDATIONS FOR FARM DIRECT MARKETING ACTIVITIES TRAINING CURRICULUM

Module 6 Overview: Crisis Communication

Objectives

1. Participants will understand the necessity of having a crisis communication plan in place.
2. Participants will assess potential crisis situations for their organizations and practice potential proactive and reactive strategies.

Target Audience

This module is for farmers and producers who participate in any direct marketing activities.

Time

90 minutes

Equipment/Materials/Supplies

Laptop/projector/screen

Pencils or pens for participants

Handouts

Crisis Communications Guidelines

Media Interview Tips

Lesson Plan

1. Introduce the topic of discussion.
2. Use the provided PowerPoint presentation or have a group discussion to present the material to participants.
3. Utilize the notes section of the PowerPoint for discussion points, activities, and handouts to present the workshop for this module.

Options for Facilitation

This curriculum is designed to be user-friendly and as easy as possible to incorporate into your programming. The choice of how you utilize the materials is yours. You may use the PowerPoint presentation or just use the notes as a guide as you verbally share the information. The amount of interaction you have in your workshop is also your choice. You can use direct instruction and simply share the information with participants or utilize the activities suggested in the lesson.

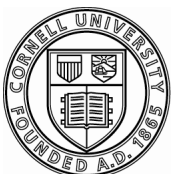
Feedback and Evaluation

Our project is federally funded and requires documentation of our outreach efforts. After you deliver this module, please e-mail arr27@cornell.edu and attach scanned copies of the *Workshop Evaluation* form or send copies to:

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Please feel free to add any additional comments or feedback!

**If you have questions or need assistance,
please contact Diane Eggert deggert@nyfarmersmarket.com or
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