



# ILSI News

International Life  
Sciences Institute

Volume 32, Number 3  
November 2014

## Table of Contents

- 1 2015 Annual Meeting
- 2 ILSI Taiwan and Science Communications
- 2 Food Safety Tradition Continues
- 4 New Publications
- 4 Calendar of Events

### ILSI North America Annual Meeting Keynote

Human preference for flavor and taste is learned early in life. Join ILSI North America at its Assembly of Members to hear keynote speaker Gary Beauchamp, PhD, Monell Chemical Senses Center, show the intricate relationships between biology, culture, and food choice.

### Questions? Feedback?

We'd love to hear from you. Contact ILSI Communications Director Michael Shirreffs at: [mshirreffs@ilsi.org](mailto:mshirreffs@ilsi.org)

## Connect and Collaborate at the 2015 Annual Meeting

A 2013 participant survey showed a primary benefit of the ILSI Annual Meeting was the ability to meet colleagues from around the globe to discuss important science. In January this year, more than 300 scientists from 34 countries convened in Bermuda for a 3-day program on topics as diverse as arsenic in food, neurobiology and food choice, and ways to achieve sustainable agriculture. (You can get copies of presentations and watch videos of the 2014 sessions here: [2014 Scientific Program](#))

The 2015 ILSI Annual Meeting will be another excellent opportunity to meet with an international group of industry, academic, and other scientists. Together we will identify issues of common interest or concern and explore ways ILSI can address them.

Five half-day sessions have been organized. Three by ILSI North America cover challenges to ensuring food and nutrition sustainability, the latest information on gut microbiota and health, and the ongoing debate about the health effects of caffeine. The ILSI Research Foundation has developed a “foresight” program to look at the future of food intake data and what it means for nutrition assessment. The ILSI scientific session, organized by ILSI Europe, will explore the subtle but significant differences between risk assessment and hazard assessment.

In addition to these, a special session on ILSI's work worldwide on carbohydrates will be convened.

You can get the entire program and schedule of events online: [2015 Annual Meeting Program](#).



### ILSI 2015 Annual Meeting 16 - 21 January 2015

Sheraton Wild Horse Pass Resort  
Chandler, Arizona, USA

Early Bird rates end on 1 December  
2014. [Register now!](#)

This year we are also excited to announce a special keynote speaker at the ILSI Assembly of Members. **Dominique Brossard, PhD, University of Wisconsin-Madison** will deliver a provocative lecture on the role of communications in disseminating scientific information and in shaping perceptions of scientific evidence. Dr. Brossard, Chair of the university's Department of Life Sciences Communication will present research on how media – especially new media – is changing how people get and understand information.

Join us for another exciting Annual Meeting. Early bird registration ends on 1 December 2014, so be sure to secure your best rate now.

# Talking to the Media

## Do You Need a Different Language?

Contributed by  
Yueh-Ing "Jenny" Chang, PhD,  
Executive Director, ILSI Taiwan

In August, ILSI Taiwan had the pleasure of organizing a seminar and panel discussion entitled "How to Talk to the Media." A group of select participants working in food and nutrition at various academic institutions participated in the event.

We were very honored to have Professor Yu-Chan Chiu, Assistant Professor of the Department of Bio-Industry Communication and Development, National Taiwan University, as the featured speaker. Prof. Chiu has real world experience as a reporter in Taiwan and was able to provide first-hand knowledge about how to better communicate on food and nutrition science.

Prof. Chiu stressed that scientists have a social responsibility to engage with journalists so that the public has timely and accurate information on the issues that affect their lives. First, however, it was shown how scientists and journalists often operate in different cultures.

Journalists need to deliver stories within hours in a language the general public can understand. Therefore, they do not generally emphasize the details or the nuance of the evidence. The value of their stories depends on quick timing and human interest, and they often emphasize conflict or the oddity of an issue.

Scientists on the other hand, operate in a much different time frame. Research often takes months or years. Also, the technical language scientists use is very different from that journalists use to connect with their audiences.

Even with these differences, the seminar reviewed many techniques for how scientists can successfully engage with journalists; actions that can take place before, during, and after an interview. When an interview is being planned, a scientist should take time to learn about the journalist, the audience, and the nature of the questions to determine if he or she is the right person to answer the questions being posed. Then the scientist should ask about the story deadline and the interview length in order to prepare for specific responses.

During the interview, the scientist must also think carefully before answering. Also, scientists must be able to recognize leading or biased questions quickly. They should use non-technical language as much as possible and they should never repeat the journalist's inaccurate or misleading phrasing.

After the interview, it is important for the researcher to follow up with the reporter to express appreciation for the experience and to make oneself available for future interviews if there is ever a need. The goal is to build and sustain a mutually beneficial relationship.



*Participants at the ILSI Taiwan session on science communication learn how to bridge communication gaps between scientists and reporters.*

The seminar also pointed out specific advice to avoid being misquoted:

- Give facts in writing
- Decide on important points to make in advance
- Speak slower on important points you want to be quoted
- Ask the reporter to repeat what has been said to make sure he or she has understood the concepts accurately

If a researcher is misquoted, it is appropriate to write a letter to the editor clarifying what was said about the science.

In conclusion, the seminar stressed that taking time to understand the audience, preparation, and practice will make "a talk to the media" easier and more satisfactory for both the scientist and the reporter.

*Find out more about ILSI Taiwan and its programs by contacting Dr. Chang at [jenny@ilsitaiwan.org](mailto:jenny@ilsitaiwan.org)*



## More on Science Communication

The critical need for researchers to take a more active role in communicating science to a general audience has been made apparent by the increasingly compartmentalized way people get information. Tools like Facebook, Twitter, YouTube, and others are used to deliver facts in creative sound bites, but these same tools help spread misinformation, sometimes intentionally.

In 2012 and 2013, the National Academy of Sciences (NAS) in the United States convened two outstanding conferences on science communication. The 2012 event was exceptionally groundbreaking. It brought together researchers, journalists, entertainers, and high-profile policy makers – including the current and three past Assistants to the President for Science and Technology – to explore and debate how new technology and cultural trends are shaping science communications.

NAS has made videos of the event and a summary publication available online. If you are an industry or university-based scientist, policy maker who relies on science, or someone specializing in science communication, you will find these resources interesting and informative.

[2012 Videos](#)  
[2012 Summary Publication](#)  
[2013 Overview Page](#)



## Food Safety Tradition Continues at IAFP

Since the early 1990s, ILSI North America – specifically the Committee on Food Microbiology – has been a part of the scientific program at the International Association for Food Protection (IAFP) annual meeting. After years of operating under casual arrangement, there is now a formal “memorandum of understanding” with IAFP that commits ILSI North America to do so each year. These programs have used a multidisciplinary approach to examine a range of microbiology topics.

**In addition to the long-standing partnership with IAFP, ILSI North America has funded over 4.5 million USD in food microbiology research.**

This year, ILSI North America sponsored three scientific sessions and a “pro-con” roundtable debate at IAFP.

### **The Rise of the Genomes – How Whole Genome Sequencing Will Transform Food Safety**

The sequencing of the whole human genome offers the potential for vast amounts of data for research and use in clinical studies. This session provided an overview of this potential and a closer look at what it might mean for the food industry, from both a public health and public policy perspective.

### **Parasites in the Food Supply Chain: Emergence or Re-Emergence?**

Recent trends show more incidence of food-borne parasites. This session explores their biology and the latest technology to prevent contamination in the first place, and then to detect and eliminate them from the foods we eat.



### **Threshold of Toxicological Concern (TTC): A Pragmatic Approach to Determine the Risk of a Chemical Substance of Unknown Toxicity**

In this session, speakers reviewed how the Threshold of Toxicological Concern (TTC) approach is used to assess the risk of chemicals in the diet at very low levels of exposure, with one presentation devoted to its use in the flavor industry. A representative from the US Department of Food and Drug Administration presented on future use of TTC in the regulatory environment.

**Videos of all presentations are available online: [IAFP Videos](#)**

### **Current Perspectives in Food Safety Roundtable**

The food safety roundtable encouraged lively sharing of different perspectives on three topics: the ability to ensure safe consumption of raw sprouts; whether HACCP programs reduce the need for additional product testing; and whether food recalls are effective food safety tools.

For more information about ILSI North America’s food microbiology program, contact: Alison Kretser, MS, RD: [akretser@ilsa.org](mailto:akretser@ilsa.org)

## New Publications

### ILSI Brasil

#### Probióticos, Prebióticos e a Microbiota Intestinal

ILSI Brasil's Portuguese translation of the ILSI Europe Concise Monograph on probiotics, prebiotics, and gut microbiota is available online:

[Prebióticos](#)

### ILSI Europe

#### Turkish Translation of Healthy Lifestyles: Diet, Physical Activity and Health

ILSI Europe is offering its first Turkish-language translation in its highly-regarded Concise Monograph Series.

The Turkish version of the monograph on healthy lifestyles is available online:

[Sağlıklı Yaşam Tarzları](#)

### ILSI North America

#### Price, Nutrition, Time, and Other Trade-Offs: A Web-Based Food Value Analysis Application to Compare Foods at Different Levels of Preparation and Processing

Muth, M. K., et al. (2014). *Nutrition Today* 49(4): 176-184

The web-based Food Value Analysis Application was developed to help individuals compare foods prepared from home recipes with those from other forms of food (e.g., frozen, canned, dry mix). This article explains how the application can be used to evaluate differences in prices of fresh or processed foods and whether home recipe or processed foods are less costly when taking into consideration the value of preparation time, and the differences in nutrients across different forms of foods.

This publication is available online: [Value Trade-Offs](#)

#### Utility of a New Food Value Analysis Application to Evaluate Trade-offs When Making Food Selections

Kretser, A., et al. (2014). *Nutrition Today* 49(4): 185-195

The analysis presented in this article demonstrates how the new Food Value Analysis Application can be used to compare differences among similar foods of different levels of processing. Nutrition professionals can use the application to help consumers make appropriate trade-offs and reach dietary goals, while accommodating differences in cooking skills as well as time and budgetary constraints.

This publication is available online: [Food Selection](#)

#### Fructose, high-fructose corn syrup, sucrose, and nonalcoholic fatty liver disease or indexes of liver health: a systematic review and meta-analysis

Chung, M., et al. (2014). *The American Journal of Clinical Nutrition*.

This paper examined the effect of different amounts and forms of dietary fructose on the incidence or prevalence of nonalcoholic fatty liver disease and indexes of liver health in humans. It is available online at: [Fructose](#)

### And Don't Forget

**Nutrition Reviews**<sup>®</sup> has published a "virtual issue" (online only) on the importance of maternal and early childhood nutrition. It's free. No charge and no subscription required. Check it out now (free articles are marked with an "unlocked" symbol):

[Maternal and early life nutrition: how critical is it?](#)

## Calendar of Events

#### ILSI Southeast Asia Region Pre-CCNFSDU Event: Seminar on Scientific Substantiation of Claims

22 November 2014

Bali, Indonesia

[Program information](#)

#### ILSI Europe Workshop 'Hazard vs. Risk Based Approaches in Food Safety Assessment'

Limited Space Available!

2 December 2014

Brussels, Belgium

[Program and registration information](#)

#### Food Composition Database: Principles and Applications

Organized by ILSI Southeast Asia

Region and Food Science and

Technology Association of Thailand

2 December 2014

Bangkok, Thailand

[Links to more information](#)

#### ILSI HESI Rechanneling the Current Cardiac Paradigm: Arrhythmia Risk Assessment During Drug Development Without the Thorough QT Study

11 December 2014

Silver Spring, Maryland, USA

[Program and registration](#)

#### ILSI 2015 Annual Meeting

Early Bird rate savings end on 1 December!

16 – 21 January 2015

Chandler, Arizona, USA

[Registration](#)

### SAVE THE DATE

#### Reunião Anual ILSI Brasil 2015: Ciência, Indústria, Governo e Sociedade: Oportunidades e Desafios

(ILSI Brasil 2015 Annual Meeting:

Science, Industry, Government and Society: Opportunities and Challenges)

8 – 10 April 2015

Campos do Jordão, Brazil

More information will be posted soon