



Canadian Food
Inspection Agency

Agence canadienne
d'inspection des aliments

NAPPO Symposium: Communication with Stakeholders – Canada

NAPPO Annual Meeting; Montreal, Quebec, Canada
October 31, 2019

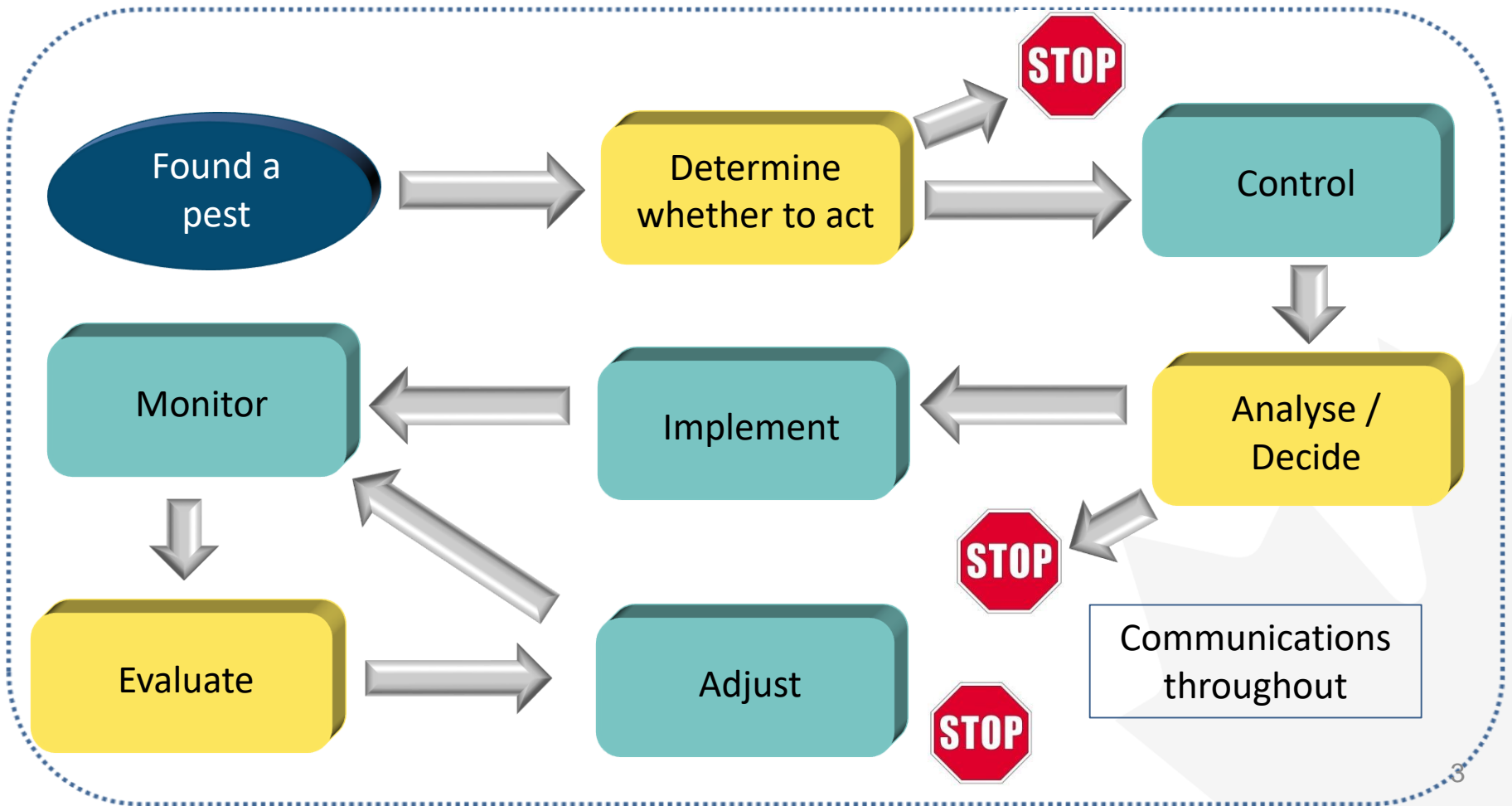


Canada 

Objective

- Outline Canada's approach to communicating decisions and next steps for pests at each stage in our decision making continuum

So we have found a pest; now what?



Found a
pest

Duty to notify Minister

5. Where a person becomes aware of the existence of a thing that the person suspects to be a pest in an area where the pest has not previously been known to exist, the person shall immediately notify the Minister of the suspected pest and provide the Minister with a specimen of it.

Found a pest

- The 5 W's (who, what, when, why, where) determine order and speed of communication.
- Step 1 is always internal CFIA communication to ensure everyone that needs to know is informed of the detection

Determine whether to act

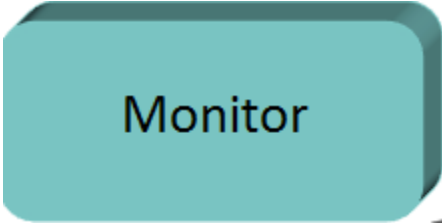
- This step is revisited at several stages in our continuum as new information becomes available.
- Based on the 5 W's determine if a decision is clear (e.g. pest is on regulated pest list and detected at time of import) or next steps required for decision making (e.g. first detection of pest in Canada is a public report in the environment and pest is not on the regulated pest list)
- Developing a communication plan is a key part of this step.

Implement “The Plan”

- Timing is everything!
 - Internal stakeholders
 - Other government departments / Provinces
 - National / Provincial Stakeholder Groups
 - Key trading partners that may have associated risks to manage (both notices of non-compliances to exporting countries and countries where we may have exported commodities at risk)

Tools for different situations

- Risk Management Decision Documents
- Directives
- Notices to Industry
- Updates to our Automated Import Reference System (AIRS)
- NAPPO pest alert
- WTO notifications (updates to regulated pest list, changes to import requirements)



Monitor

- Communication with stakeholders allows us to monitor the effectiveness of our 'plan'
- Work with trading partners to ensure that we are responding to their questions / concerns and facilitating trade

Evaluate

- Internal and external stakeholder engagement to communicate results / impact of our 'plan' and seek feedback on changes that may be necessary:
 - Determine if the current approach is achieving the desired outcome
 - Is the approach cost effective?
 - Are there other options?

Adjust

- Communicate modifications to the 'plan' as required and determine that they can be put into practice
- Ensure that modifications to the plan are accepted by trading partners



When the decision is made to stop regulating a pest many of the same communication channels are used.