



USAID
FROM THE AMERICAN PEOPLE



Public Awareness Proposal to Support Establishment of FSAE

Rachid Benjelloun

February 1, 2008



USAID
FROM THE AMERICAN PEOPLE



Objectives

- Advocate and build support for FSAE law
- Inform public and food industry of mission, objectives, functions, and progress in establishing FSAE
- Inform public of unified food law progress and when completed
- Inform public of FSAE work procedures (e.g. inspection, testing, regulations development, pre-market approval, etc.)



USAID
FROM THE AMERICAN PEOPLE



Target Audience

- **Food establishments** of all sizes and types (e.g. manufacturers, restaurants, hotels, food retail outlets, food importers and exporters, etc.)
- **Government officials**
- **Media**
- **Consumers and general public**



USAID
FROM THE AMERICAN PEOPLE



Modes of Delivery (in addition to FSAE website)

- **Food establishments:** workshops, newspaper articles, TV spots, etc.
- **Government officials:** one-on-one meetings, workshops, and media events
- **Media:** workshops, interviews
- **Consumers:** TV, radio, and newspapers; workshops



USAID
FROM THE AMERICAN PEOPLE



Budget and Sponsorship

- Donors (including USAID/TAPRII)
- Private sector (e.g. Chamber of Food Industries)
- Others?



USAID
FROM THE AMERICAN PEOPLE



Spokespersons for FSAE

- Ministers, steering committee members, FSAE board of directors
- Project director/CEO
- FSAE information/PR officer



USAID
FROM THE AMERICAN PEOPLE



FSAE Website

- Critical even in early stages to ensure transparent and open process
- To be launched after FSAE law is passed
- Content (short-term): FSAE law, mission, objectives, functions, structure, recruitment process and job announcements, studies completed, links to other food safety authorities and international organizations, etc.
- Content (later): FSAE staff, workplans, training plans, international and national workshops/conferences, etc.



USAID
FROM THE AMERICAN PEOPLE



Proposed Public Awareness Schedule (ambitious)

- Prepare **communication package** (Feb.)
- **Meeting with press** to update them on progress so they can update the public (March)
- Series of **workshops** to private sector, government, consumer associations, academia (March/April)
- **Interviews** with major media programs (March/April)
- **Conference** after FSAE law passes to inform public (April/May?)



USAID
FROM THE AMERICAN PEOPLE



Proposed Public Awareness Schedule (continued)

- Launch FSAE **website** (May/June)
- **Workshop on food law** to seek feedback and build support (Sept/Oct)
- **Conference** to introduce food law to public after it passes (Nov/Dec?)
- FSAE **brochures and booklets** (e.g. inspection guides for hotels, restaurants, retail, etc.)



USAID
FROM THE AMERICAN PEOPLE



THANKS!!