

Food Safety in the Social Media Age



“ If you remember it you weren't there”.





“If it’s not on facebook, it didn’t happen”.





Food Porn



#foodporn





Instagram

#foodporn

135,463,918 posts

Top Posts



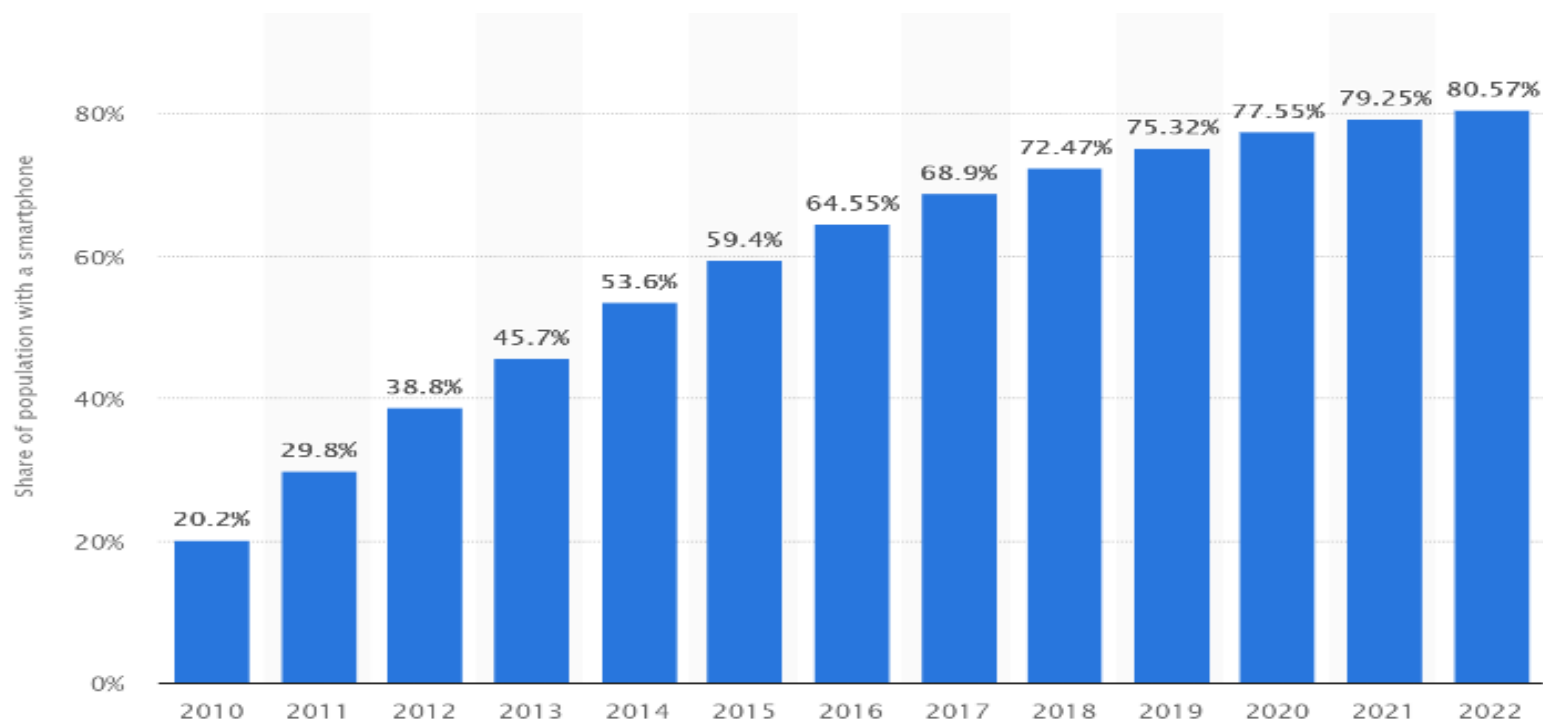
WHAT IF I TOLD YOU

**YOU CAN EAT YOUR FOOD WITHOUT
POSTING IT ON FACEBOOK**

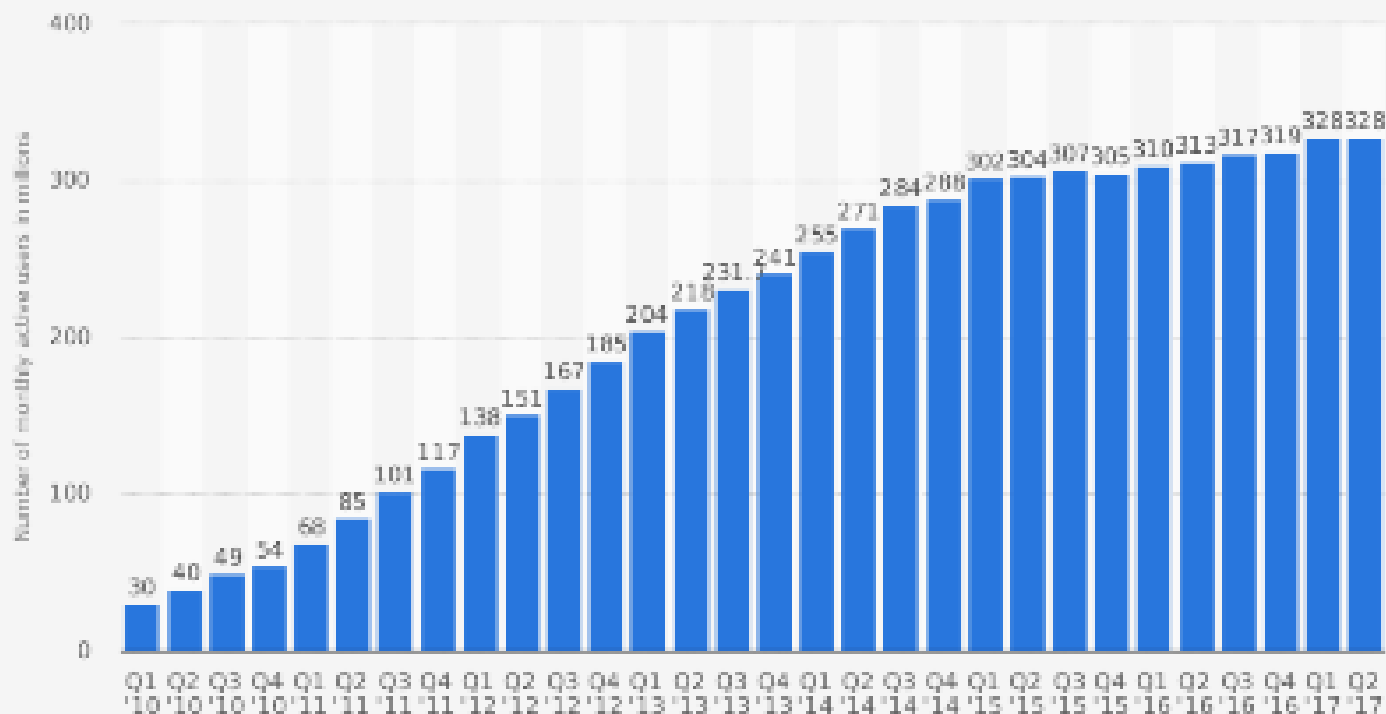
makeamemem.com



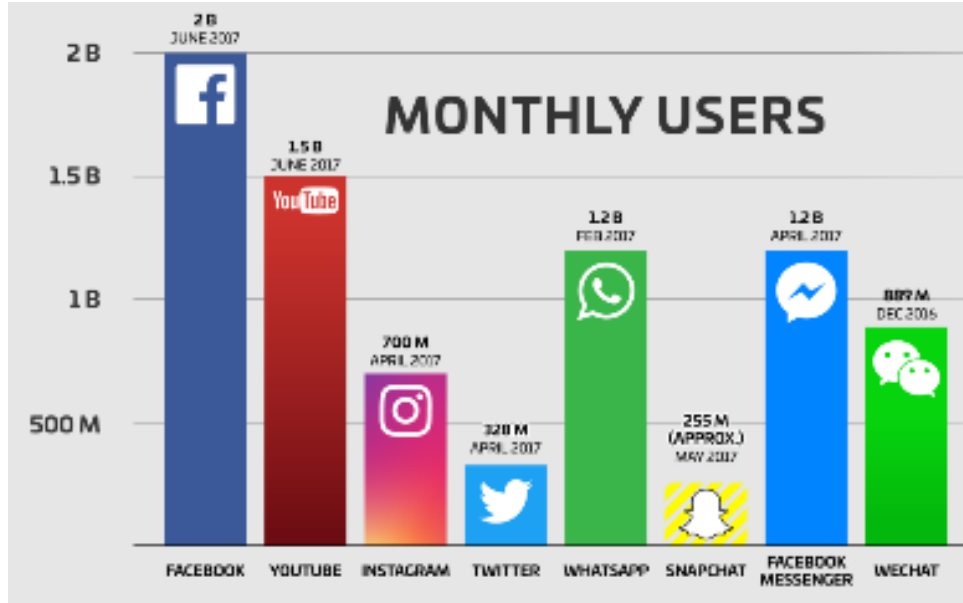
SMART PHONE ADOPTION



Number of monthly active Twitter users worldwide from 1st quarter 2010 to 2nd quarter 2017 (in millions)

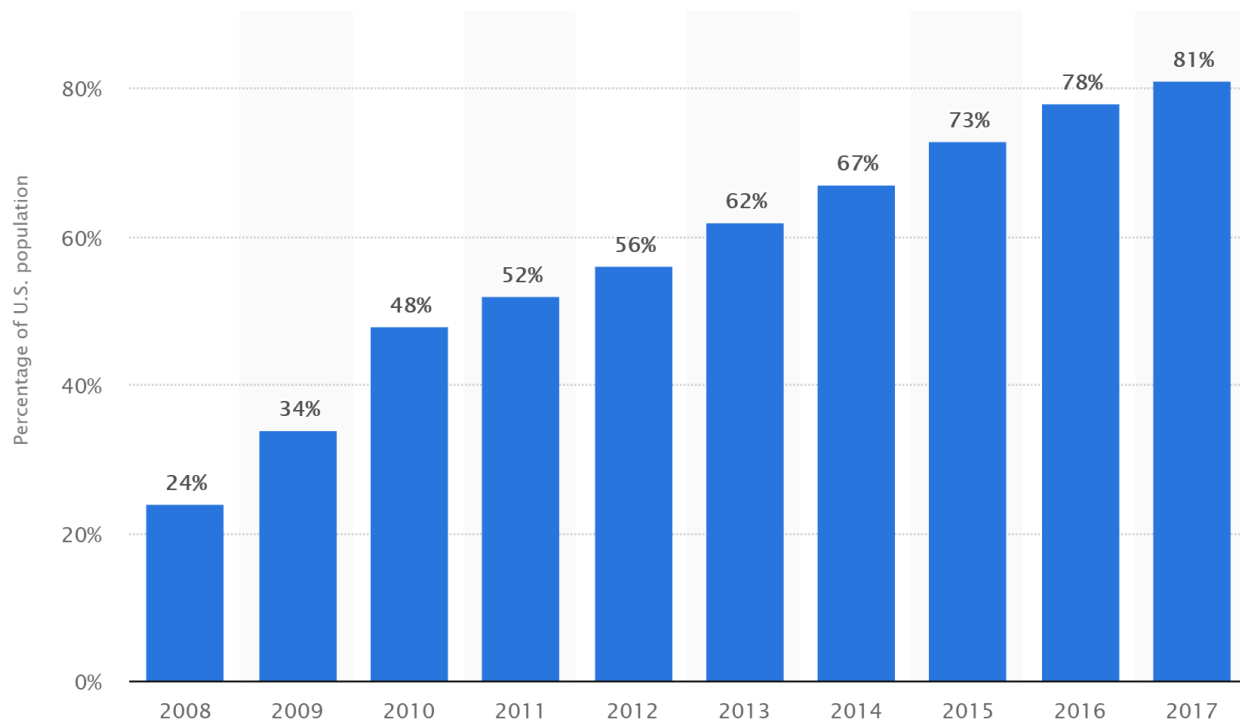


Where Is Usage Today ?



Billions of monthly users

% of US population with a Social Media profile 2008 to 2017



I forgot to post on Facebook I was
going to the gym.
Now this whole
work-out was a
waste of
time...



your  cards
someecards.com

**SMARTPHONES +
SOCIAL MEDIA +
SOCIAL BEHAVIOR +
FOOD SAFETY = ?**



Dawn_L @Dawn2472 · Jan 23



Replying to [@kfc_canada](#)

If you want to be served **raw chicken** order here!!





Meredith Shaw @_Mereee_ · Jan 20



Ordered a **burger** with no bun from the **McDonalds** at 7118 W Broad St, Richmond and this is what I got..... a **RAW burger**!! Tried calling location but line is off the hook. [@Reachout_mcd](#) - this location needs a cooking lesson, because this is NOT okay. [#gross](#) [#sosick](#) [#checkyourburger](#)





April Guthrie @aprilgut92 · Jan 23



@Wendys hey, don't appreciate getting a **raw** chicken **sandwich**. Not safe for anyone obviously but ESPECIALLY not my pregnant sister in law that took a big bite out of it.



People want to share online...

They want to share their good news

AND

their bad news.. AND

They want to talk about food safety...

Quote ABC News Story: Harvard Medical School and health officials in Chicago and Nevada are also using social media to search for cases of food poisoning.



REUTERS

Twitter helps Chicago find sources of food poisoning



Social media helping the government hunt for food poisoning outbreaks



My Background







START



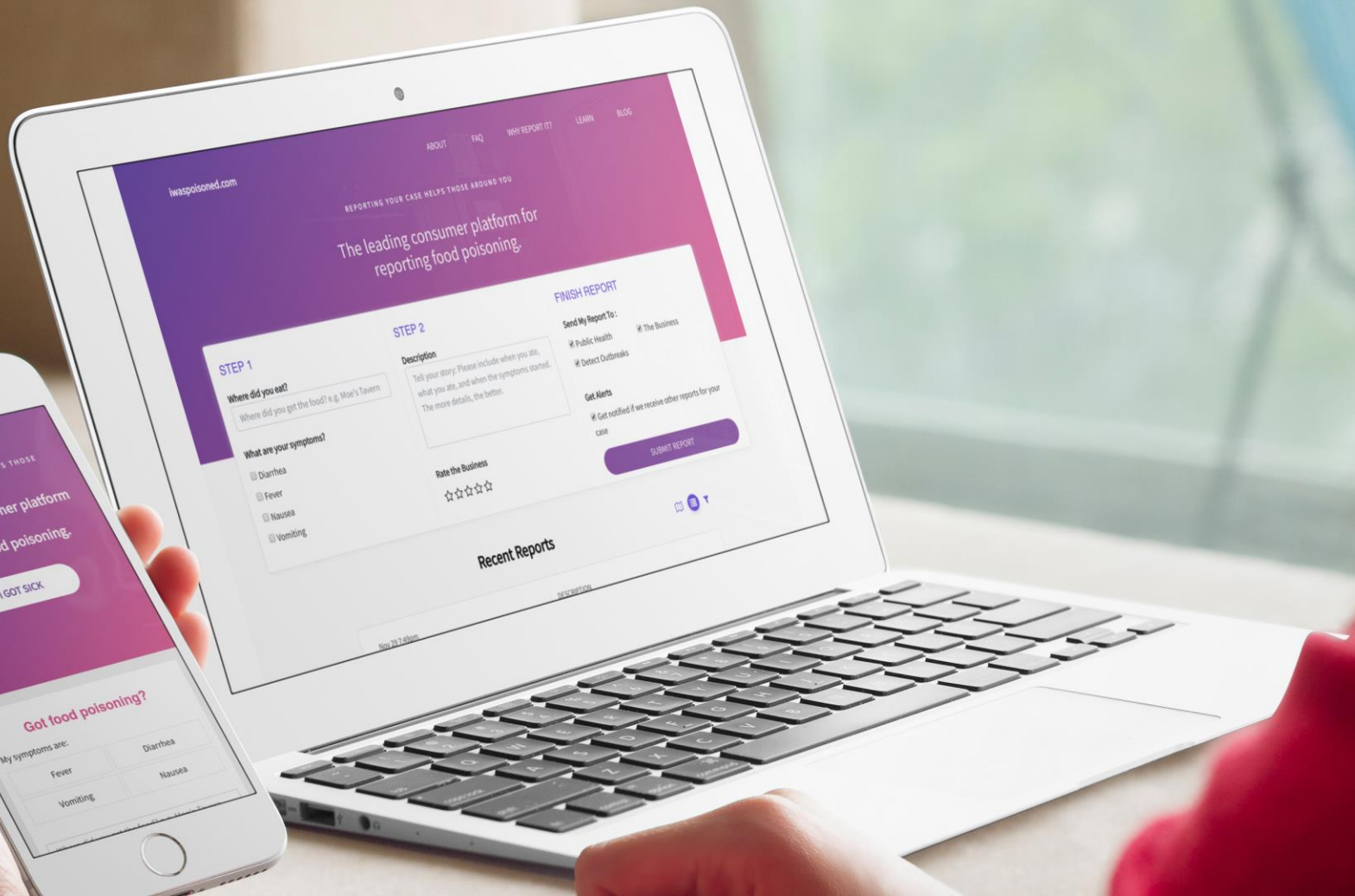
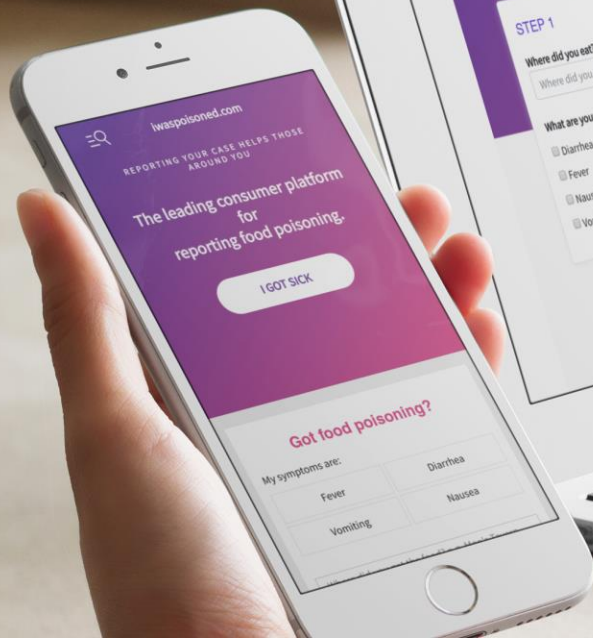


It wasn't us. Goodbye.

Click.



Introducing Colin Finan





Consumer who
believes they have
food poisoning



Go online to
Iwaspoisoned.com
and file a report.



Moderator reviews
report to eliminate
inauthentic,
malicious reports



Alerts



Data



Notifications

Consumer Adoption

Page views Total + Trend

3.8 Million



Consumer Alerts Subscribers

38 Thousand



Regional Adoption

90+ Countries



Monthly Page Views

200 Thousand



Reporting Growth

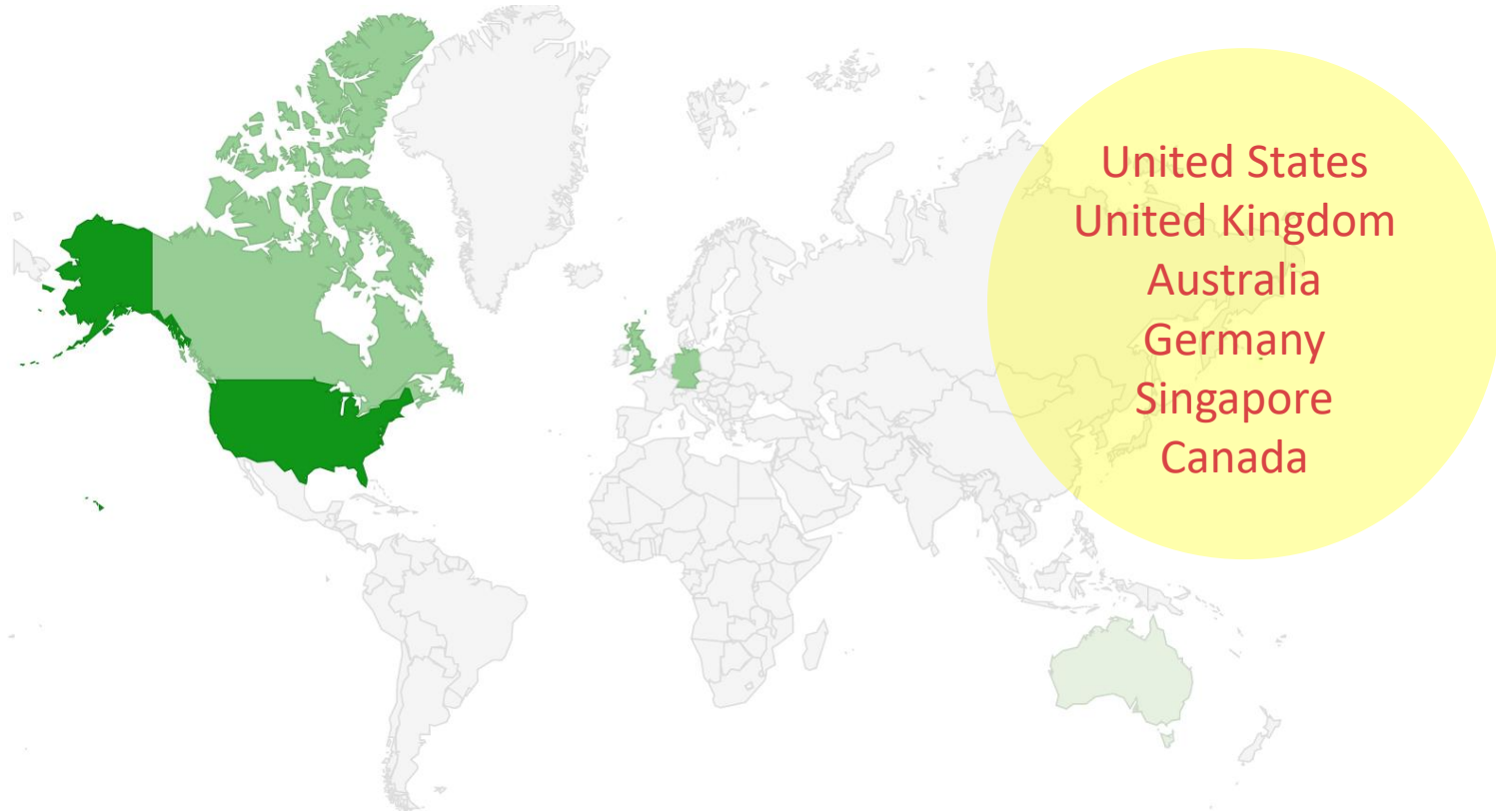
Year on Year 2018 vs 2017

60%

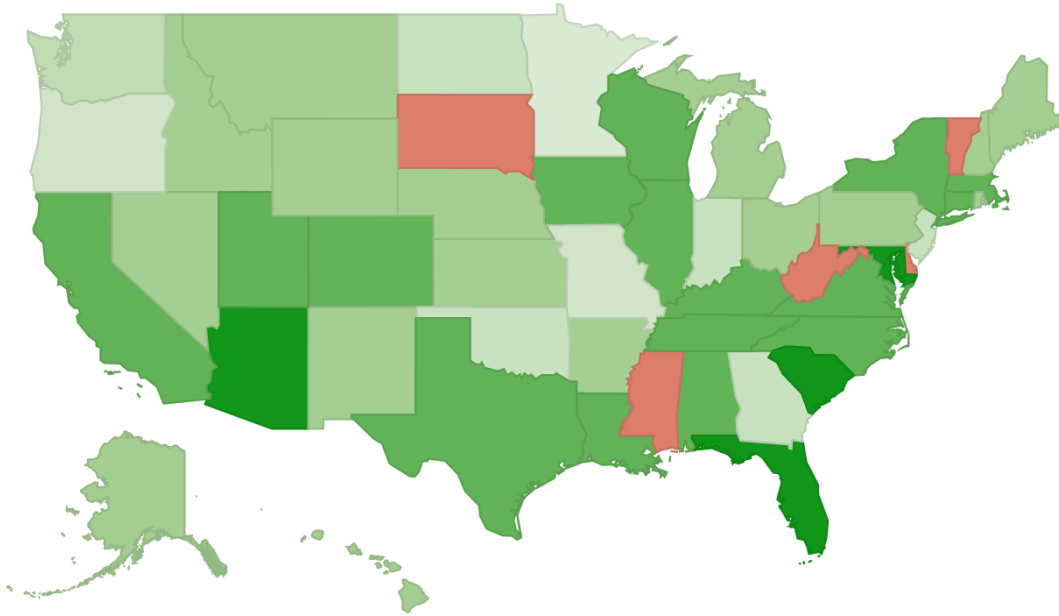
Reporting Growth



Public Health Adoption



US Public Health Adoption



Statistics

45

Participating States

34

State level subscriptions

325

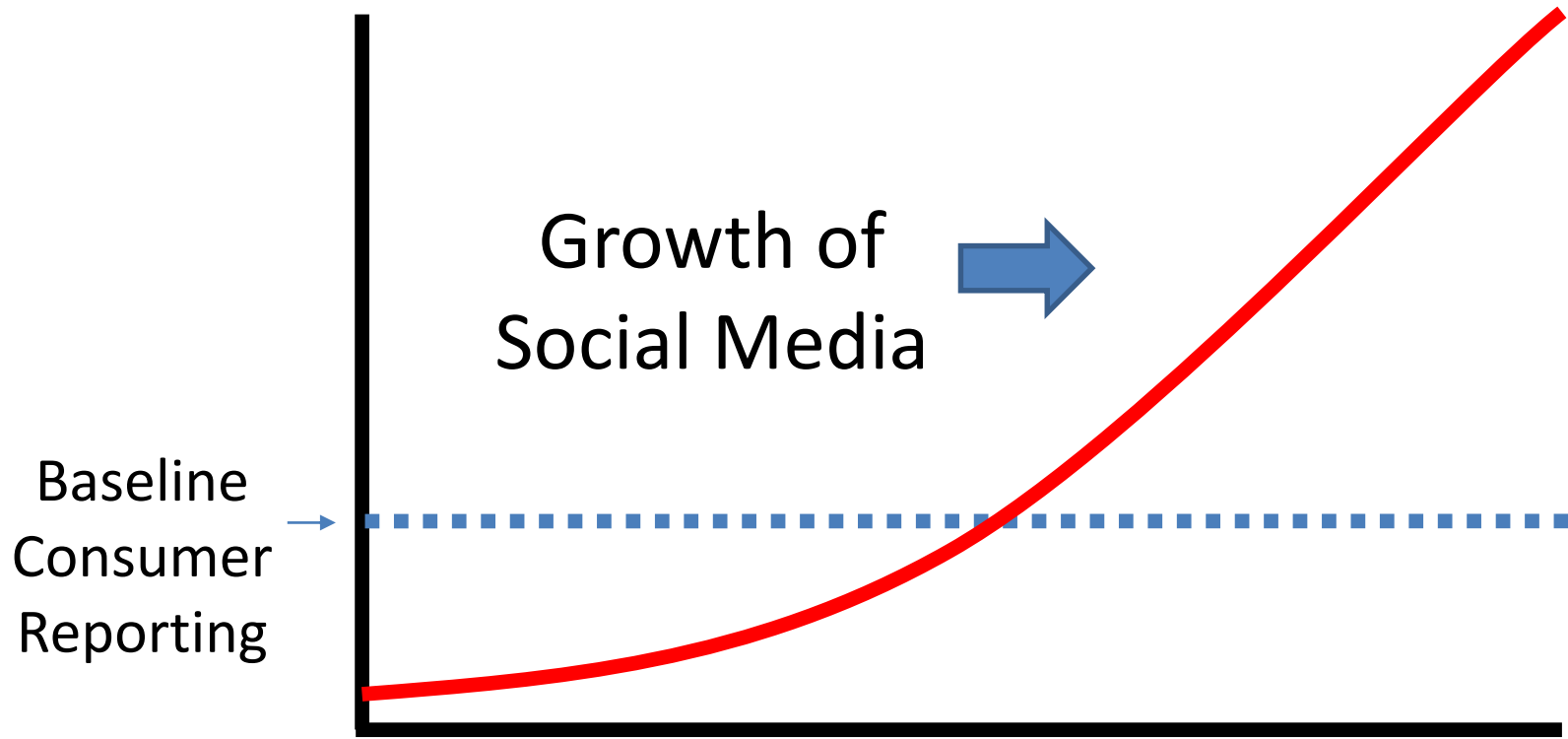
City/County/Township
subscriptions

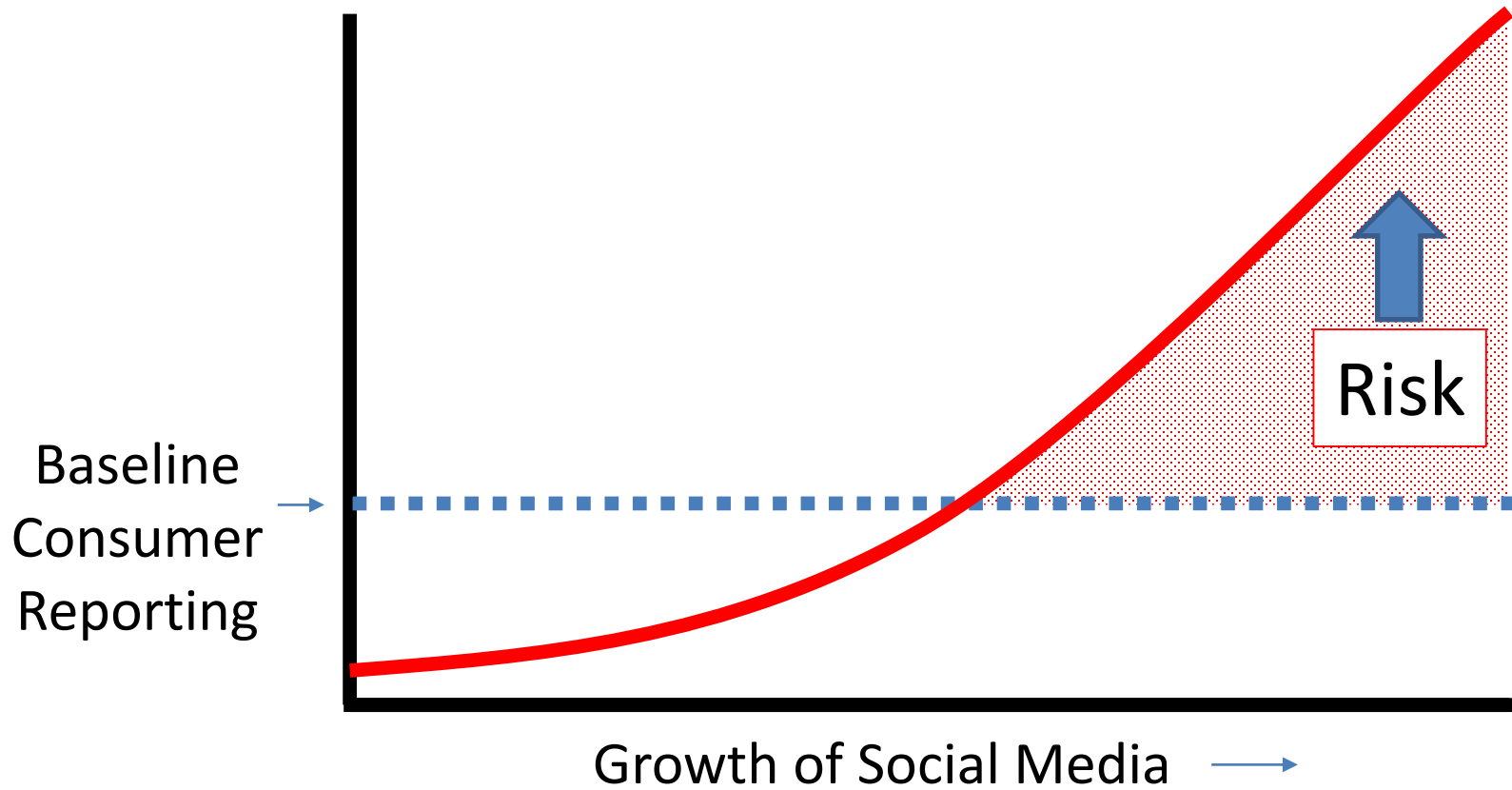
93%

Of the United States by
population

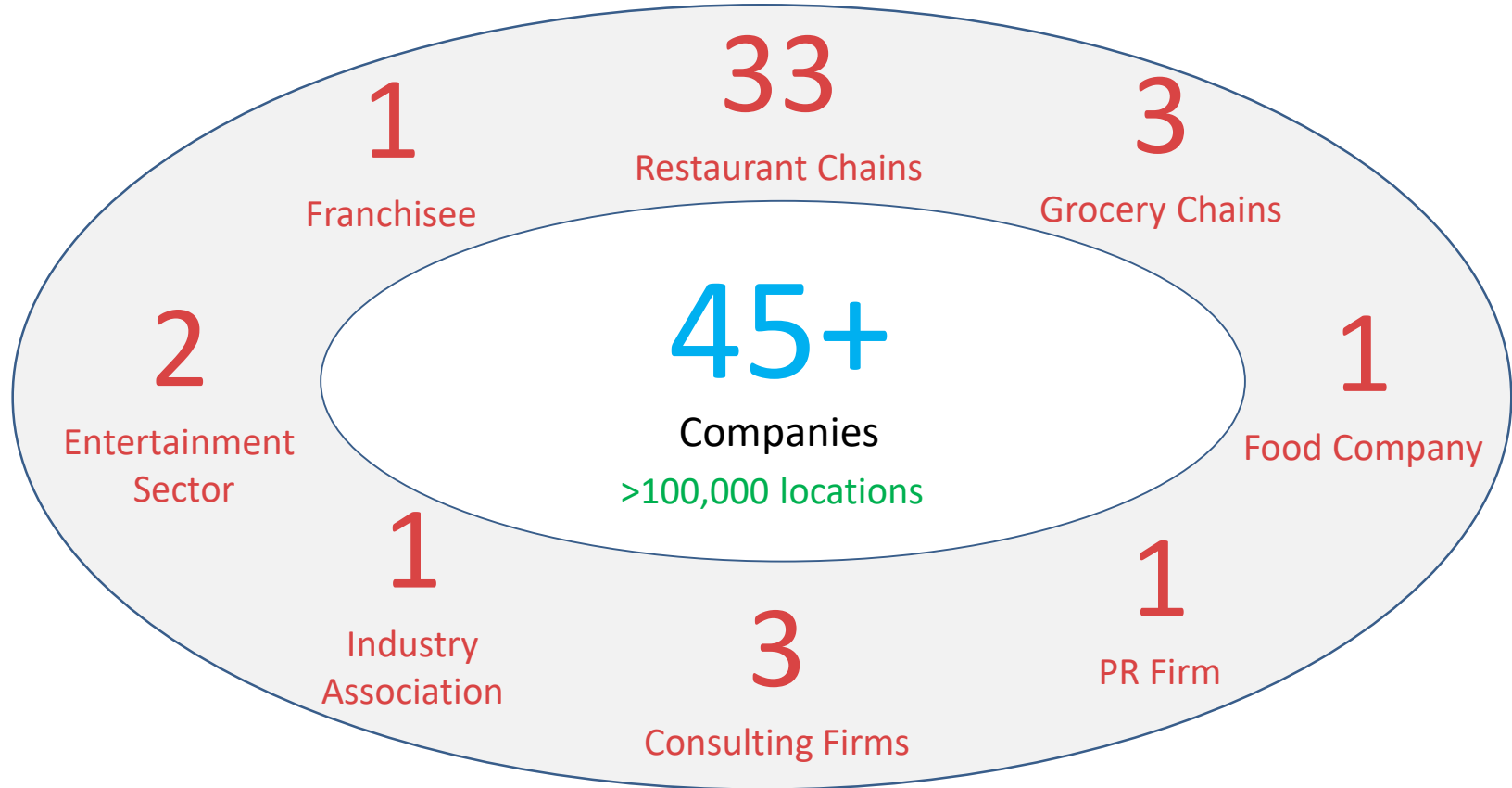
Baseline Consumer Reporting







Industry Adoption





iwaspoisoned.com

to me



iwaspoisoned.com

SAFER DINING BY CROWDSOURCING

iwaspoisoned.com - Alerts for your City

[Chego, North Broadway, Los Angeles, CA, United States](#)

January 24, 2018, 10:14:07 PM

Symptoms: Vomiting

Details: Got the Beefy T, and now 3.5 hours later I'm barfing it up. Something wasn't right in that bowl cau...

[Click to see details](#)

[Crab Avenue, North Central Avenue, Glendale, CA, United States](#)

January 24, 2018, 01:47:09 PM

Symptoms: Diarrhea, Nausea, Vomiting

Details: Came here for a birthday party. We ate shrimp, clam chowder soup, chicken, corn, and rice. I started...

[Click to see details](#)

Taco Bell, Albany, CA, United States

2017-07-06 12:53

User Email: [REDACTED]@gmail.com

User Phone: [REDACTED]-2007

Product: Chicken chalupa Started to get sick Wednesday afternoon. First the diarrhea started then the vomiting. I couldn't stop throwing up and the diarrhea. It became so bad that I had to call 911. I was sweating, couldn't breath or move my hands. The doctor said I had a panic attack and it made my muscles tighten and spasm. I thought I was going to die. I went to the ER and they gave me an IV and meds. I didn't get home until the next morning. This was by far the scariest thing I have ever experienced. I am never eating fast food ever again.

Number of sick persons: 1

Symptoms: Diarrhea, Nausea, Vomiting

Diagnosis: None

Street: 635

Route: San Pablo Ave

City: Albany

State: California

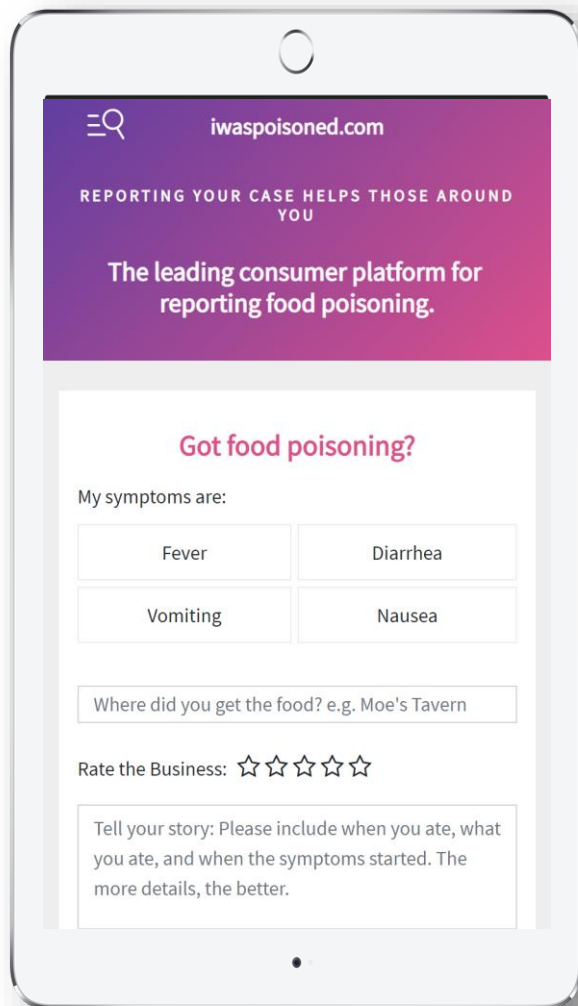
Postcode: 94706

Country: United States





Public Health
Prevent. Promote. Protect.



Mobile app interface for reporting food poisoning. The app has a purple header with a search icon and the URL "iwaspoisoned.com". Below the header, a message states: "REPORTING YOUR CASE HELPS THOSE AROUND YOU". The main content area is white and features a red heading "Got food poisoning?". Under this heading, it says "My symptoms are:" followed by a 2x2 grid of buttons: "Fever", "Diarrhea", "Vomiting", and "Nausea". Below the grid is a text input field with the placeholder "Where did you get the food? e.g. Moe's Tavern". Further down is a rating section "Rate the Business:" with five empty star icons. At the bottom is a text area with the prompt "Tell your story: Please include when you ate, what you ate, and when the symptoms started. The more details, the better."

iwaspoisoned.com

REPORTING YOUR CASE HELPS THOSE AROUND YOU

The leading consumer platform for reporting food poisoning.

Got food poisoning?

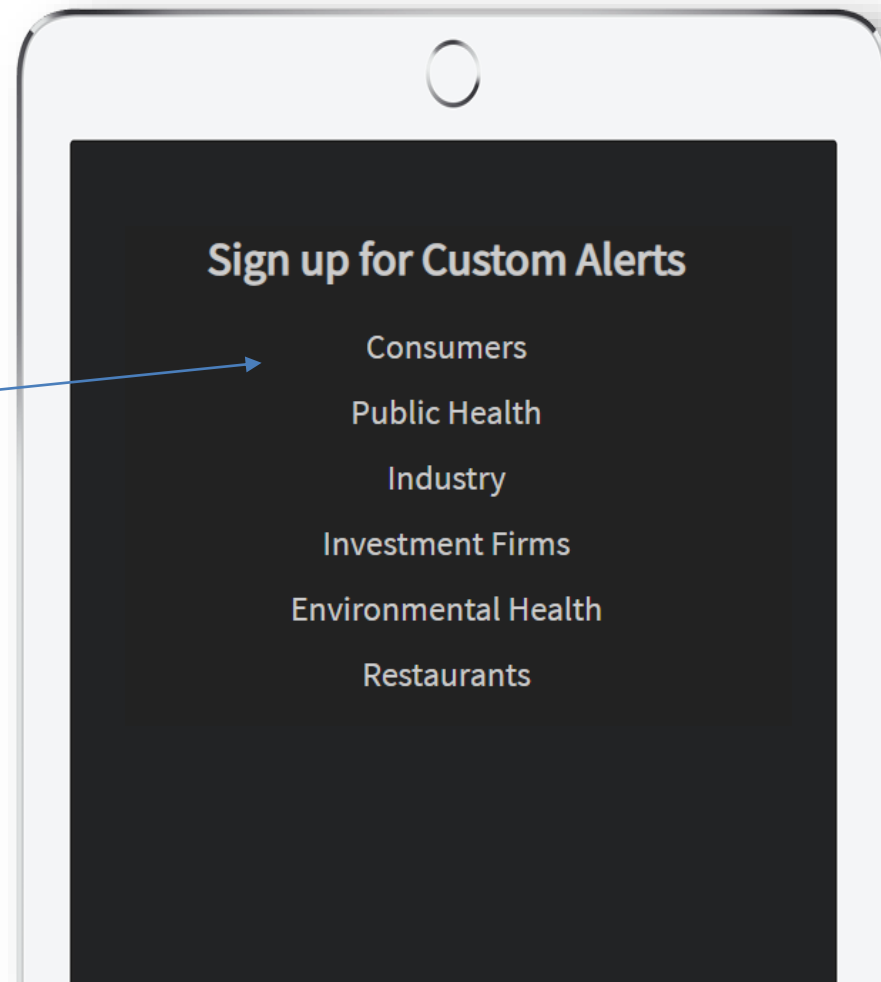
My symptoms are:

Fever	Diarrhea
Vomiting	Nausea

Where did you get the food? e.g. Moe's Tavern

Rate the Business: ☆☆☆☆☆

Tell your story: Please include when you ate, what you ate, and when the symptoms started. The more details, the better.



Mobile app interface for signing up for custom alerts. The background is dark grey. The heading "Sign up for Custom Alerts" is in white. Below the heading is a list of categories: "Consumers", "Public Health", "Industry", "Investment Firms", "Environmental Health", and "Restaurants".

Sign up for Custom Alerts

Consumers

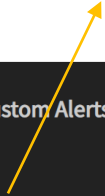
Public Health

Industry

Investment Firms

Environmental Health

Restaurants



Iwaspoisoned.com Custom Email Alerts

Custom Email Alerts

Are you interested in getting customized email alerts? For example, just alerts from the state of Texas? Just Los Angeles? out the form below.

For more advanced surveillance and more features please visit Dinesafe.org

1. Your Name *
2. Organization
3. Email Address *
4. Please describe what kind of alerts you would like to receive from us e.g. "Just reports for KFC", or "Just reports for Austin Texas" *

Iwaspoisoned	Sign up for Custom Alerts	IWP for Business Owners	Company
About Us	Consumers	Claim your Business Page	About
FAQs	Public Health	Advertise	Careers
Contact Us	Industry	Success Stories	Investor Relations
Terms Of Service	Investment Firms		Content Guideline
Why Report It?	Environmental Health		Learn
Get our App	Restaurants		Team

Got food poisoning?

My symptoms are:

☐ Fever☐ Diarrhea☐ Vomiting☐ Nausea

Where did you get the food? e.g. Moe's Tavern

Tell your story: Please include when you ate, what you ate, and when the symptoms started. The more details, the better.

REPORT IT NOW

☒ Get notified if we receive other reports for your case

Huron CountyPublic Health

MAILING LIST

© NEWSLETTERS, ALERTS, ©
UPDATES AND MORE

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for updates, alerts,
newsletters, and more.

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HCPH Health Blog



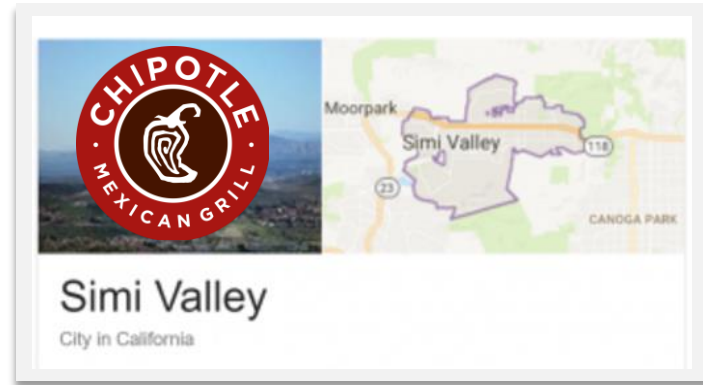
January is Cervical Cancer
Awareness Month
1/11/2018



How to Deal with Stress

Impact So Far

Chipotle - Simi Valley, CA



The New York Times

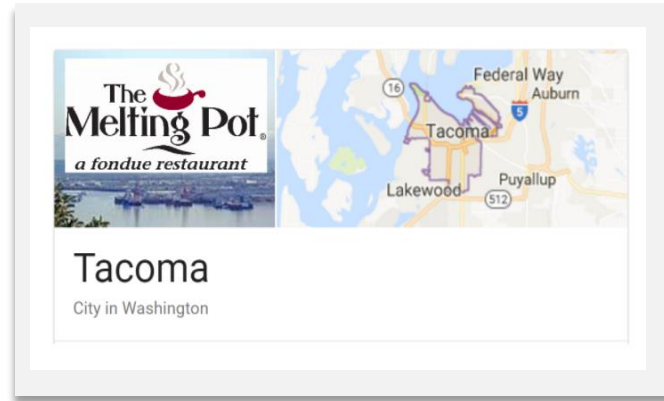
"Iwaspoisoned.com... had detected a potential problem in Chipotle's Sim Valley, Calif., store long before news of the Norovirus issue was reported." [Link](#)

Applebee's – Corunna, MI



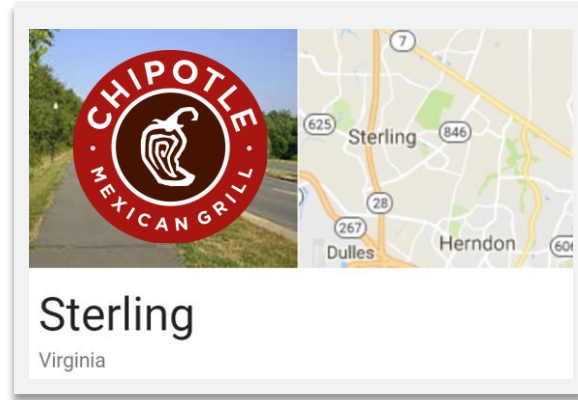
"A new website (iwaspoisoned.com) is collecting complaints, and we are seeing area county health departments confirming them." [Link](#)

The Melting Pot – Tacoma, WA.



"The Tacoma-Pierce County Health Department took action after reports started showing up on a website dedicated to crowdsourcing food poisoning complaints... Eventually, 15 Melting Pot diners posted on IWasPoisoned.com, and many called the health department." [Link](#)

Chipotle – Sterling, VA



The Washington Post

The reports — which were collected on [the crowdsourced early-warning site “I Was Poisoned”](#) — describe severe vomiting, diarrhea and stomach pains

Hog Island Oyster Co.



San Francisco Chronicle

"Reports of illness also came to an online food surveillance site called [Iwaspoisoned.com](#)." [Link](#)

Health Agencies

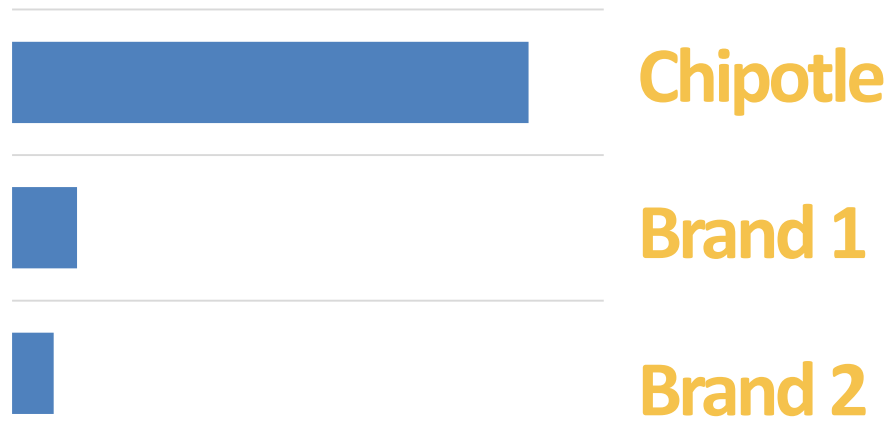


**1,900
Stores**



**20,000
Stores**

**Reporting
Rate >10x
higher than
it's peers.**



A large, solid red oval with a thin white dotted border, centered on a white background. Inside the oval, the text ">12 months early warning signal" is written in white, bold, sans-serif font, arranged in three lines.

**>12 months
early warning
signal**

Friday August 21st, 2015



First Consumer Reports on Iwaspoisoned.com

On August 21, 2015, three reports citing a total of 11 people experiencing illness after consuming food at a Chipotle restaurant in Simi Valley, California.

Me and my friend both ate
chipotle together and got really
sick the next day

Ordered 2 burrito bowls, 1
veggie, 1 chicken. 2 customers
all the same symptoms at the
same time

Got very sick, hospitalized
6 Friends confirmed sick as well.
Same meal.



Chipotle voluntarily closed on the afternoon of Friday 21st and posted a sign on the door citing:

A yellow sticky note is pinned to the background with a red pushpin at the top center. The note contains the text "lack of staffing" in a bold, black, sans-serif font, enclosed in quotation marks.

**“lack of
staffing”**

Saturday August 22nd



More reports on lwaspoisoned.com

6 new reports
submitted mentioning
23 sick individuals

**We are now up to 34 reported sick
on lwaspoisoned.com**



Chipotle re-opened on
Saturday the 22nd



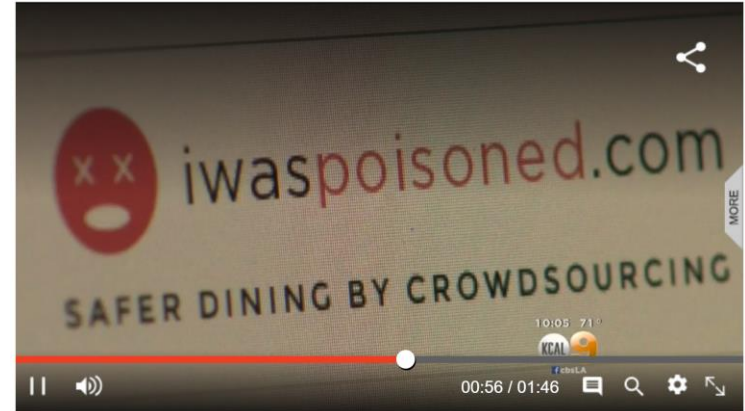
CBS Los Angeles - Evening News Story



Story cited
Iwaspoisoned.com reports
+ Quote from the local ER '19 in ER'
+ Twitter
+ Interview sick person

“We did reach out to the health department in hopes of finding out exactly what caused all of these people to fall ill, but our calls were not returned”

Iwaspoisoned.com



Twitter



Sunday August 23rd



Step 3. August 23rd

More reports on lwaspoisoned.com

37 reports were submitted
mentioning **multiple sick** persons
all implicating the same restaurant.

**We are now over 70+ reported sick
on lwaspoisoned.com**

Monday August 24th



Ventura County Conducts Inspection

- Violations were for failures in pest control, sanitation, and maintenance.
- Employees were working without valid food handler cards as required by California law.
- Restrooms were both unclean and not in good repair.
- The toilet base inside the front stall of the women's lavatory was not secured to the floor.
- Tiles were missing, there were gaps in and around a self-serve soda fountain,
- Mildew on the deflector panel inside the ice machine and on the back splash wall of the washing sink.
- There was also grease and food debris in the lower compartment of the deep fryer.

Tuesday August 25th



Los Angeles Times

Officials investigate illness outbreak at Ventura County Chipotle

By VERONICA ROCHA AUG 25, 2015 | 10:50 PM

“Officials say dozens of customers fell ill after eating at a Chipotle in Simi Valley.

Ventura County health officials believe at least 60 patrons felt sick after eating at the Mexican food restaurant Aug. 18 and Aug. 19.

Now the Ventura County Public Health Department is conducting an investigation to determine what caused the outbreak, which forced the restaurant to close its doors for a day.”

In the meantime..

August 27th

A follow-up inspection, and Chipotle had corrected six of the seven violations it received in the first inspection. It was ordered to immediately discontinue holding potentially hazardous foods at unapproved temperatures

From the inspection report: “A container of cooked beef was observed holding at 118 F at the steam table at the front service counter, The operator voluntarily disposed of the food item.”

At the second inspection, the Chipotle manager said that a “more stringent” hand-washing policy was being imposed.

Friday September 4th



Two weeks after First Reports

Ventura County Department of Health,
California, confirmed a Norovirus outbreak
linked to Chipotle.

Impact of Sustained FBI issues ?



— Share Price (source: Google Finance)

— Food Poisoning Reports (source: Iwaspoisoned.com)

- Share price tumbled
- Revenue dropped
- Customer abandonment
- Expensive PR campaign
- Sickness lawsuits
- Shareholder lawsuits
- Legal fees
- Lost investor confidence

Potential Financial Impact



**>\$10
Billion Lost**

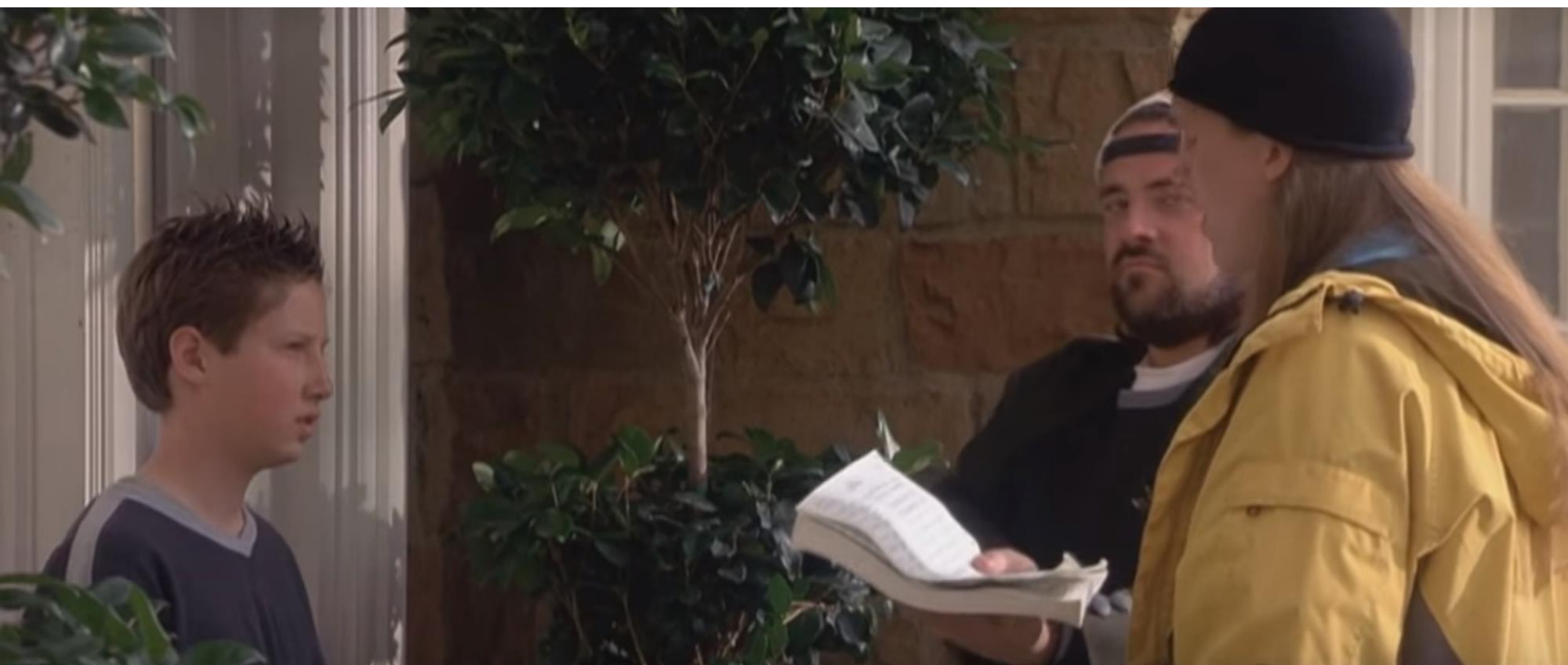
The Message?



**Do not
ignore social
media!**

The Challenges





Crowdsourcing is here to stay



Data Quality



**'Rankings' not
Publicized**

Moderation Process

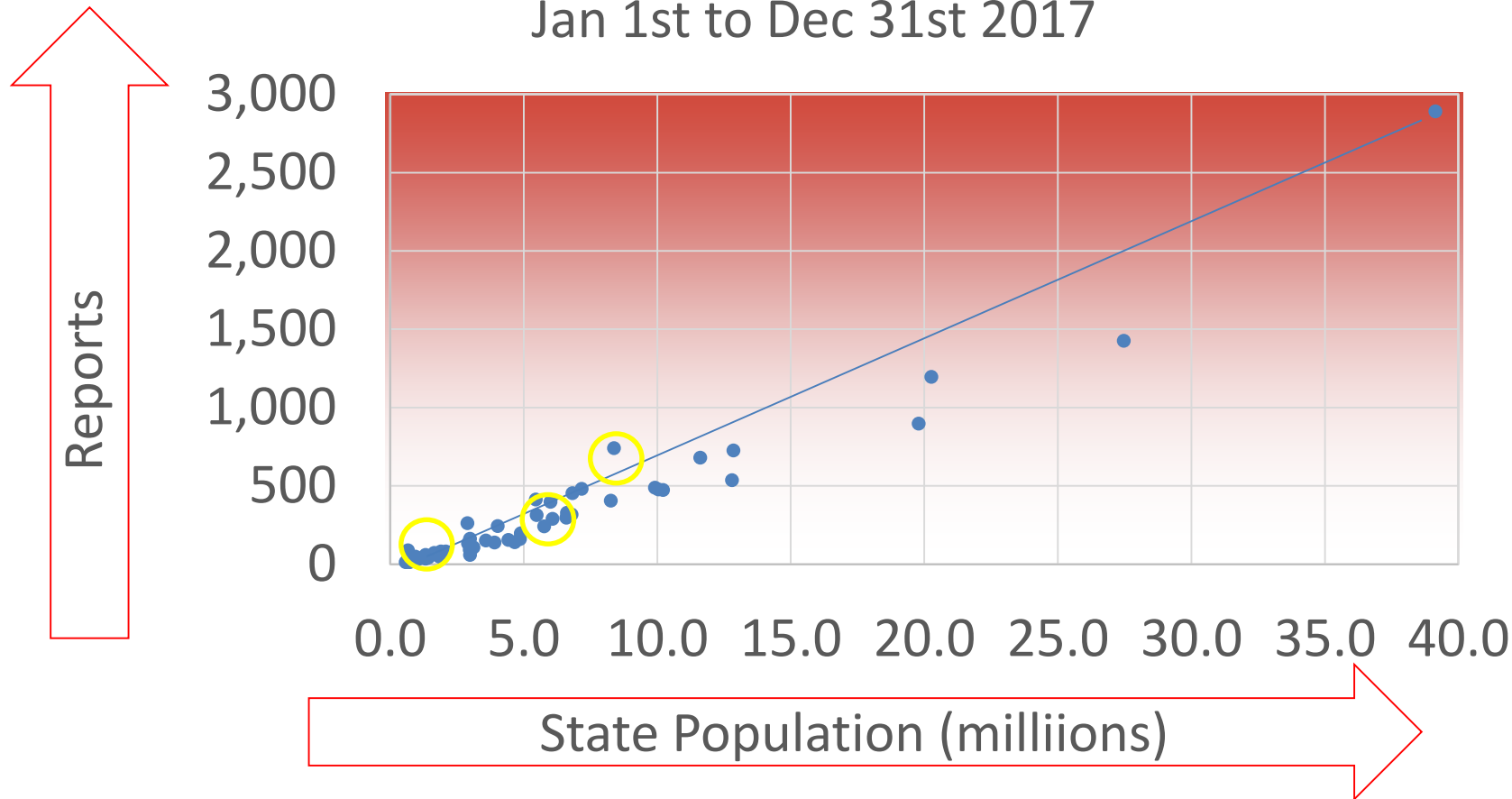


Observations



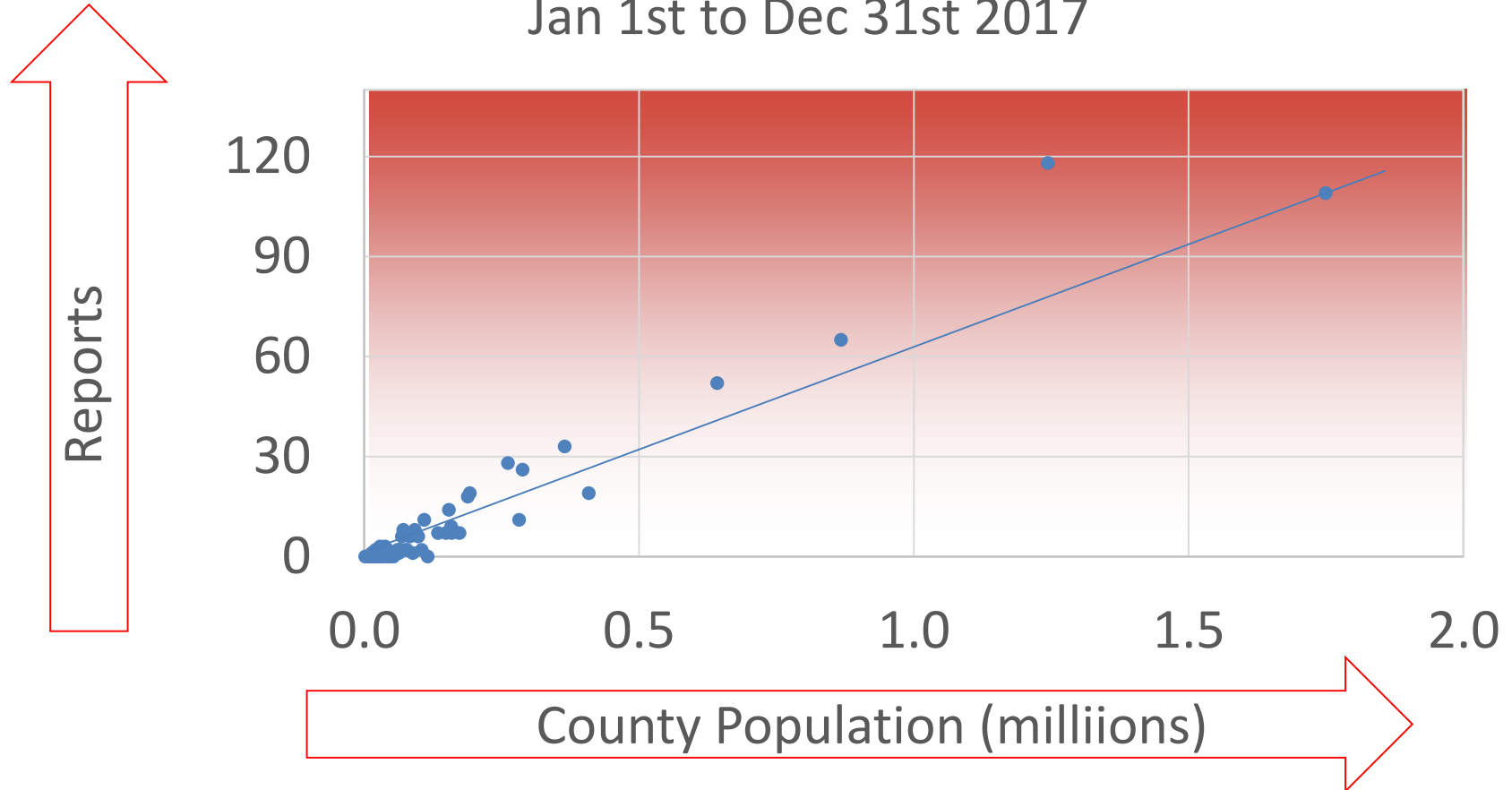
Report Count vs State Population

Jan 1st to Dec 31st 2017



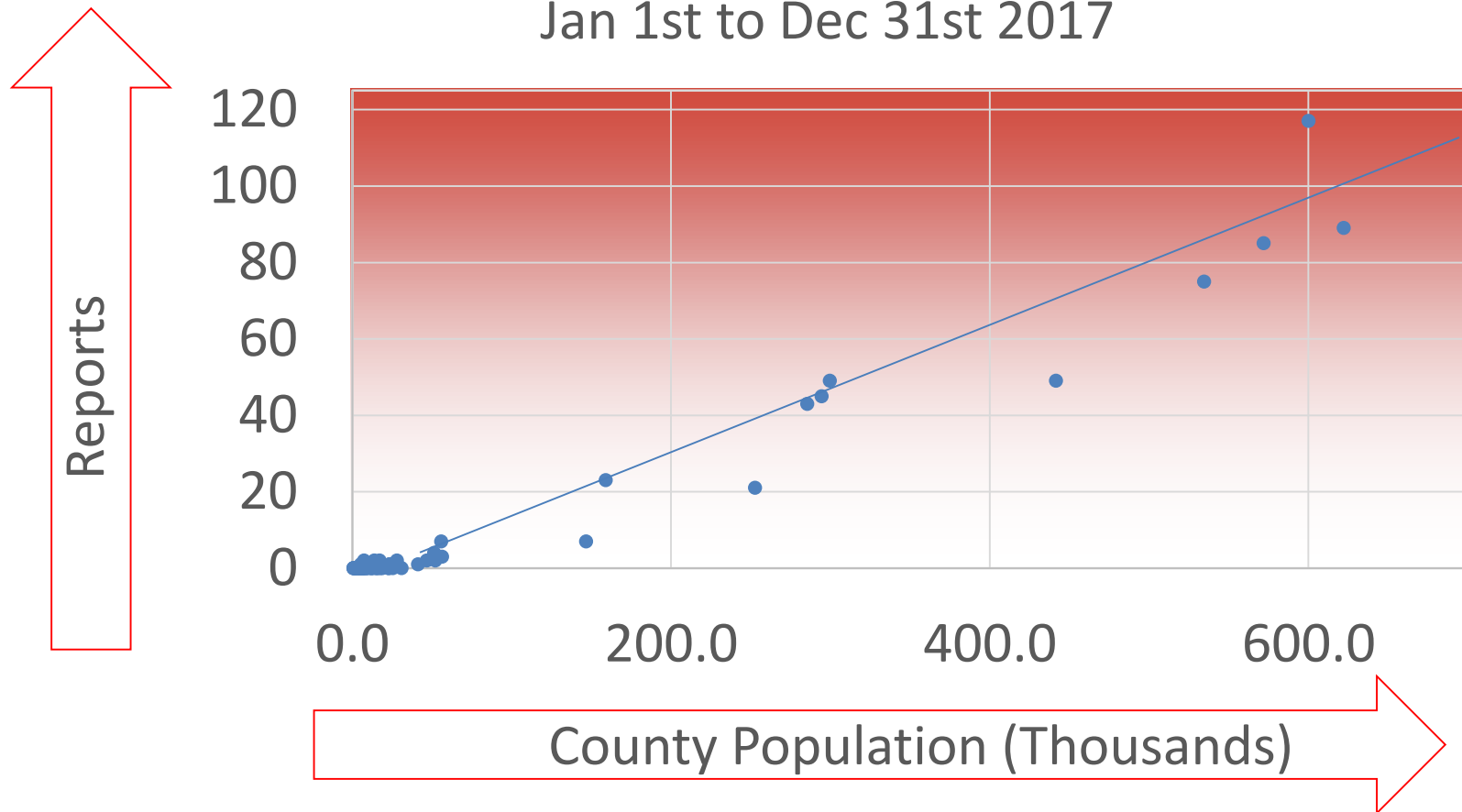
Report Count vs County Population - Michigan

Jan 1st to Dec 31st 2017



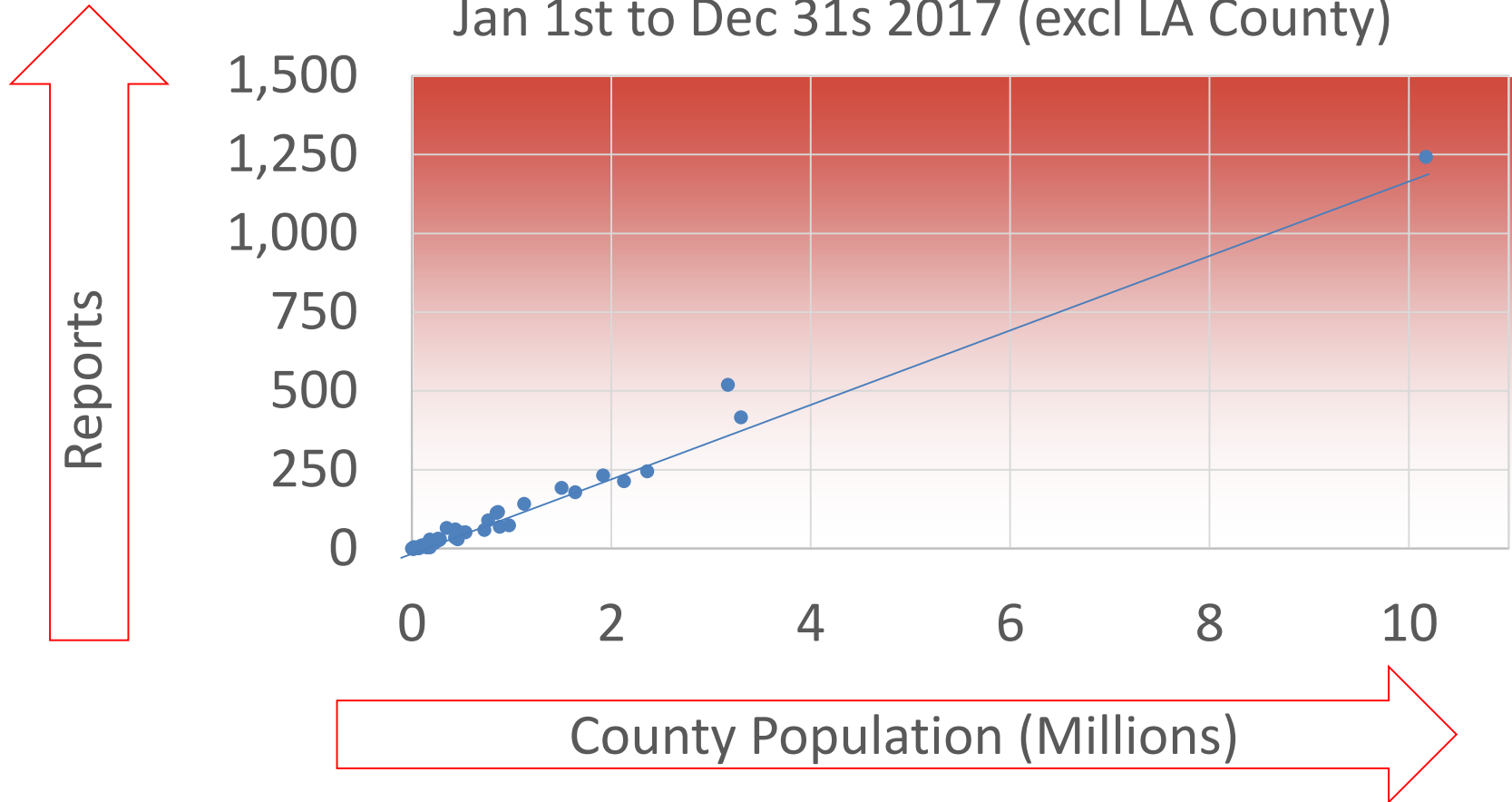
Report Count vs County Population Colorado

Jan 1st to Dec 31st 2017



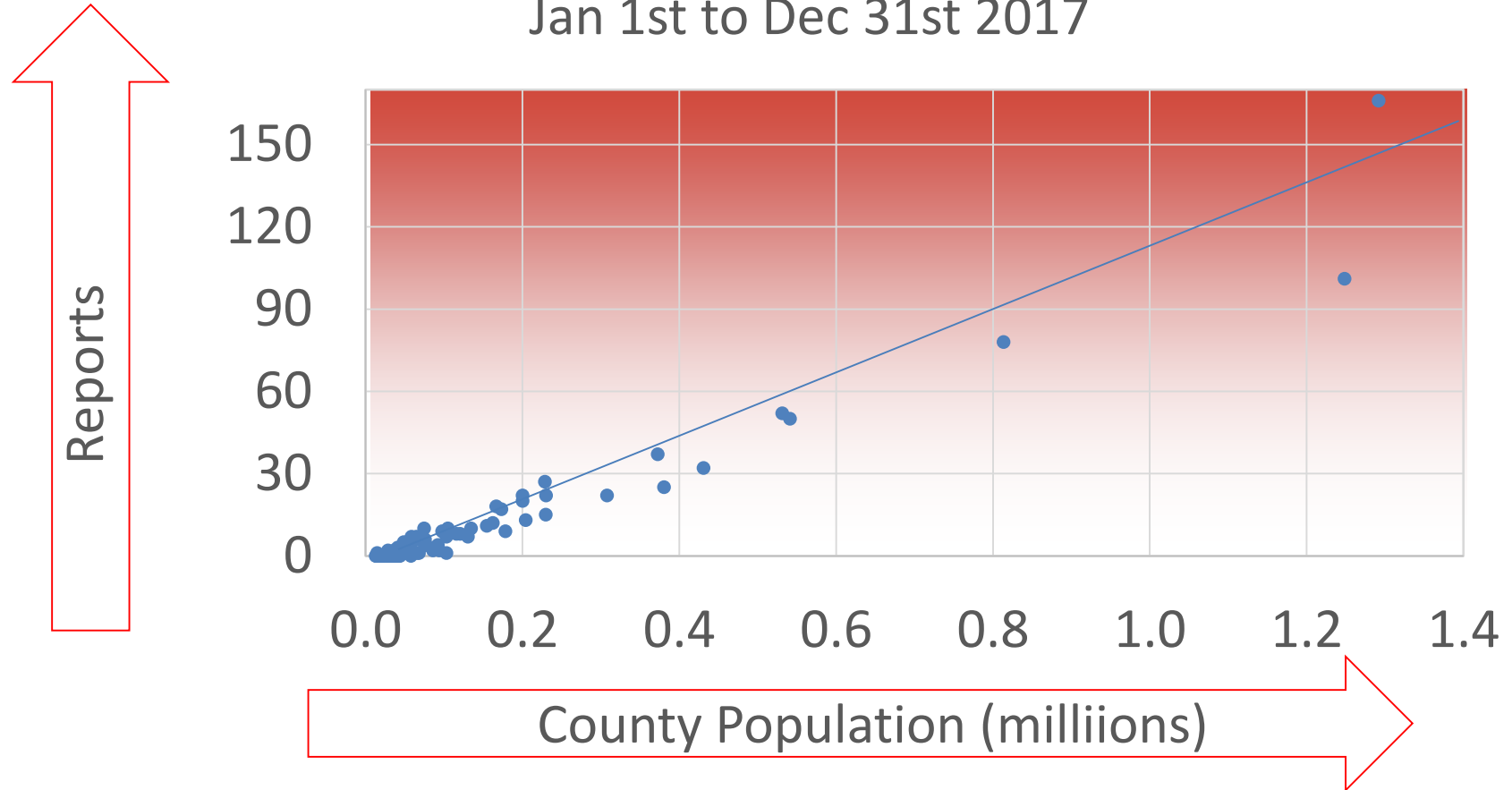
Report Count vs County Population California

Jan 1st to Dec 31s 2017 (excl LA County)



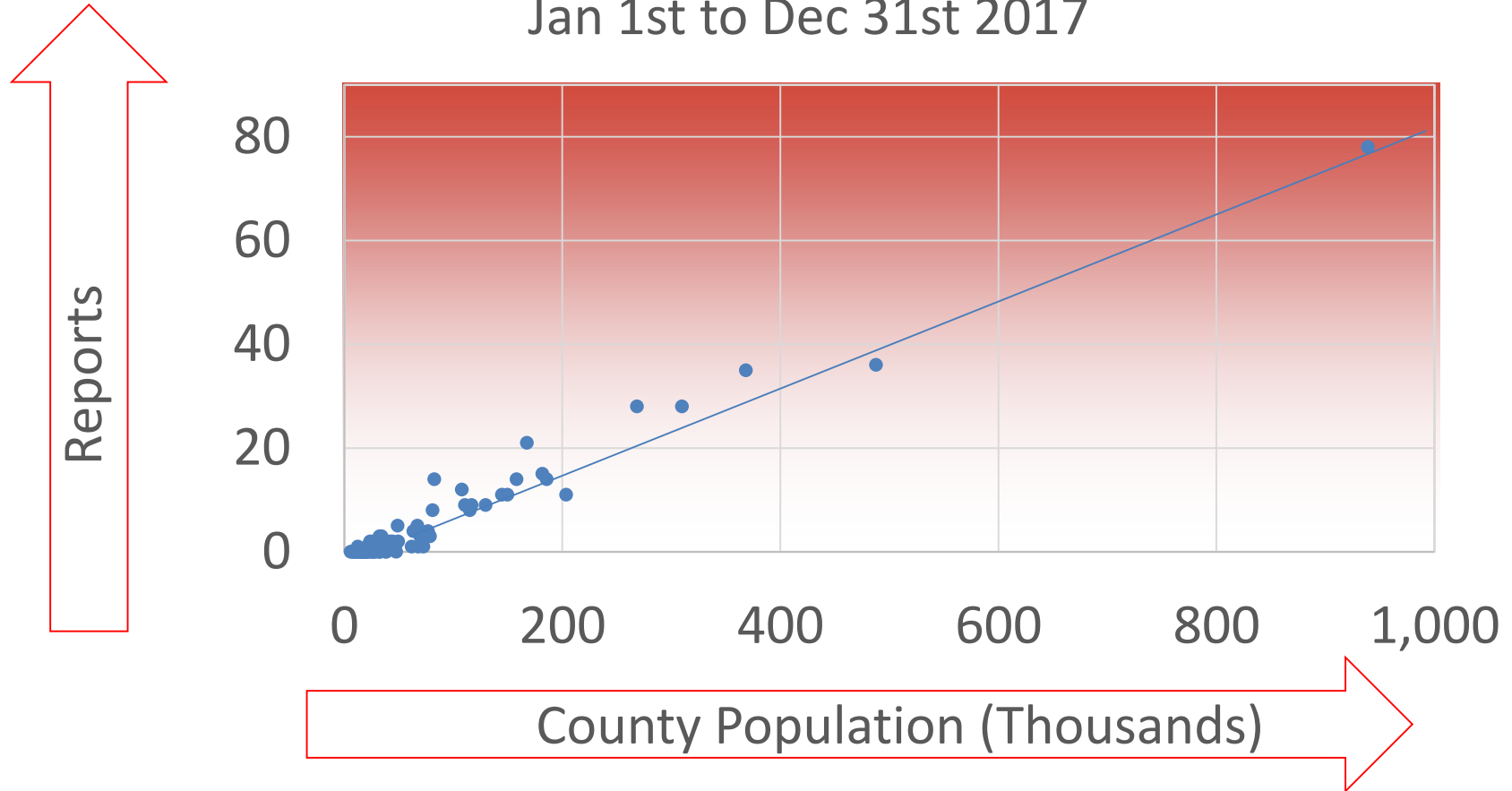
Report Count vs County Population - Ohio

Jan 1st to Dec 31st 2017



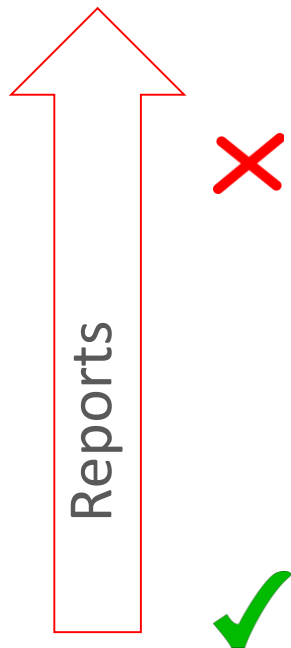
Report Count vs County Population Indiana

Jan 1st to Dec 31st 2017



Report Count vs Store Size

Jan 1st to Sep 30th 2017



1,000

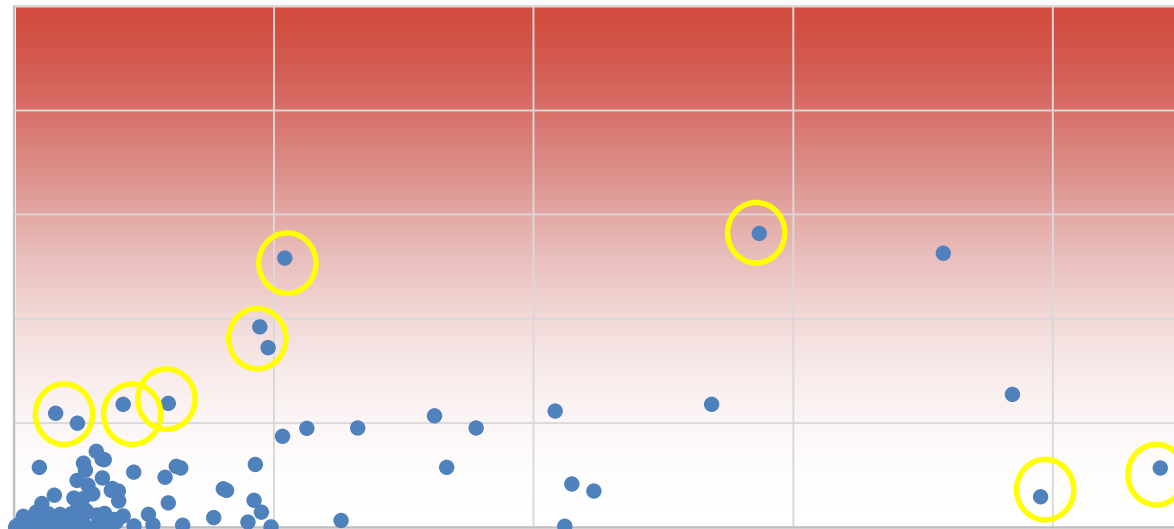
800

600

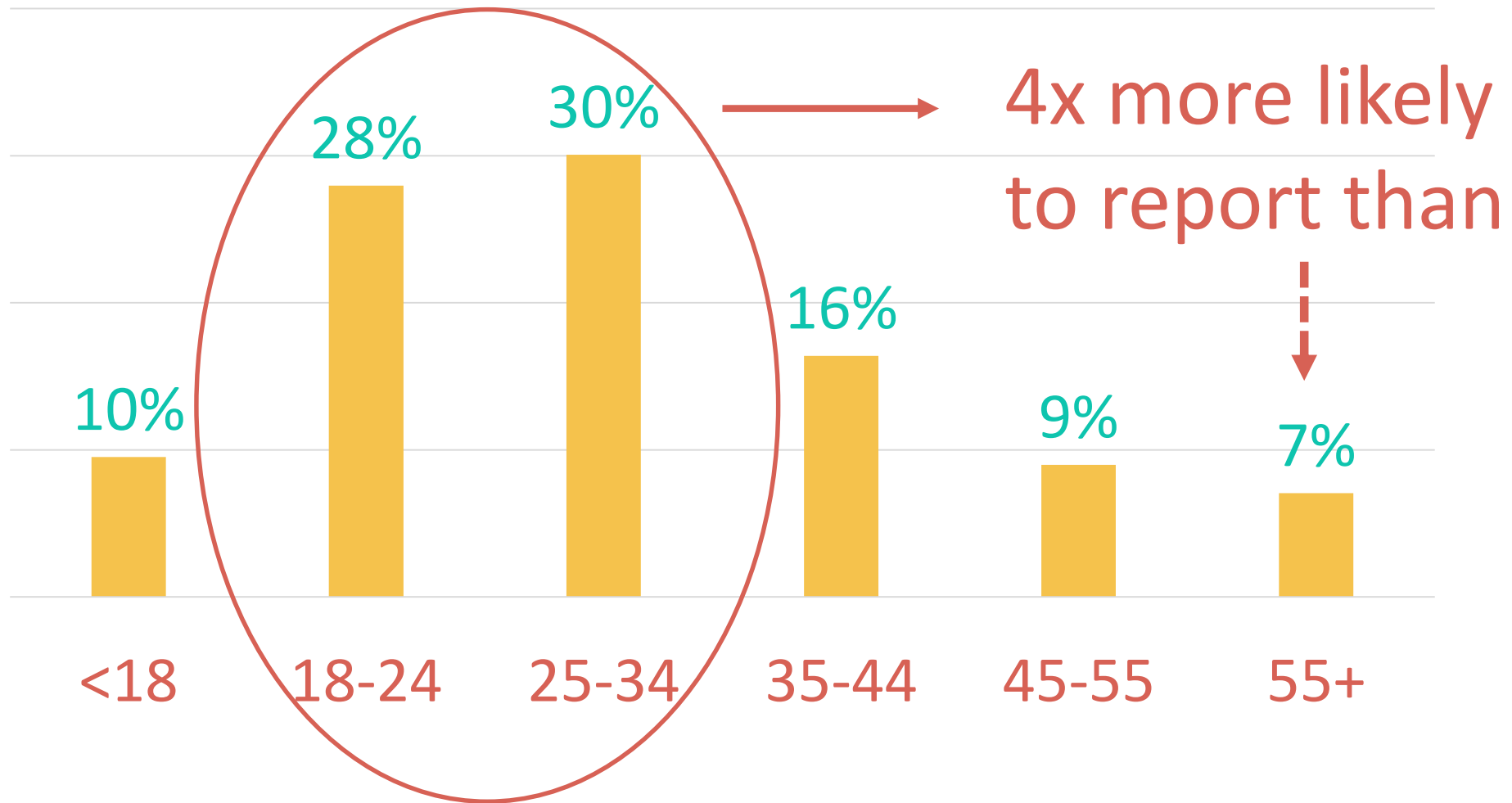
400

200

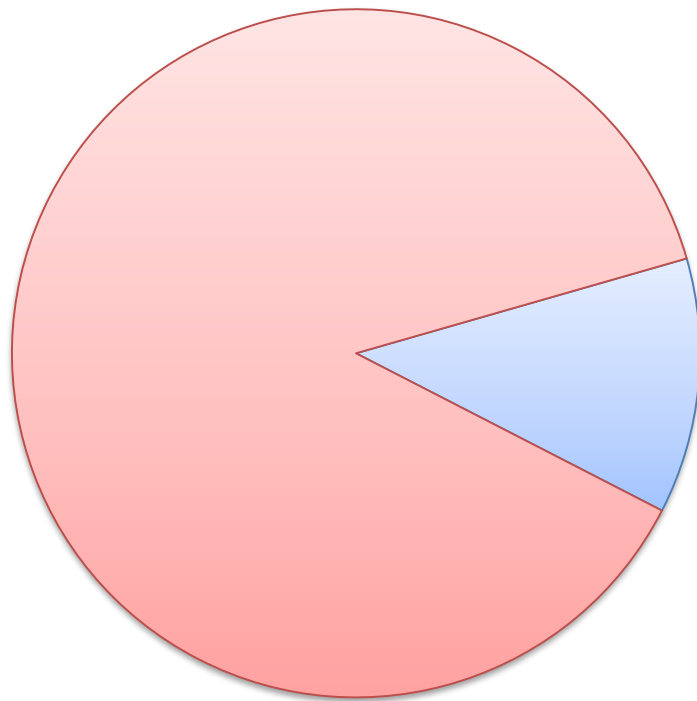
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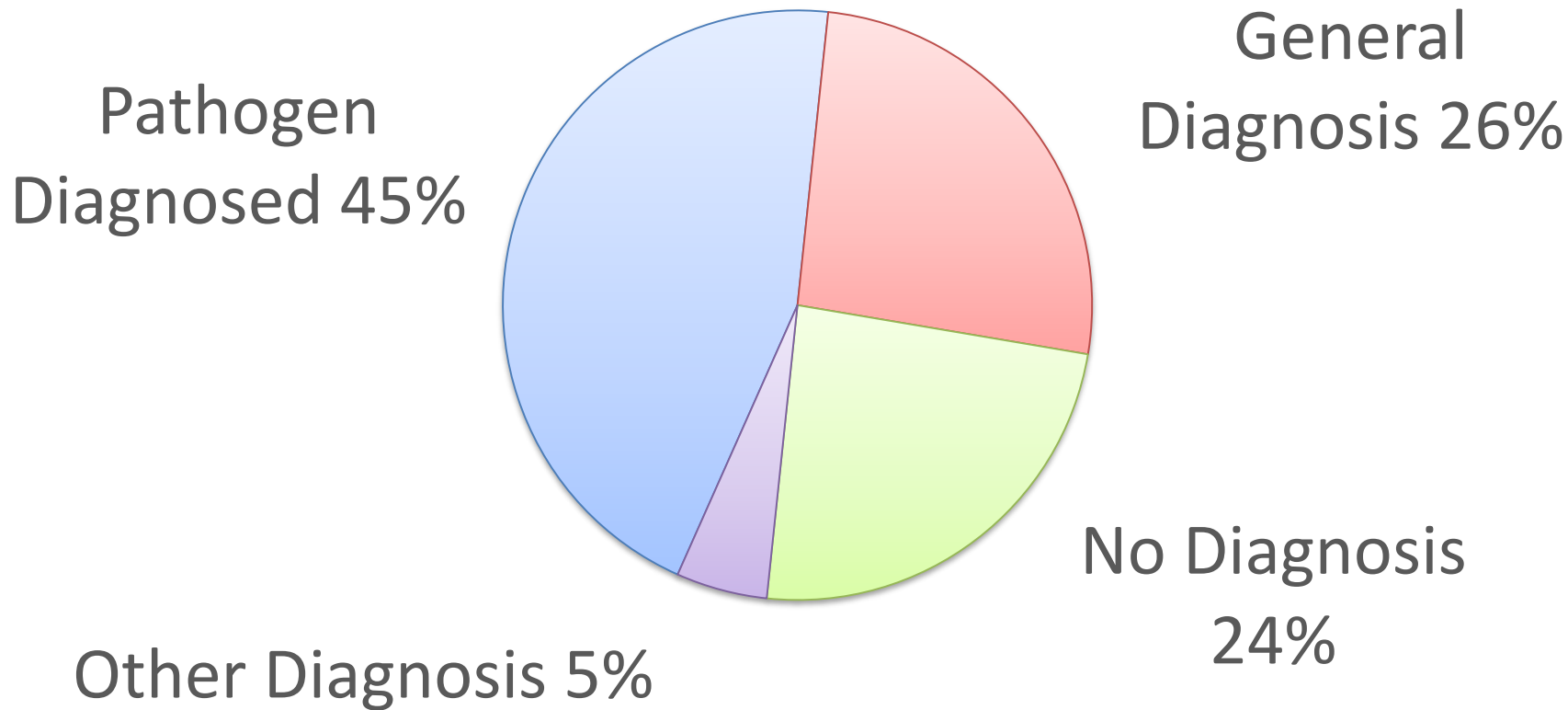
Brand Size (By Store Count)



No Doctor
88%

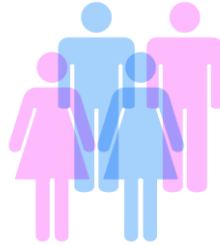


Doctor Visit
12%





Consumers



Health Agencies

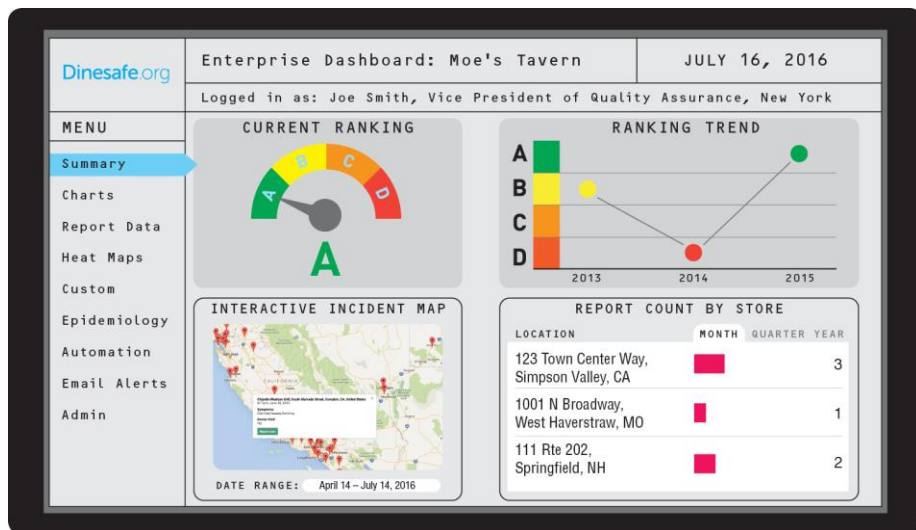


Industry



Dinesafe.org

Data Solutions for Safer Food



Real Time Outbreak Monitoring and Email Alerts Service



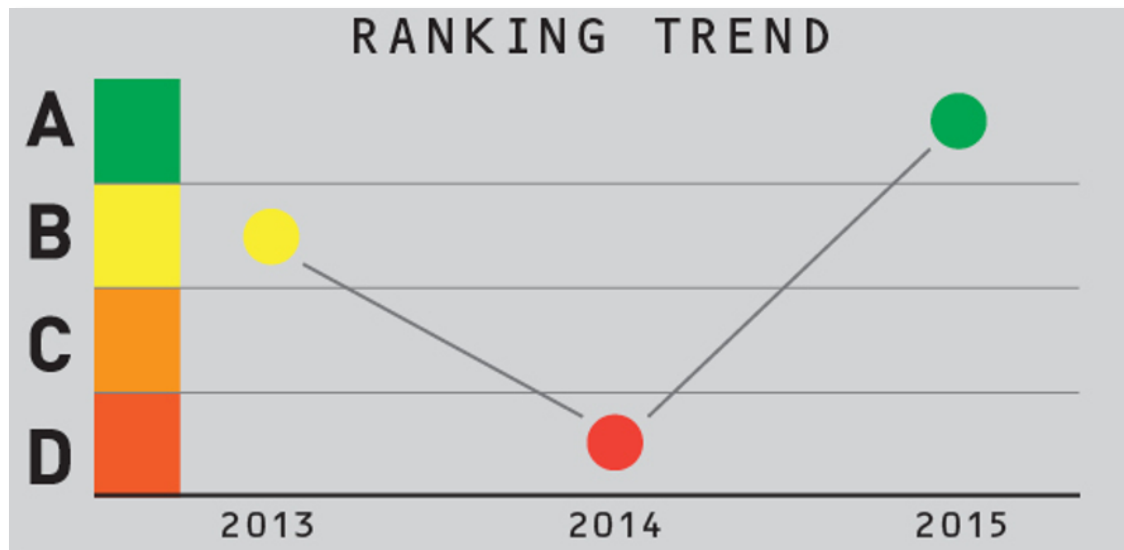
Dinesafe Benchmarking.

Where does your brand rank?



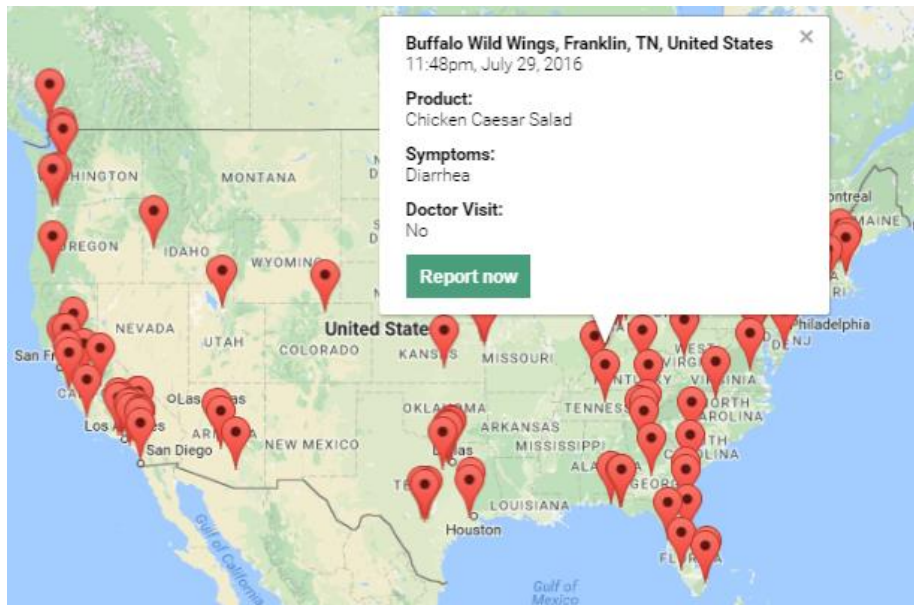
Trend Analysis.

Is your rank improving over time?

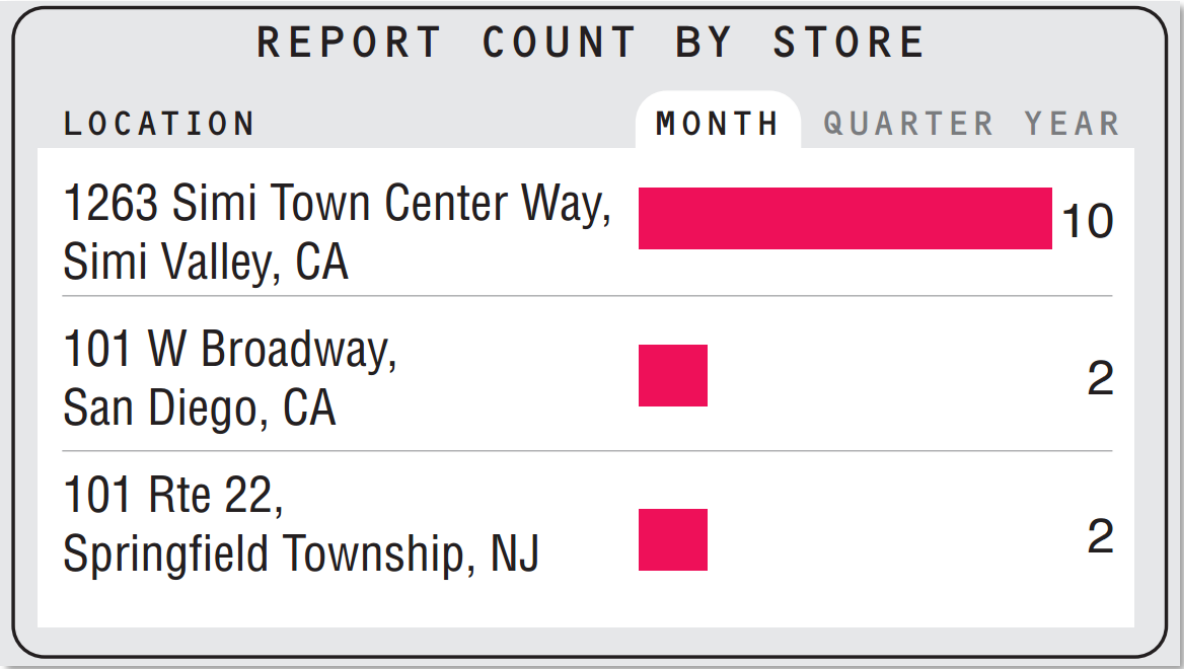


Map Views

Search and review reports by Geography



Report Count by Store or product



Data Tables: Search/Sort/Export

Show entries Search: Columns Print Excel CSV

datetime ▼	symptoms ^	place ^	where ^	product ^	details ^	g_city ^
2016-05-15 20:28:11	Diarrhea	Jack in the Box	Jack in the Box, E Holt Ave, Pomona, CA, United States	ultimate cheeseburger and curly fries	This was my second time ordering the same thing and it made me sick the next day and ended up having horrible stomach pain and diarrhea	Pomona
2016-05-15 19:35:45	Vomiting	Little Caesars Pizza	Little Caesars Pizza, West Carson Street, Carson, CA, United States			Carson

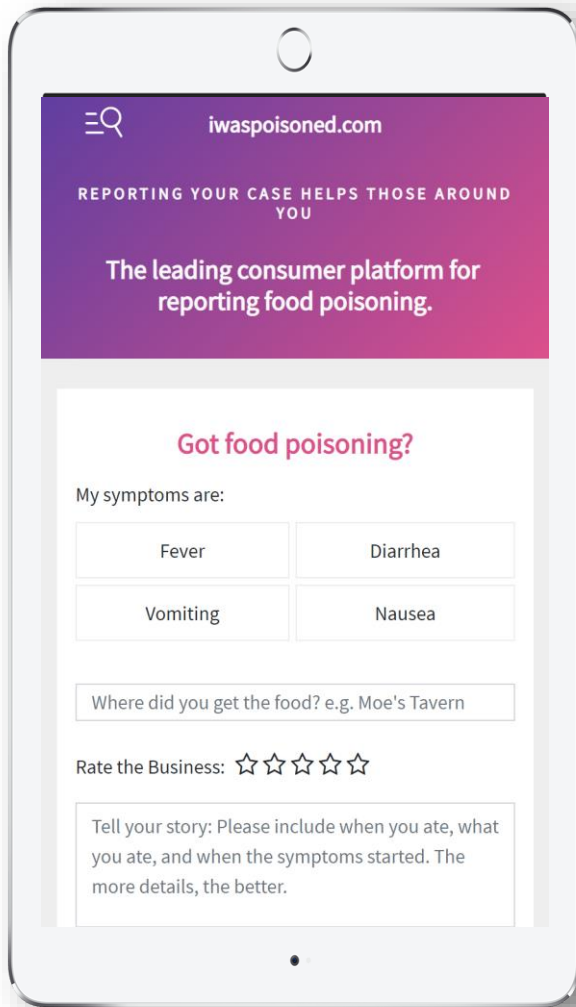
Dinesafe.org Customer Messaging



Final Message



**Do not
ignore social
media!**



Smartphone displaying the iwaspoisoned.com app interface. The screen shows a purple header with the logo and website name. Below the header, it states "REPORTING YOUR CASE HELPS THOSE AROUND YOU" and "The leading consumer platform for reporting food poisoning." The main section is titled "Got food poisoning?" and includes a form for reporting symptoms (Fever, Diarrhea, Vomiting, Nausea), a field for "Where did you get the food? e.g. Moe's Tavern", a "Rate the Business" section with five stars, and a text area for "Tell your story: Please include when you ate, what you ate, and when the symptoms started. The more details, the better."

Sign up for Custom Alerts

Consumers

Public Health

Industry

Investment Firms

Environmental Health

Thank you!

Patrick@iwaspoisoned.com

Colin@iwaspoisoned.com

Advisors



Dr. Lee-Ann Jaykus

William Neal Reynolds Distinguished Professor of Food, Bioprocessing, and Nutrition Sciences at NC State University. Lee-Ann is the scientific director of the USDA-NIFA Food Virology Collaborative. Previous president of the International Association for Food Protection.



Dr. Ben Chapman

Associate professor and food safety extension specialist at North Carolina State University. Ben has designed, implemented and evaluated on-farm food safety programs; consulted for industry and government around food safety issues.



Dr. Hal King

President and CEO of Public Health Innovations LLC. Former director of Food & Product Safety at Chick-fil-A Inc. Worked on preventing adulteration of foods in the U.S. Army Reserves. Has investigated foodborne and other disease outbreaks at CDC, and researched disease causation at Emory University School of Medicine



Kathleen Kennedy

Director of Special Projects at MIT, Executive Director of the Center for Collective Intelligence at the MIT Sloan School. Lead organizer of The Engine, venture fund and accelerator program. Former President, Chief Strategy Officer, MIT Technology Review.



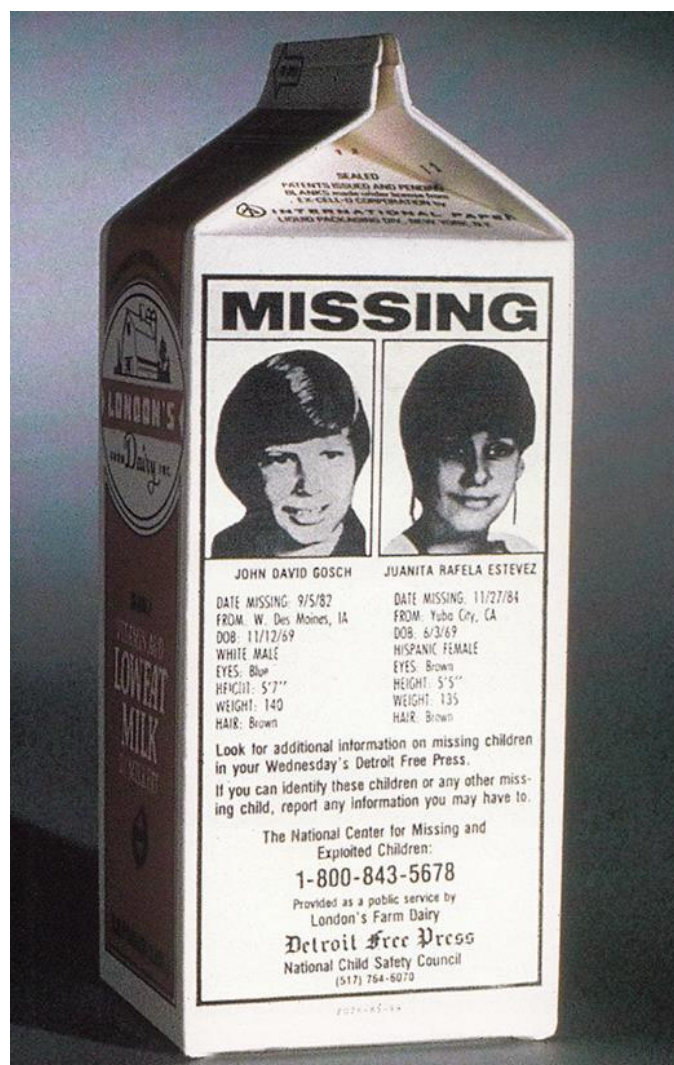
Whoopity do, You are a giant hole in the ground. You were caused be erosion. Jeeesh. Can you say "overrated?"



hmmmm.....nothing here but desiccated bone dry just like California drought. I saw the pictures and glorious reviews and thought maybe I'll give it a try. There is nothing there!



WIKIPEDIA
The Free Encyclopedia



MISSING



JOHN DAVID GOSCH

DATE MISSING: 9/5/82
FROM: W. Des Moines, IA
DOB: 11/12/69
WHITE MALE
EYES: Blue
HEIGHT: 5'7"
WEIGHT: 140
HAIR: Brown



JUANITA RAFAELA ESTEVEZ

DATE MISSING: 11/27/84
FROM: Yuba City, CA
DOB: 8/3/69
HISPANIC FEMALE
EYES: Brown
HEIGHT: 5'5"
WEIGHT: 135
HAIR: Brown

Look for additional information on missing children
in your Wednesday's Detroit Free Press.
If you can identify these children or any other miss-
ing child, report any information you may have to.

The National Center for Missing and
Exploited Children:

1-800-843-5678

Provided as a public service by
London's Farm Dairy

Detroit Free Press

National Child Safety Council
(517) 764-6070

FD-26-KS-1-84

Crowdsourcing Today

Is **pervasive**. Some of the biggest websites in the world, guiding almost all consumer decisions. Where we eat, travel, and work. What we buy, and who we buy it from.



Provides reviews of travel-related content. Over 280 million unique visitors



Allows users to read and publish crowd-sourced reviews of local businesses and contractors. Over 10 million reviews



Online retailer with over 34 million product reviews (as of 2013)



Employees and former employees review companies. 41 million unique users in Q1 2017.



Publishes crowd-sourced reviews about local businesses. 135 million monthly Visitors



Movie reviews -members participate in comments, ratings, and voting . Over 250 million unique monthly visitors.