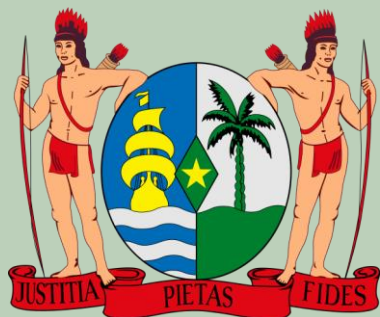




Nationaal Instituut voor Voedselveiligheid Suriname
National Institute for Food Safety Suriname

NATIONAAL INSTITUUT VOOR VOEDSELVEILIGHEID SURINAME - NIVS



Food Safety Communication Strategy

7 June 2023

*Stakeholder Engagement Meeting
Paramaribo, Suriname*

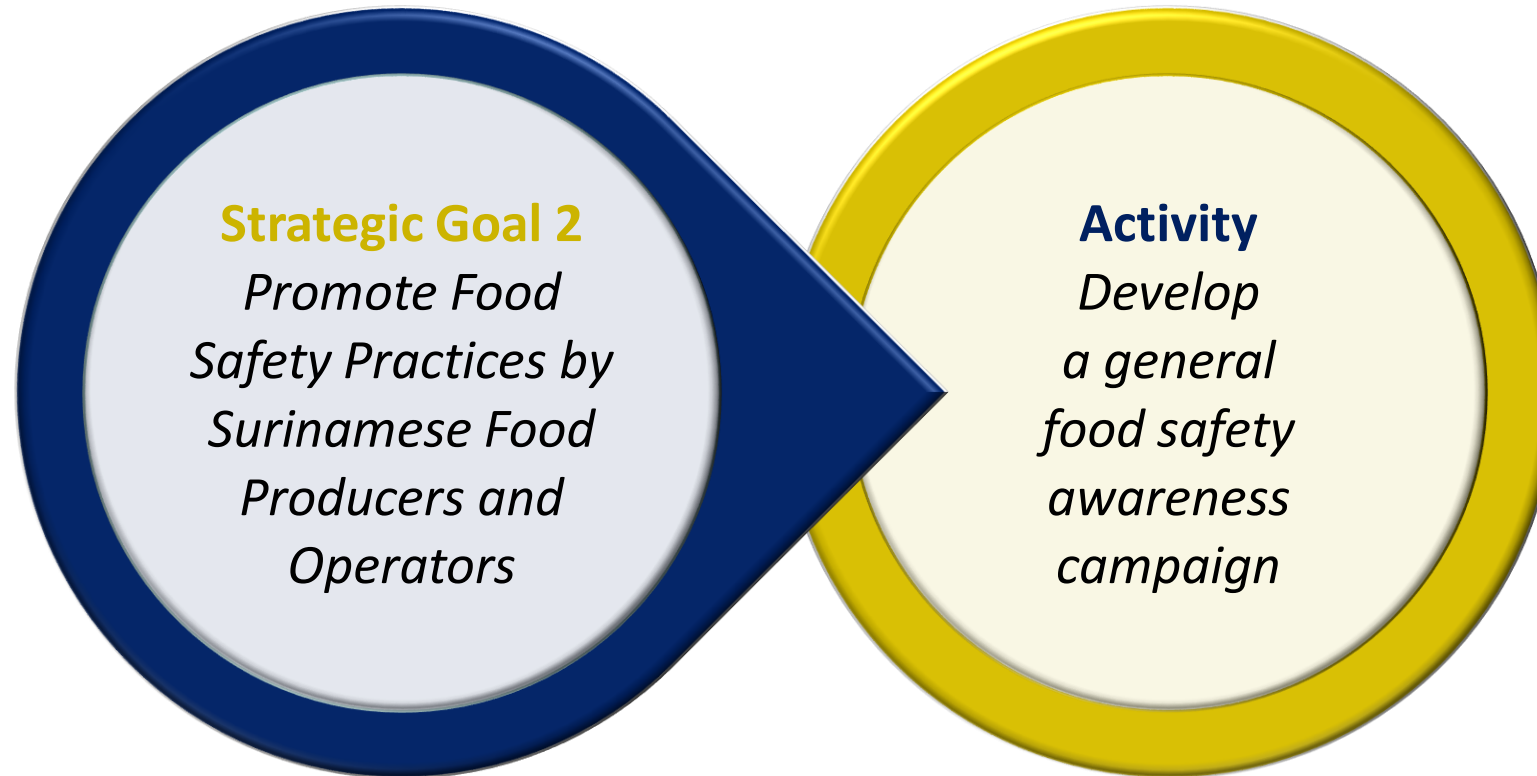
Jenna Wijngaarde, NIVS Member of the Board of Trustees

Strategic Direction for Transformation: 2023-2025

1. **Modernize Suriname's Food Safety Legislation and Develop Supporting Regulatory Frameworks**
2. **Promote Food Safety Practices by Surinamese Food Producers and Operators**
3. Engage with Domestic and International Partners and Stakeholders to Promote Suriname's Position as a Leading Food and Agrifood Producer.
4. Build a Dynamic and Professional Workforce and Enable Effective Food Regulatory Operations
5. Build a Science Capacity Serving Stakeholders and NIVS



Strategic Goal 2



□ Recognizing NIVS as the Authentic Source of Food Safety Information

- Advocacy for recognition of NIVS by Surinamese Stakeholders and Partners
- NIVS starts providing food safety information through various tools of communication: Both traditional and Novel / emerging e.g., Social Media

□ Developing food safety awareness Campaigns tailored to:

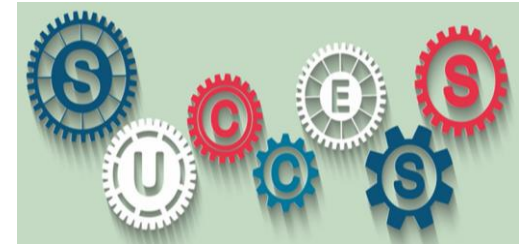
- Consumers
- Food and Agri-food production sectors to be rolled incrementally



Early Achievements

❑ Development of a pictorial Identifier: NIVS Logo

- Corporate identity: logo comprises the color green which is an **inseparable part of food** and **communicates progressiveness** in enacting food regulatory provisions enabling it to exercise its food safety oversight in a manner that is predictable and transparent.
- Aiming for it to be widely known and recognized domestically and internationally



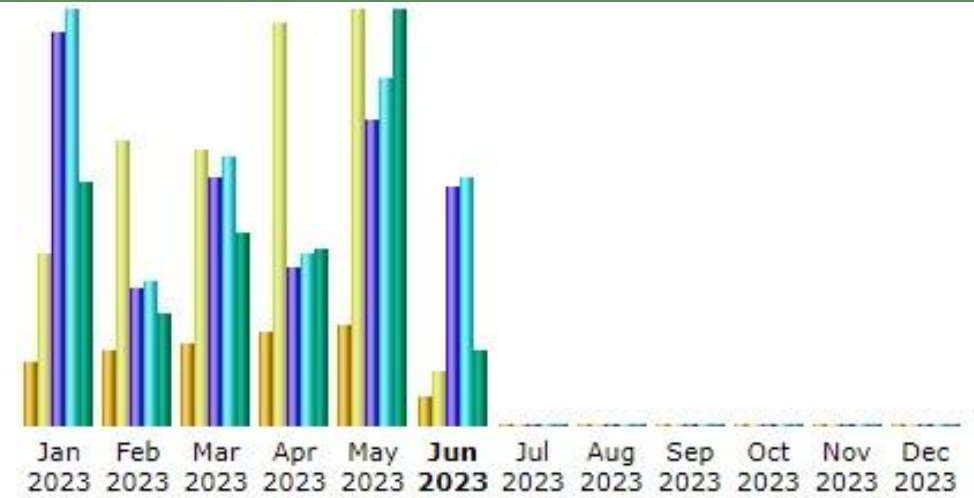
❑ Initiate Creation of Social Media Accounts :

- Facebook account: <https://www.facebook.com/NIVSuriname>
- YouTube account: <https://www.youtube.com/@NIVSuriname>



Early Achievements

Creation of a Website: Repository and Focal source of information from and about NIVS



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2023	1,715	4,700	87,491	92,441	752.64 MB
Feb 2023	2,078	7,829	30,494	32,200	345.63 MB
Mar 2023	2,263	7,589	55,450	59,643	596.83 MB
Apr 2023	2,583	11,021	35,108	38,437	545.61 MB
May 2023	2,731	11,395	68,125	77,335	1.25 GB
Jun 2023	811	1,519	52,900	55,317	228.51 MB
Jul 2023	0	0	0	0	0
Aug 2023	0	0	0	0	0
Sep 2023	0	0	0	0	0
Oct 2023	0	0	0	0	0
Nov 2023	0	0	0	0	0
Dec 2023	0	0	0	0	0
Total	12,181	44,053	329,568	355,373	3.67 GB



7
Launching the First of our Food Safety Campaigns TODAY!

Food Safety Education Campaign: Consumers and Food Business Operators



Nationaal Instituut voor Voedselveiligheid Suriname

National Institute for Food Safety Suriname

Objectives

- ❑ Raising awareness about NIVS and its primary responsibility including the responsibilities of the stakeholders' groups

- ❑ Specific objectives: The stakeholder community
 - Knows and understand the role of NIVS.
 - Knows that Food Safety is a shared responsibility.
 - Accepts responsibility to get education in food safety.
 - “Recognizes” the NIVS sound and pictorial identifiers



How were the Sound and Lyrics Designed

- Choice of text: a simple script
- Choice of language: understandable for general public
- This message is for all and about all
- Will open the way for further development of targeted communication about Food Safety (to all stakeholders in a tailored manner)



Where is it intended

- To be shared through NIVS Website
- To be shared through Social Media
- To be shared in Retail Establishments
- To be shared in Food production Establishments
- To be shared in classic audio-visual channels



Expected Activities... where you can follow our progress



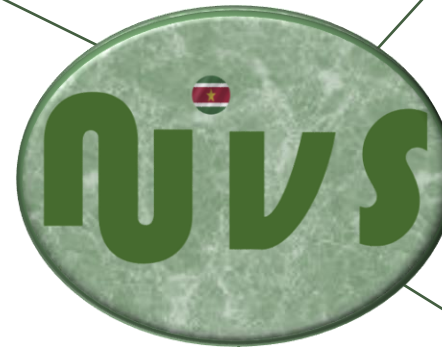
NIVS Website

NIVS Facebook Page

NIVS YouTube Channel

NIVS Musical Identifier

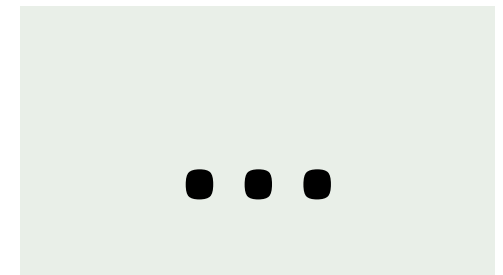
*Stakeholder
Engagement
Sessions*



Billboards

Animated Videos on Food Safety

Social Media Cards



The NIVS Jingle is on the social media accounts and website of NIVS



