

5<sup>th</sup> Euro-Global Summit and Expo on

# Food & Beverages

June 16-18, 2015 Alicante, Spain



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### Management and communication strategy for food safety: Integrated care model

The WHO estimates that worldwide foodborne and waterborne diarrhoeal diseases taken together kill about 2.2 million people annually. Ergo prevention of food borne illness, a serious and growing problem must be the first priority. In a wild spectrum of TV programs, all around the world we are watching just culinary lessons lead by qualified Chefs. Indeed they are managing food every day but without a specific medical background. For that reason it would be strongly advised those lessons to be supervised from a physician (medical doctor or veterinary doctor with expertise on food hygiene) or other qualified professionals. An integrated care model could lead final consumers to an univocal strategy to learn how to cook in the best way especially stressing the importance of merging good and healthy food ideally lead by an expert on massmedia communication and with food expertise background.

### Biography

Massimo Cecaro achieved a Master Degree in Veterinary Medicine and Specialization in the field of Public Health and Preventive Medicine. At the age of 24 he obtained a qualification to practice as a Journalist and in 2007 he was admitted to the National Association of Medical Press (ASMI), where he currently holds the position of National Councilor. He is Resident Member of MJA Medical Journalists' Association (London). He has been invited as Keynote speaker, mentor, chairman, Honorable Guest at International events in the field of Public Health and Safety in Canada, USA, Europe and Asia. He is also director in Italy of a prestigious Educational Centre for work safety and public health. He is actively involved in International projects to improve the role of mass-media in medical sciences and awarded in Philadelphia, Valencia and Las Vegas with International special recognitions. He is serving as an Editorial Member of several reputed journals, and Editor-in-Chief in the "Occupational Medicine & Health Affairs" and in "Journal of Mass Communication & Journalism". He is Founding Editor in Chief of "Journal of Occupational Health & Research". He is OCM of several International Conferences in US and in Europe.

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