



Organization of
American States



**Pan American
Health
Organization**

Regional Office of the
World Health Organization



CONSUMER SAFETY AND HEALTH NETWORK

Post-graduate Course

“The Management of Market Surveillance and Regulatory
Activities in Product Safety Systems”

February 28th – March 4th 2011
OAS Headquarters, Padilla Vidal Room
1889 F St. NW Washington, DC

AGENDA

Implementation:



Support:



NIST

The Post-graduate Course: “The Management of Market Surveillance and Regulatory Activities in Product Safety Systems” (hereinafter “the Course”) is under the framework of the Consumer Safety and Health Network of the Americas (CSHN), which the Organization of American States (OAS) coordinates in partnership with the Pan-American Health Organization (PAHO).

The CSHN is the first Inter-American effort to contribute to the development and consolidation of national and regional systems designed to enhance product safety, and it is the result of American States’ commitment to the effective protection of consumer rights and the promotion of safe consumption, expressed in the Resolutions of the General Assembly of the OAS AG/RES. 2494 (XXXIX-O/09) and AG/RES. 2549 (XL-O/10).

The overall objective of the Network is to ensure the safe consumption of goods and services, and to protect the health of the consumers of the Continent. To achieve this overall objective, the Network has set itself the immediate goal of strengthening the capacity of states for monitoring, controlling, and enhancing the safety of non-food products in our region..

In this context, what has been established as one of the fundamental pillars of the CSHN is the design and implementation of training activities aimed at strengthening the institutional capacity of the OAS member States for market surveillance relating to product safety, and for the implementation and/or strengthening of effective national systems for the early warning to the entry of unsafe products into the markets.

This course aims to contribute to the technical capacity-building of the authorities of the region in terms of product safety through the study of the fundamentals of the administrative management of security products mainly in the Europe and United States. In this way, it is intended that the American States could enhance their own perspective and further improve their models of market surveillance in terms of product safety based on the risk management in accordance with their administrative organization and national regulatory frameworks, and in this way to advance in the implementation of an Inter-American system for early alert on product safety.

The course is being developed on a four-week online format with a workload of about 7-12 hours per week for each student, with feedback and exercises to consolidate learning and make evaluations, and a proposal for improvement in the product safety surveillance management as a graduation project.

After the four weeks of distance course, there will be in-person activities in Washington, D.C, which will provide: presentation of the proposals made by students and debate over the conclusions drawn; practical exercise and expert presentations; and days of intensive workshops on the non-food consumer product safety system of the United States given by officials of the US Consumer Product Safety Commission.

Besides the significant financial support that the Government of Brazil has been providing the CSHN since the beginning of the initiative, the training activities also receive valuable contribution from the Consumer Product Safety Commission and National Institute of Metrology and Standardization of the United States, as well as the *Agencia Catalana de Consumo* of Spain. The *Universitat Pompeu Fabra* of Barcelona, which is in charge of the academic direction of the course, has made its distinguished professors and specialists available.

DRAFT AGENDA

Monday, 28 February – CPSC Training, Day 1

- 8:00 – 8:30 **Registration**
- 8:30 – 10:00 **Opening and Welcoming Remarks**
Ana Evelyn Jacir de Lovo, Director, Department of Special Legal Programs, Organization of American States (OAS)
- Keynote Speeches**
Inez Tenenbaum, Chairman, U.S. Consumer Product Safety Commission (CPSC)
Brazil’s Government Representative (TBC)
Consumers International Representative (TBC)
Socorro Gross-Galiano, Assistant Director, Pan American Health Organization (PAHO)
José Miguel Insulza, Secretary General, OAS (TBC)
- 10:00 – 11:00 **CPSC Overview** (Mission, Structure, Legal Authority, Key CPSIA Requirements, Testing and Certification Program)
Jay Howell, Director, Office of Hazard Identification and Reduction Acting Director, Office of Compliance and Field Operations
- 11:00 – 11:15 **Coffee Break**
- 11:15 – 12:00 **Epidemiology: Injury Data Collection**
Thomas Schroeder, Director, Data Systems Division
- 12:00 – 12:30 **Epidemiology: Injury Data Analysis, Risk Assessment**
Kathleen Stralka, Director, Hazard Analysis Division
- 12:30 – 13:00 **CPSC New Searchable Database**
Ming Zhu, CPSRMS Project Manager
- 13:00 – 14:00 **Lunch Break**
- 14:00 – 14:30 **Rulemaking / Standardization Work**
Jay Howell, Director, Office of Hazard Identification and Reduction Acting Director, Office of Compliance and Field Operations
- 14:30 – 15:30 **Health Sciences Panel:** Overview, Risk Assessment, Case Studies
Mary Ann Danello, Associate Executive Director for Health Sciences
Suad Wanna-Nakamura, Physiologist
Michael Babich, Chemist
- 15:30 – 16:00 **Cost-Benefit Analysis**
Deborah Aiken, Supervisory Economist
- 16:00 – 16:15 **Coffee Break**
- 16:15 – 16:45 **Engineering Sciences:** Case Studies
Mark Kumagai, Director, Mechanical Engineering
- 16:45 – 17:30 **Consumer Education, Social Media, Case Studies**
Scott Wolfson, Director, Office of Public Affairs
Arlene Flecha-Castro, Public Affairs Specialist
Stacey Palosky, Public Affairs Specialist, Social Media

17:30 – 18:00 **International Outreach** / Trends in Global Product Safety Efforts
Richard O'Brien, Director, International Programs
Roberta Telles, Manager, Western Hemisphere

Tuesday, 1 March – CPSC Training, Day 2

9:00 – 12:00 **Overview – Office of Compliance and Field Operations**
Marc Schoem, Deputy Director
Dennis Blasius, Eastern Region Director
Mary Toro, Director, Regulatory Enforcement Division
Dean Woodard, Director, Defect Investigations Division
Renae Rauchschtalbe, Compliance Lead, Children's Hazards
Tanya Topka, Compliance Lead, Fast Track / Mechanical Hazards
Denise Beatty, Director, State and Local Programs

- Compliance and Field Operations – Overview
- Field Investigators and Compliance Officers – Roles, Responsibilities, Background, Training, etc
- Incident Reports and the Investigation process
- Section 15 Substantial Hazard Investigations
- Industry Responsibilities / Reporting Requirements – Rules, Processes, Guidelines
- Product recalls
- Voluntary Reporting Programs
- Work with State and Local Jurisdictions

12:00 – 13:00 **Lunch**

13:00 – 17:00 **Anatomy of a Recall / Case Studies / Best Practices**
Moderators: Marc Schoem and Dean Woodard
Mark Kumagai, Director, Mechanical Engineering
Andrew Trotta, Director, Electrical Engineering
Suad Wanna-Nakamura, Physiologist
Robert Ochsman, Director, Human Factors

- CPSC Multi-Disciplinary Approach
- Panel: Anatomy of a Recall – Case Study (Risk assessment, processes, etc)
- Regulated Products – Case Study
- Defect Investigations – Case Study
- Penalties (Civil, Criminal, Name & Shame) – Case Study
- Best Practices in Market Surveillance
- Best Practices in Conducting Recalls
- Key Take-Home Points for Successful Compliance Program

17:00 – 18:00 **Debrief on Lessons Learned and Q&A Session**
(TBD)

Wednesday, 2 March

8:30 – 9:00 **Opening**

9:00 – 10:30 **A Public Health Perspective on Consumer Product Safety:** Recent Research on Health Behavior Problems, Injury Prevention, and Public Health Advocacy from the Johns Hopkins Center for Injury Research and Policy (TBC)
Andrea Gielen, Professor and Director

Shannon Frattaroli, Assistant Professor

10:30 – 11:00 **Efforts on the Implementation of World Health Organization's on Children's food marketing**
Enrique Jacoby, General Advisor on Nutrition, PAHO

11:00 – 11:15 **Coffee Break**

11:15 – 12:00 **Private Sector Perspective**
Rodney Davis, Senior Vice President, Council of Better Business Bureaus (CBBB)

12:00 – 12:45 **Presentation of the CSHN Portal**

12:45 – 13:45 **Lunch Break**

14:00 – 14:15 **Description of the Work in Panels**
Josep Tous, Postgraduate Coursework Coordinator and Professor, Universidad Pompeu Fabra, Barcelona

14:15 – 16:00 **Country Experiences (PANELS)**
(Country Presentations for Online Training Final Project)

PANEL 1: Presentation of course project

- **Brasil:**
Adriana Mattos Menezes, Director of Service and Consumer Orientation, Superintendence of Protection and Consumer Defense (Procon Bahia)
Isabella Brandão Barreto Batista, Director of Surveillance, Procon Bahia
Cristina Menezes Santos, Superintendent, Procon Bahia
Paulo Coscarelli, Deputy Director of Quality, National Institute for Metrology, Normalization and Industrial Quality (INMETRO)
José Agenor Alvares da Silva, Director, National Health Surveillance Agency (ANVISA)
Neilton Araújo de Oliveira, Associate Director, ANVISA
Amaury Martins de Oliva, General Coordinator for Legal Affairs, Department of Protection and Consumer Defense (DPDC), Ministry of Justice
- **Argentina:**
Alejandro Rupnik, Executive Coordinator for Consumers Policy, Secretariat of Consumer Defense
José Luis Laquidara, Coordinator of Technical Assistance Programs, Secretariat of Consumer Defense
Silvia Paola Bichara, Ministry of Health
- **Peru:**
Hamilton García Díaz, General Director for Health Promotion, Ministry of Health
Angel Escandón Villa, Specialist on Chemical Substances, DIGESA, Ministry of Health
Evelyn Edith Chumacero Asención, Legal Specialist, Commission of Consumer Protection, National Defense Institute

16:00 – 16:15 **Coffee Break**

16:15 – 17:00 **PANEL 1 (cont.)**

Thursday, 3 March

9:00 – 10:30

NIST Presentations

Ileana M. Martinez, International Affairs Advisor, National Institute of Standards and Technology

- Overviews of the US standards and Conformity Assessment Systems
- Overview of the Inter American Accreditation Cooperation (IAAC)
- IAAC Mutual Recognition Arrangements that are recognized by the International Laboratory Accreditation Cooperation (ILAC) and International Accreditation Forum (IAF)

10:30 – 10:45

Coffee Break

10:45 – 13:00

Country Experiences (cont.)

Country Presentations for Online Training Final Project

PANEL 2: Presentation of course project

- **Panama:**
Lourdes Moreno Castillo, doctor for the Epidemiology Department, Ministry of Health
Marisol Borrero de Aparicio, Ministry of Health
Tatiana Quintero Zeña, Technician in Monitoring and Evaluation, Ministry of Health
Ileana Brea, Sub-director of Health Service Strategic Development, Ministry of Health
- **Mexico:**
Dinora Pliego, Manager, COFEPRIS
- **Guatemala:**
Gladys Arreola, Chief of the Department of Regulation and Food Control, Ministry of Public Health and Social Assistance
- **El Salvador:**
Diana Burgos, Chief of Safety and Quality, Consumers Defense

13:00 – 14:00

Lunch Break

14:00 – 15:30

Country Experiences (cont.)

Country Presentations for Online Training Final Project

PANEL 3: Presentation of course project

- **Belize:**
Kenisha Stuart, Consumer Protection and Liaison Officer, Bureau of Standards
- **Chile:**
Ana María Becerra Puebla, Chief of the Department of Economical Protection and Consumer Safety, Consumer Protection Service (SERNAC)
Ximena Pilar Castillo Faura, Chief of Legal Division, SERNAC
- **Nicaragua:**

Ricardo León Loáisiga Castillo, Specialist, Bureau of Consumer Defense, Ministry of Development, Industry and Commerce

15:30 – 15:45

Coffee Break

15:45 – 17:00

PANEL 4: Presentation of course project

- **Ecuador:**
Juan Pablo Galán, Director, Bureau of Consumer Defense, Ministry of Industry and Productivity
Talia Palacios Campaña, Technician in Market Surveillance, Ministry of Industry and Productivity
- **Costa Rica:**
Kattia Chaves Mattarrita, Chief of the Department of Technical Support, Ministry of Economy, Industry and Commerce
- **Dominican Republic:**
Fidel Del Rosario Vinicio, Manager of Inspection and Surveillance, National Institute of Consumer Rights Protection (Pro-Consumidor)
Natanael De los Santos Santos, Sub-director of Operations, Pro-Consumidor

17.15 – 17.45

Debrief on lessons learned and next steps

Josep Tous, Universidad Pompeu Fabra

Closure of the course

Ana Evelyn Jacir De Lovo, OEA

Friday, 4 March

9:00 – 10:00

Regional and Global Initiatives

- Canada

10:00 – 13:00

CSHN Working Group Meeting

- Assessment of Training Programs
- Planning of Future Activities
- Consideration of Pilot Project with CARICOM
 - Specialized course
 - Pilot Project: Rapid Alert System for the Caribbean
- Usage of Secure Communication tool
- Virtual Community
- Next Steps, etc.

End of Program