National Loyalty Card Workgroup Update

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Purpose of Workgroup

• Highlight importance of loyalty cards as data source during investigations
• Identify & address barriers to obtaining and using loyalty card data
• Develop best practices document
• Increase collaboration with industry partners
• Develop retail POC list
Best Practices Document

• 1st Draft status
• Includes collective best practices for:
  – When to request purchase information
  – When to centralize requests
  – Suggested time frames for data collection
  – Non-loyalty card data requests
  – Data limitations
  – Templates (protocols; legal issues; etc)
Retail POC List

- 1st Draft status
- Accessibility: FoodSHIELD, SEDRIC, PulseNet/OutbreakNet Sharepoint
- Data verification phase

<table>
<thead>
<tr>
<th>Named POC &amp; Contact Info</th>
<th>Loyalty Program(s)</th>
<th>Online Ordering</th>
<th>Parent Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headquarters Contact Info</td>
<td>Store Locations</td>
<td>Requirements for Data Requests</td>
<td>Comment Field</td>
</tr>
</tbody>
</table>
Overall Challenges

• Variety of potential data sources
– “Product purchase verification data” concept
• Rapidly changing retail information
• Absence of existing communication mechanism with retailers
• Attitude of skepticism among retailers
Industry Outreach/Collaboration

• Enhance communication & trust
  — Earlier notification
  — Increased transparency
  — Two-way data sharing

• Address industry needs
  — Streamline data request process
  — Avoid duplication
  — “Map out” protocol
Next Steps

- Continued revision of Best Practices document
- POC List data validation
- Explore expanded data sources
- FoodSHIELD interface to house retail POC data
- Engagement via CIFOR Industry Workgroup
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