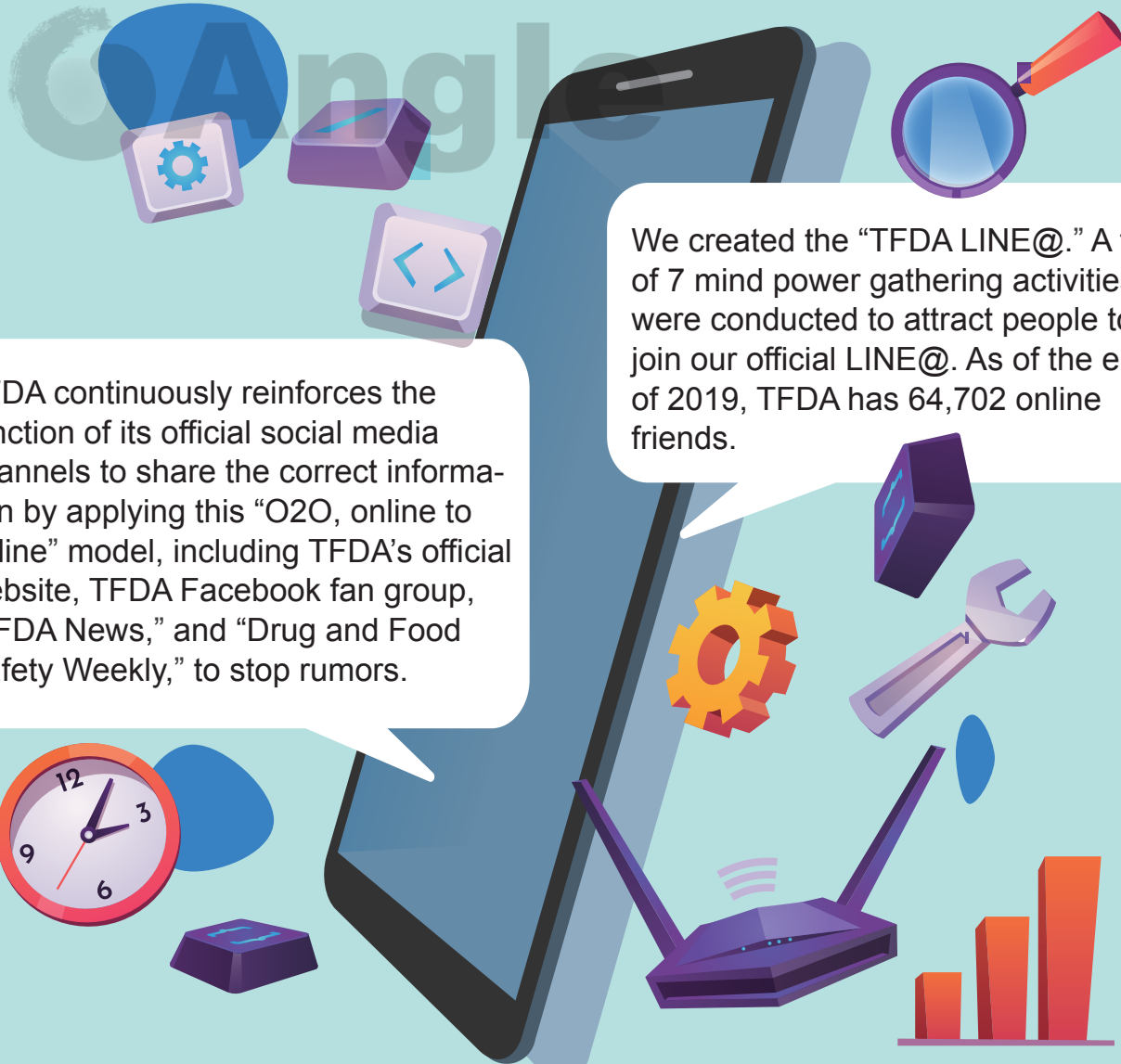


Ch6

Special Project

Section 1 Establishment of a Special Area for Stopping the Spread of Rumors and Myths of Food and Drugs

Section 2 Improve the Capability of the National Laboratory



TFDA continuously reinforces the function of its official social media channels to share the correct information by applying this “O2O, online to offline” model, including TFDA’s official website, TFDA Facebook fan group, “TFDA News,” and “Drug and Food Safety Weekly,” to stop rumors.

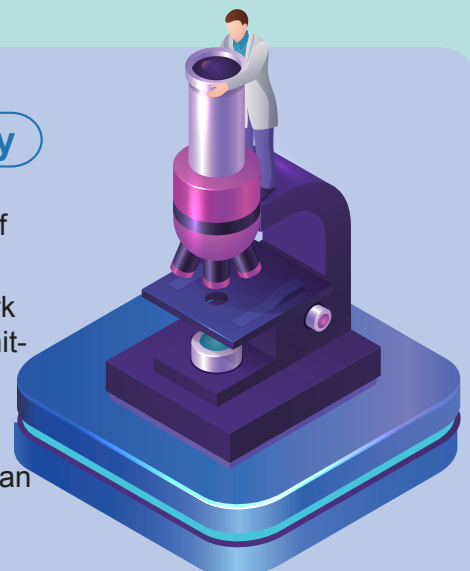
We created the “TFDA LINE@.” A total of 7 mind power gathering activities were conducted to attract people to join our official LINE@. As of the end of 2019, TFDA has 64,702 online friends.

Improve the Capability of the National Laboratory

— Actively participated in the events held by the European Network of Official Cosmetics Control Laboratories (OCCLs).

Sent our delegates to join the 4th joint meeting of European Network of Official Cosmetics Control Laboratories (OCCLs) and the Committee for Cosmetics and Consumer Health (CD- P-COS) held in France.

— Signed the Memorandum of Understanding (MoU) with the European Union Official Control Authority network (EU OCABR network).



06 Special Project

In this chapter, we compile important information of TFDA in 2019. In the year, we created “TFDA LINE@” which integrated “special corner for consumer food and drug fraud prevention” to deliver the information to the consumers through diverse channels.

TFDA’s National-Scale laboratory continues to improve and keep in line with international standards. In 2019, we actively participated in international activities for testing, signed memorandums, passed kinds of proficiency tests as well as interlaboratory comparisons and joined collaborative studies in various fields. We continued to safeguard the safety of drugs, medical devices, foods, and cosmetics for the nation’s citizens through international interaction and enhancement of analytical technology.

Section 1 Establishment of a Special Area for Stopping the Spread of Rumors and Myths of Food and Drugs

Introduction of the Policy

In the past few years, the rise of social media and mobile communication applications have sped up the spread of untruthful rumors and exaggerated advertising in food, drugs, cosmetics, and medical devices. In view of the fact that the online circulation of folk remedies and false rumors affected public life and the health education and information obtained by the public was no longer from conventional media, TFDA attempted to establish a new model for health education and policy dissemination through emerging propagation channels. Combining the current events and public opinions, we designed to disseminate important policies of TFDA through the new media channels with a lively and friendly interactive approach.

Angle

Implementation Strategy

- I. We collected the misinformation from various communication software, social networks, and online forums. We also publish information regarding the suspected violation of advertisements and illegal wordings on the foreign website, to be used as a reference for the public when they are in inquiry or purchasing the relevant products.
- II. In order for all age groups people to get the accurate informations, TFDA continuously reinforces the function of its official social media channels to share the correct information by applying this “O2O, online to offline” model, it further expands the influence driven by the internet for all consumers in optimized time.

Achievements and Benefits

- I. In March 2019, we created the “TFDA LINE@”(Figure 6-1) to quickly disseminate correct information and stop the spread of rumors/false information in a timely manner. A total of 7 mind power gathering activities were conducted to attract people to join our official LINE@. As of the end of 2019, TFDA has 64,702 online friends.
- II. The platform of “Section of Misleading Advertisement of Food and Drugs” was created for publish the illegal advertisement information on foreign websites. As of the end of 2019, 82 warning messages have been published. Among them, food illegal advertisement on foreign websites is the most of more than 80%, with a total of more than 5.88 million cumulated views. And the central and local governments cooperate to crack down illegal advertisements on foreign websites.



Figure6-1

“TFDA LINE@”



- III. As of the end of 2019, the “Drug and Food Safety Weekly” has a total of 427,018 subscribers, published 745 issues, and an average of 5,457 views per issue.
- IV. The “Section of Rumor Buster of Food and Drugs” had busted more than 442 rumors and released them to the public. The number of food-related rumors was the most, which accounts for nearly 60%, followed by drugs, cosmetics and medical devices. The official website had 35 million cumulated views, with more than 2,500 cited by domestic and foreign media.
- V. The TFDA delivers correct knowledge of food, drugs, and cosmetics through diverse channels, including TFDA’s official website, TFDA Facebook fan group (with more than 100,000 fans), and “TFDA News” to enhance the stop rumors with various approaches such as know-how at a glance, videos, pictures, and charts. The promotional effect and stop rumors with various approaches such as know-how at a glance, videos, pictures, and charts.

Section 2 Improve the Capability of the National Laboratory

Introduction of the Policy

TFDA is responsible for research and analysis of pharmaceuticals, foods and cosmetics in the nation, including development and amendment of analytical test methods, investigation and research, supply of standards and provision of technical support and assistance in analytical techniques. With the root founded in Taiwan, we look forward to aggressively promoting international collaboration and establishing communication channels as well as international networks in order to learn the latest analytical technology and management trends, as well as continuously improve the capability of the national laboratory to reach the international level.

Angle

Implementation Strategy

I. Actively participated in the events held by the European Network of Official Cosmetics Control Laboratories (OCCLs)

In 2019, we sent our delegates to join the 4th joint meeting of European Network of Official Cosmetics Control Laboratories (OCCLs) and the Committee for Cosmetics and Consumer Health (CD- P-COS) held in France. During the meeting, we reported TFDA's newly developed method for the identification of asbestos fibers in cosmetics and exchanged opinions with experts from EU countries. We also actively participated in OCCLs' activities such as peer reviews of analytical methods for nitrosamines in cosmetics and post-market surveillance of allergens in aroma products. Our aggressive participation in the international organizations establishes communication channels and international networks, enhances our international visibility and improves the capability of national laboratories to meet the requirements of international standards.

II. Signed the Memorandum of Understanding (MoU) with the European Union Official Control Authority network (EU OCABR network)

In view of the fact that most of human vaccines used in Taiwan came from European pharmaceutical companies and many fraud vaccine incidents happened around the world in the past few years, TFDA and EU OCABR network signed the Memorandum of Understanding (MoU) concerning the participation in the activity of European Union Official Control Authority Batch Release in 2019. TFDA collaborates with EU OCABR network to ensure the quality of biologics through mutual information exchange. It would be helpful for us to timely keep up with the unqualified drug news happened in Europe, which will help Taiwan trigger a response mechanism to response to international incidents and safeguard the use of drugs for the citizens in Taiwan.

III. Results of proficiency tests and collaborative studies

The National Laboratory of TFDA has participated in 16 proficiency tests and 4 collaborative studies (Table 6-1) in 2019, which demonstrated its competence in analytic aspects and earned full recognition from the world for its analytical ability.



Table 6-1 Participation in the international proficiency tests and collaborative studies in 2019

Organizer	Proficiency tests/international collaborative studies Research name	Research results
Central Science Laboratory (CSL), England	Test for Pesticide Residues in Honey	Satisfied
	Test for Aflatoxins in Hazelnut (water/nut slurry)	Satisfied
	Test for Metallic Contaminants in Offal (Liver)	Satisfied
	Test for Illegal Dyes in Hot Pepper Sauce	Satisfied
	<i>Salmonella</i> spp. Detection in Sprouting Seeds and Lettuce Test	Satisfied
	Egg, Gluten, and Milk in Cake Mix Proficiency Test	Satisfied
	<i>Listeria monocytogenes</i> Enumeration in Smoked Fish Test	Satisfied
	<i>Escherichia coli</i> O157:H7 Detection in Beef Proficiency Test	Satisfied
	Enterobacteriaceae Enumeration in Milk Powder	Satisfied
	Authenticity of Fish Proficiency Test	Satisfied
	Authenticity of Lamb Proficiency Test	Satisfied
United States Department of Agriculture, Grain Inspection, Packers and Stockyards Administration (USDA/GIPSA)	Testing for the presence of biotechnology- derived events in soybeans	Satisfied
	Testing for the presence of biotechnology- derived events in corn	Satisfied
US Collaborative Testing Services. Inc. (CTS)	Forensics testing proficiency tests	Satisfied
Australian ENERSOL Pty Ltd	Interlaboratory Proficiency Trial of Male Condom Testing Laboratories	Satisfied
European Directorate for the Quality of Medicines and HealthCare (EDQM)	PTS 196-Dissolution test	Satisfied
	WHO Establishment of the 3 rd international standards for amphotericin B	-
	Anti-TNF-alpha Bioassays for method verification	-
National Institute for Biological Standards and Control (NIBSC)	BSP154-LMM Heparin for assay BRP collaborative study	-
	WHO 6 th International Standard for hepatitis C virus for NAT	-

* The International Collaborative Study (ICS) is indicated by the symbol “-”.

Angle

Achievements and Benefits

TFDA obtained valuable analytical techniques and learns the management trends through participation in regular meetings and testing events organized by international organizations. Aligning with the international community not only enhanced the quality and capabilities of analytical technology but also established communication channels with international laboratories and analytical experts, which is a great help in terms of International cooperation and enable more opportunities of technology interaction for ensuring the health of the citizens in Taiwan.