In the event of a USDA Foods food-safety related event, including food recalls, it is important for the Department of Public Instruction (DPI), **Wisconsin USDA Foods Team** to provide critical information to alert School Food Authorities (SFAs) participating in the Wisconsin USDA Foods program. In cooperation with SFAs, DPI tested and evaluated a notification system called the State Emergency Notification Systems (SENS) from Send Word Now (SWN), a third- party company contracted by U.S. Department of Agriculture (USDA). SWN has customers around the world who use the SENS for a variety of purposes, including emergency notification. SENS has real-time capability, so that all end users, including SFAs, can respond to emergency alerts. Since USDA contracts for use of the SENS, it is available at no cost to DPI and SFAs.

After several testing phases notifying SFAs via phone and email, DPI switched to the SENS system as the notification tool to communicate food-safety related events.

During a food-safety related event, the phone call and email will be transmitted via the SWN email servers. Therefore the incoming email will have a sender email address similar to: **PHX-gwb@sendwordnow.com**. The email and phone call will indicate the nature of the emergency situation. The notice will allow you to respond to messages sent to you. You will be given a list of pre-defined responses following the message. It is critical that you perform the following:

- Email Notification:
    - Simply click on your email **"Reply"** button to reply to the email message (the email address will start with **PHX-gwb@**...). Only enter the corresponding number in the body of your reply email for the appropriate predefined response.
- Phone Notification:
    - Listen to the entire phone message (do not hang up).
    - Listen to the entire list of possible responses on the phone.
    - Select a response on the keypad of your phone from the pre-defined list given in the message.

Successful completion of the tasks as requested by the phone call and/or email will provide DPI the information needed to ensure we have reached you successfully, and that you are aware of the situation, so we can provide further information, if necessary.

NOTE:

We recommend that all SFAs periodically review their Primary and Backup Food Safety Coordinator email addresses and phone numbers listed on the "School Food Authority Contract Form" in the Wisconsin USDA Foods Online Ordering System and make changes, if necessary. Work with your Information Technology (IT) Department to make sure email is not blocked or sent to a junk email folder. Please provide your IT staff these instructions on how to "White List" our incoming email from being treated as spam: **White Listing Send Word Now**

This institution is an equal opportunity provider.