



EFSA Communications Strategy: 2010 – 2013 perspective

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**EFSA Stakeholder Consultative Platform
Brussels, 13-14 April 2010**

- **8 October** - preliminary discussion and validation by MB of overall approach and timeline for review of EFSA Communications Strategy
- Review of 2006 EFSA Communications strategy informed by:
 - Analysis of results achieved (outputs and uptake, eg media, web...)
 - Qualitative research on EFSA image amongst key target audiences
 - Preliminary input on MB discussion document from Scientific Committee, Advisory Forum and WG on Communications, Advisory Group on Risk Communications, Stakeholder Consultative Platform
- **18 March** - draft Communications Strategy 2010-2013 endorsed by MB for public consultation (pending integration of comments)

EFSA Communications: what have we achieved? (2006/09)

- Increase in **number** and **diversity** of topics and outputs... mirroring development of scientific activity

	2006	2009
Press releases/ Web news stories	40	71
Newsletters	1	5 (incl targeted for different users)
Publications	6	139 (↗ multilingual)
Events	8	19

EFSA Communications: what have we achieved? (2006/09)

- Increase in visibility and uptake of EFSA communications

	2006	2009	
Media coverage (articles/month)	400	750	} x2
Visits to website (visits/month)	100.000	200.000	
e-Newsletter subscribers	12.500	> 24.000	

Growing media interest



EFSA Meeting to
Discuss Broiler
Welfare

BBC
**SENSITIVITY
TO
ASPARTAME
PROBED**

il salvagente

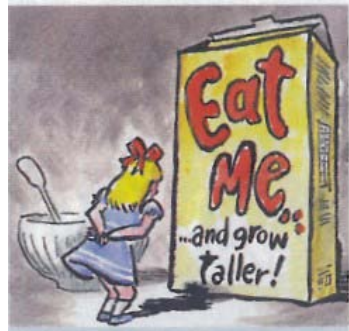
Ogm,
l' EFSA si
confronta



Un nouveau
sucre,
Stevia

GAZZETTA DI PARMA

Il neo commissario
europeo in visita
ufficiale alla sede
dell'EFSA



**The
Economist**

The proof
of the
pudding



EFSA recommends
reduction of inorganic
arsenic intake

**Food e-news
Efsa**

guidance on
safety of
botanicals

Le Monde

Nanotechnologies
maîtriser les risques
sans empêcher le progrès

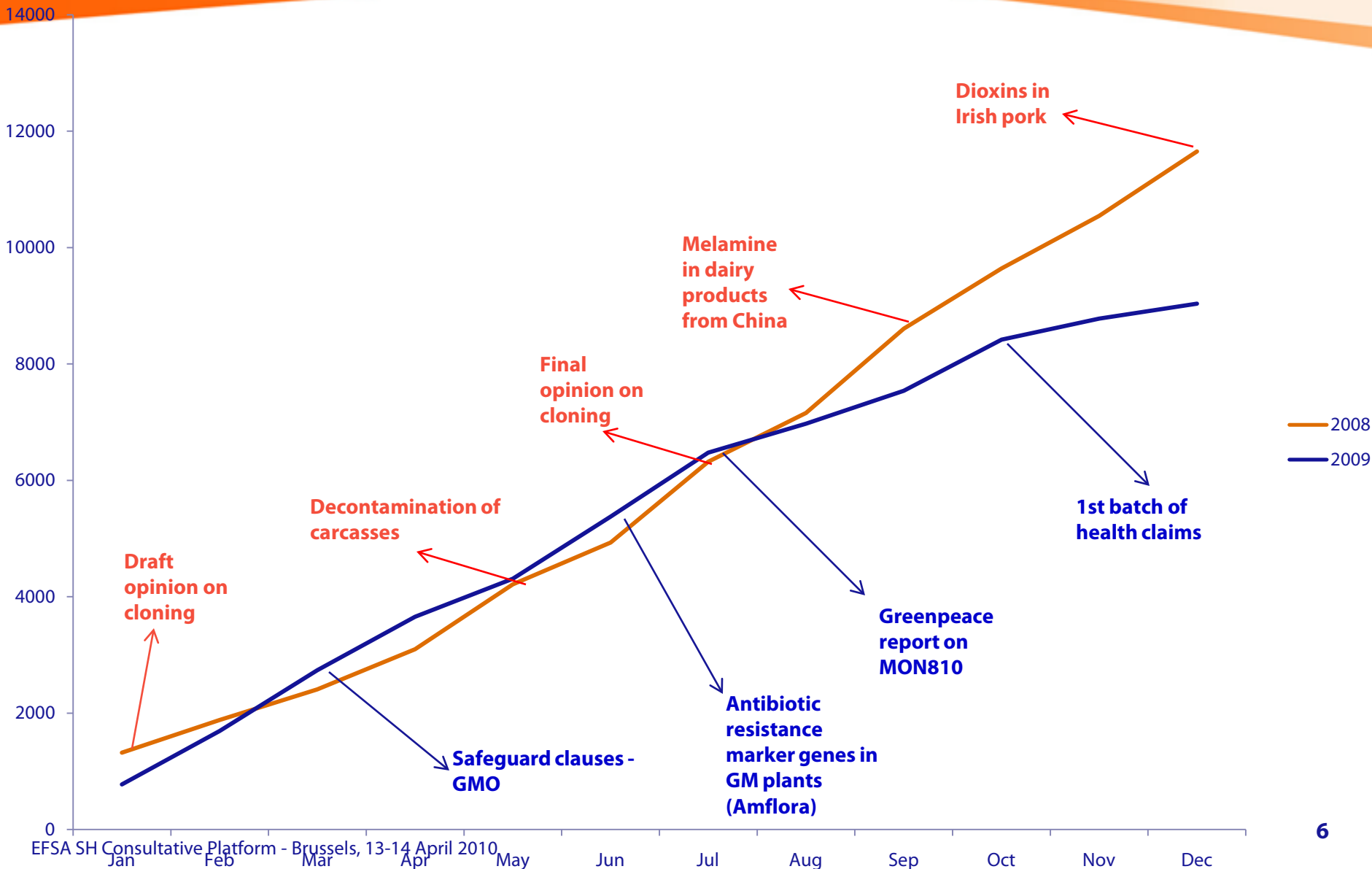
WSJ

Many health-food claims
struggle with scientific rigor

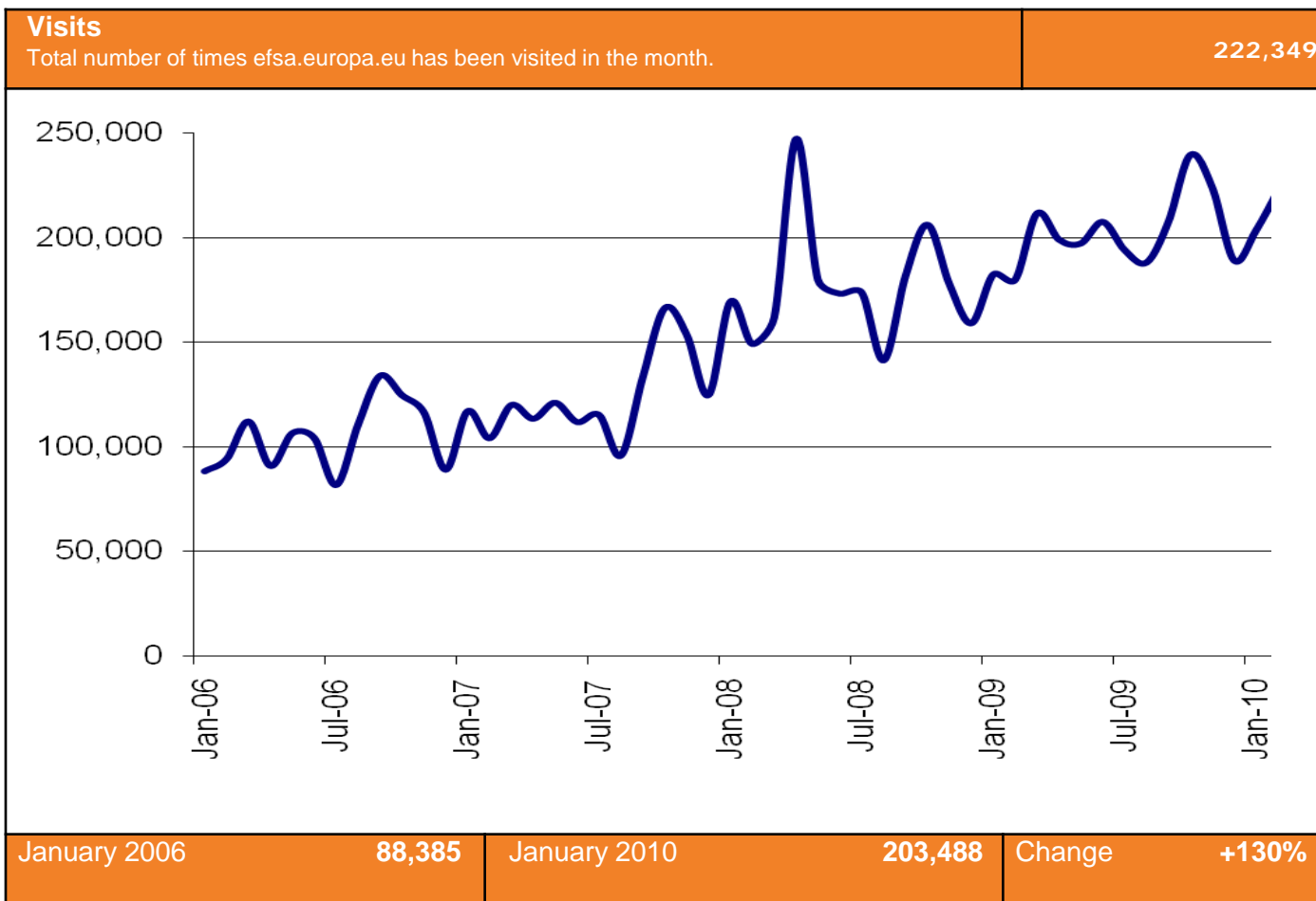
taz

Das Nuckeln am
Schnuller kann zu
Schäden führen

High profile issues drive interest (cumulative media coverage in 2008/09)



Increased website visits



Coherence in communications: Melamine

LE FIGARO

The New York Times

Mélamine: risque sanitaire possible pour les enfants

FOOD
navigator.com | europe

Kids could eat three times melamine TDI, warns EFSA

China Detains 22 in Tainted Milk Case

AGI
Agenzia Italia

EFSA, LIMITI A BISCOTTI, CIOCCOLATO E MOU

The Telegraph

EU bans Chinese dairy products

INTERNATIONAL
Herald Tribune

Chinese milk scandal seen as risk in Europe

gazeta
WYBORCZA

KE chce ograniczenia importu chińskich produktów zawierających mleko w proszku
EU wants to limit import of Chinese products containing milk powder

la Repubblica

Latte contaminato, il parere dell'Efsa
"Non ci sono rischi, ma limitare dolci"

De Telegraaf

Risico chocola met melkpoeder

Building trust: science supporting EU risk managers



Expertos de la UE dicen que la carne tóxica de Irlanda no entraña riesgos para la salud (EU scientists say that contaminated pork meat is not dangerous for health)



Irish pork presents minimal risk - EU food agency



EU: No risk for majority of Irish pork consumers

la Repubblica

Carne alla diossina, l'Efsa "Nessun rischio per la salute" (Dioxin meat. No risks for health according to EFSA)



Irish dioxin pork "unlikely" health risk, says EU food watchdog



EU said, no risk for majority of Irish pork eaters



EFSA assures consumers on the Irish pork case

EU: EFSA downplays threat of Irish pork scare

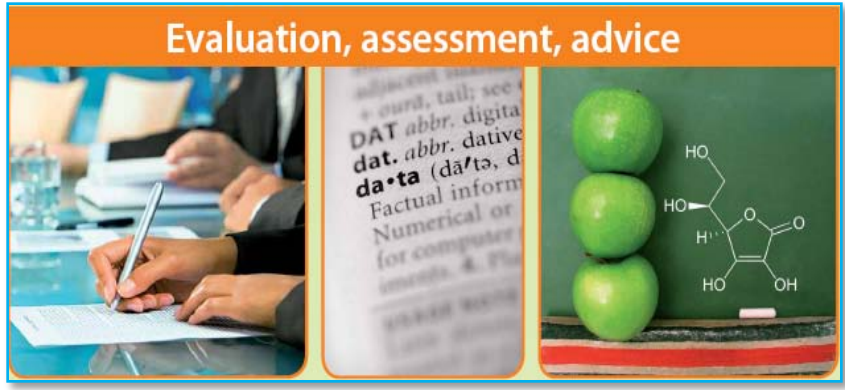
Learnings from qualitative research: Communications

- EFSA is seen as good communicator with "massive output"
- Holistic view of "communications", ie from scientific opinions, to reports, meetings, presentations, reports, website, press releases etc... all is "communications"
- Coherence with risk managers is improving
- Right tools in place:
 - e.g. EFSA website = core of all EFSA communications

- EFSA communications is too technical
- Real challenge is the "translation of science into human language"
- Some verbatims:
 - *...shorter more accessible summaries that could be used by the national authorities for communication to the final consumer*
 - *The press releases are still too technical, with too much information*
 - *It is so important that Opinions and Statements are clearer and that they say what the conclusion is: ie is it safe, is it unsafe, it is substantiated or not etc*

Simplicity "food chain"

Evaluation, assessment, advice



The image is a composite of three parts. On the left, a person in a suit is writing on a document. In the center, a dictionary entry for 'data' is shown, including the definition 'Factual information, especially numerical information, used for computer processing.' On the right, three green apples are stacked vertically next to a chalkboard with a chemical structure of a sugar molecule (likely fructose) drawn on it.



Adoption and communication



The image is a composite of three parts. On the left, a person is shouting with their mouth wide open and hands cupped around it. In the center, a person is writing on a document. On the right, a person is listening intently with their hand cupped around their ear.

Increase relevance: explain EFSA

How EFSA works From theory to practice

Scientific experts



Evaluation, assessment, advice



In theory	In practice
 <p>Identify the hazard: What is the cause?</p>	 <p>Illegal use of melamine in milk powder.</p>
 <p>Characterise the hazard: What are the potential health consequences?</p>	 <p>May damage the kidneys, depending on dose.</p>
 <p>Assess exposure: Who is exposed and at what levels?</p>	 <p>Looked at melamine in various food groups and the amount of chocolate and biscuits eaten in Europe.</p>
 <p>Assess the risk: What level of risk does the hazard pose?</p>	 <p>At the time, no risk from contaminated chocolate and biscuits to adults. For children, only a risk in worst cases.</p>

Who does EFSA communicate with?



What about the "general public?"

- Communicating with "consumers": a polarising issue. Only aspect everyone seems to agree on is that it's complex!
- **Different points of view:**
- Some believe EFSA should engage more with public about its role and identity. Prerequisite for building trust & credibility.
- Current network channels (eg MS) should still be used for "content" messages (ie on specific risks).
- However, some say that public is entitled to a clearer reference re EFSA's view on issues.

- Review of EFSA's communications strategy confirms 2006 framework still appropriate today:
 - Mission
 - Objectives
 - Overall approach to communications outreach, ie close co-operation with national food safety agencies and stakeholder networks

However, 2 key opportunities going forward....

- Improve the simplicity and relevance of its communications for all target audiences
 - including immediate partners & customers
- Expand EFSA's outreach to informed lay audiences
 - in co-operation with Member States, including shared understanding of priority targets

Key strategic priorities: 2010-2013

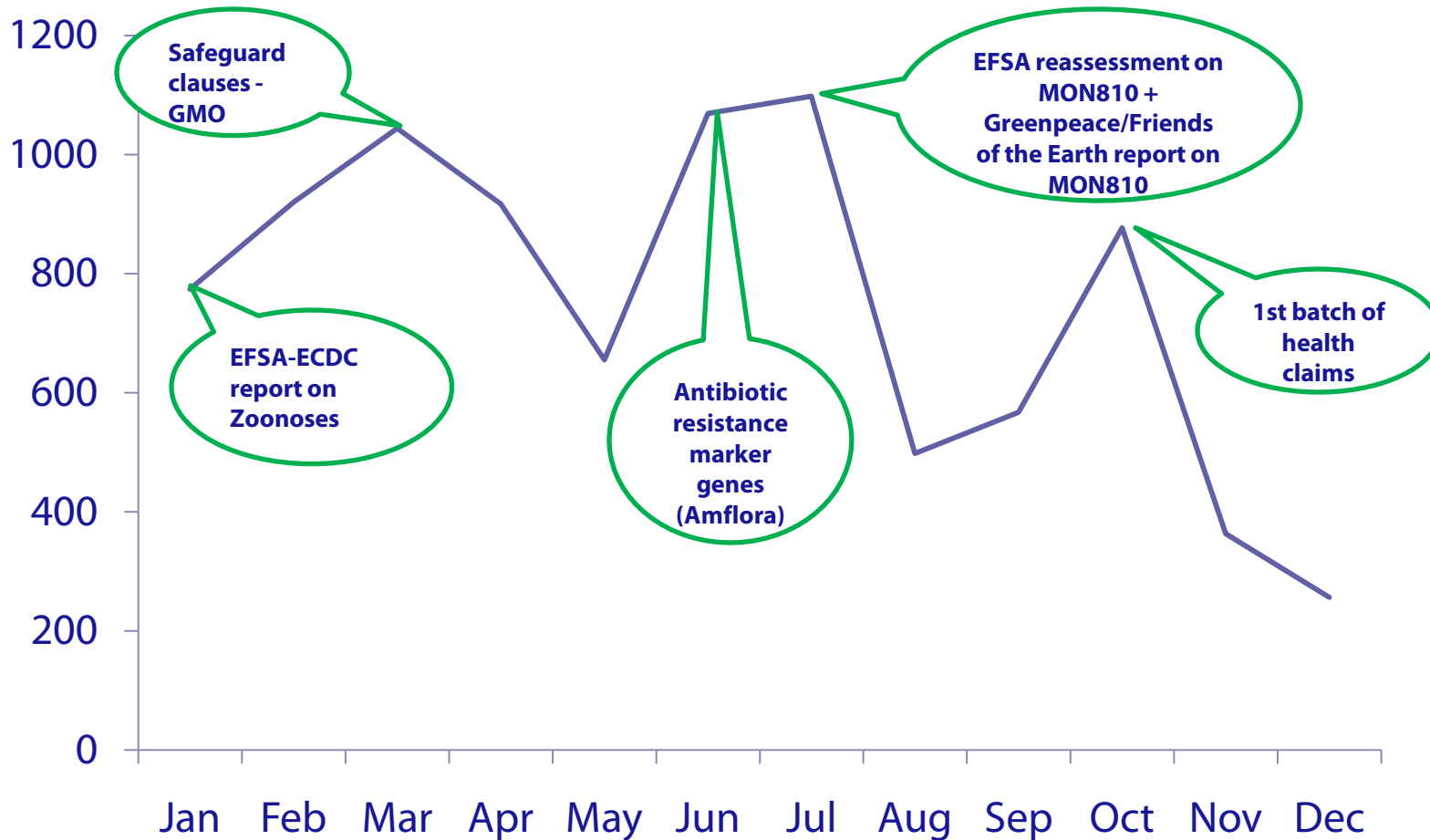
- **Simplicity and transparency:** increase relevance and understanding of EFSA communications for key target audiences and informed lay audiences, in co-operation with MS
 - **Visibility and outreach:** enhance outreach, in the EU and beyond (increase awareness and recognition of EFSA)
 - **Coherence:** further increase... across EU and beyond
 - **Dialogue:** enhance dialogue with stakeholders and increase audience interactivity
- ⇒ Support by continuing to strengthen **capacity** for effective risk communications

- **April 2010** –
 - Launch consultation on draft EFSA communications strategy 2010-13 on EFSA website (focused by a series of key questions)
 - In parallel, consult key partners and stakeholders
- **May 2010**
 - Reconduct Eurobarometer on food-related risks
- **Summer/autumn** – analyse comments from public consultation, Eurobarometer learning, further internal consultation, drafting...
- **20/21 October 2010**– final strategy to MB

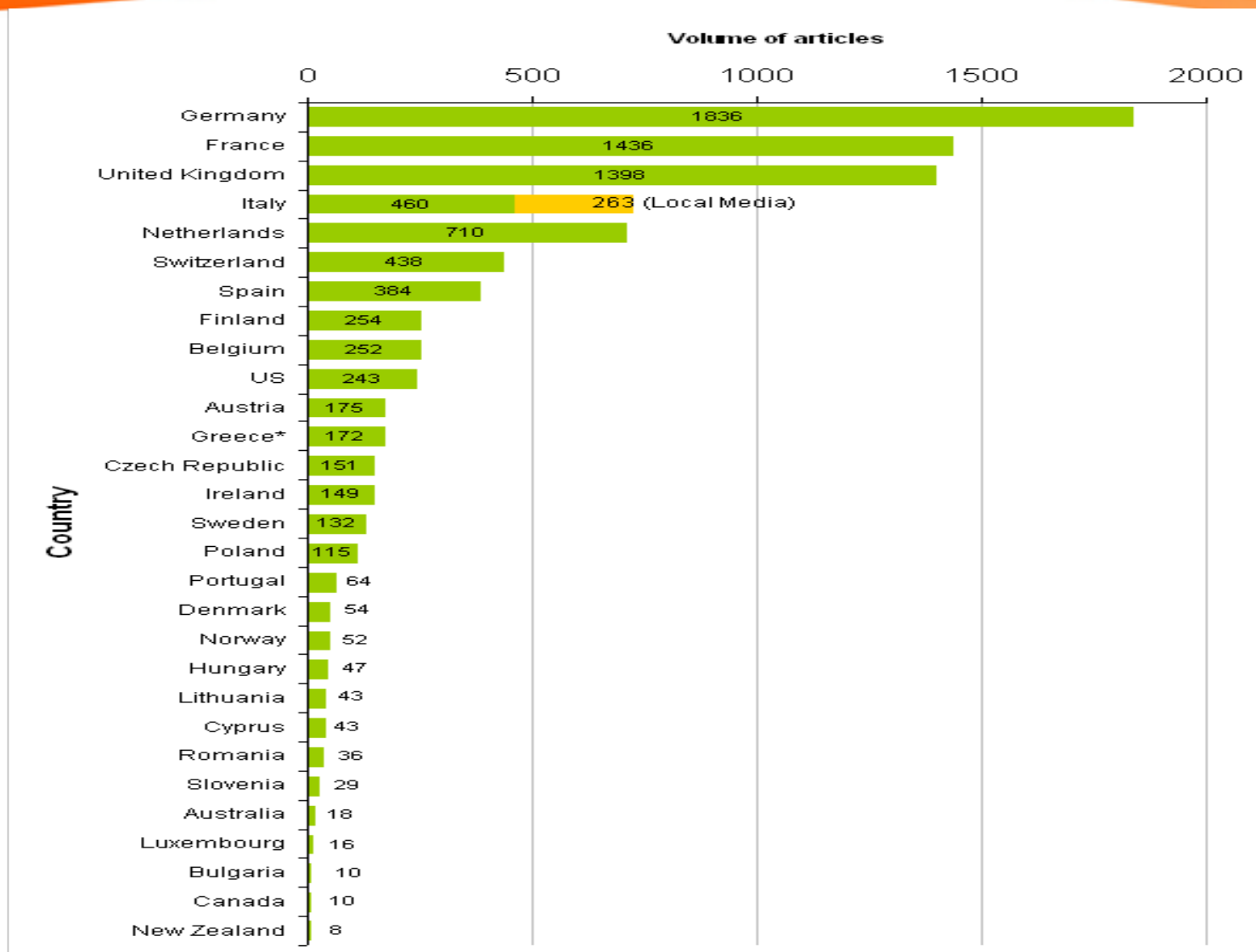
- Your thoughts / input on:
 - Outcomes/learning from review and qualitative research
 - Opportunities arising from research ie:
 - Need for greater simplicity
 - Expansion of public outreach
 - Key strategic priorities for 2010-2013
 - Any initiatives that we should either start (or stop) doing
 - How to best conduct public consultation, etc...

BACK – UPS

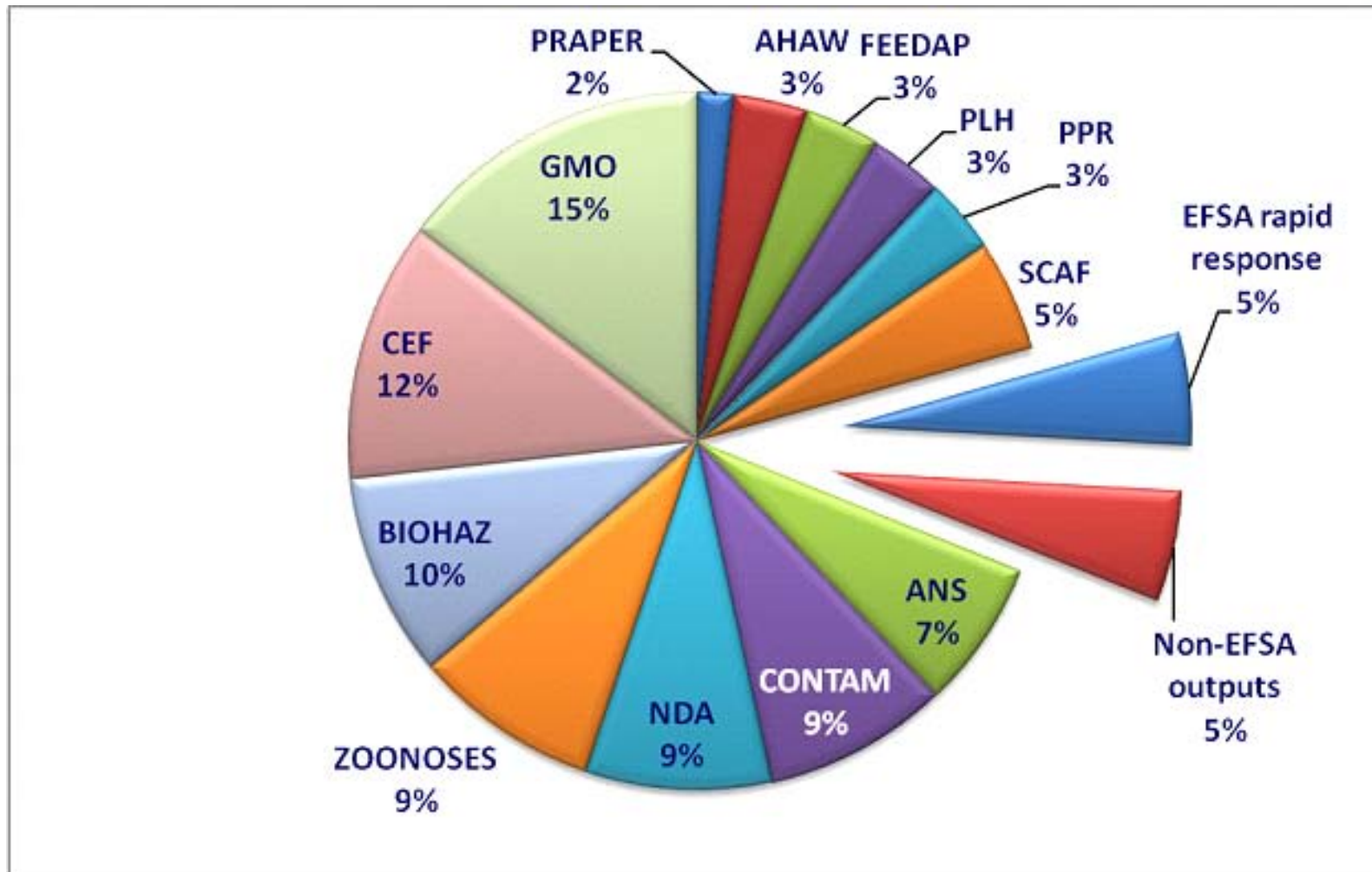
Media coverage in 2009



Share of coverage by country in 2009

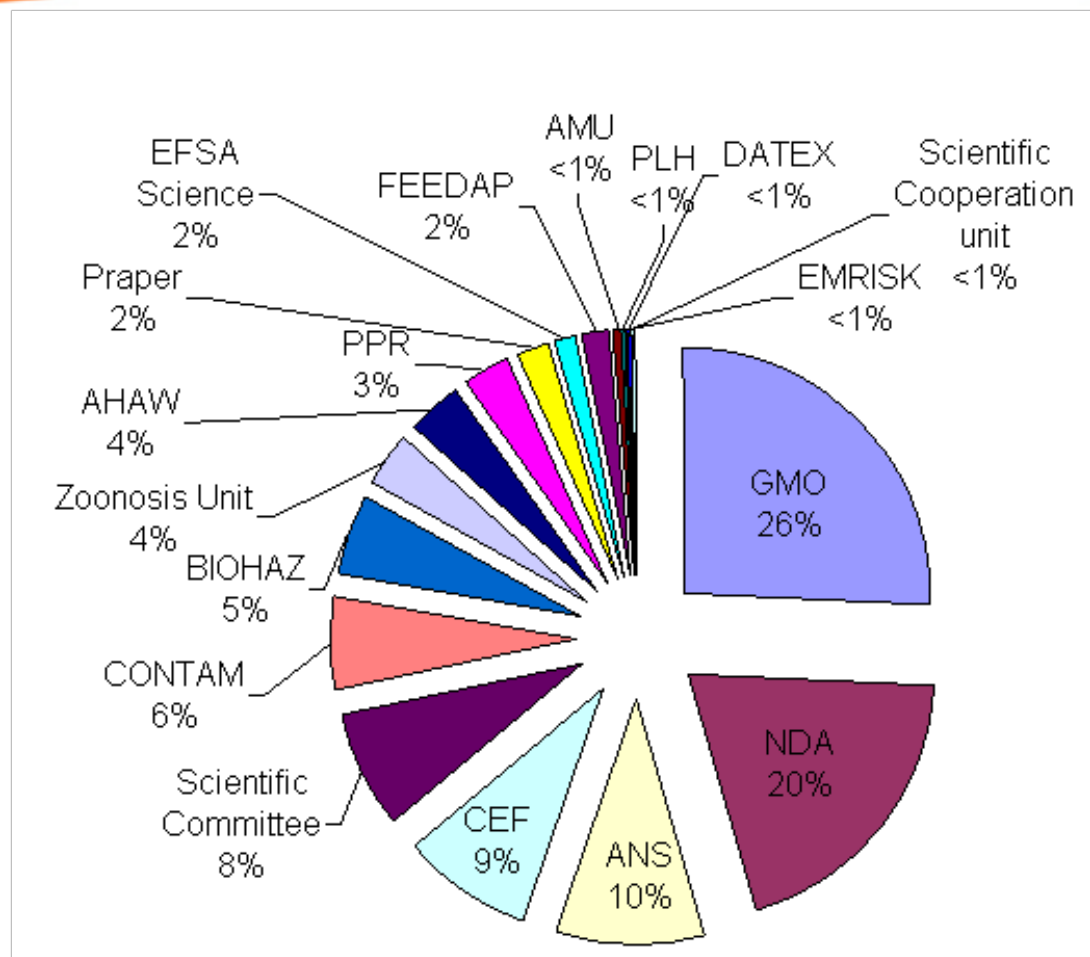


Share of communication activities (press release/web stories) by panel/unit in 2009

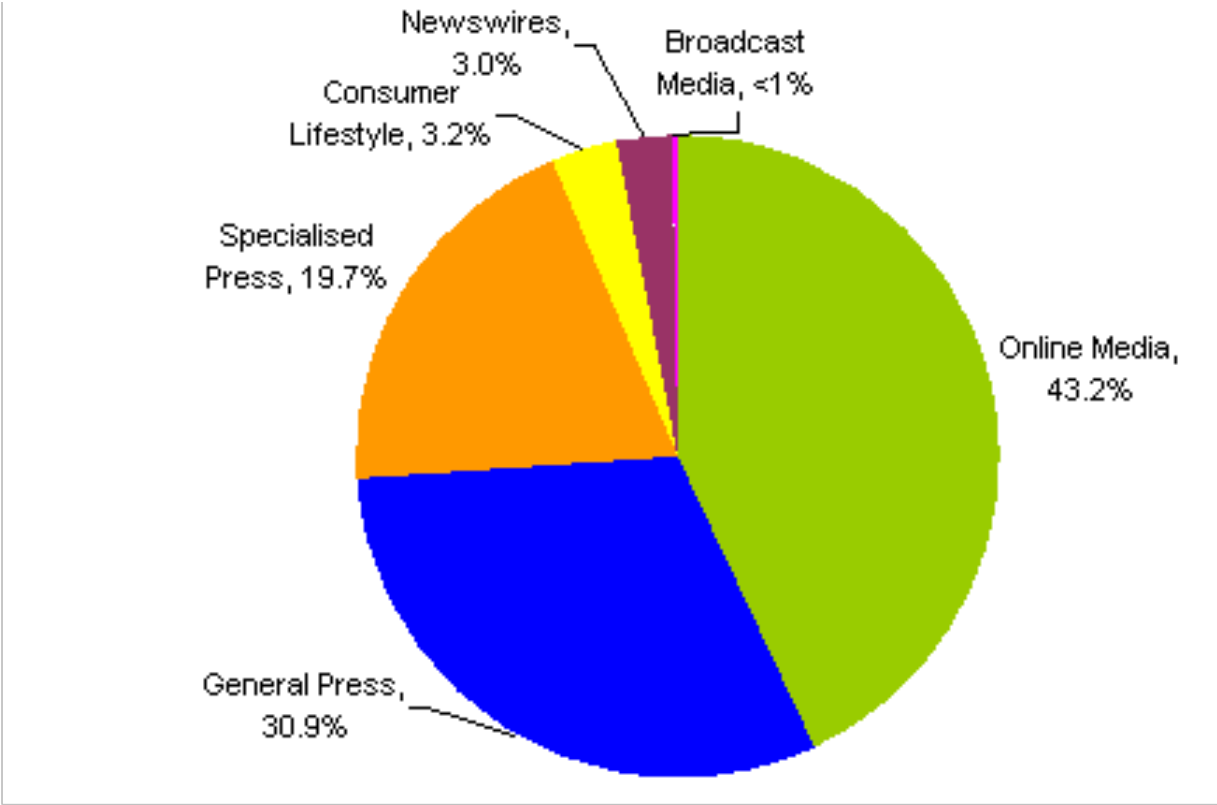


Out of 59 press releases/web stories
*ESCO report, Art. 36 reports

Share of coverage by panel/unit in 2009



Share of coverage by media type in 2009



Volume & favourability over time in 2009

