



AFCWG Activities Update 2016

59th AF meeting 8-9 March 2016

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STRATEGIC FOCUS FOR 2016

Objectives for AFCWG 2016



- Further explore **alignment with AF** and objectives of the AFCWG
- Improve **coherent communication** around diverging views
- Collaborate on **key EU food safety priorities**
- Build on project approach to **leverage expertise and resources**



AFCWG ACTIVITIES 2016

- **Actions to improve communication around diverging views:** Share risk assessment calendar, share comms calendars, Lines-to-Take, media monitoring (as relevant), standing agenda item, engagement between meetings (teleconferences, Yammer). Actions by June/implemented by Q4.
- **EU Insights** – EU-wide Risk Perception Survey with communications plan customised per MS. Tender launched, survey results finalized in June. Topic: *Antimicrobial Resistance (AMR), with an emphasis on awareness and perception of the impact on human health of the use of antibiotics in food-producing animals.* AFCWG's EU-wide communications plan - Launch Q3.
- **Risk Communications Guidelines** – 3rd Edition: will include new chapter on Communicating Uncertainty and 2 new case studies. Launch Q3.
- **Review Governance/Terms of Reference in relation to the AF –** paper to be validated in June.
- **Crisis Guidelines for Communicators** – finalised with feedback from November simulation, dissemination mid-March.
- **Global Food Risk Communications Platform** – Steering Committee meeting in June to define launch, 2017

2016 MEETINGS



7-8 June joint meeting with AF,
Utrecht the Netherlands

