


EFSA 7<sup>th</sup> ROUNDTABLE WITH INDUSTRY ASSOCIATIONS

15 September 2020

# Plain Language Summaries

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COM Unit



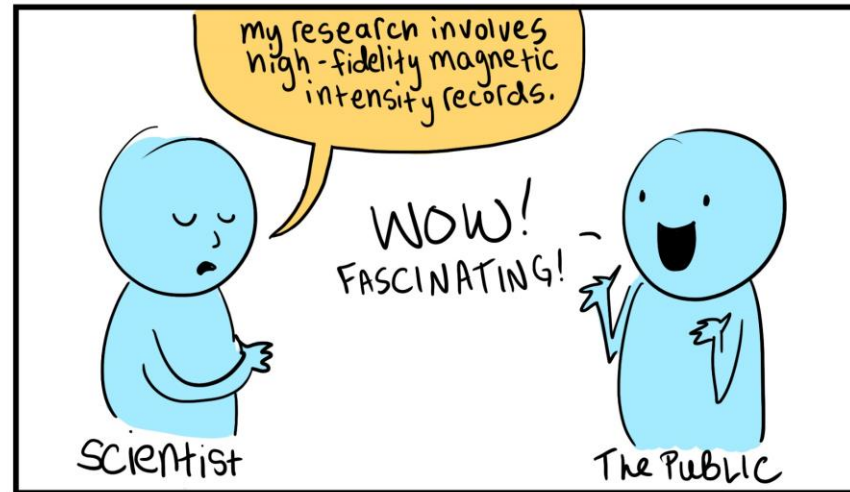
**While science is complex, and some  
jargon is unavoidable, this does not  
justify the continuing trend**



**Plavén-Sigray et al.**

in "The readability of scientific texts is decreasing over time"

*"risk communication is not considered to be effective enough overall. This has an impact on **consumers' confidence**..... it is necessary, therefore, to ensure transparent, continuous and **inclusive** risk communication..... such risk communication should strengthen **citizens' trust**..... risk communication should place particular emphasis on explaining in an accurate, **clear**, comprehensive, coherent, **appropriate** and timely manner"*

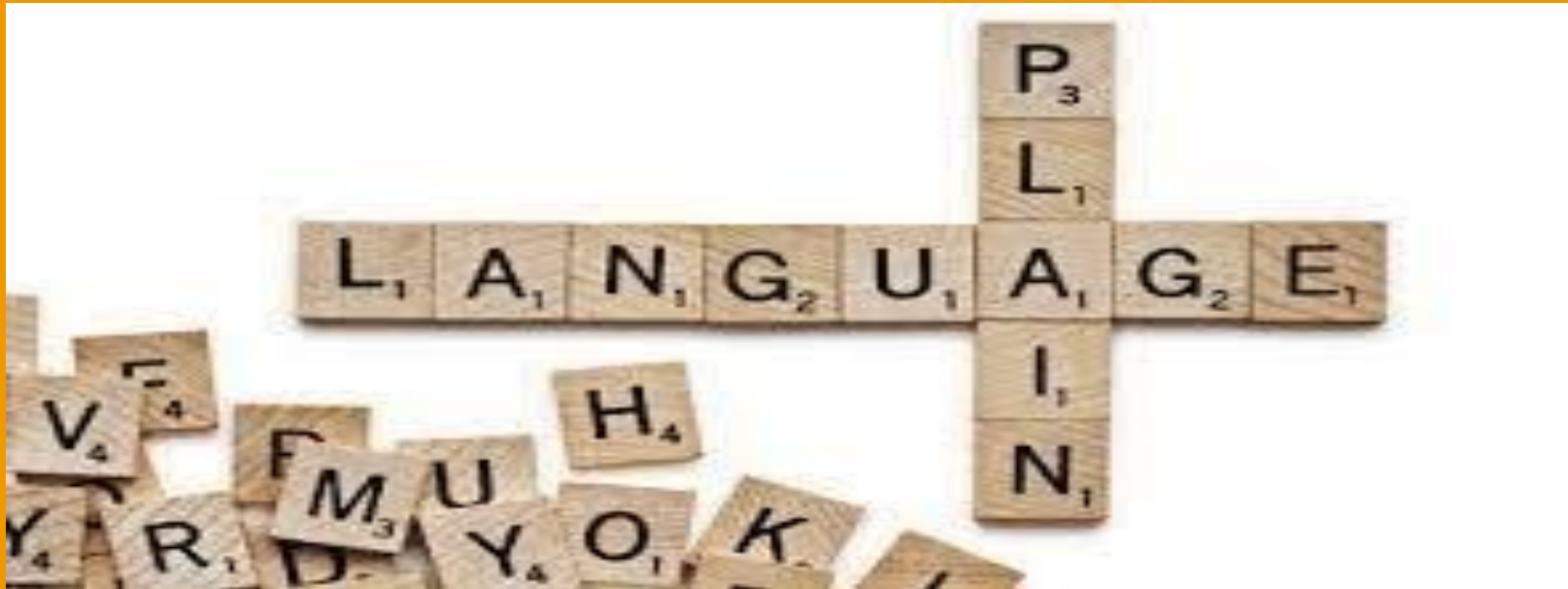


WHAT YOU THINK YOU SOUND LIKE.



WHAT YOU ACTUALLY SOUND LIKE.

# Key facts



## **Jargon-free** summaries of EFSA's risk assessments written for non-technical audiences

*Also known as lay summaries, patient summaries, non-technical summaries.....*

**Quick entrée into EFSA risk assessments for non-specialists**

**Save reader's time with concise, readable summaries**

**Facilitate understanding for non-native English speakers**

**Promote accurate media reporting**

***Not* dumbing down of science**

**Usually drafted by authors: resource implications for EFSA but workarounds are available**

**Specialist writing skills**

**Procurement of a communications partner**



# Timelines

Procurement	September 2020
Identify communications partner	November 2020
Launch pilot programme	December 2020
Stakeholder focus group	October 2021





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