



Communications Update

*Barbara Gallani, Head of Department,
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Advisory Forum meeting
Parma, 8-9 June

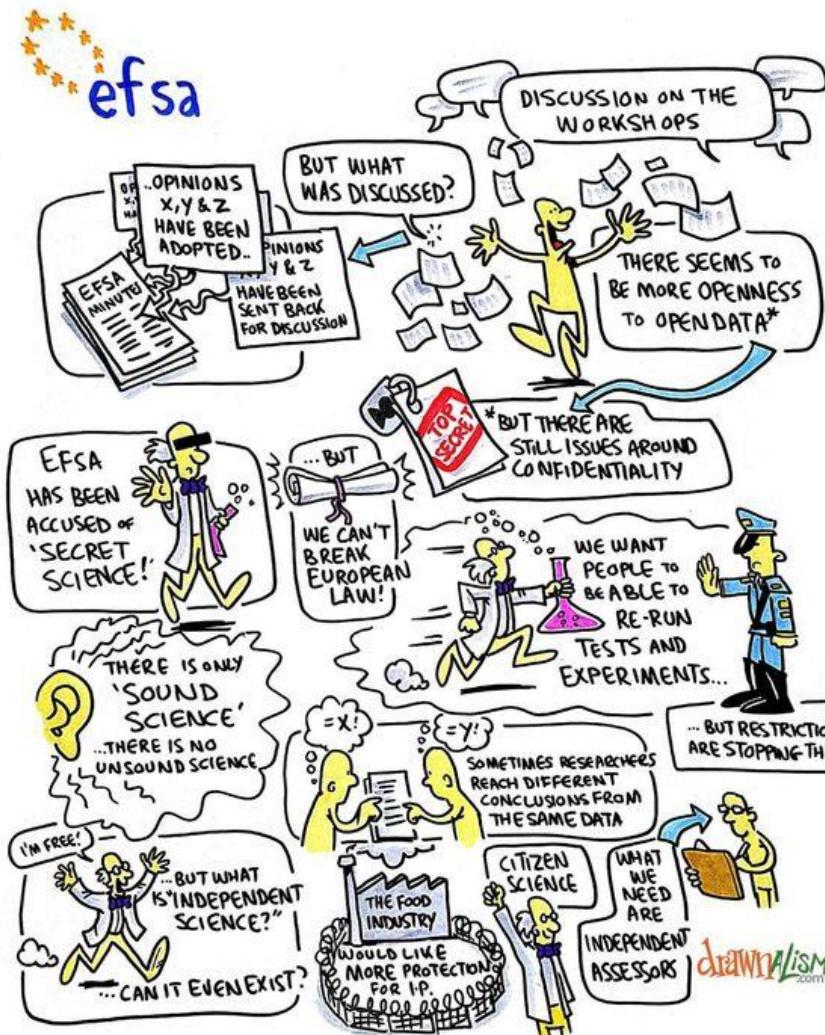
UPDATE ON:

- 1st EFSA Stakeholder Forum
- Communication Experts Network meeting
6-7 June
- EU Insights project: DECISION



European Food Safety Authority





UPDATE ON CEN WORKPLAN

■ CEN 3 main objectives for 2017

- Improving Coherence and Preparedness;
- Sharing Best Practice and Strengthening Capacity in Risk Communications;
- Integrating Social Science in Risk Communications.

FEEDBACK FROM 2ND CEN MEETING

- **Spain** | Raising awareness of *Ciguatera* food poisoning in Europe
- **Czech Rep** | Communications activities of the Food Safety Information Centre
- **Ireland** | Allergen labelling of loose foods
- **Sweden** | How to handle an outbreak of *campylobacteriosis*
- **Slovak Rep** | Slovakia without GMO and Brazilian meat story
- **Bosnia and Herzegovina** | Key issues and organization of Food Safety system in B&H
- **The Netherlands** | Discussion on communication about *Avian Influenza*

EU INSIGHTS

- EU Insights in 2016 on AMR
- Plans for 2017 discussed at 2nd CEN Meeting
- Agreement on:
 - Need for the survey to cover all 28 MSs
 - On-line only option adequate considering limited budget
 - Use of some open questions/vignette methodology
 - Choice of topic





Sugar

10 votes

Consumer familiarity
Broad interest
across MSs

Consumer surveys
already available

EFSA's opinion not
due until 2019

Emerging Risks

8 votes

Can inform message
development e.g. when
and how to communicate
about unknown issues
and gaps in knowledge

Opportunity to start
addressing knowledge
gaps
Linked with work of
Emerging Risks Network

Endocrine Disruptors

2 votes

Can help gauge public
perception and inform
comms approaches

Growing political
interest (although not
in all MSs)

On-going work in
EFSA and considerable
NGO interest