



Communications Update

*Barbara Gallani, Head of Department,
Communications & External Relations*

Advisory Forum meeting
Parma, 8-9 June

UPDATE ON:

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



FIRST MEETING OF EFSA STAKEHOLDER FORUM

30-31 MAY 2017, EFSA PREMISES, PARMA



@EFSA_EU

dummyalism





UPDATE ON CEN WORKPLAN

■ CEN 3 main objectives for 2017

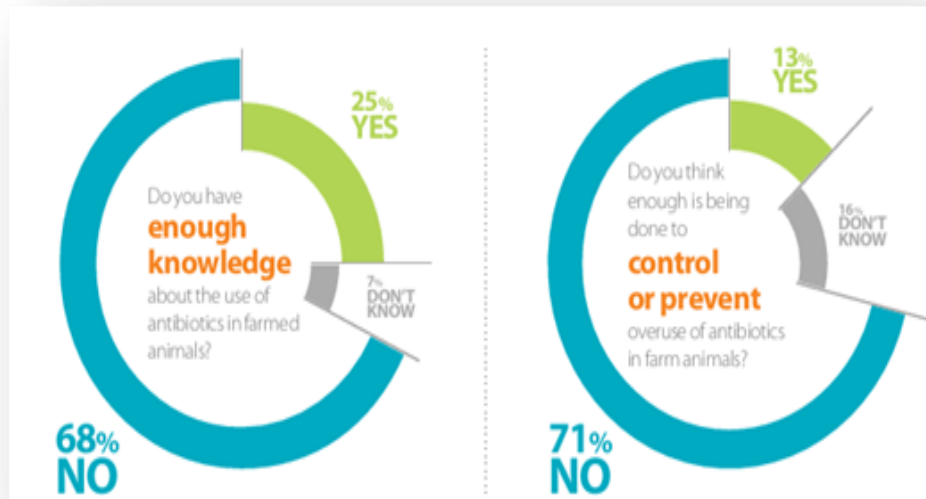
- Improving Coherence and Preparedness;
- Sharing Best Practice and Strengthening Capacity in Risk Communications;
- Integrating Social Science in Risk Communications.

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





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2nd COMMUNICATIONS
EXPERTS NETWORK
MEETING
Paris, 06-07 June 2017

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2nd COMMUNICATIONS
EXPERTS NETWORK
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with co-chair:
AWCSB
Paris, 06-07 June 2017



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