



# Communications and engagement Update

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Head of Department

Communication, Engagement & Cooperation

*70th Advisory Forum meeting  
Vienna, 28-29 November 2018*

# SUMMARY

- ❖ **Media and social media activity**
- ❖ **Guidance document and communicating uncertainties**
- ❖ **Social science research at EFSA**
- ❖ **Engagement with stakeholders**
- ❖ **Increased visibility on scientific divergence**

# MEDIA HIGHLIGHTS (Sept – Nov)



‘Agencia europea pide inversiones para evaluar alimentos con más transparencia’



‘Unsere aktuelle Titelgeschichte: Reizthema Essen’



‘Head of EU food safety watchdog calls for budget to be doubled’



‘Lo orgánico no es ni más seguro ni más nutritivo’



‘EFSA ED: Our advice should not be misused for short-term political interests’



‘Living Planet: Who keeps our food safe?’



‘Why a European agency post can be an excellent destination for researchers’

# SOCIAL MEDIA



Main account launched in 2012

- Followers: **+26k**

Thematic accounts launched 2016

- @Plants\_EFSA **+1200** followers
- @Methods\_EFSA **+600** followers



Channel opened in 2012

- +200** videos
- +1M** views



LinkedIn account launched in 2012

- +42k** followers



# #EFSA2018 – TOP PROMOTIONAL POSTS



European Food Safety Authority (EFSA)

41,606 followers  
7mo

At our conference we will explore values and concerns on food and food safety  
Barbara Gallani Head of Communication Engagement and Cooperation  
[#EFSA2018 #Science #Food #Society](http://ow.ly/84P730j4OOR) <http://ow.ly/84P730j4OOR>



76 Likes



European Food Safety Authority (EFSA)

41,606 followers  
8mo

Advancing risk assessment science: featured speakers include Petra Klassen-Wigger, David Waltner Toews, Valery E Forbes. Find out more on the programme page  
[#EFSA2018 #Science #Food #Society](http://ow.ly/IQea30iGOkC) conference <http://ow.ly/IQea30iGOkC>



82 Likes



# #EFSA2018 – TOP POSTS BY ENGAGEMENT

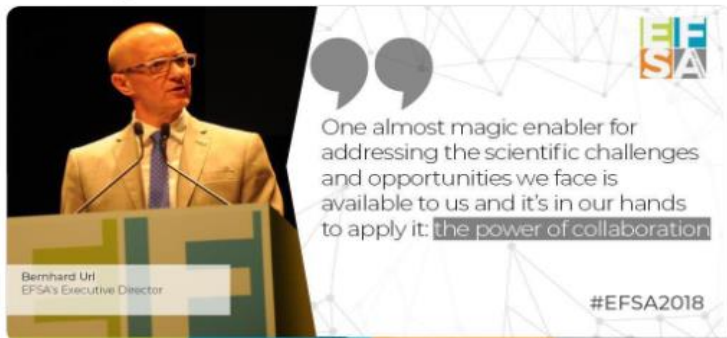


**Bernhard Url**

@BUrl\_EFSA

Following

Looking at the speed of change outside our domain of **#FoodSafety** I ask myself: how can we keep pace with **#Innovation** & keep our methodologies up to date? How can we keep a small organisation like EFSA agile enough to be able to absorb the complexity of future challenges? **#EFSA2018**



2:45 PM - 18 Sep 2018

23 Retweets 53 Likes



2

23

53



Barbara Gallani liked

**EFSA** @EFSA\_EU · Sep 20

"**#Blockchain** technology may deliver huge benefits in preventing food borne illness, strengthening traceability in supply chains and fighting food fraud", Dr Claudia Pagliari @EeHRN tells **#EFSA2018**



**EFSA** @EFSA\_EU · Sep 18

**#EFSA2018** | No need to be uncertain about communicating on **#Uncertainty** in science: David Spiegelhalter @d\_spiegel [pic.twitter.com/x9SNj7eBmr](https://pic.twitter.com/x9SNj7eBmr)



27

38



# UNCERTAINTY GUIDANCE PUBLIC CONSULTATION SUMMARY

## SUMMARY

- Live from 4 May to 24 June
- 24 interested parties from seven countries
- 212 comments



## PARTICIPANTS BY BACKGROUND

- Academics (12)
- National Authorities (4)
- Private sector (4)
- Communications professionals (1)
- Others (3)

## PARTICIPANTS BY COUNTRY

- United Kingdom (7)
- United States (4)
- Sweden (3)
- Belgium (3)
- Poland (3)
- Germany (3)
- Norway (2)

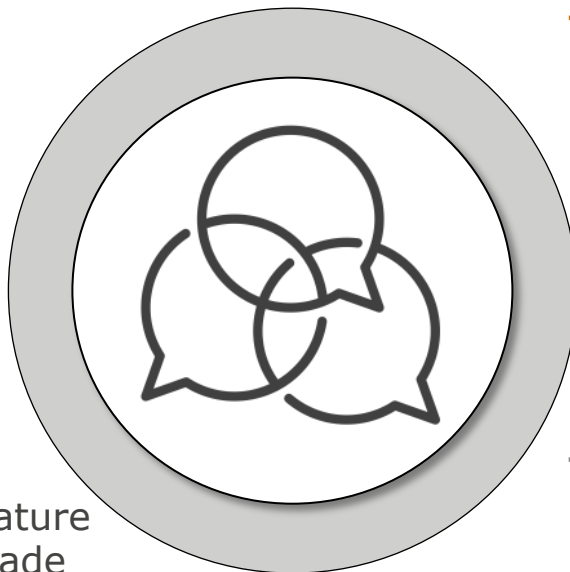
# COMMENTS SUMMARY AND GUIDANCE REVISIONS

## FURTHER CLARIFICATIONS

- Section '1. Introduction' revised to clarify scope of the Guidance, EFSA's role in communicating uncertainty, Linkage with the Uncertainty Analysis GD

## ADDITIONAL SOURCES OF EVIDENCE

- New references added to the literature study to expand considerations made in the document (framing issues, ranges associated with probabilities, etc.)



## IMPROVE GUIDANCE SECTION

- Section '3.1 General guidance' was revised and restructured to improve readability
- Further clarified rationale for guidance points (reflected also in Appendix B)

## IMPLEMENTATION

- New section on 'Implementation and Evaluation' created to explain the roll-out for the GD and the need for testing, feedback and future iterations



# "EU insights" study on awareness and perceptions on chemical mixtures

**Study commissioned by EFSA in 2018** > Final report being finalized and pending publication

## Question formulation



The study was designed to test overall **risk awareness and risk perception on chemical mixtures**, including use of different wordings. This provides specific evidence to EFSA and Member States in terms of appropriate messaging. The **multimedia product** developed by EFSA on this topic will be informed by the study findings.

## Perception insights from targeted groups



Survey findings are complemented by **focus group** discussions and **qualitative interviews**. A focus group was held with Belgian **consumers**, who showed a variance in risk perception based on different wordings. Interviews were held with **media representatives** in Brussels, providing input into risk communication.

## Study timing



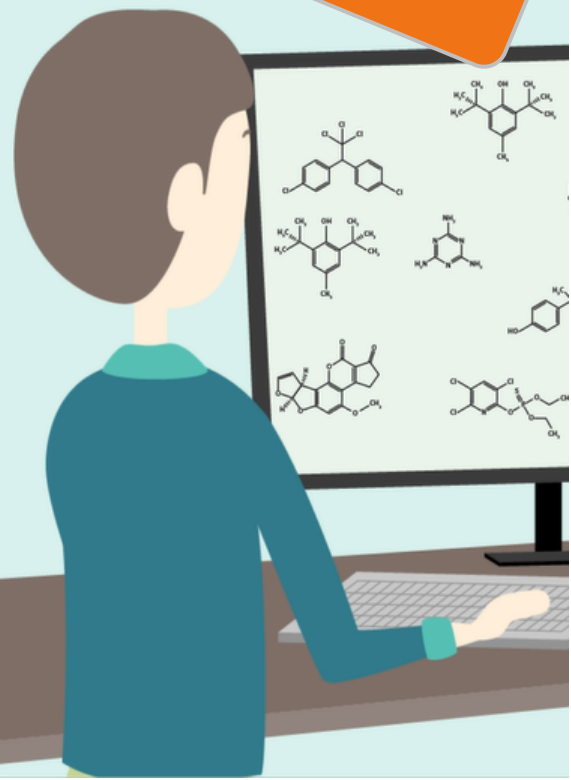
The study was commissioned to complement the development of Guidance on risk assessment of chemical mixtures. This presents **an opportunity to accompany the scientific opinion with a number of "key findings" to inform risk communication** related to chemical mixtures (which facts about chemicals to convey, what examples to use etc.).

Assessing combined exposure to multiple chemicals is a priority for EFSA. Together with our national partners we are making important progress on assessing chemical mixtures.

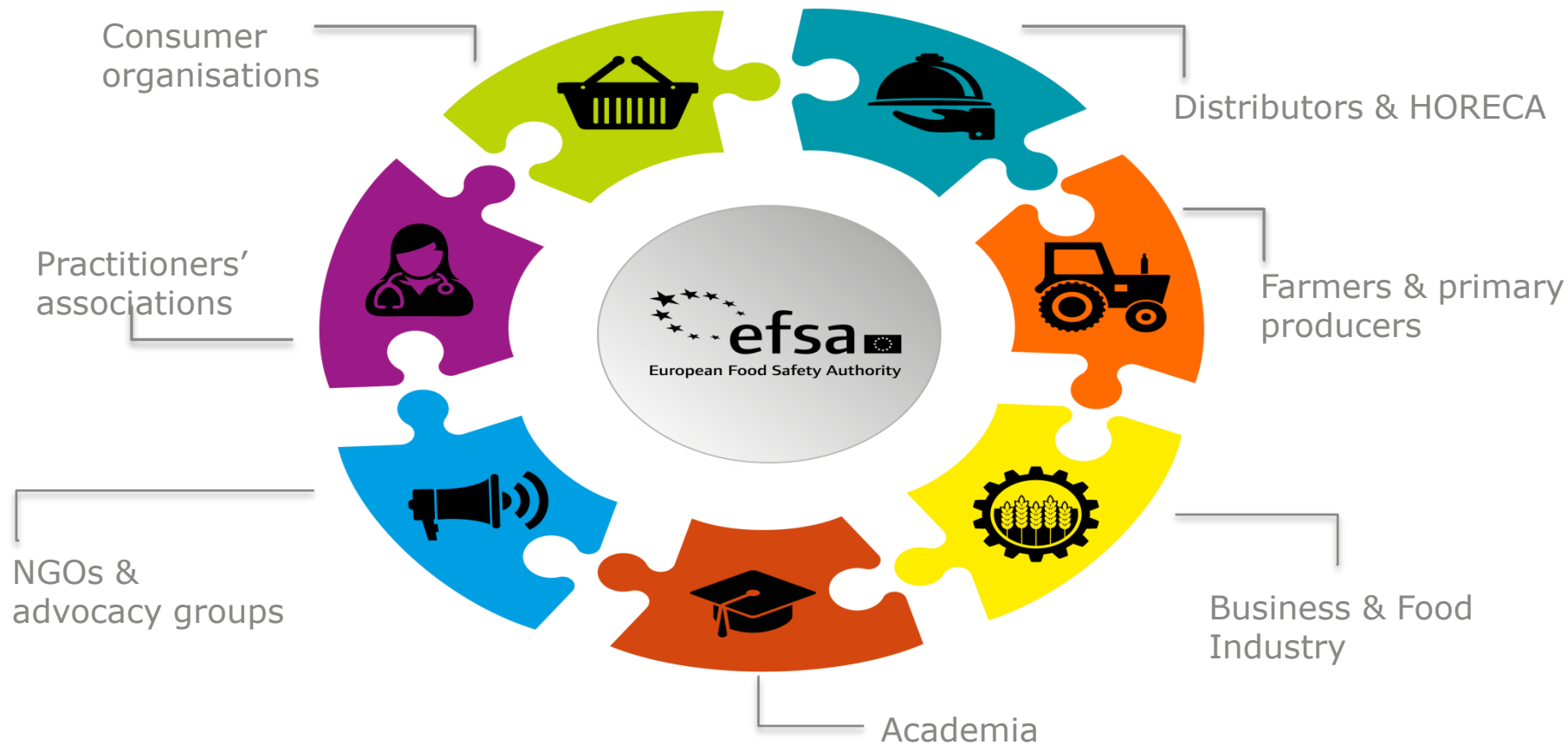
We've developed new mathematical and biological models to predict toxicity and detoxification. These sophisticated methods rely on alternative experimental and computational tools.

Our work is ensuring the policies to protect consumers are based on the latest and most reliable science available.

**PREVIEW**  
**EFSA multimedia**  
**product**



# STAKEHOLDER ENGAGEMENT APPROACH



# STAKEHOLDER FORUM – BRUSSELS, 20 NOV 2018

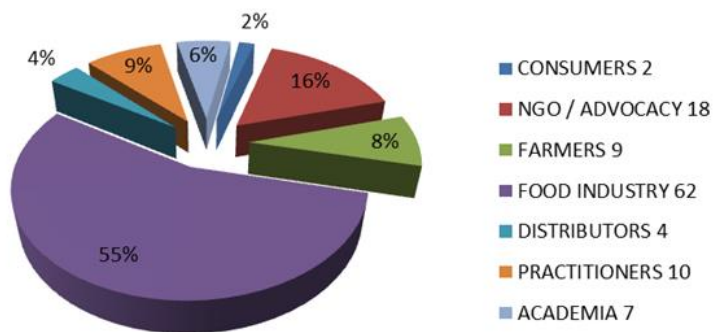
## EFSA Strategy 2020

Trusted science for safe food

Protecting consumers' health with independent scientific advice on the food chain



### REGISTERED STAKEHOLDERS - 112



- Exchange views and collect input on the **multi annual planning cycle** and **2021-2027 Strategy**
- Building-up on recommendations collected at the Forum 2017, and outcomes of EFSA conference 2018
- discussions and input at **break-out sessions on topics of interest to stakeholders** (transparency, engagement, future of data, risk communication)

# INCREASED VISIBILITY ON SCIENTIFIC DIVERGENCE

- **Action item** from 69<sup>th</sup> AF meeting
- Higher **visibility** on **scientific divergence** through **website**
- Webpage on **"Trusted Science"** updated
- **Links to reference documents:**
  - *Register of questions*
  - *AF good practice guidelines*
  - *Overview table with 13 scientific divergences*

## Scientific divergence

Before starting work on a scientific opinion, EFSA takes a number of measures to ensure that it is not duplicating work carried out by other similar bodies. In particular, it exchanges information on planned risk assessment activities with its [Advisory Forum](#) of Member State representatives via the EFSA [Register of Questions](#) and a database of risk assessment activities planned by Member States.

EFSA also takes great care to identify as early as possible any potential scientific divergences between its opinions and work carried out by Member States or other national/regional/international bodies. In the event of such divergences being identified, EFSA has a procedure in place for clarifying and/or resolving the contentious issues. This is outlined in [article 30 of EFSA's Founding Regulation](#) and in a set of [good practice guidelines](#) issued by the Advisory Forum. Between 2006 and 2018, [13 cases of potential divergence](#) were detected and addressed.

## Cases of potential scientific divergence

Last updated: 12 November 2018

No.	YEAR DIVERGENCE AROSE	SUBSTANCE	PANEL	DIVERGENT ORGANISATION	TYPE OF EFSA REPORT WITH SOURCE OF DIVERGENCE	DOCUMENT ADDRESSING DIVERGENCE	RESULT OF DIVERGENCE
1	2006	QRA Tallow	BIOHAZ	BfR (DE), FLI (DE)	Published scientific opinion	<a href="#">Technical report</a>	Solved
2	2011	Bisphenol A	CEF	ANSES (FR)	Published scientific opinion	<a href="#">Scientific statement</a>	Confirmed
3	2014	Perchlorate	CONTAM	ANSES (FR), BfR (DE)	Draft scientific statement	<a href="#">Final Joint Report</a>	Solved
4	2014	Mycotoxins T2/HT2	CONTAM	ANSES (FR)	Published scientific opinion	<a href="#">Joint report</a>	Solved
5	2015	Caffeine	NDA	ANSES (FR), BfR (DE)	Draft scientific opinion	<a href="#">Technical report</a>	Solved
6	2015	Bisphenol A	CEF	DTU (DK)	Published scientific opinion	<a href="#">Minutes of expert meeting</a>	Confirmed

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