



**71st Advisory Forum meeting
Bucharest, Romania, 3-4.04.2019**

Update on communications and engagement

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Head of Communication, Engagement
and Cooperation

Trusted science for safe food

- Overview of past quarter
- Feedback from CEN meeting
- Social Science Roadmap
- EUandMyFood Campaign
- DRVs analytics
- Mixtures of chemicals

MEDIA HIGHLIGHTS (Dec 2018 – Mar 2019)



‘Los transgénicos no son un problema’

Le Monde

‘Des insectes dans notre assiette, en toute légalité ?’

GialloZafferano

**uova
CONSERVALE
in sicurezza**

**The
Guardian**

The Roundup row: is the world’s most popular weed killer carcinogenic?

EURACTIV

ECJ: ‘Europe’s food safety system ‘overstretched’

**Bayerischer
Rundfunk**



‘Verbraucherschutz
Fehlanzeige’

TOP POSTS

You Retweeted



Carlos Moedas @Moedas · Jan 19

A balanced diet is really important!

Check out this new interactive tool by @EFSA_EU for #HealthProfessionals & authorities to make easy calculations on the amount of nutrients needed for a healthy population. #DietaryReferenceValues.



A new tool for those working on nutrition and health

Just launched: A new tool by European Food Safety Agency! Nutritionists and other health professionals can make quick and easy calculations using...
ec.smh.re



25

65



EFSA
@EFSA_EU

We and @ECDC_EU released today new data on #AntimicrobialResistance in EU in humans 😷, food 🍔 & animals 🐷. "The report rings alarm bells!" #OneHealth #EUAMRAction



11:17 AM - 26 Feb 2019

52 Retweets 66 Likes



2



52

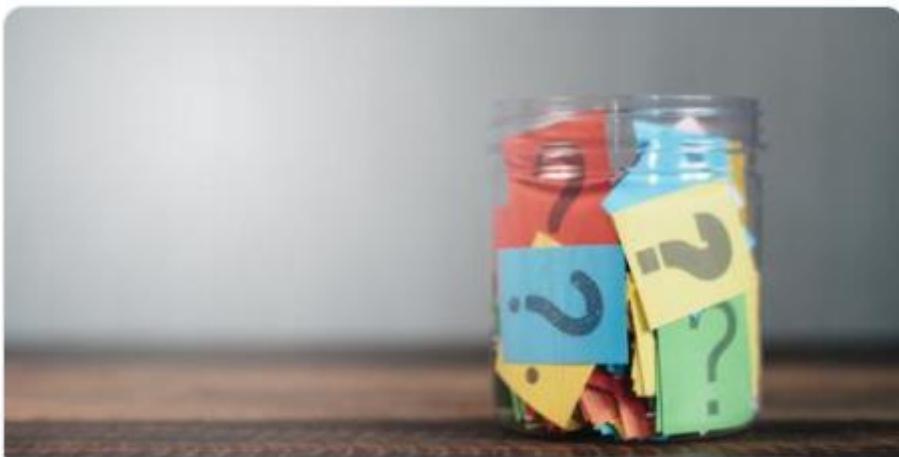


66



EFSA @EFSA_EU · Jan 18

#Uncertainty? But don't scientists 🧑‍🔬🧑‍🔬 know everything? Scientists strive to fill gaps in human knowledge. They know a lot about their fields & also what we don't know yet #ScientificUncertainty



Communicating scientific uncertainty: a tailored approach for

Different audiences can better understand scientific uncertainties when expressions and communications formats are tailored to their needs. EF...
efsa.europa.eu

1 13 24

EFSA @EFSA_EU · Jan 18

Science 🧪 requires evidence, experience interpreting it AND understanding the impact of the unknown – 🤔 the uncertainties 🤔 By embracing uncertainty you can be clearer about the likelihood of different outcomes #ScientificUncertainty

1 1 5

EFSA @EFSA_EU · Jan 18

For example, the weather forecaster may predict 60% or 30% chance of rain ☔. You'll take an umbrella 🌂 for the former, or leave it at home for the latter ☀️. Knowing the uncertainty helps us make informed decisions #ScientificUncertainty

1 2 4

You Retweeted

Domagoj Vrbos @v_domagoj · Feb 20

Different #perspectives stimulating the thinking about the concept of #uncertainty as part of the conference organized by @BfRde @EFSA_EU



1 8

You Retweeted

Methods EFSA @Methods_EFSA · Feb 22

Our scientists Laura Martino & Caroline Merten @EFSA_EU share their thoughts about the International Conference on #uncertainty in #RiskAnalysis in Berlin @BfRen



1:11 348 views 13

TOP POSTS



EFSA  @EFSA_EU · Mar 14

Today we are welcoming Communications Experts from #EU Member States. On the agenda: Communication #Campaigns, #GFL, #SocialScience & sharing best practices. Find out more ow.ly/S1I550n7Tde



10

33



EFSA  @EFSA_EU · Feb 11

Today we celebrate International Day of Women and Girls in Science 

Here are just a few of the women who improve our lives through #science, contributing to make our #food safe

#WomenInScience  #FoodSafety



26

110



Scientific outreach

Calendar

Results 1 - 10 of 12

Second European conference on Xylella fastidiosa: how research can

 29 October 2019 to 30 October 2019  Ajaccio, Corsica

Attend in person:  deadline: 14 April 2019

Register now! Joint EFSA/BfR International Conference on Uncertainties

 20 February 2019 to 22 February 2019  Berlin, Germany

EFSA conference 2018 – Science, Food, Society

 18 September 2018 to 21 September 2018  Parma

Scientific conference on the use of epidemiological findings in regulati

 21 November 2017  Parma, Italy

European conference on Xylella fastidiosa: finding answers to a global

 13 November 2017 to 15 November 2017  Palma de Mallorca

Collecting and sharing data on bee health: Towards a European Bee

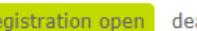
 26 June 2017  Brussels

Calendar

Results 1 - 10 of 19

Webinar: DNA sequencing quality check: information required in GMO applications

 19 March 2019  Online

Follow online:  deadline: 19 March 2019

Webinar: Learn more about the risk assessment of phthalates used in plastic food contact mate

 15 March 2019  Online

Follow online:  deadline: 15 March 2019

Webinar: How to prepare dossiers to support demands for import of high-risk plants and plant products

 12 February 2019  Parma, Italy

2nd Meeting of the EFSA Scientific Network on Novel Foods

 19 November 2018 to 20 November 2018  Parma, Italy

Webinar: The FoodEx2 classification system and guidance on its harmonised use

 26 September 2018  Online

Webinar: Inputting data using the additive usage template & an introduction to the Food Additives Database (FAIM)

 05 September 2018  Online

5th CEN meeting, held in Parma on 14-15 March

Agenda included:

- Work Plan 2019
- Country issues: Croatia, Germany, Hungary,
- ComRisk Project
- EFSA/MS media cooperation
- EFSA Social Science Roadmap
- Chemical mixtures
- Dietary Reference Values tool

CEN 2019 Work Plan

- 8-10 hot topic calls
- Joint campaign on #EUAndMyFood
- Revise and restyle "Risk Comms Handbook"

6th CEN meeting
Berlin on 21-22 October

Social science at EFSA

Understanding society helps EFSA achieve its Strategic Objectives

The two pillars

Research

Advice

The foundation

Social science expertise



Examples

Working together across the three pillars

Social research

Commission periodic studies on risk perceptions among Europeans (e.g. Eurobarometer)

Work to align perception research methodologies across the EU

Social science advice

Use evidence from social research to inform the direction and content of risk communication

Prepare “tips” based on country-specific findings

Social science expertise

Work in ***collaboration with social science teams in Member State authorities*** (e.g. exchange of expertise, participation as speakers at conferences, peer reviews)

EUAndMyFood Campaign - Background



European elections – heightened attention on the EU



Campaign by EP and EU institutions to promote the value and benefits of the European Union



EFSA – partner with MS and EU agencies to demonstrate value of the EU food safety system

Campaign Goals - EUAndMyFood



Objective – Collaboration with Member States

Demonstrate that working together on a joint campaign we can produce tangible, beneficial results for all of us.

Given the reform of the Food Law, this could provide a template for future collaborations.

- **Pan-EU - High-level (Levels 1 & 2)**

- Focus on the impact of the EU system (EFSA/MS partnership):
 - Keeping food safe - and through this enriching the quality of life and well-being of EU citizens
 - The mission of the EU to protect animals and the environment

- **MS focussed campaigns (Level 3)**

- Partner with representative group of Member States
- Choose together high-profile topic(s) in EFSA's remit that resonate with MS citizens, i.e. animal health in Eastern Europe.

Dissemination through our partners

Member States
(CEN, Focal Points,
Advisory Forum) –
networks and
Social media

National
organisations –
consumer
groups, media

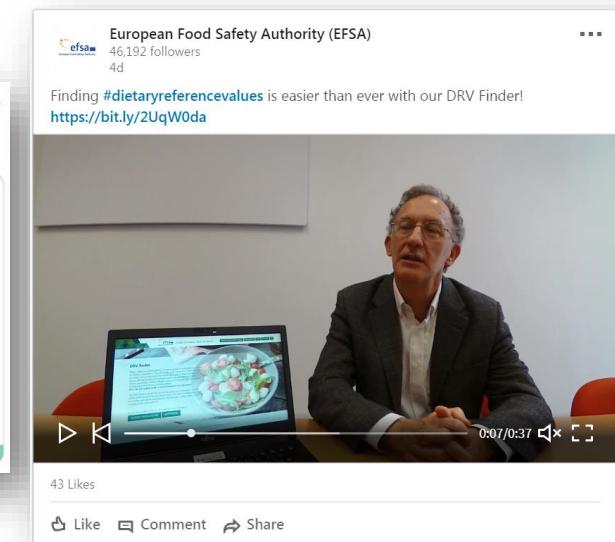
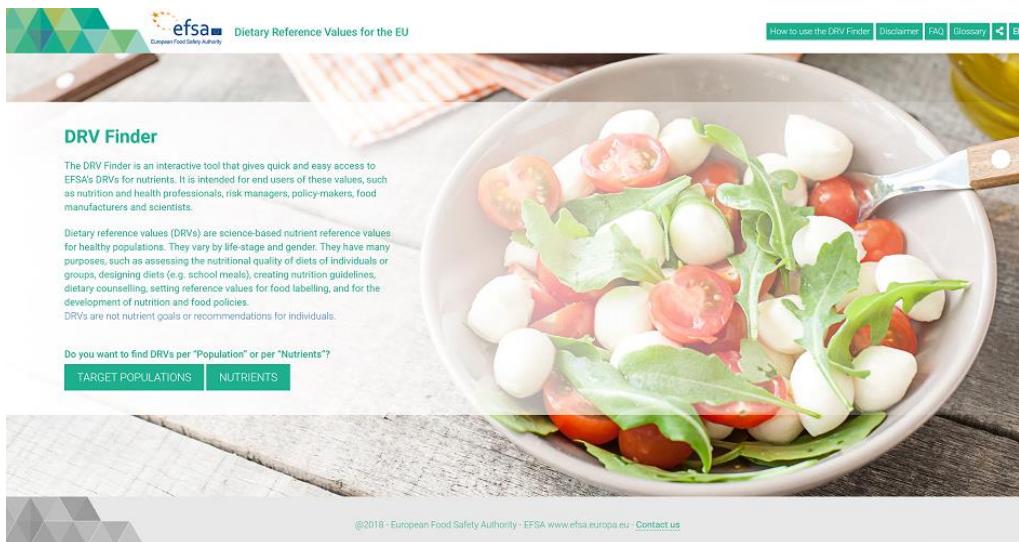
Institutional
partners –
European
Commission, MEPs

EU agencies –
ECDC, EMA, ECHA
etc

Timeline



- Launch on Nov 29, 2018 (14 weeks of data)
- Available in EN, DE, FR, IT, ES (+CS, GR, EE, PL, HU)
- Dissemination package: Tweets, videos, stakeholder e-mails

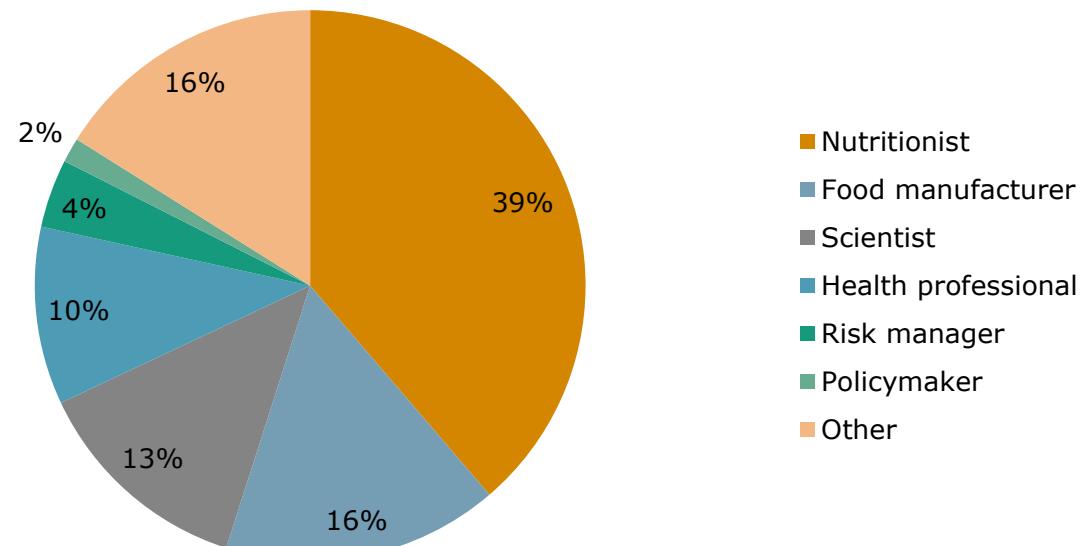


DRV Finder Landing page

Are you a

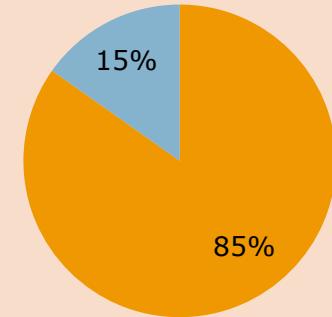


Profession breakdown



Metric	6 months following publication	After 14 weeks (3.5 months)
Number of users	10,000	17,185 (+72%)
Percentage of linguistic versions	3% in total for DE, FR, IT	33.5%
Downloads PDF/XLS	2,000	13,426 (+571%)
Saved searches	2,000	1057
Survey feedback	80% positive feedback from respondents	83% (10/12 surveys) positive feedback

Data overview (12/03/2019)

N. of users	Linguistic versions	Avg session duration	Saved searches	Exported results
17,185	1. EN (66.5%) 2. FR (10.8%) 3. ES (9.24%) 4. IT (9.19%) 5. DE (3.8%)	00:02:37	1057 (5.5% of total searches)	13,426  ■ PDF ■ XLS
AMR 2015: 6,620 AMR 2016: 2,195 PESTICIDES: 5,072	AMR 2015: IT 0.7%, FR 0.11% AMR 2016: IT 7%, DE 3%, FR 1.6% PESTICIDES: FR 15%, IT 7%, DE 3%	AMR 2015: 00:01:21 AMR 2016: 00:01:16 PESTICIDES: 00:02:31		

- **Successful launch benchmarked with previous products**
- Tool most popular among nutritionists
- External social media traffic does not happen through prepared tweets (incl. translations)
- LinkedIn activity higher than Twitter
- Produce more explanatory videos rather than videos with testimonials
- Request for expanding platforms

Tips from society

How to talk about chemical mixtures?



TIPS FROM SOCIETY

How to talk about chemical mixtures?

ISSUE N.1

► Chemicals

Citizens in Europe are aware that chemicals are present in everyday products. However, they are more strongly perceived as something man-made, rather than naturally-occurring.



Only one in four EU citizens is aware that nutrients are made of chemicals

► Chemical mixtures

European citizens have low awareness of combined effects of chemical mixtures. Yet, a large majority (83%) is 'highly concerned' that they pose a threat to human health. Women are more



CLEANING PRODUCTS
80%



COSMETICS
75%

COMMUNICATION TIPS

To raise awareness that many chemicals are naturally-occurring, communicators should use examples such as vitamins and minerals, present in everyday life which people can easily relate to. "Moderation", "safe" and "threshold" are considered useful terms when talking about chemicals.

Find out more

Start 1: Safety 2: Exposure 3: Effects End



When chemicals mix

Assessing the risks to humans, animals and the environment



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