

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

Update on communications and engagement

Barbara Gallani

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)

LA VANGUARDIA



‘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
Fehlannonce’

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



Authority

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



Antimicrobial resistance shows no signs of slowing down

ECDC/EFSA report "rings alarm bells", says EU Commissioner Data released today by the European Centre for Disease Prevention and Cont...

efsa.europa.eu

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



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

5 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/S1I550n7Td



  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



 2  26  110 

Calendar

Results 1 - 10 of 12

Second European conference on *Xylella fastidiosa*: how research ca

📅 29 October 2019 to 30 October 2019 📍 Ajaccio, Corsica

Attend in person: [Registration open](#) deadline: 14 April 2019

Register now! Joint EFSA/BfR International Conference on Uncertain

📅 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 regul

📅 21 November 2017 📍 Parma, Italy

European conference on *Xylella fastidiosa*: finding answers to a glol

📅 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: [Registration open](#) 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: [Registration open](#) deadline: 15 March 2019

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

📅 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 Additiv
(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



Raise awareness
of the vital role EU
system (EFSA &
MS) plays in
protecting citizens
by ensuring
Europe's food is
safe to eat.

Raising
awareness:
EU protect and
care for animals
and the
environment

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 the 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

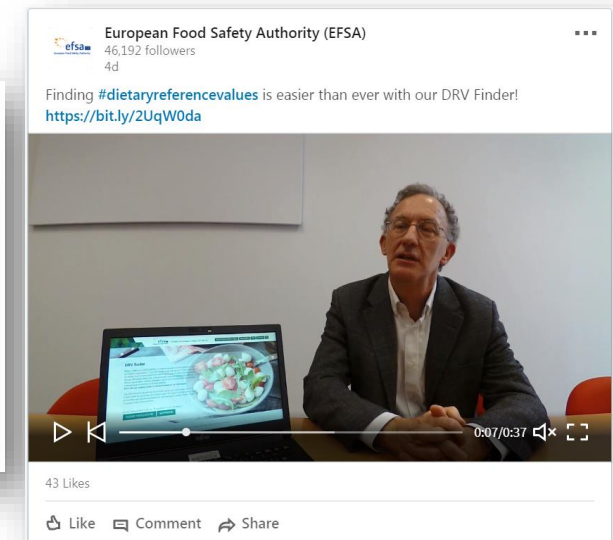
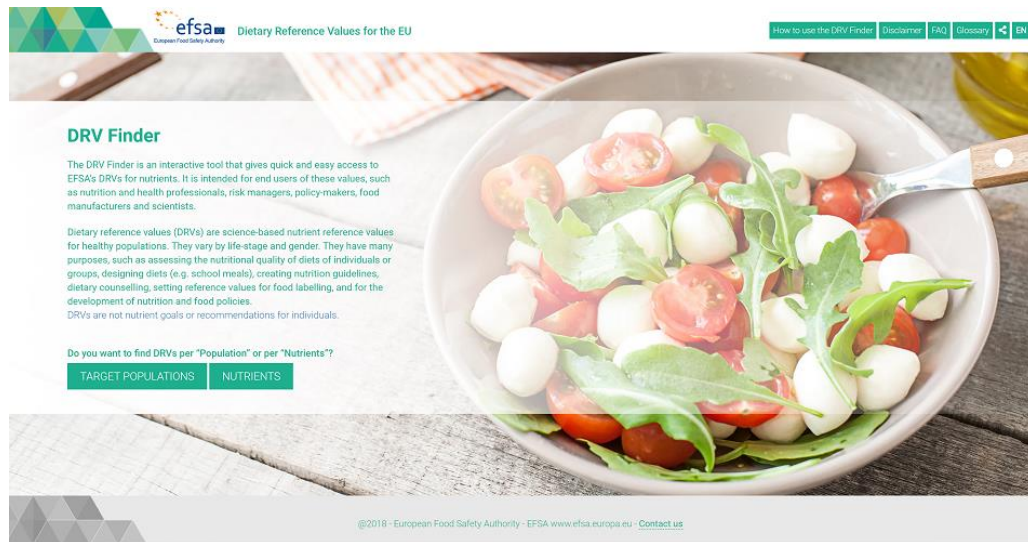
EU agencies –
ECDC, EMA, ECHA
etc

Timeline



DRV Finder - Analytics

- 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

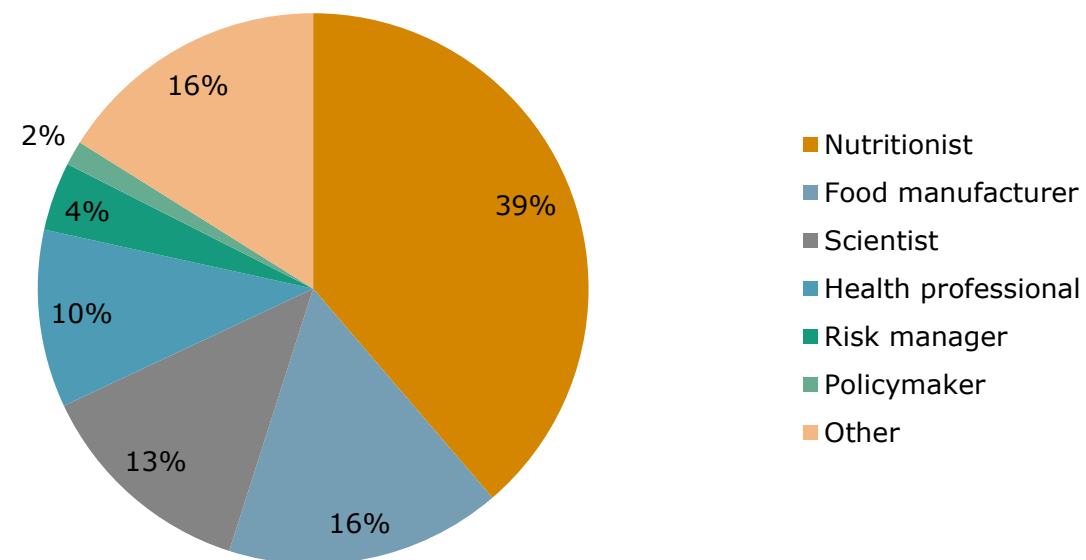


DRV Finder Landing page

Are you a

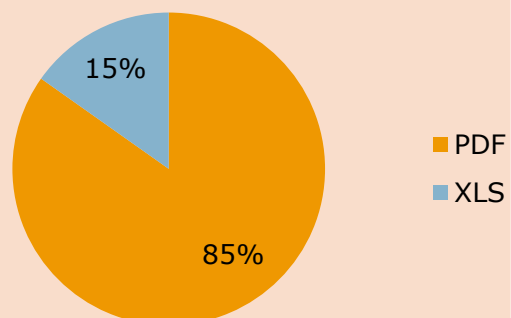
Nutritionist/Dietician
Health professional
Risk manager
Policy-maker
Food manufacturer
Scientist
Other

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 <i>(5.5% of total searches)</i>	13,426 
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.

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.

► **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 concerned than men.





When chemicals mix

Assessing the risks to humans, animals and the environment



Subscribe to

www.efsa.europa.eu/en/news/newsletters
www.efsa.europa.eu/en/rss



Engage with careers

www.efsa.europa.eu/en/engage/careers



Follow us on Twitter

@efsa_eu
@plants_efsa
@methods_efsa