

Working session on risk communications: co-operation between EFSA & stakeholders

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Co-operation with stakeholders in risk communications



- •Reflection paper on engagement of stakeholders in EFSA's activities highlights opportunities to strengthen cooperation in risk communications
- Proposal for an interactive session on risk communications presented/discussed at Stakeholder Platform 2010/2011
- Based on feedback, session organised with involvement of members and focusing on 3 topics:
 - -Health claims (with BEUC, CIAA and EFSA)
 - -Zoonoses (with COPA COGECA, EUFIC and EFSA)
 - –Pesticides (with ECPA and EFSA)

Objectives



 Foster exchange, input and feedback from Platform members focusing on challenges and opportunities faced by stakeholders/EFSA in risk communications

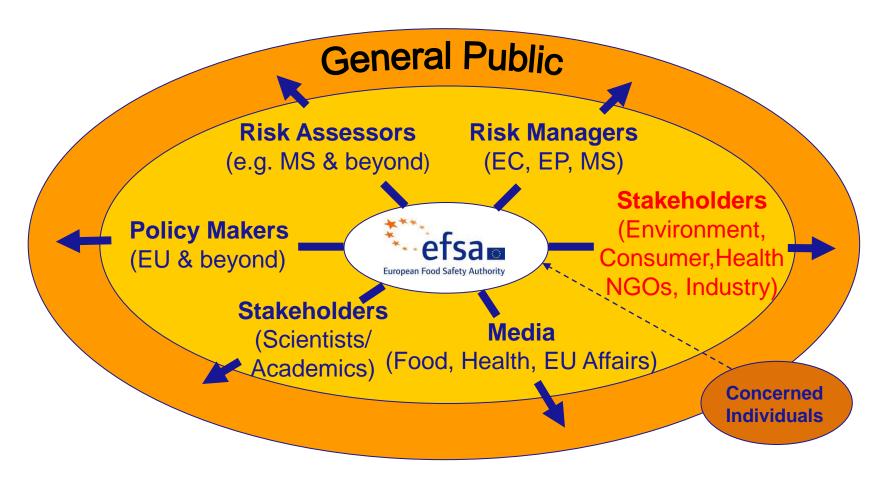
⇒EFSA would like to:

- Better understand stakeholder needs with respect to EFSA's communications activities
- Look at possible ways of enhancing the communications flow amongst all parties
- Discuss with stakeholders how EFSA can best support their own efforts and outreach to their respective members

Audiences



Who does EFSA communicate with?



Outcomes of review of Communications strategy:



Communications approach on track but 3 key opportunities going forward...

- •Improve the simplicity and relevance of its communications for all target audiences
 - including immediate partners & customers
- Promote independence of EFSA scientific advice
- Expand EFSA's outreach to informed lay audiences
 - in co-operation with Member States and stakeholders, including shared understanding of priority targets

How can stakeholders support EFSA in addressing key strategic Communications priorities (2010-2013):



- Simplicity and transparency: increase relevance and understanding of EFSA communications for key target audiences and informed lay audiences, in co-operation with MS
- Independence: augment proactive communications on the independence of EFSA's risk assessment advice
- Visibility and outreach: enhance outreach, in the EU and beyond (increase awareness and recognition of EFSA)
- Coherence: further increase... across EU and beyond
- Dialogue: enhance dialogue with stakeholders and increase audience interactivity

How can stakeholders support EFSA in implementing a thematic approach



Integrated communications plans:

- across all tools and channels
- themes reflecting both consumer concerns & public health priorities
- continous "campaign" approach with key milestones (eg. zoonoses: annual report, baseline surveys, opinions of BIOHAZ, AHAW,...)
- covering all relevant aspects of EFSA's work in an area



Break-out sessions - presenters to address:



- What are the key challenges/opportunities when communicating on the subject (eg claims..)
- How risk communications played out for all actors
- Did stakeholders inform members about EFSA's communications?
 - If so, how did it work? Was it useful?
 - If not, why not?
- Key messages: were they effective? Did they work?
- Which other actors were involved?
- Channels & tools used: were they effective in reaching target audiences?
- Etc...

Questions for group discussion



- Successes scored and hurdles faced in risk communications
- What are the most effective ways of being informed about EFSA's work?
- When EFSA proactively communicates on an issue of relevance to your organisation, how do you use this information?
- How can EFSA work more effectively with you to strengthen outreach and coherence of risk communications?
- Recommendations

Organisation of interactive session



- Introduction (Al Gassin 10')
- Discussion in break-out groups (1 ¼ hrs)
 - Each group to appoint a rapporteur to share outcomes of discussion with the plenary
- Report back to plenary and discussion (20'/group)
- Wrap-up and next steps (Al Gassin/all)



Looking forward to your contributions!



QUESTIONS?