



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

**Anne-Laure Gassin**

Director of Communications, EFSA

**EFSA Stakeholder Consultative Platform  
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- Reflection paper on engagement of stakeholders in EFSA's activities highlights opportunities to strengthen co-operation 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)

- 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

## 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
- continuous “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

- 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?**