



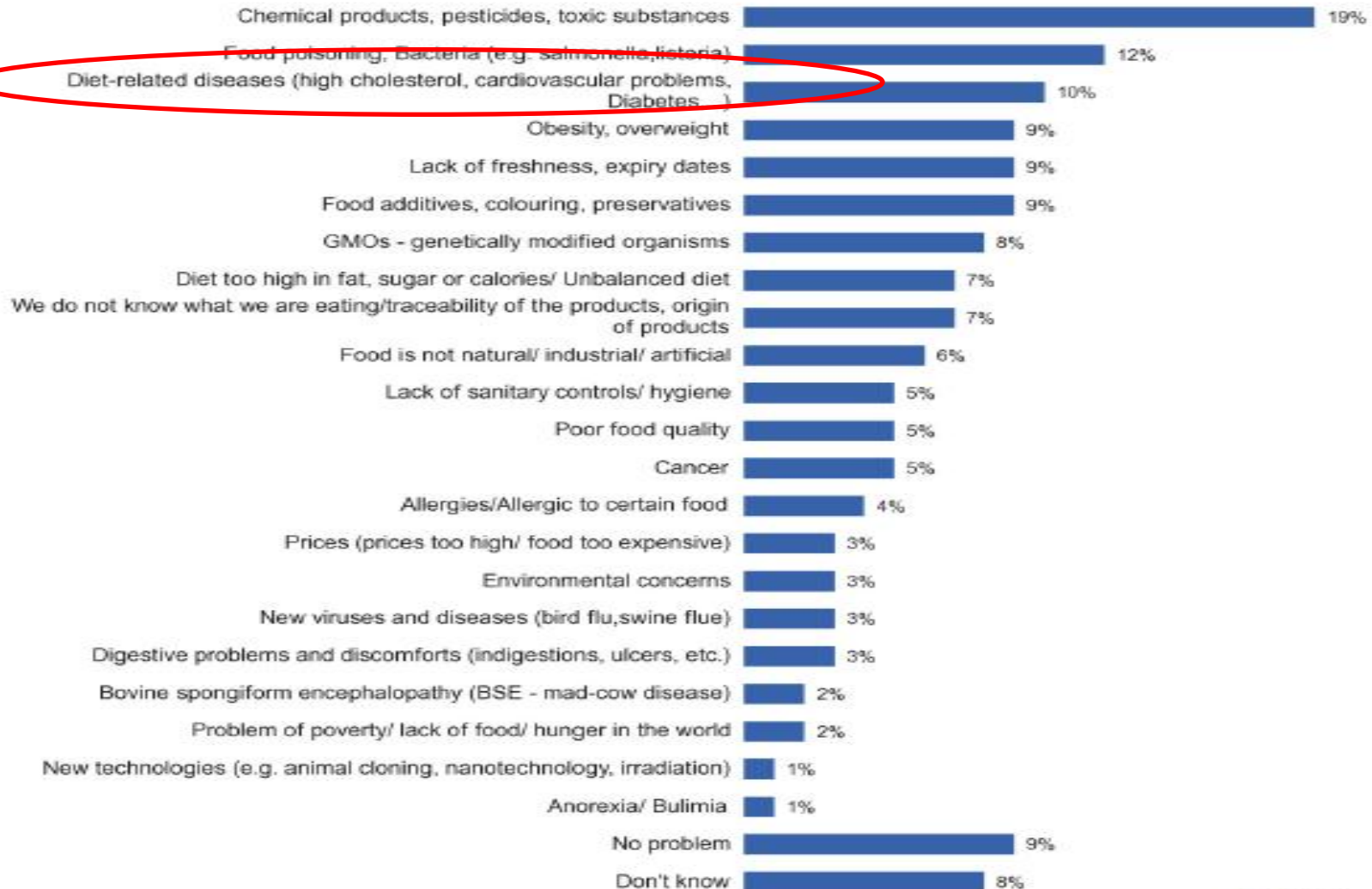
Communications activities on health claims

Lucia de Luca

EFSA Stakeholder consultative platform meeting
Parma, 29 June 2011

Eurobarometer survey – responses to problems and risk associated with food – 2010

QF3. Could you tell me in your own words, what are all the things that come to your mind when thinking about possible problems or risks associated with food and eating? Just say out loud whatever comes to mind and I will write it down. Anything else?



Overview of public perception on health claims

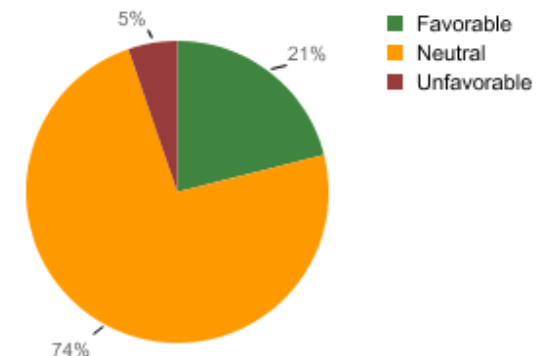
- Lack of clarity on EFSA's work and scientific criteria
- More clarity on requirements for applications
- More direct contact with EFSA
- Criticism on high rate of negative assessments



- Further explanations of EFSA's requirements/criteria
- Reinforced dialogue EFSA/stakeholders
- Increased simplicity in EFSA's communications
- EFSA's new organisational structure

The public consultation on guidance on gut and immune health claims is in line with EFSA's policy on openness and transparency.

Functional Ingredients



How did we keep partners informed

- Web stories and press releases
- Highlights on EFSA's main pages of published content and public consultations
- Creation of dedicated pages on EFSA's website + constant updates
- On-going updates of the pages with numbers of evaluated claims
- Focus on dialogue with applicants and on consultations launched (on-line and meetings)
- Webcast of major conferences with stakeholders
- Tailored articles in EFSA's newsletters
- Participation of EFSA's representatives and scientists at stakeholders conferences
- Timely response to queries received from the media
- Interviews
- Request for dedicated reflected in EFSA's new organisational structure

2006

2007

2008

2009

2010

2011

Communications on claims: objectives

- EFSA responsible for verifying the scientific substantiation of health claims to support the EC in establishing a positive list of permitted health claims
- EFSA is a listening organisation engaged since 2006 in clarifying its work and providing clear guidance to applicants who want to submit claims
- EFSA's evaluations can support industry in establishing the future directions for innovation based on sound science
- The Panel's opinions reflect the quality of the evidence submitted
- The NDA Panel works to the highest possible standards, applying uniform criteria as indicated in the Regulation and in line with those of international organisations

2006

2007

2008

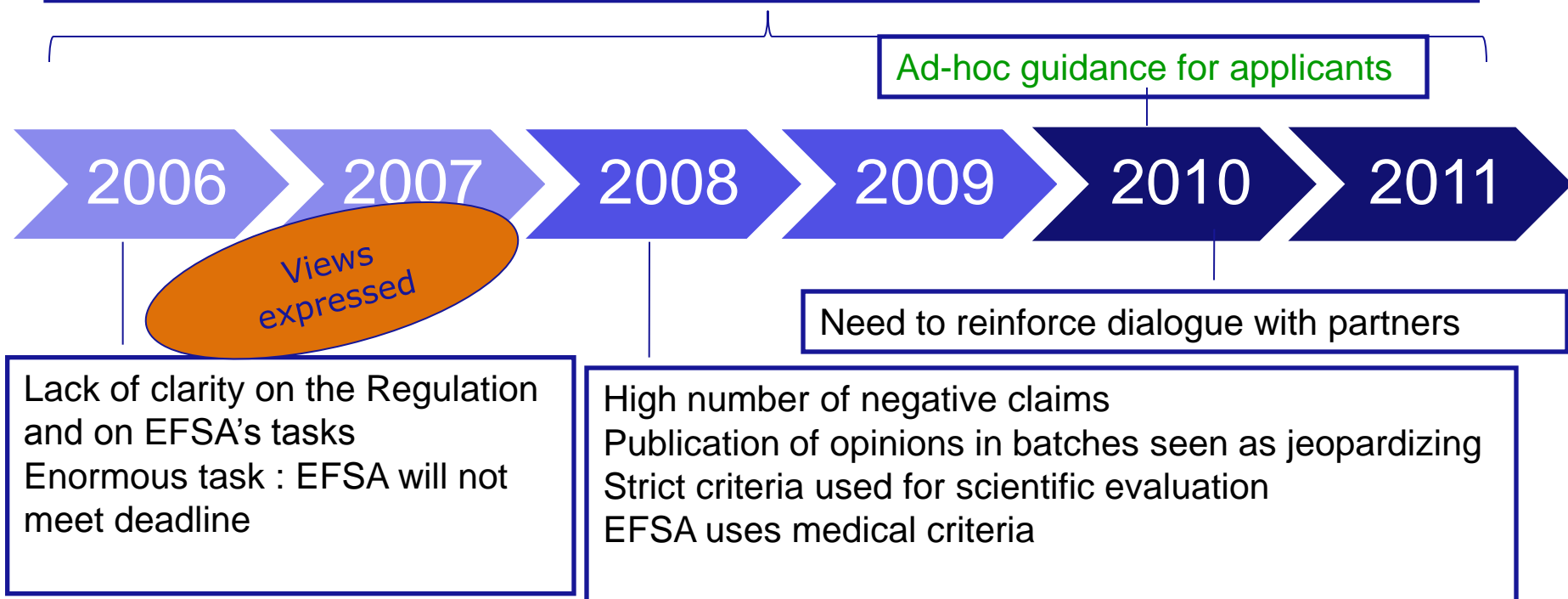
2009

2010

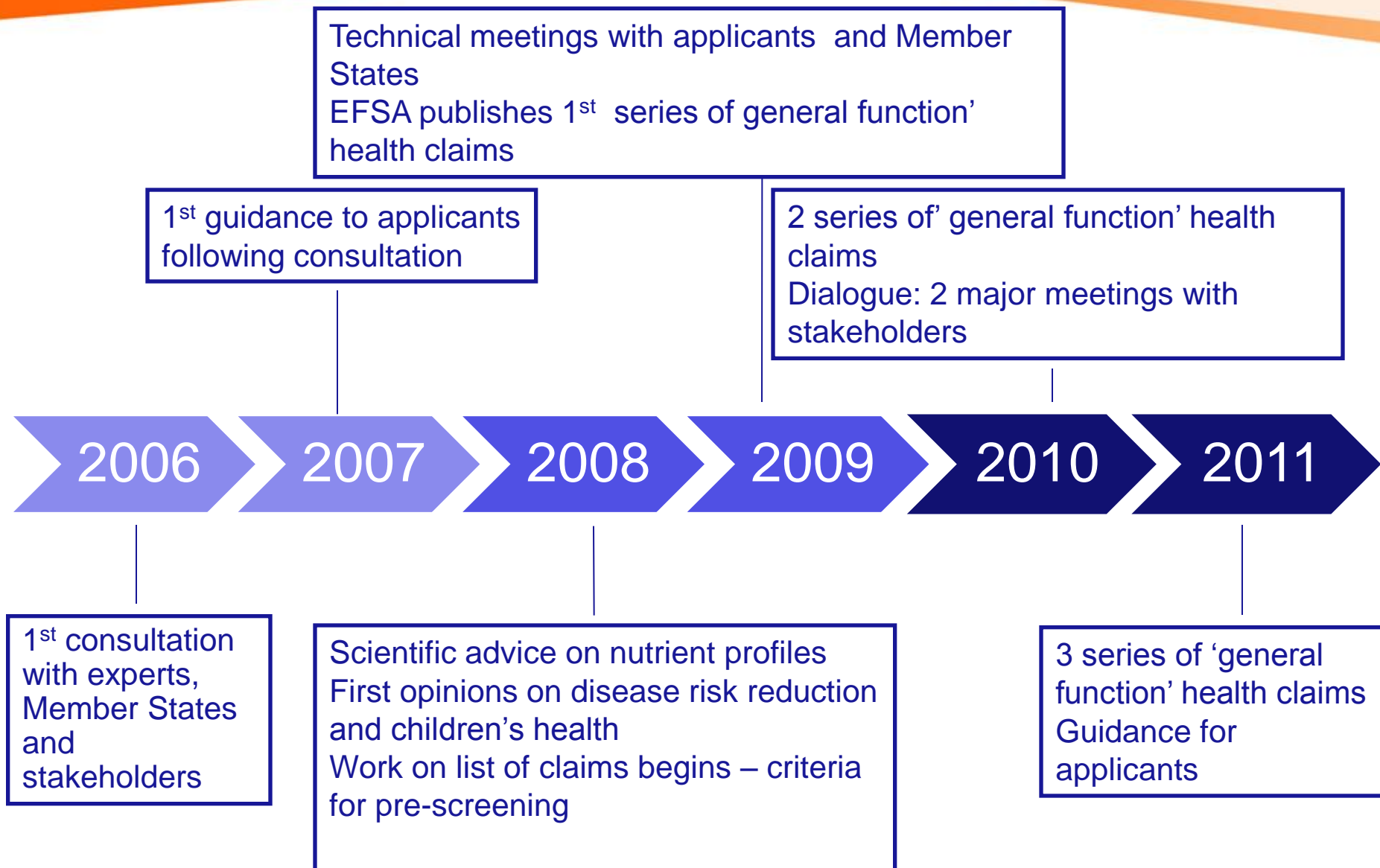
2011

Challenges and opportunities

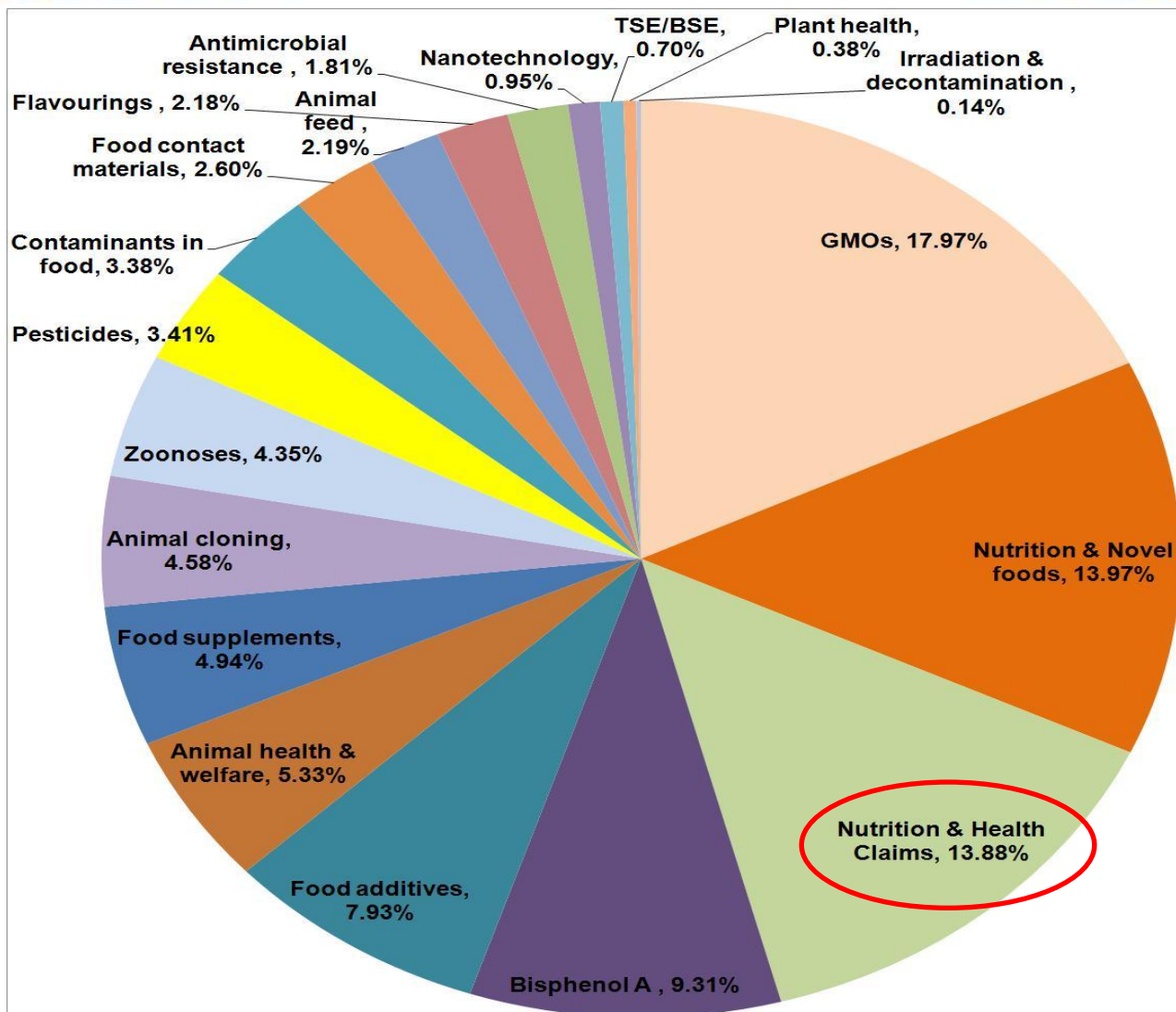
- Guidance to applicants following consultation
- Technical meetings to explain scientific criteria used and the goals of the Regulation
- On-line consultations on guidance document
- EFSA presence at conferences and industry initiatives
- Homogeneous structure of the scientific opinions
- Consumers group and press welcome EFSA's work



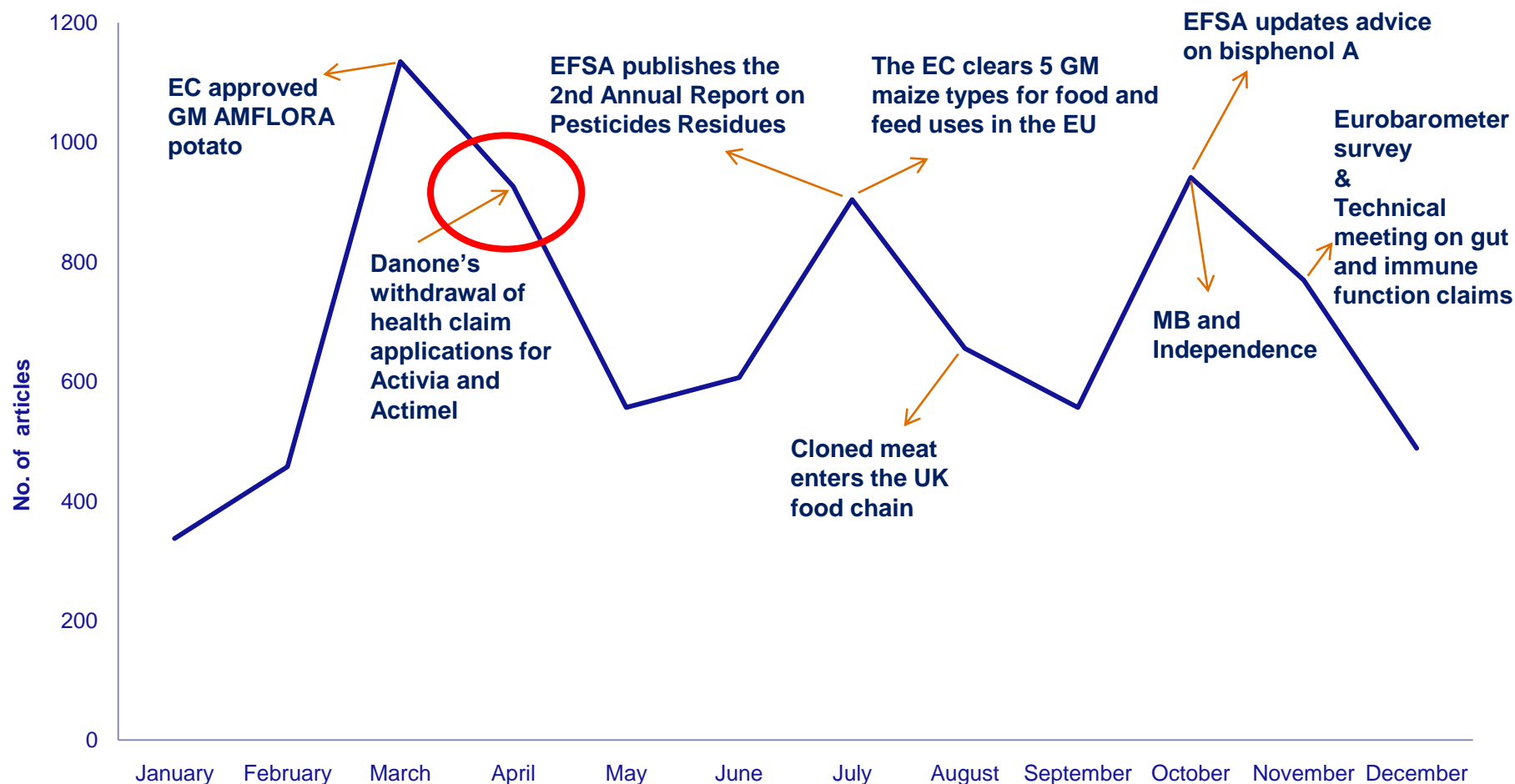
Timeline of EFSA's Communications on health claims



Media coverage (%) per issue - 2010

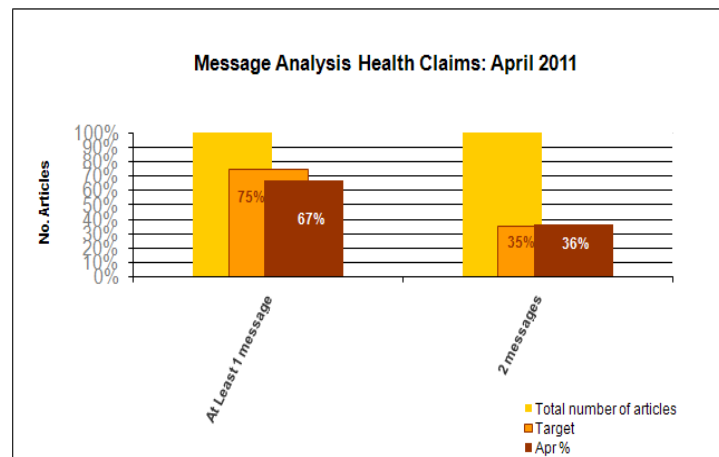


EFSA in the news - 2010



Total coverage 2010 (8330 articles vs 9126 in 2009)

Example of media coverage 2011



July 2010 – “EFSA completes evaluation of further 442 ‘general function’ health claims” (News Story)



33 articles in the media reporting key messages:

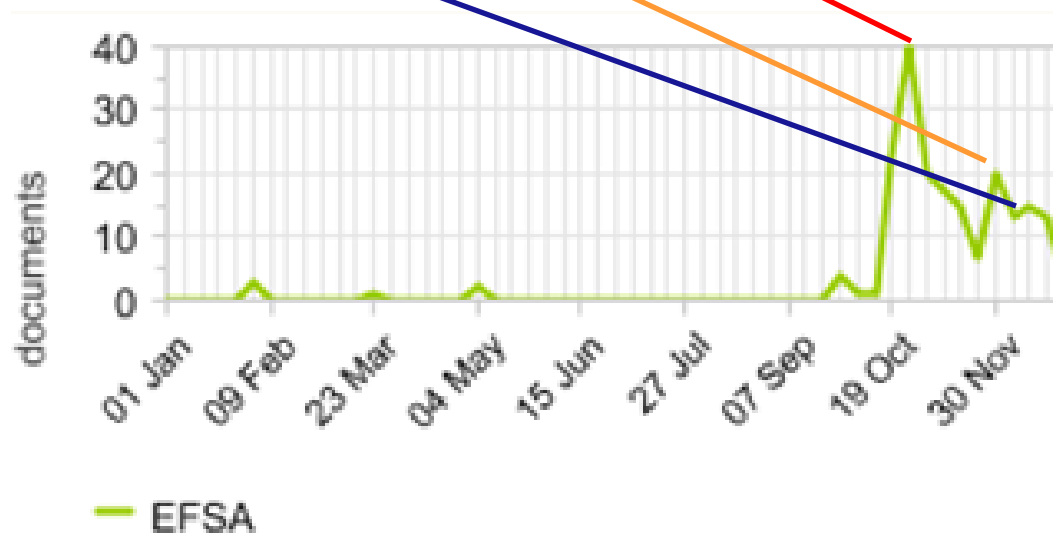
48% of all articles included the message that the experts of the Panel have completed the evaluation of about 80% of ‘general function’ health claims and are committed to finalising the remaining claims by the agreed deadline

54% of all articles stated that as for previous evaluations, many of the unfavourable opinions in this series were linked to the poor quality of the information provided to EFSA

Media coverage – drivers 2009

Coverage drivers

October	EFSA delivers its first series of opinions on 'general function' health claims
November	Coverage of EFSA's role in relation to industry reaction following EFSA's press release published in October
December	EFSA rejects kids' probiotic gut health claim



Media coverage – drivers 2010

Coverage drivers

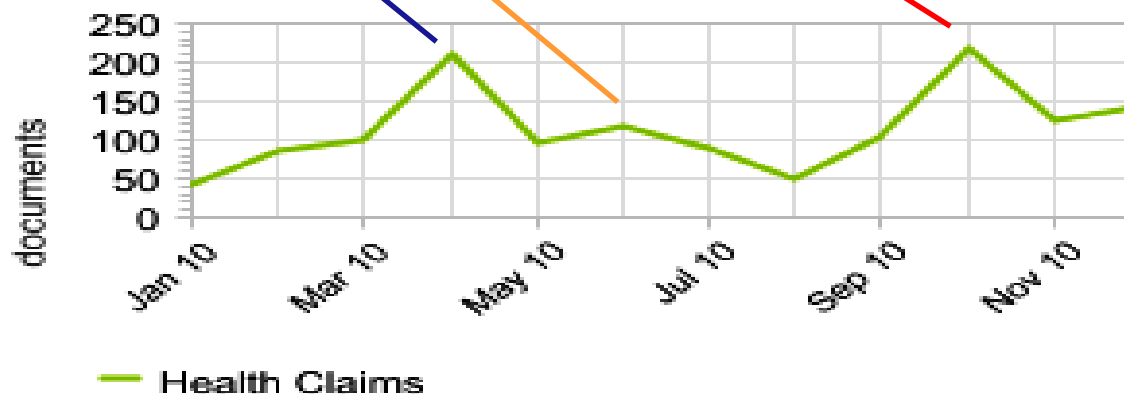
April	Danone withdraws two health claim applications to the EFSA for its Activia and Actimel probiotic yogurt brands, citing a "lack of clarity" regarding the requirements for the applications.
June	EFSA commits to increased applicant dialogue and a series of health claim workshops at a stakeholders meeting in .
October	EFSA's Panel on Dietetic Products, Nutrition and Allergies (NDA) adopt opinions on 808 'general function' health claims.

Health Claims Trend 2010


Issues: Health Claims

Panels/Org: EFSA

Date range: 01 Jan 2010 to 31 Dec 2010



Example of public consultation highlight



European Food Safety Authority
Committed to ensuring that Europe's food is safe

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Public consultation on a draft EFSA guidance on the Scientific requirements for health claims related to gut and immune function

Deadline: 22 October 2010

Document  (1.5 Mb)
EFSA has launched a public consultation on the draft guidance on the scientific requirements for health claims related to gut and immune function.

drawn from EFSA's scientific opinions on health claims related to the immune system. Thus, it represents the views of the NDA Panel, based on the evaluation of health claims in these areas.

In conjunction with the briefing document for stakeholders on the evaluation of health claims, 2010.

Document for stakeholders on the evaluation of Article 13.1, 13.5 2 and 14 health claims

The document does not include an exhaustive list of beneficial effects and studies/outcome measures that are acceptable. It rather presents examples, drawn from ongoing evaluations and evaluations previously carried out, that illustrate the approach of the Panel.

Interested parties are invited to submit written comments by 22 October 2010.

Please use exclusively the electronic template provided with the document to submit comments and refer to the line and page numbers. Comments submitted by e-mail or by post cannot be taken into account.

Submission will not be considered if it is:

- submitted after the deadline set out in the call
- presented in any form other than what is provided for in the instructions and template
- not related to the contents of the document

See also

- ▶ Topic: Nutrition and health claims
- ▶ Meeting with stakeholders on scientific requirements for health claims related to gut and immune function - Webcast available

Clicks per topic:
(1 May – 1 June 2011)
Views: 4571
Visits: 3789

Health Claims in the news

Foodnavigator

EC offers rejected
probiotic health claim
hope with resubmission
offer

AFP

EU/FOOD SAFETY: 440 further
health claims assessed by
EFSA

Irish Independent

IRELAND'S BEST-SELLING DAILY NEWSPAPER

Probiotic drinks do not aid
health, watchdog says

afz allgemeine
fleischer zeitung

Erste Liste noch 2011; EFSA
prüft gesundheitsbezogene
Angaben

THE SUNDAY TIMES

A HEALTHY SCEPTICISM; EUROPE
FORCES THE FOOD INDUSTRY TO
PROVE ITS HEALTH CLAIMS



REUTERS

EU body finds no proof
to Yakult cold defence
claim

ABC

Este yogur no
protege su salud



estadao.com.br

Europa, questi
ona alimento
funcional

FOOD
productiondaily.com

EFSA Third Batch of General Function Claims
Features High Number of Unfavorable Opinions

Nederlands Dagblad

Claims over gezondheid
doorgeprikt

AGI

Agenzia Italia

ESPERTI EFSA
AMPLIANO I BENEFICI
DERIVANTI DAL CALCIO

Le Monde

Les aliments
diététiques passés au
crible

marie claire

Probiotic health claims are
'unproven'

LE FIGARO

Danone : Actimel ne réduit pas le
risque de diarrhée selon l'EFSA