

80th Meeting of the EFSA Advisory Forum
9-10 June 2021

Overview of EFSA' reports to inform a General Plan on Risk Communication

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COMCO Head of Department

Trusted science for safe food

EC request | technical assistance

Working Group
on Social
Research
Methods and
Advice

Scientific Report on technical
assistance in the field of risk
communication

Communication Product Catalogue &
Dissemination Guidelines
(best practice)

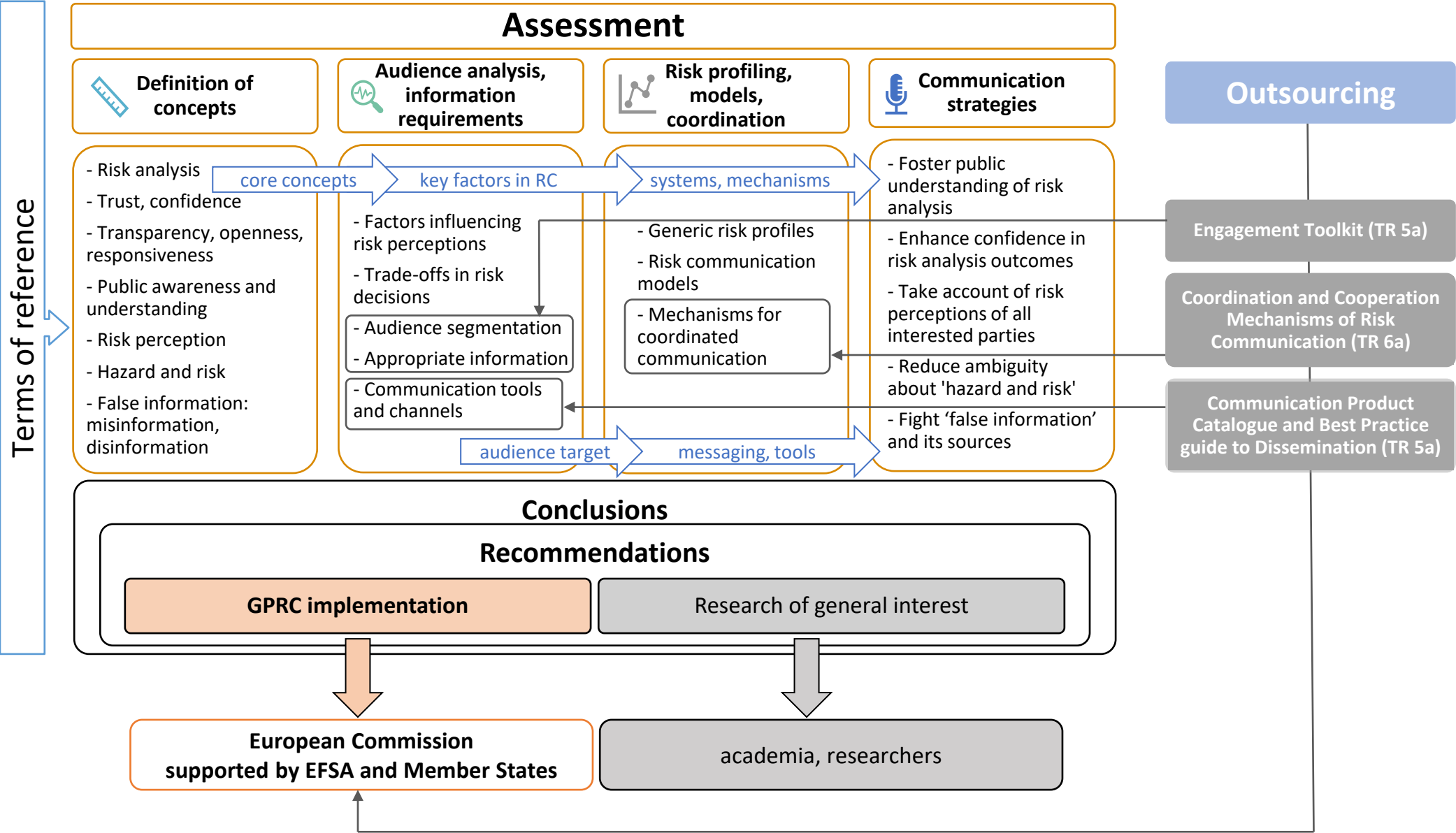
- Transparency Reg
- **'General Plan for Risk Communication'** framework
- EC request for EFSA support in implementation
-

Mapping Communication capacities,
processes and linkages through fora
and networks (RAs & RMs)

Engagement Toolkit - Methods, tips
and best practices to design effective
participatory processes'

EFSA/external
contractor

Chart: Overview of the scientific report structure and the main information flows



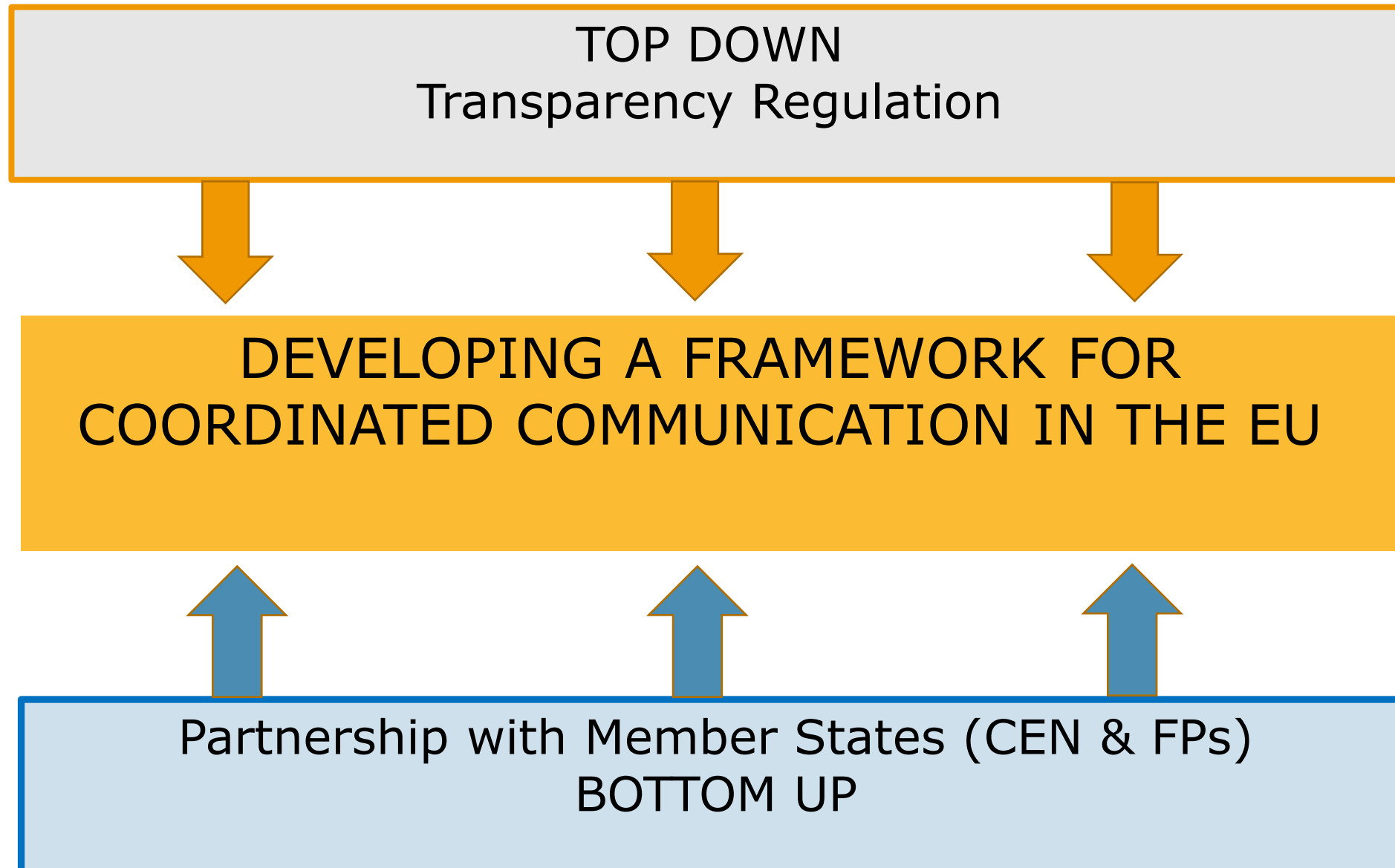
Next steps

Ongoing pilots for risk comms – e.g. food.eu platform and social listening (2021)

Detailed presentation to DG SANTE (June).
Discussion at next AF Meeting (Oct)

SANTE Workshops with MSs and stakeholders (2021-22)

Follow-on projects and agreed areas of focus for research (SPIDO 2022-25)



Campaigns

- Partnership approach for flagship campaigns
- Devolved national teams (CEN, FPs)
- Tiered input:
 - Amplification
 - Content creation
 - Consultants
 - Full partners (2022 onwards)



**Our science.
Your confidence.**

Make your food
choices confidently.
#WorldFoodSafetyDay

A EUROPEAN HEALTH INITIATIVE

Titanium dioxide: E171 no longer considered safe when used as a food additive



On key scientific outputs

- Titanium dioxide May 2021

Pre-publication:

- [CEN Portal – information sharing hub](#)
media lines, news story, social media content
- Hot Topic Call
- Consistent messaging

Post-publication - Sharing media & Social media coverage