

81st Advisory Forum meeting
Virtual meeting, 27-28 October 2021

Science of Risk Communication

Recommendations from our scientific
and technical reports & on-going
work

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Trusted science for safe food

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'

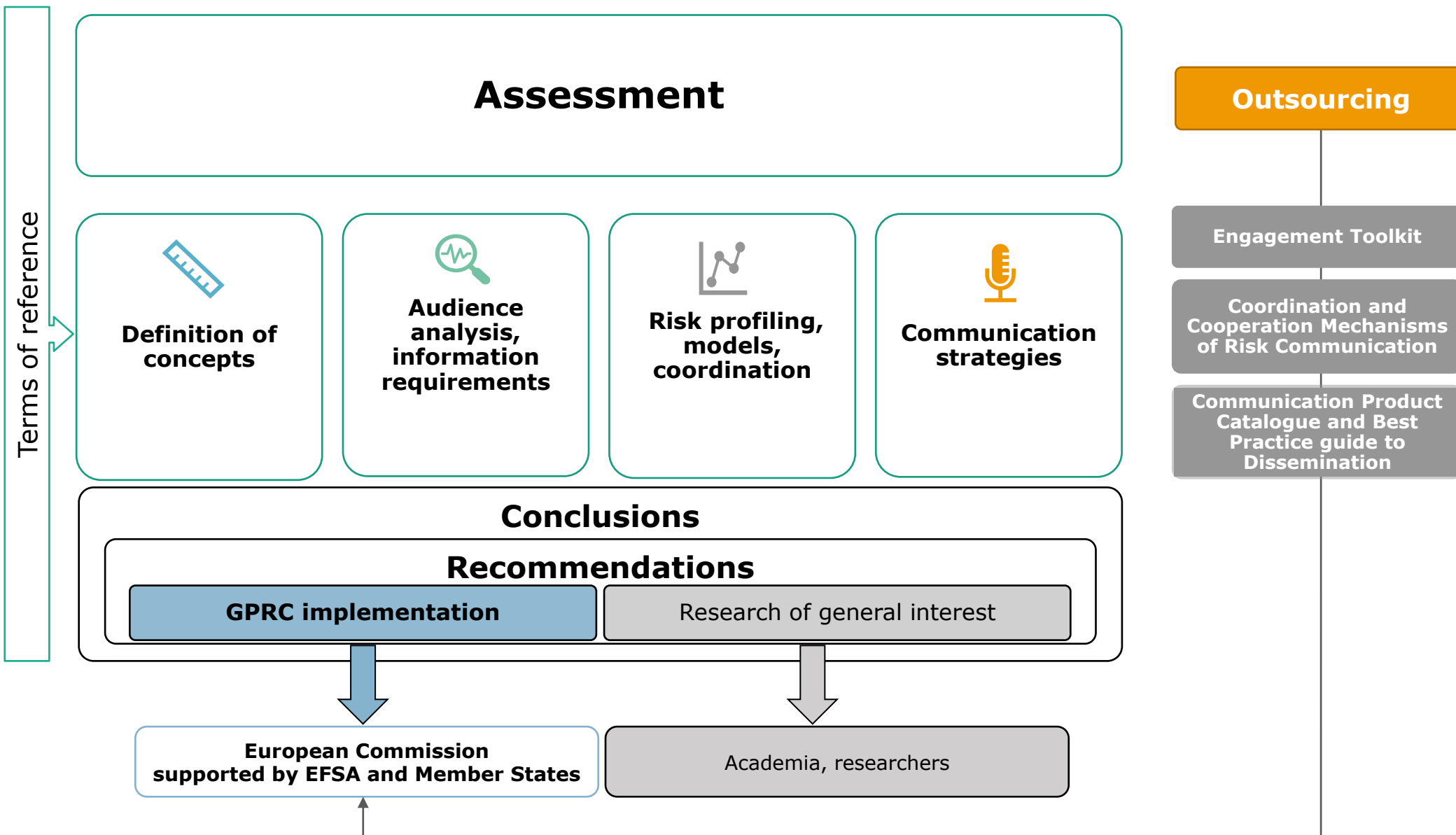
EFSA/external contractor

What does the
literature say?



[Read more here](#)

Structure | Related outputs and information flows



Communication tools catalogue & dissemination guidelines



What are the **best practices** out there?

[Read more here](#)

Communication product catalogue

The catalogue at “a glance”, with hyperlinks to the product card:

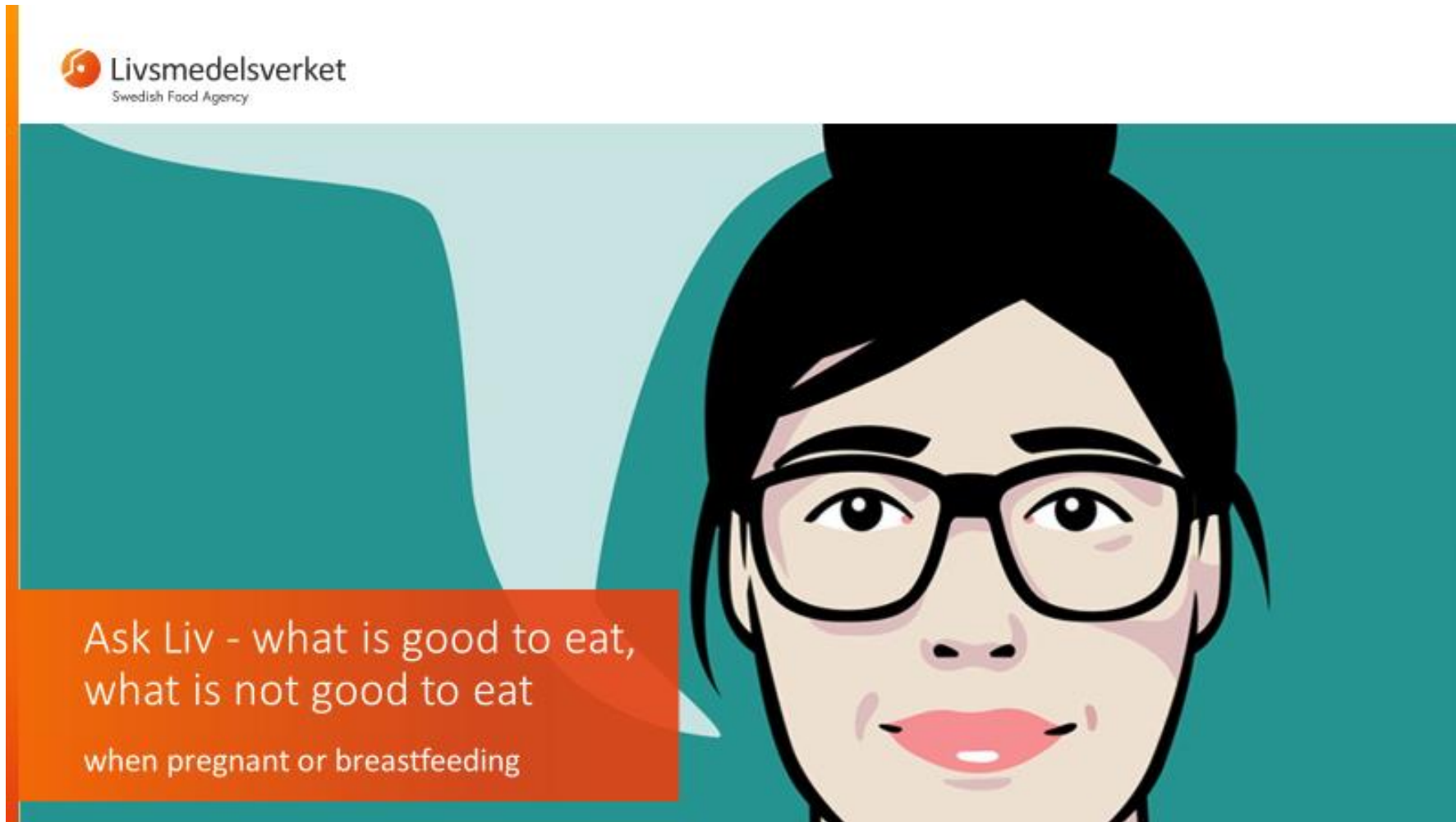
- **25 product cards** categorised in Multimedia, Editorial, Meetings & events, Educational
- **38 examples** (one per product + multiple examples for SoMe)
- **17 Highlights**
- **7 dissemination channel profiles:** SoMe, Website, Email, Meeting and events (physical), Meeting and events (digital), Internal communication, Traditional Media
- **5 campaign case studies**

Dissemination best practice

4 phases covering:

- Description
- Challenges and recommendations
- Highlights of best practices

Example | A comms tool from Sweden



Mapping coordination mechanisms for EU risk comms

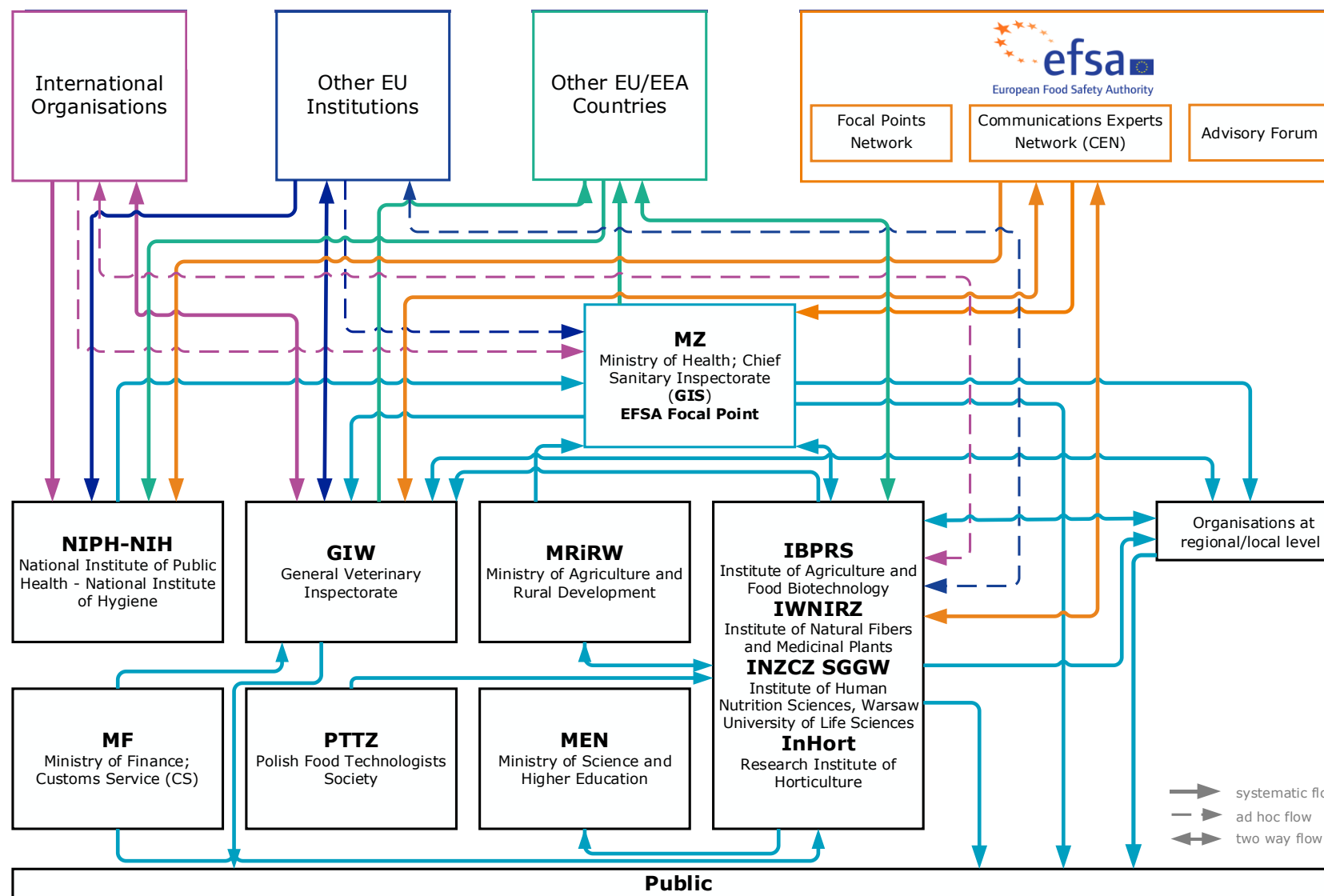
What are the existing mechanisms?



[Read more here](#)

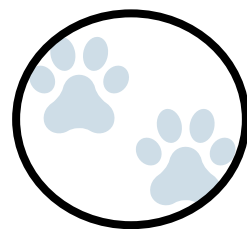
Example | A flowchart of communication flows

POLAND

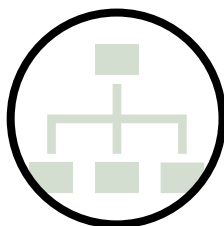


Current **flow of communications** generally **considered sufficient** by
EU & international partners

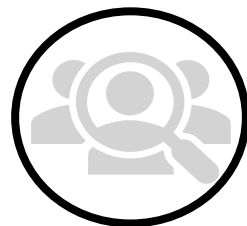
Challenges identified by national respondents:



Tracking how communication messages targeted to experts are further used



Lack of coordination about the timing of the communications made by the various organisations involved



Difficulties in ensuring that messages reach the intended or the appropriate target audience

Increase MS **resources & capacity for coordinated communication** on EU food safety issues

Improve **cooperation & coordination** between MS risk communication bodies

Develop pan-EU framework to support coordinated communication (including RA & RM) in MS

1

Set a **protocol** that defines objectives and roles for risk communication in each stage of risk analysis

2

Gather insights required for **audience segmentation** and tailored comms (knowledge, perception, use of info channels and trust)

3

Coordinate communication through: i) a **communication committee**; ii) a single coordinated platform; iii) joint campaigns

4

Test **generic risk profiles** to develop standard risk categories for communication planning

5




Tackle **false information** using tested techniques and include guidance in risk comms handbook (further research in food safety recommended)

6

Promote **research** in areas with **gaps** (hazard vs. risk, social media listening, contributions of consultations to robustness of science, consumer trade-offs, behavioural insights)

2

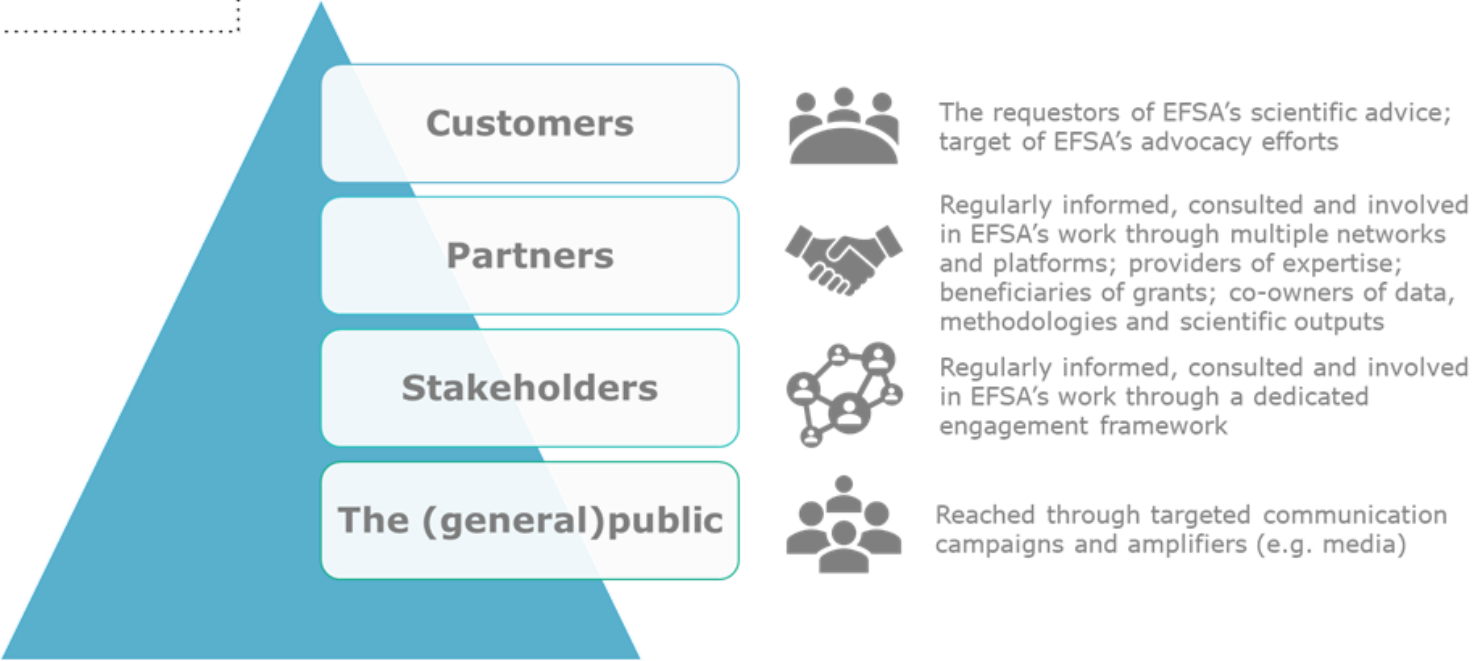
Gather insights required for **audience segmentation** and tailored comms (knowledge, perception, use of info channels and trust)

ENTRY LEVEL 	INFORMED LEVEL 	TECHNICAL LEVEL 
Concerned/informed citizens General news media	Political decision-makers NGOs and consumer organisations Specialized news media	Assessors Scientists/academics Technical risk managers Industry representatives

Source: Adapted from EFSA, 2019

Let's try a **menti.com**

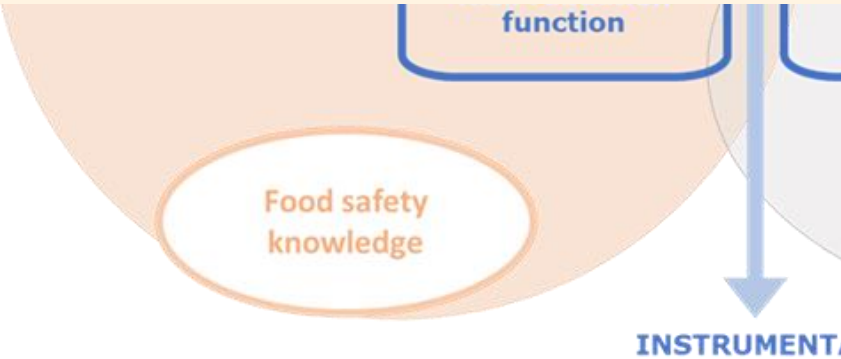
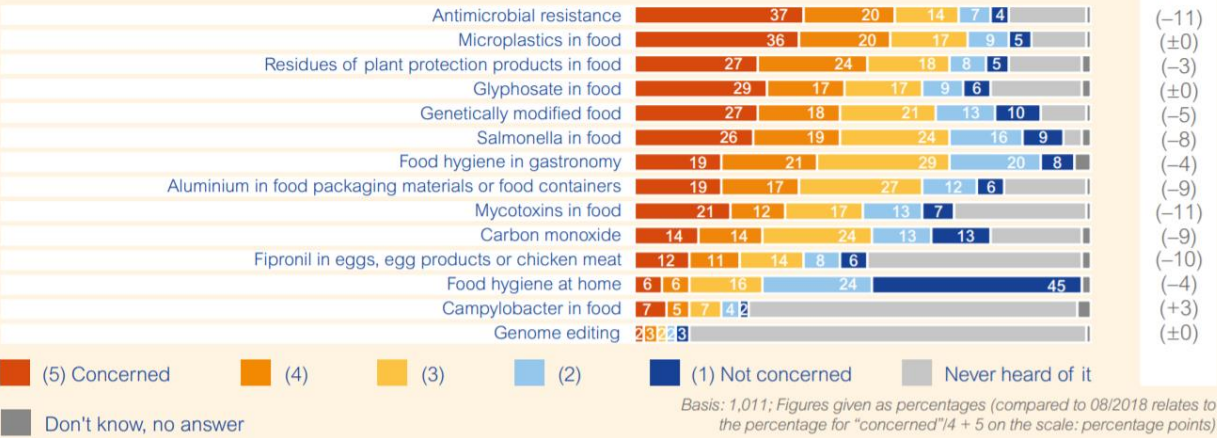
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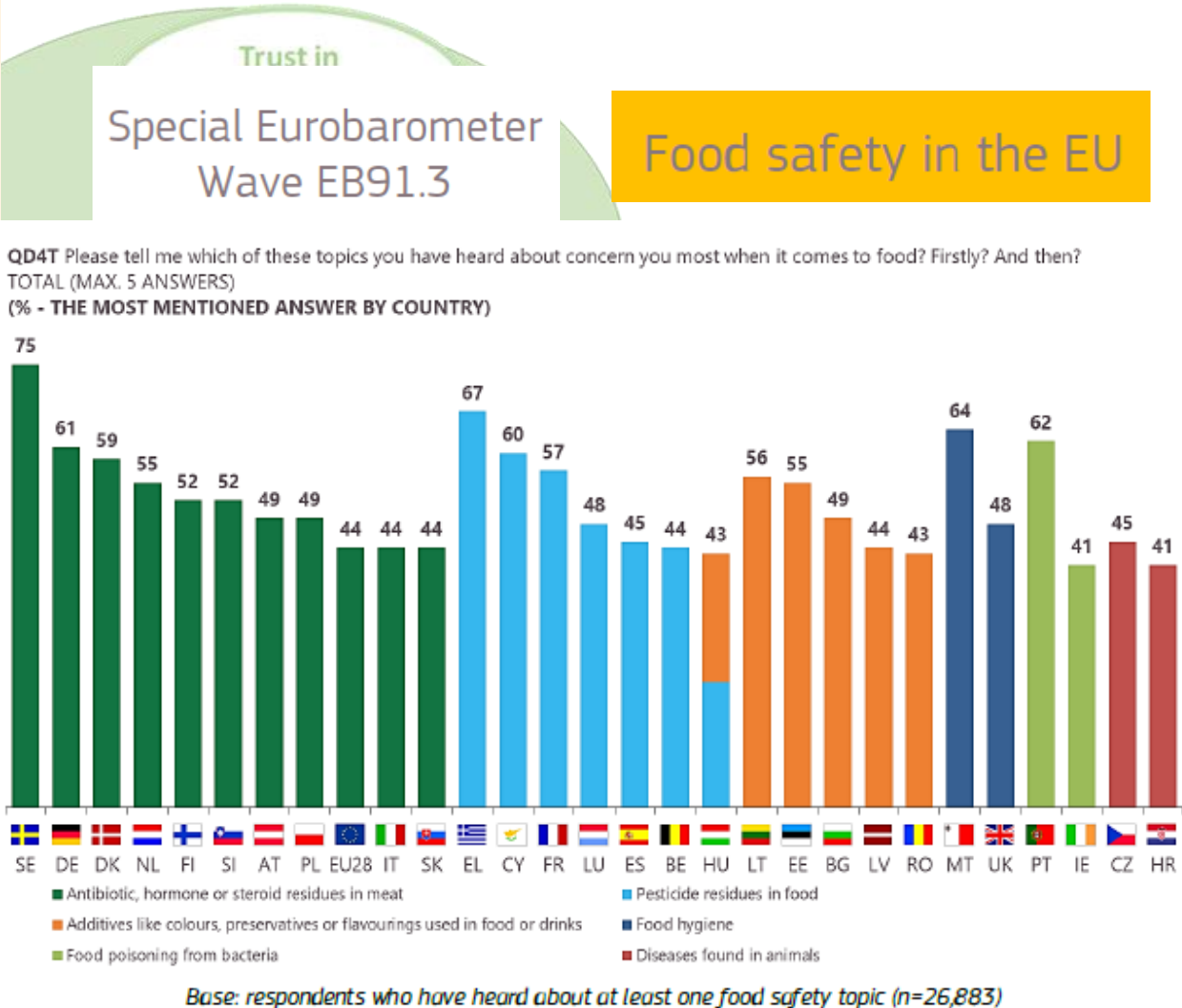
Source: Adapted from EFSA, 2021

The science behind | Audiences and information needs

Concern about health and consumer topics



Source: Adapted from Wardman, 2008

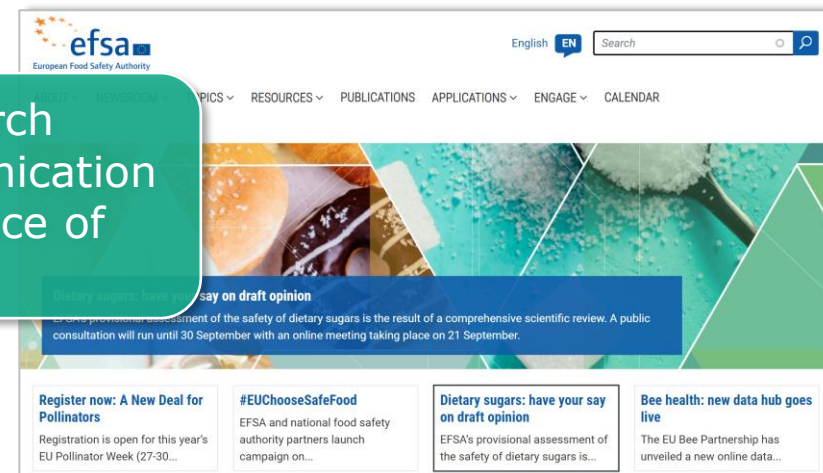


Which topics concern Europeans most?

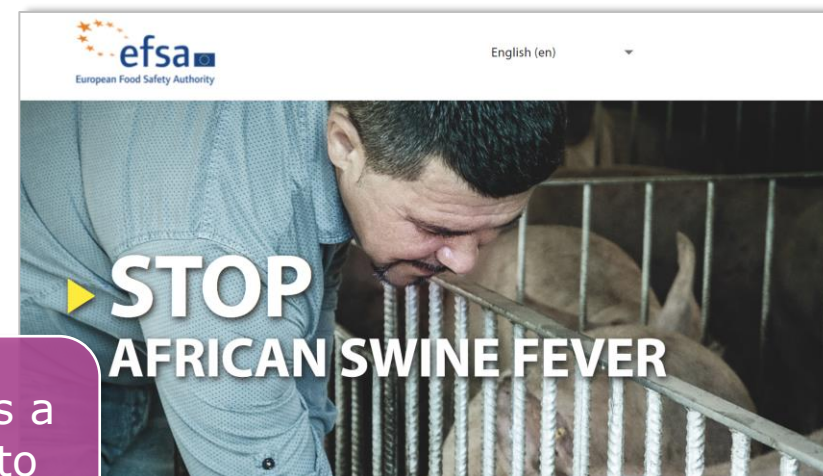
- PESTICIDE RESIDUES
- ADDITIVES
- ANIMAL DISEASES
- ANTIBIOTICS, HORMONES OR STEROIDS
- FOOD HYGIENE
- BACTERIA POISONING



“Strategic” research helps us inform communication planning and the choice of topics



“Targeted” research explores a specific topic or an audience to best frame the communication



3

Coordinate communication
through: ii) a single coordinated
platform

A portal for
EU citizens
on food
safety
topics

Includes
risk
assessors
and risk
managers

Connects
existing EU
and MS
channels

Integrates
and
promotes
existing
content

Work in
partnership
to deliver
the
proposal

Governance

Content
strategy/
production

Editorial
control

Time lag

Topic selection



Costed framework to develop a prototype 'audience-first'
EU platform on food safety

Timeframe - 12 months

Proposed solutions

3

Coordinate communication
through: joint campaigns

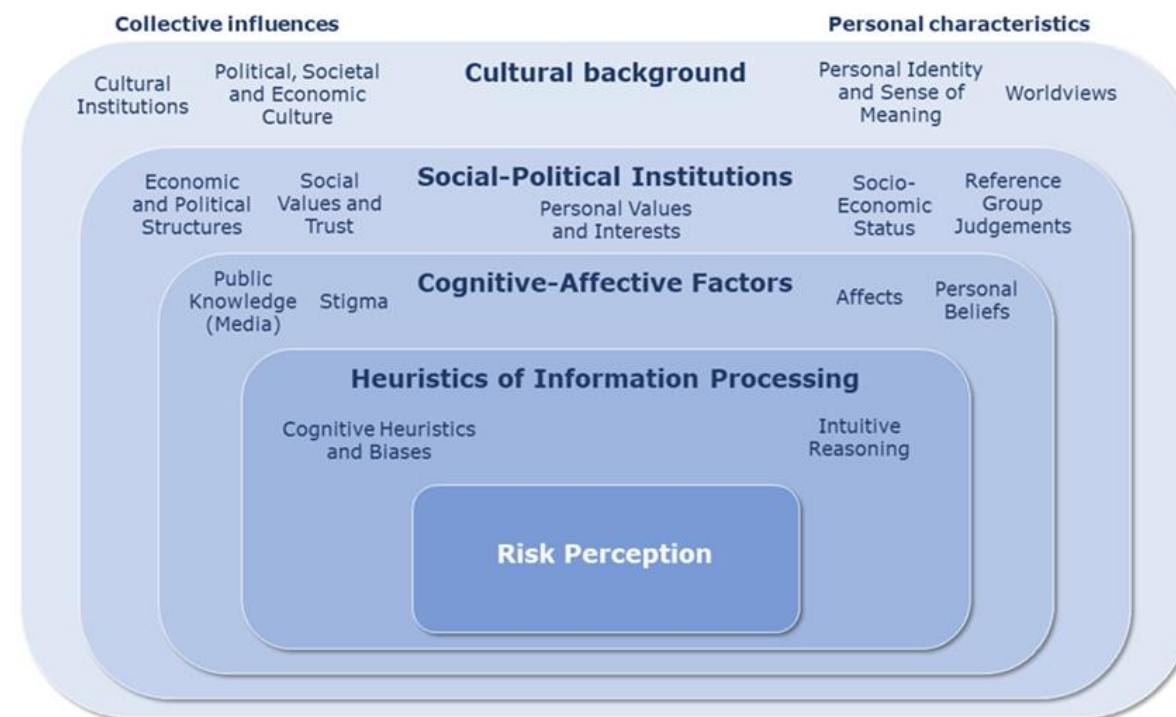
Role of campaigns for **coordinated comms**



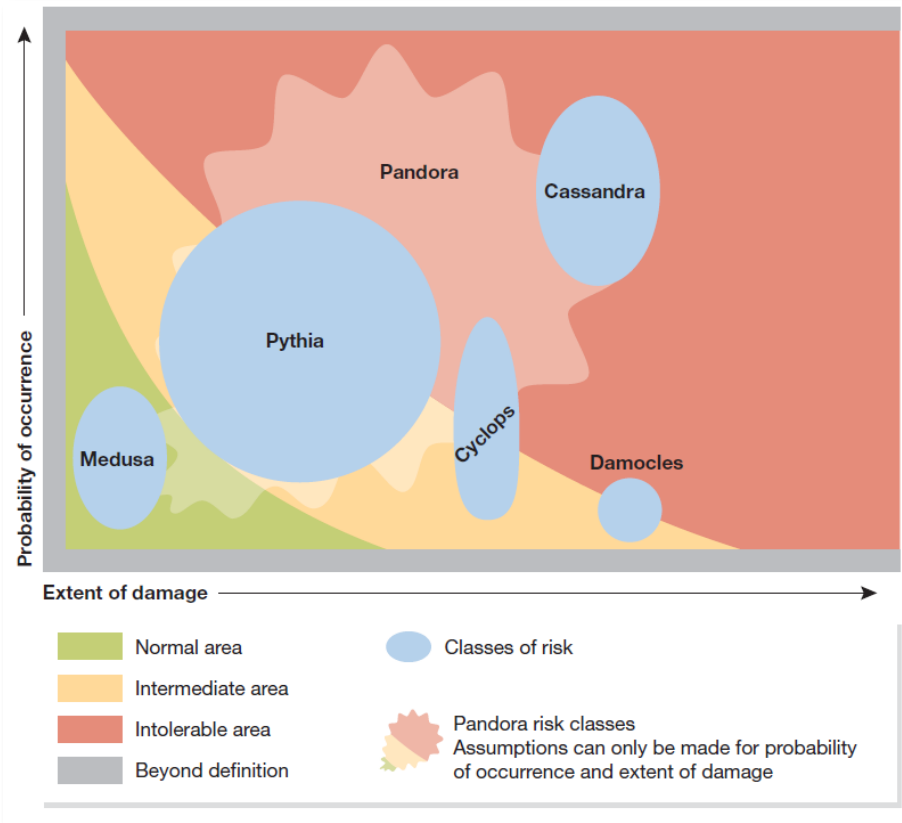
4

Test **generic risk profiles** to develop standard risk categories for communication planning

Category	Factors
The hazard	Qualitative characteristics of the hazard
The recipients	Demographics
	Personality dispositions and traits
	Direct experience
	Perceived benefit
	Heuristics and biases
	Trust/Credibility
Social and cultural context	Social factors
	Cultural factors

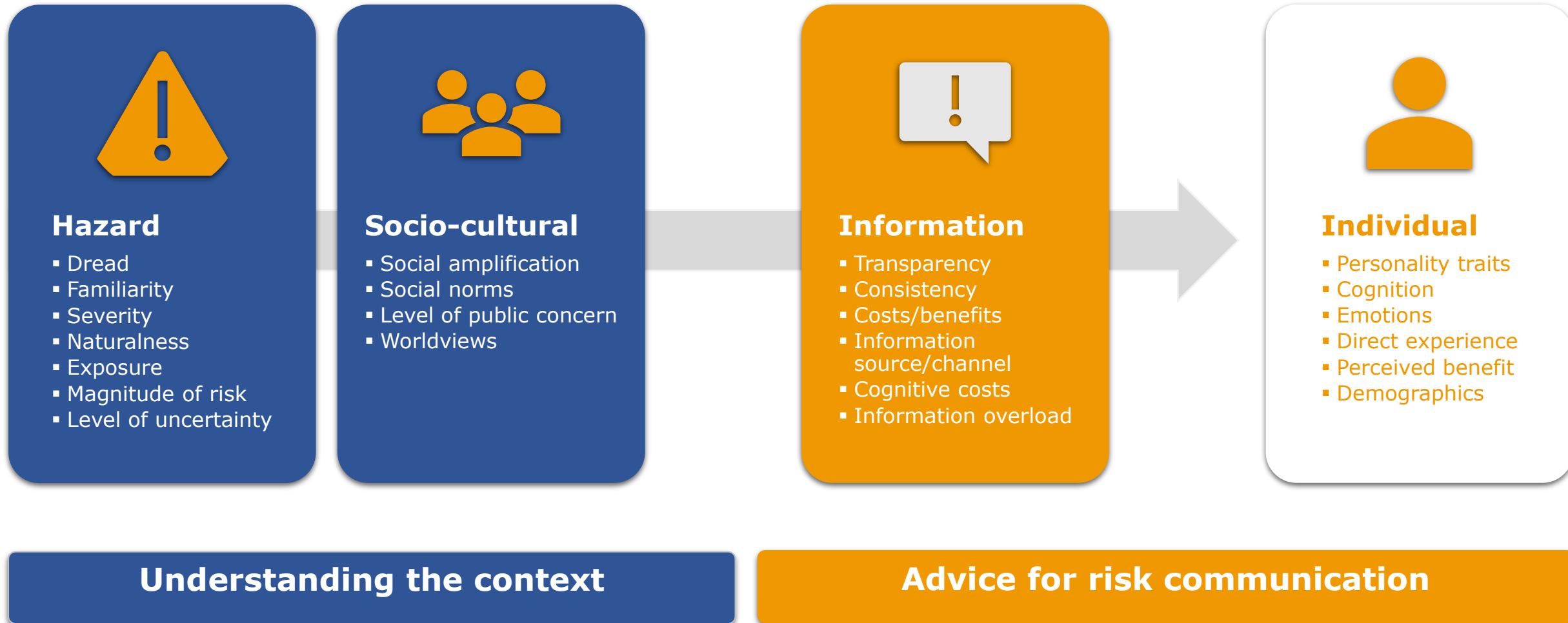


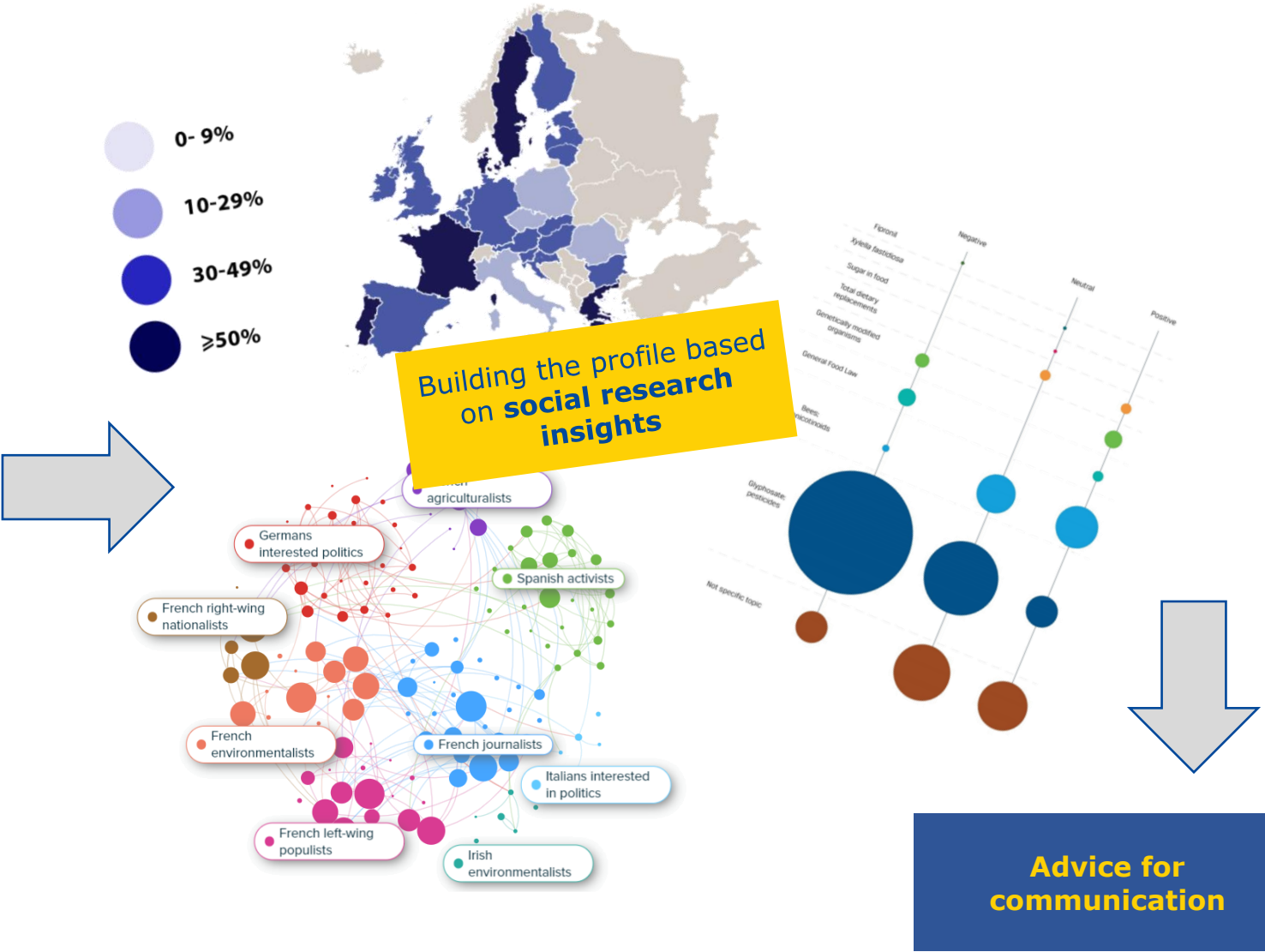
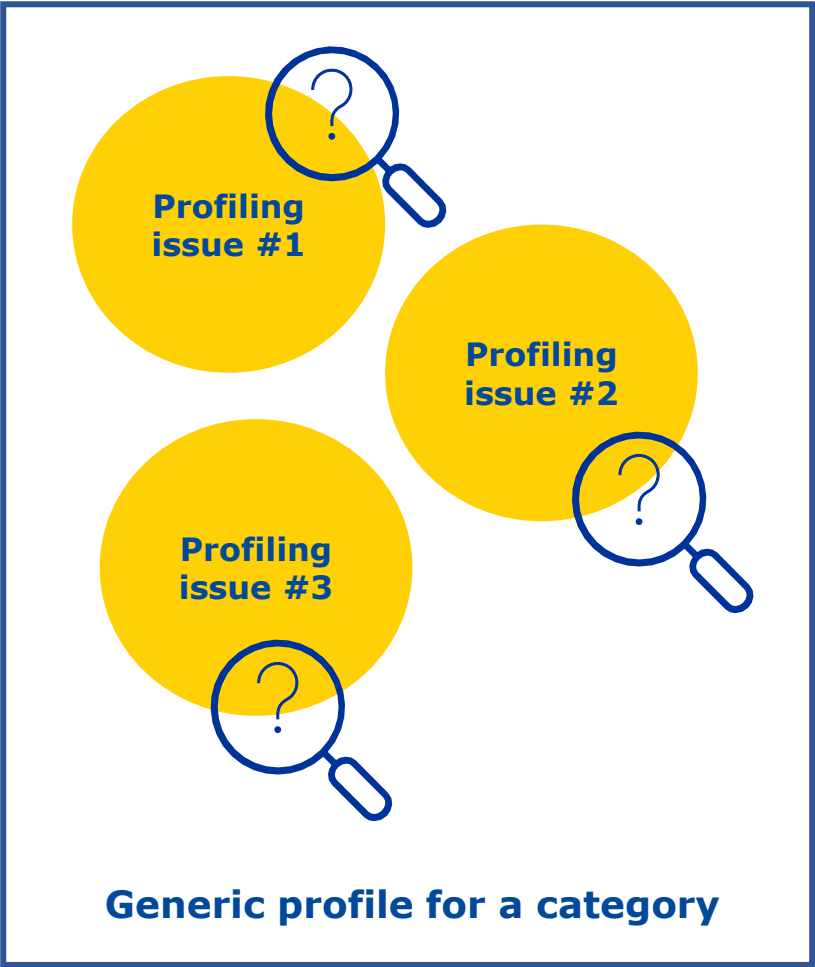
Source: Adapted from European Commission, 2014



Management	Risk class	Extent of damage	Probability of occurrence	Strategies for action
Science-based	Damocles Cyclops	High High	Low Uncertain	<ul style="list-style-type: none"> •Reducing disaster potential •Ascertaining probability •Increasing resilience •Preventing surprises •Emergency management
Precautionary	Pythia Pandora	Uncertain Uncertain	Uncertain Uncertain	<ul style="list-style-type: none"> •Implementing precautionary principle •Developing substitutes •Improving knowledge •Reduction and containment •Emergency management
Discursive	Cassandra Medusa	High Low	High Low	<ul style="list-style-type: none"> •Consciousness building •Confidence building •Public participation •Risk communication •Contingency management

Source: Renn and Klinke, 2004





Increase MS **resources & capacity for coordinated communication** on EU food safety issues

Improve **cooperation & coordination** between MS risk communication bodies



Coordinated comms planning between CEN & FP (6-month calendar; use of TEAMS) - SHORT/MEDIUM TERM

Joint CEN/FP meetings – SHORT TERM

CEN & FP cooperation best practice - collate examples from MSs; SHORT TERM

Develop shared tools and methodologies, e.g. social media channels, multimedia formats; media metrics MEDIUM/LONG TERM

Develop and maintain shared content, e.g. food.eu, campaigns – MEDIUM/LONG TERM

- **Strengthened communication function** funded by EFSA and embedded in Member States' existing structures;
- **Communication specialists' community** with access to training, secondments, exchanges, platforms;
- Shared **tools, platforms and methodologies**;
- **Localised content** and campaigns.

We have the **means, tools** and **opportunity** to greatly improve risk communications in Europe through:

- Audience Segmentation
- *Food.eu* platform
- Joint campaigns
- Generic Risk Profiles
- Strengthened Focal Points Network
- Additional research (SPIDO)

and

EU General Plan for Risk Communications



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