



Science of Risk Communication

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

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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

Scientific report | Risk communication



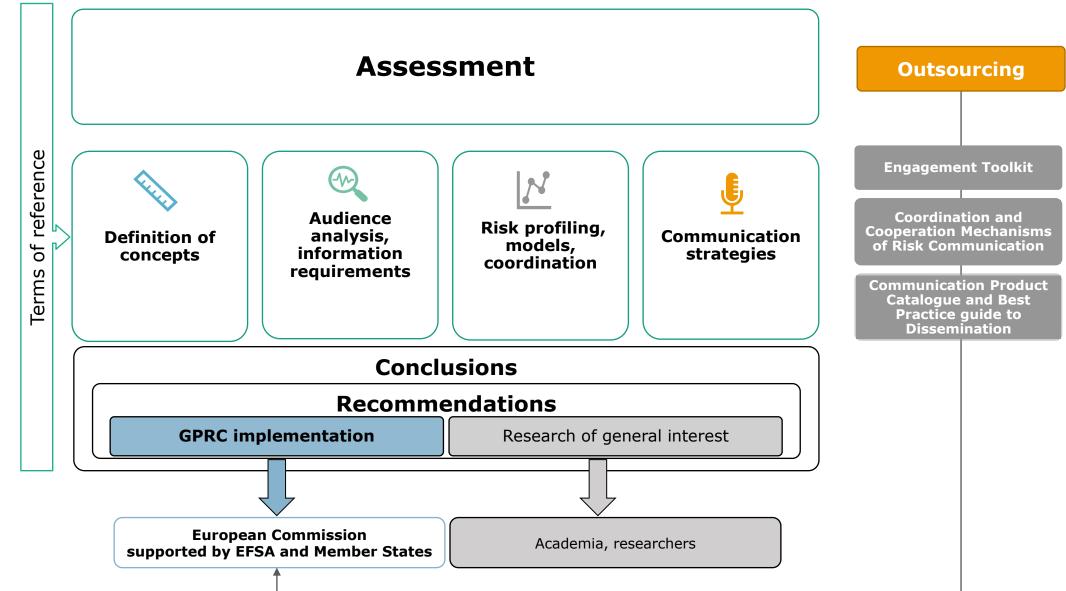
What does the literature say?



Read more here

Structure | Related outputs and information flows





Communication tools catalogue & dissemination guidelines





Read more here

Overview of the content



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

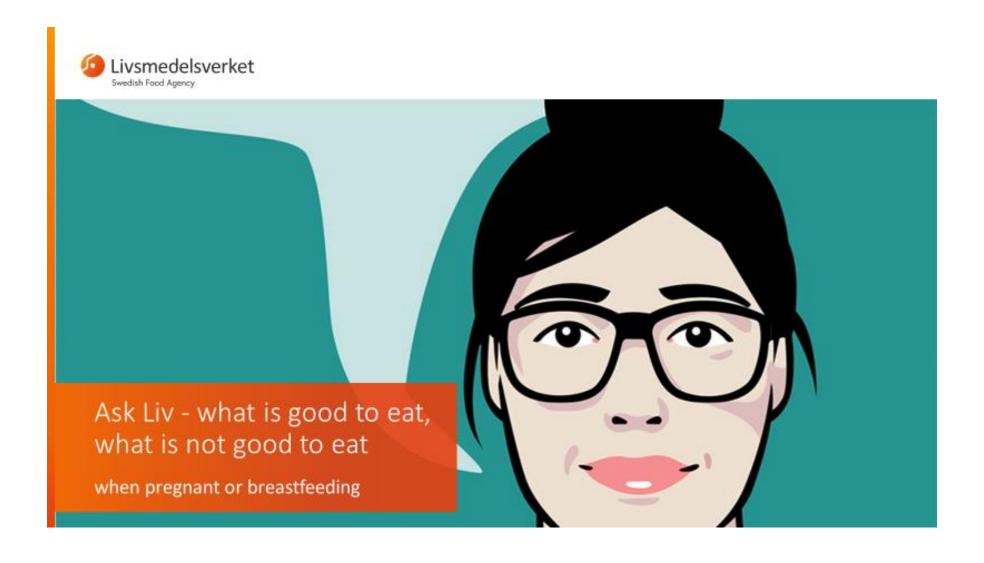
Dissemination best practice

4 phases covering:

- Description
- Challenges and recommendations
- Highlights of best practices

Example | A comms tool from Sweden





Mapping coordination mechanisms for EU risk comms



COMMUNICATION REPORT



APPROVED: 22 March 2021 doi:10.2903/j.efsa.2021.e190401

EFSA-Q-2020-00213

Mapping the coordination and cooperation mechanisms of risk communication on feed/food safety in the EU

Markit¹, European Food Safety Authority², Maria Christodoulou, Dylan Bradley, Annemarie uss, John Nganga, John Bracken, Rory Harrington, Johanna Nemess, Judith Eisinger

Abstract

What are the existing mechanisms? The mapping of the EU coordination and cooperation mechanisms of risk communication in the field of food The mapping or the EU coordination and cooperation mechanisms or risk communication in the neid or room safety (i.e., encompassing all matters pertaining to the feed and food chain) was conducted for the European sarety (i.e. encompassing an matters penaliting to the reed and roud chain) was conducted for the European Safety Authority (EFSA), following a mandate by the European Commission, to inform the General Plan for Risk Communication that the Commission will set out. This study focuses on communication Plan for kisk communication that the commission will set out. This study rocuses on communication activities in 'peacetime' situations (i.e. non-crisis) on the published outputs of risk assessment and risk activities in peacetime situations (i.e. non-crisis) on the published outputs of risk assessment and risk management. This is a specific part of the risk communication process defined in the General Food Law. nanagement. This is a specific part of the risk communication process defined in the General rood Law. Data were collected through an online survey of competent authority organisations involved in risk Data were conected unrough an online survey or competent authority organisations involved in risk communication at national and regional levels, in the EU-27 Member States and Norway3; and, interviews with selected organisations, at Member State, EU and international levels. Based on these data, this report with selected organisations, at Premider State, EU and international revers. Dased on diese data, this report provides an overview of the current information flow of risk communication, in terms of whether and how provides an overview of the current miorination now of risk communication, in terms of whether and now organisations at all levels receive, produce, and disseminate risk communication material. The existing organisations at an levels receive, produce, and disseminate risk communication material. The existing flows in each country are described and mapped in flow charts. Flows are also presented for each of the EU/international organisations involved in risk communication on food safety. A number of relevant communication organisations involved in risk communication on rood safety. A number of relevant networks are identified that actively engage in sharing/exchanges of risk communication material on food riscrouts are ruentined that actively engage in sharing/exchanges of the communication material on root safety, including networks managed by EFSA. This project also highlighted certain challenges in current sarety, including networks managed by EFSA. This project also mightighted certain changings in current risk communication systems, and recommendations are made to address them. At national level, these are: increase in resources dedicated to coordinating communication on EU food safety issues, to improve increase in resources beginning to coordinating communication on EU rood safety bases, to improve capacity to undertake this task; strengthen the cooperation and coordination between authorities involved capacity to unuertake trils task, strengthen the cooperation and coordination between authorities involved in risk communication activities to ensure a more proactive approach. In addition, recommendations are in risk communication activities to ensure a more proactive approach. In addition, recommendations are provided to enhance further collaboration of communication activities at all levels (between Member States). provided to enhance rurner collaboration or communication activities at all levels (between Pieriner States and with EFSA; between EU Agencies), so that the coordination of risk communication at EU level follows

Keywords: risk communication mechanisms, coordination, cooperation, Transparency regulation

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- European Food Safety Authority: Rory Harrington (communication coordinator), Johanna Nemess (communication analyst), Judith

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This report has been jointly authored by IHS Markit and staff from the European Food Safety Authority (EFSA), in the context of a

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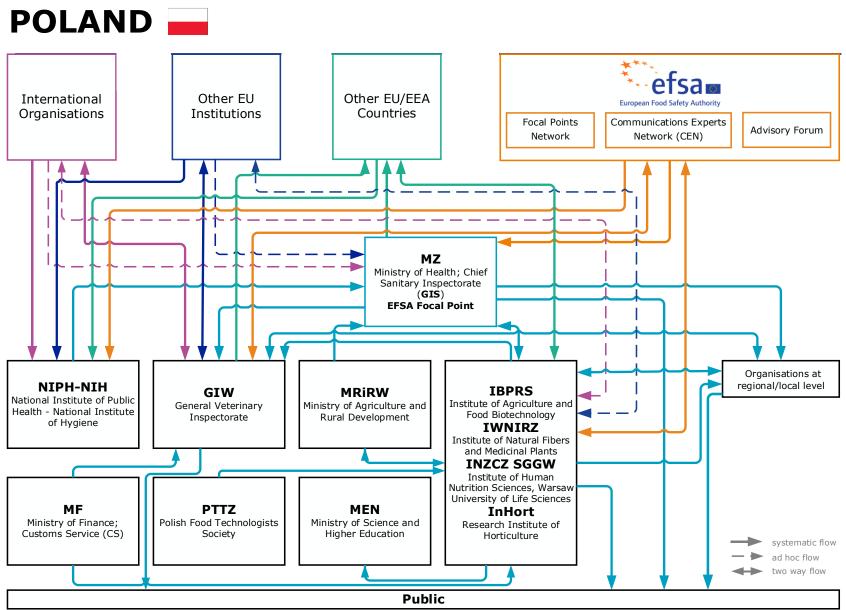
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³ Iceland was also sent the invitation to the online survey but did not respond.

Read more here

Example | A flowchart of communication flows





Findings and challenges identified



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

<u>Challenges</u> 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

Technical reports | Main recommendations



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

Scientific report | Main recommendations



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)

Recommendation for EC On-going work Further research (SPIDO)

Scientific report recommendations | Ongoing work

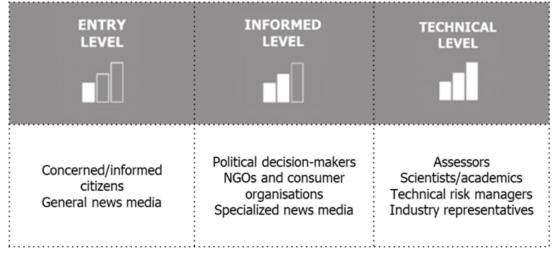


2

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

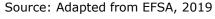
The science behind | Audiences and information needs





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1030 0241







The requestors of EFSA's scientific advice; target of EFSA's advocacy efforts

Regularly informed, consulted and involved in EFSA's work through multiple networks and platforms; providers of expertise; beneficiaries of grants; co-owners of data, methodologies and scientific outputs

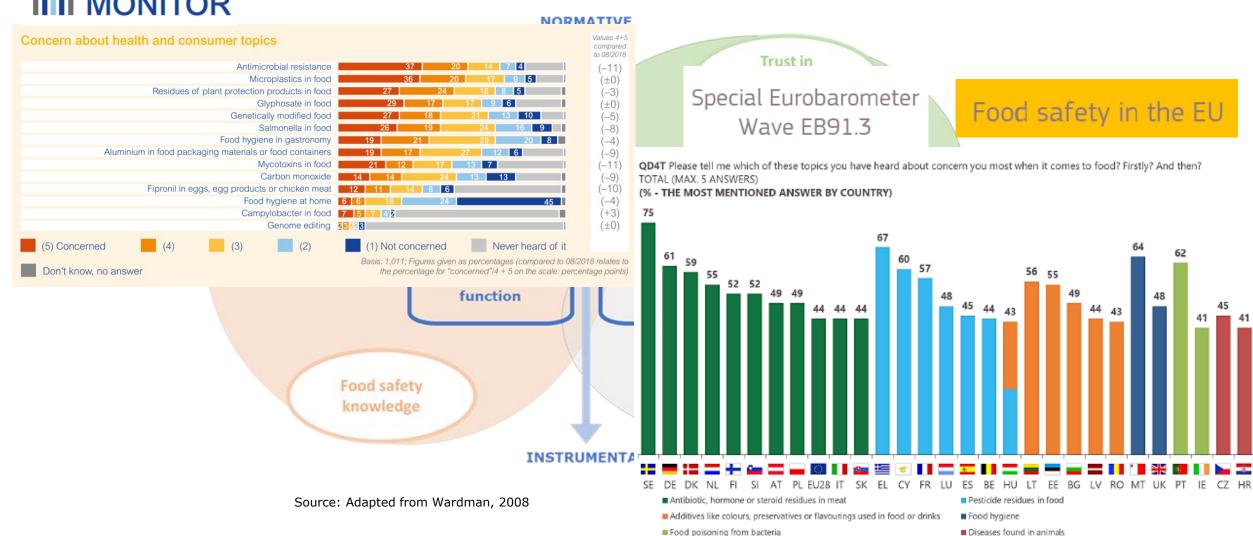
Regularly informed, consulted and involved in EFSA's work through a dedicated engagement framework

Reached through targeted communication campaigns and amplifiers (e.g. media)

The science behind | Audiences and information needs







Base: respondents who have heard about at least one food safety topic (n=26,883)

Social research | Understanding our audiences





Scientific report recommendations | Ongoing work



3

Coordinate communication through: ii) a single coordinated platform

Food.eu portal | The proposition



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

Food.eu portal | Challenges



Governance

Content strategy/ production

Editorial control

Time lag

Topic selection

Food.eu **roadmap** | As of January 2022



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



Timeframe - 12 months

Proposed solutions

Scientific report recommendations | Ongoing work



3

Coordinate communication through: joint campaigns

Role of campaigns for coordinated comms







Scientific report recommendations | Ongoing work



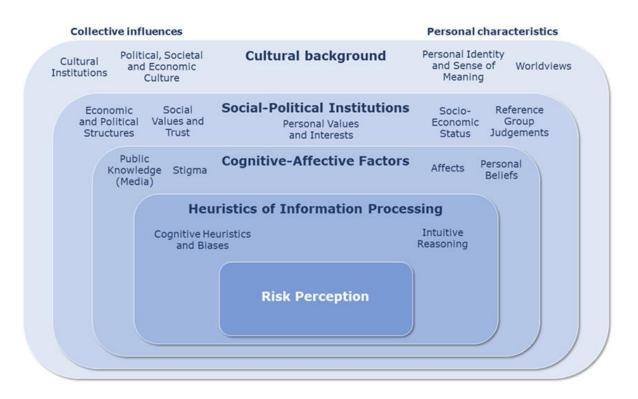
4

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

The science behind | Profiling risks through perception



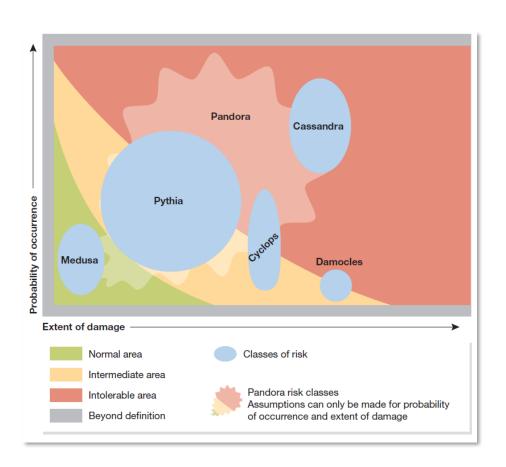
Category	Factors		
The hazard	Qualitative characteristics of the hazard		
The recipients	Demographics		
	Personality dispositions and traits		
	Direct experience		
	Perceived benefit		
	Heuristics and biases		
	Trust/Credibility		
Social and cultural context	Social factors		
	Cultural factors		



Source: Adapted from European Commission, 2014

The science behind | Risk profile models





Management	Risk class	Extent of damage	Probability of occurrence	Strategies for action
Science-based	Damocles Cyclops	High High	Low Uncertain	 Reducing disaster potential Ascertaining probability Increasing resilience Preventing surprises Emergency management
Precautionary	Pythia Pandora	Uncertain Uncertain	Uncertain Uncertain	•Implementing precautionary principle •Developing substitutes •Improving knowledge •Reduction and containment •Emergency management
Discursive	Cassandra Medusa	High Low	High Low	Consciousness building Confidence building Public participation Risk communication Contingency management

Source: Renn and Klinke, 2004

Proposal | 'Generic risk profiling' framework





Hazard

- Dread
- Familiarity
- Severity
- Naturalness
- Exposure
- Magnitude of risk
- Level of uncertainty



Socio-cultural

- Social amplification
- Social norms
- Level of public concern
- Worldviews



Information

- Transparency
- Consistency
- Costs/benefits
- Information source/channel
- Cognitive costs
- Information overload



Individual

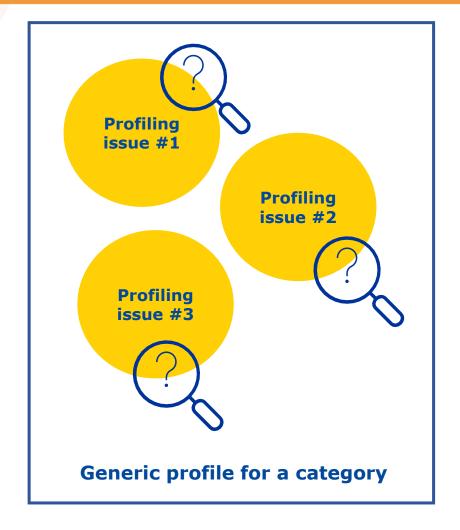
- Personality traits
- Cognition
- Emotions
- Direct experience
- Perceived benefit
- Demographics

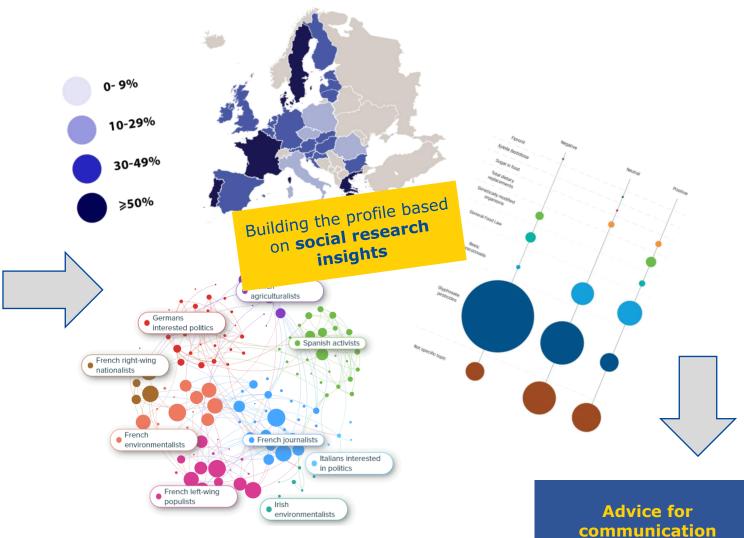
Understanding the context

Advice for risk communication

Applying the framework | **Ideas**







Technical report recommendations | Overview



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

Improve cooperation & coordination between MS risk communication bodies

Increased role of Focal Point function



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

Focal Point Network Review | Great opportunity



- 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.

To conclude



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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