

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

# Engagement and Communication update

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Trusted science for safe food

# Agenda

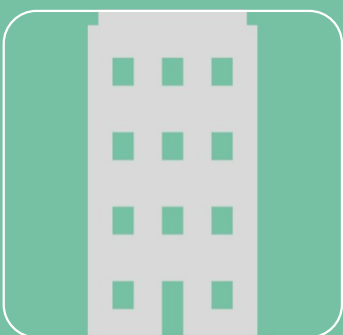
- EU FORA 2.0
- #StopASF Campaign
- #EUChooseSafeFood campaign

# EU FORA 2.0



## Fellows

- 45 graduated fellows (2017-2020): Alumni
- 44 fellows being trained, two cycles overlapping in 2021 (2020-2021 & 2021-2022)
- Significant higher No. applications from ES, IT and GR



## Hosting sites

- 33 organisations in 16 different Member States and UK implemented 80 programmes (2017-2022)
- Collaboration with more than 60 supervisors
- Significant higher No. applications from ES, IT and PT

## Upcoming calls - EU-FORA 2.0

### Call for proposals

- Selection of hosting sites and fellows

### Call for tender

- Selection of training contractor

# Call for Proposals – Main features



15 fellows



Co-submission of proposals by consortium

- Fellow sending institution – Identification fellow
- Fellow remains staff member
- Hosting site – Work programme



Work programme

- Mostly remote
- Agreed by both institutions



Grant amount – lump sum paid to the consortium



Request to Focal Points for support



Info session on call for proposals jointly with FIN (dates TBC)

# #StopASF Campaign



# #StopASF campaign



**STOP AFRICAN SWINE FEVER.**

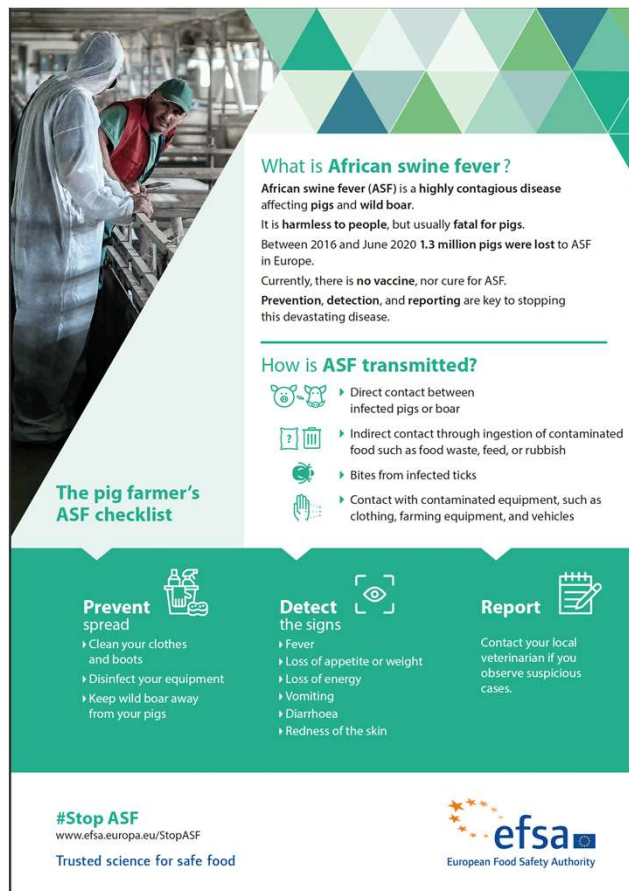
**Prevent spread.**

- Clean your clothes
- Disinfect your equipment
- Keep wild boar away from your pigs
- Ensure that your feed and pigs come from trustworthy sources

**Report** suspicious cases to your veterinarian.

 [www.efsa.europa.eu/StopASF](http://www.efsa.europa.eu/StopASF) #StopASF

 European Food Safety Authority



**What is African swine fever?**

African swine fever (ASF) is a highly contagious disease affecting pigs and wild boar. It is harmless to people, but usually fatal for pigs. Between 2016 and June 2020 1.3 million pigs were lost to ASF in Europe. Currently, there is no vaccine, nor cure for ASF. Prevention, detection, and reporting are key to stopping this devastating disease.


**How is ASF transmitted?**

- Direct contact between infected pigs or boar
- Indirect contact through ingestion of contaminated food such as food waste, feed, or rubbish
- Bites from infected ticks
- Contact with contaminated equipment, such as clothing, farming equipment, and vehicles

**The pig farmer's ASF checklist**

| Prevent spread   | Detect the signs   | Report  |
|--|--|---|
| <ul style="list-style-type: none"><li>Clean your clothes and boots</li><li>Disinfect your equipment</li><li>Keep wild boar away from your pigs</li></ul> | <ul style="list-style-type: none"><li>Fever</li><li>Loss of appetite or weight</li><li>Loss of energy</li><li>Vomiting</li><li>Diarrhoea</li><li>Redness of the skin</li></ul> | <p>Contact your local veterinarian if you observe suspicious cases.</p> |

**#Stop ASF**  
[www.efsa.europa.eu/StopASF](http://www.efsa.europa.eu/StopASF)  
Trusted science for safe food

 European Food Safety Authority

## PREVENT DETECT REPORT

**23 languages**

More visibility to:

- Key messages

# #StopASF campaign: objectives and audiences

## SCIENTIFIC OPINION



ADOPTED: 27 September 2019

doi: 10.2903/j.efsa.2019.5861

### Risk assessment of African swine fever in the south-eastern countries of Europe

EFSA Panel on Animal Health and Welfare (AHAW),

Søren Saxmose Nielsen, Julio Alvarez, Dominique Biscuit, Paolo Calistri, Klaus Depner, Julian Ashley Drewe, Bruno Garin-Bastuji, Jose Luis Gonzales Rojas, Virginie Michel, Miguel Angel Miranda, Helen Roberts, Liisa Siltonen, Hans Spoolder, Karl Stahl, Arvo Viltrop, Christoph Windler, Anette Boklund, Anette Betner, Jose Luis Gonzales Rojas, Simon J More, Hans-Hermann Thulke, Sotiria-Eleni Antoniou, José Cortinas Abrahantes, Sofie Dholander, Andrey Gogin, Alexandra Papanikolaou, Laura C Gonzalez Villeta and Christian Gortázar Schmidt

#### Abstract

The European Commission requested EFSA to estimate the risk of spread of African swine fever (ASF) and to identify potential risk factors (indicators) for the spread of ASF, given introduction in the south-eastern countries of Europe (region of concern, ROC), namely Albania, Bosnia and Herzegovina, Croatia, Greece, Kosovo, Montenegro, North Macedonia, Serbia and Slovenia. Three EU Member States (MS) – Croatia, Greece and Slovenia – were included in the ROC due to their geographical location and ASF-free status. Based on collected information on potential risk factors (indicators) for each country and the relevant EU regulations in force, the estimated probability of spread of ASF within the ROC within one year after introduction into the ROC was assessed to be very high (from 66% to 100%). This estimate was determined after considering the high number of indicators present in most of the countries in the ROC and the known effect that these indicators can have on ASF spread, especially those related to the structure of the domestic pig sector, the presence of wild boar and social factors. The presence of indicators varies between countries in the ROC. Each country is at risk of ASF spread following introduction; however, some countries may have a higher probability of ASF spread following introduction. In addition, the probability of ASF spread from the ROC to EU MSs outside the ROC within one year after introduction of ASF in the ROC was estimated to be very low to low (from 0% to 15%). This estimate was based on the comparison of the indicators present in the ROC and the already affected countries in south-eastern Europe, such as Bulgaria and Romania, where there was no evidence of ASF spread to other EU MS within one year.

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**Keywords:** African Swine Fever, risk, spread, south-eastern Europe

**Requestor:** European Commission

Raise awareness on African  
swine fever among farmers

# #StopASF: campaign extended

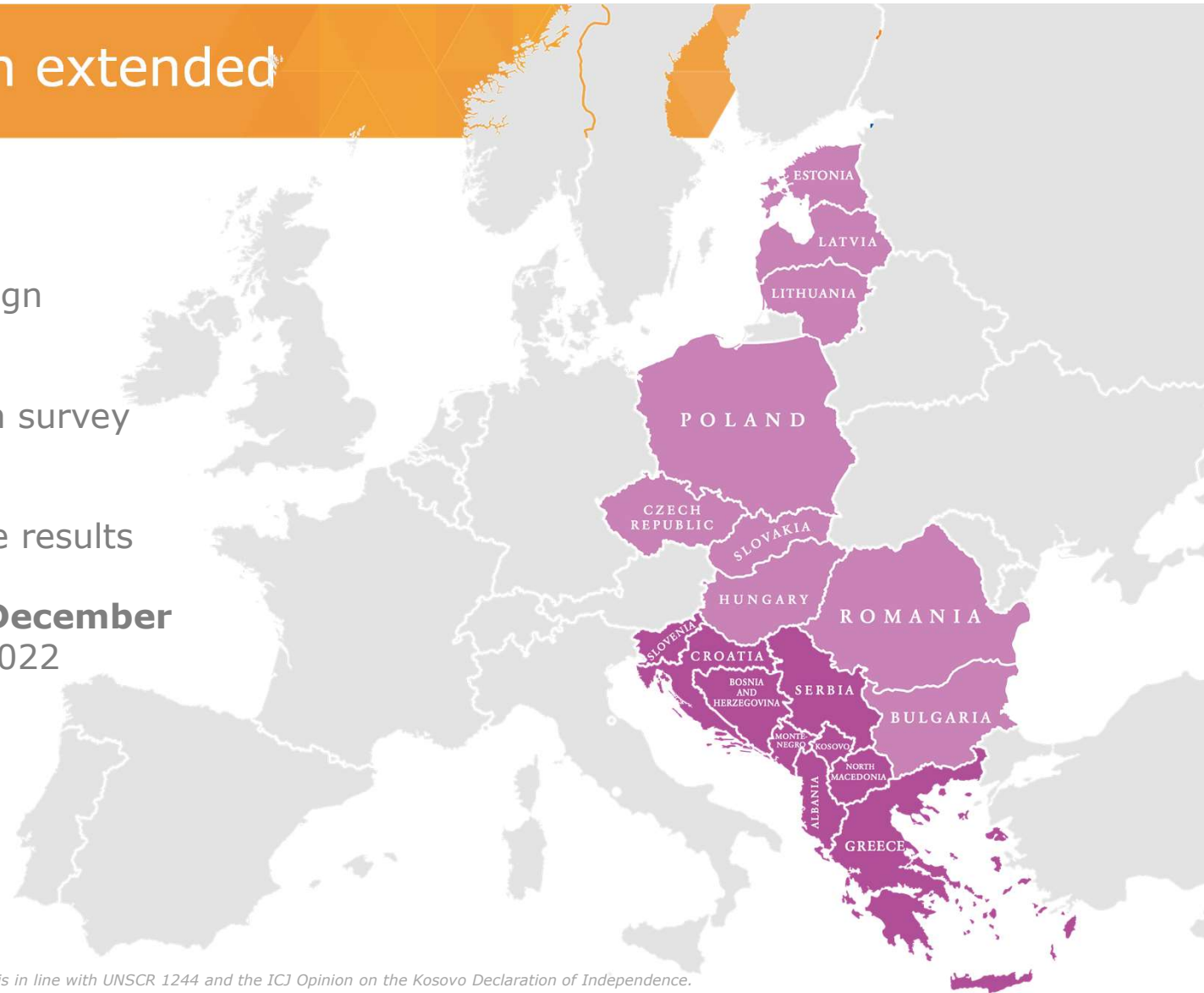
## Timeline 2021

**Mid October**  
End of campaign

**October**  
Post campaign survey

**November**  
Analysis of the results

**November- December**  
Planning for 2022



\* Kosovo: This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

## Working together for **coordinated comms**



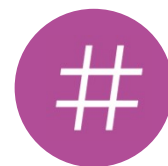
- Focal Points involved from the start: stakeholder & media mapping and check of all translations
- Webinars with stakeholders in 15 countries
- Co-created stakeholder map and media plan in each country
- Sharing of information with EFSA networks



# How to support



**Share**  
campaign  
materials  
with your  
network



Use the hashtag  
**#StopASF**



**Become a  
spokeperson**  
for the campaign



**Link to  
campaign  
website**

#EUChooseSafeFood campaign



# The campaign in a nutshell

**Objective:** Increase awareness that the EU food safety system is based on science

**Purpose:** (More) European citizens make food choices with confidence once reassured by the science behind food safety.

**Target audience:** aged 25-45, 65% women 35% men  
extra focus on future and young parents

**Phases:**

- Raise Awareness
- Trigger critical thinking
- Encourage engagement



# Focus countries

6 countries

**Paid advertising** on media and social media

Austria

Croatia

Spain

Italy

Latvia

Poland

3 countries

Media relations with generalist and specialised media, radio, TV + stakeholders

Hungary

Portugal

Slovakia

Year 1+

New  
countries



# #EUChooseSafeFood campaign



**You wait  
all year  
for food  
in season.  
We work  
all year  
for food  
safety.**



A EUROPEAN HEALTH INITIATIVE



Trusted science for safe food.

**Omelette,  
oui.  
Salmonella,  
non.**



A EUROPEAN HEALTH INITIATIVE



Trusted science for safe food.

**It's not science-fiction.  
It's food checked  
by real science.**



A EUROPEAN HEALTH INITIATIVE



Trusted science for safe food.

<https://campaigns.efsa.europa.eu/EUChooseSafeFood/#/index-eu>

# Partnerships

The logo of national partners appears on the:

- Campaign website



Polska



**Zapraszamy do #EUChooseSafeFood**

Czy wiesz, że bezpieczeństwo żywności opiera się w dużej mierze na nauce?

Kampania #EUChooseSafeFood może pomóc w podejmowaniu świadomych decyzji dotyczących codziennych wyborów żywieniowych i wyjaśnić naukowe podstawy bezpieczeństwa żywności w UE.

**Poznaj nasze tematy dotyczące bezpieczeństwa żywności**

Czy chcesz wesprzeć kampanię? [Kliknij tutaj, aby uzyskać dostęp do zestawu narzędzi komunikacyjnych](#)

- Localised assets



# Campaign Microsite

## TOPICS

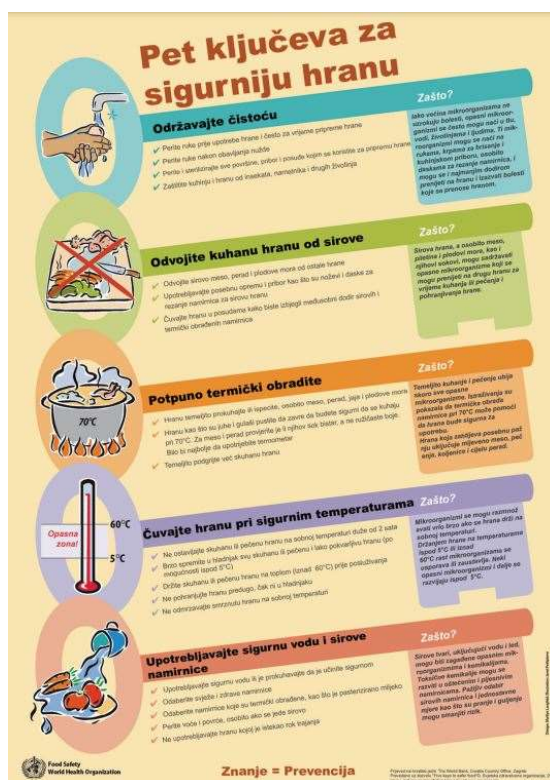
Labels - 'best before' and 'use by'  
Healthy choices – DRVs  
Health claims  
Food packaging  
Allergens  
Additives  
Foodborne diseases – salmonella  
Bee health  
Animal welfare  
Food hygiene  
Contaminants - acrylamide

## 2021 Focus countries

|  |   |  |
|--|---|--|
| <b>España</b><br>     | <b>Hrvatska</b><br>      | <b>Italia</b><br>       |
| <b>Latvija</b><br>   | <b>Magyarország</b><br> | <b>Polska</b><br>      |
| <b>Portugal</b><br> | <b>Slovensko</b><br>   | <b>Österreich</b><br> |

# Localisation of content

- Data and links are featured on the national topics providing localised information on food safety



- Las declaraciones que figuran en el etiquetado del alimento que pretende adquirir no pueden atribuirle al alimento las propiedades de prevenir, tratar o curar enfermedades humanas, ya que éstas son propiedades restringidas a los medicamentos.
- Las declaraciones no pueden hacer referencia al ritmo o a la magnitud de la pérdida de peso.
- Aségrese de que comprende bien el significado de las declaraciones para que no le induzcan a error. Con el fin de que sean mejor comprendidas por el consumidor, se permite cierta flexibilidad en la redacción de las declaraciones de propiedades saludables. Sin embargo, la declaración no podrá hacerse "más fuerte" que la autorizada. Por ejemplo, "lo vitamina C contribuye al funcionamiento normal del sistema inmunológico" se puede sustituir por "lo vitamina C desempeña un papel en..." o por "lo vitamina C ayuda a..." pero no por "lo vitamina C estimula..." o por "lo vitamina C optimiza...". Asimismo, las declaraciones deben ser realizadas sólo para el nutriente, sustancia, alimento o categoría de alimento para las que hayan sido autorizadas y no para el producto. Por ejemplo, se podría decir: "el calcio es necesario para el mantenimiento de los huesos en condiciones normales" o bien "lo marca comercial A contiene calcio que contribuye a..." pero no "lo marca comercial A contribuye a..." o "lo marca comercial A contribuye a... La marca comercial A contiene calcio".
- Es esencial que lleve una alimentación variada y equilibrada ya que los productos por separado tienen una importancia relativa respecto del conjunto de la dieta. Por ello, una declaración nunca podrá fomentar el consumo excesivo de un alimento, ni ser incoherente con las políticas de Salud Pública o con los principios generalmente aceptados en materia de nutrición.

**Recomendaciones a los consumidores para la comprensión de las declaraciones nutricionales y de propiedades saludables que figuran en el etiquetado de los alimentos**



EFSA Agencia Española de Consumo, Seguridad Alimentaria y Nutrición  
 NºPapel: 000-10-022-0, NºPapel: 000-10-022-0

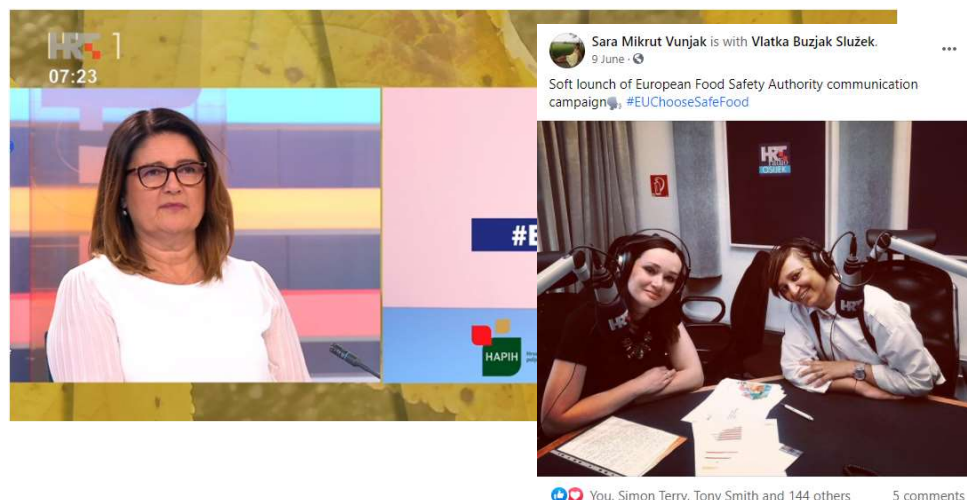




# Top activities in Member States: Croatia

## Campaign featured in national and regional TV and radio

- Coverage of the campaign in *Dobro Jutro Hrvatska*, lifestyle morning show on Croatian national TV HRT featuring interview with the HAPIH Director *Darja Sokolić*
- Coverage of the campaign in regional radio and TV stations such as *Radio Osijek* and *Osječka TV*



## Network of campaign supporters

- **9 stakeholder organisations became official supporters of the campaign**, incl. Ministries, Institutes for Public Health and Consumer Centres
- **Konzum, Croatia's largest supermarket chain (30% share) has showed interest in joining the campaign**

### Podršku kampanji pružaju



# Top activities in Member States: **Italy**

## Press conference announcing the campaign launch

- Speakers from EFSA and Ministry of Health (DGOCTS - CNSA)
- 20 participating journalists

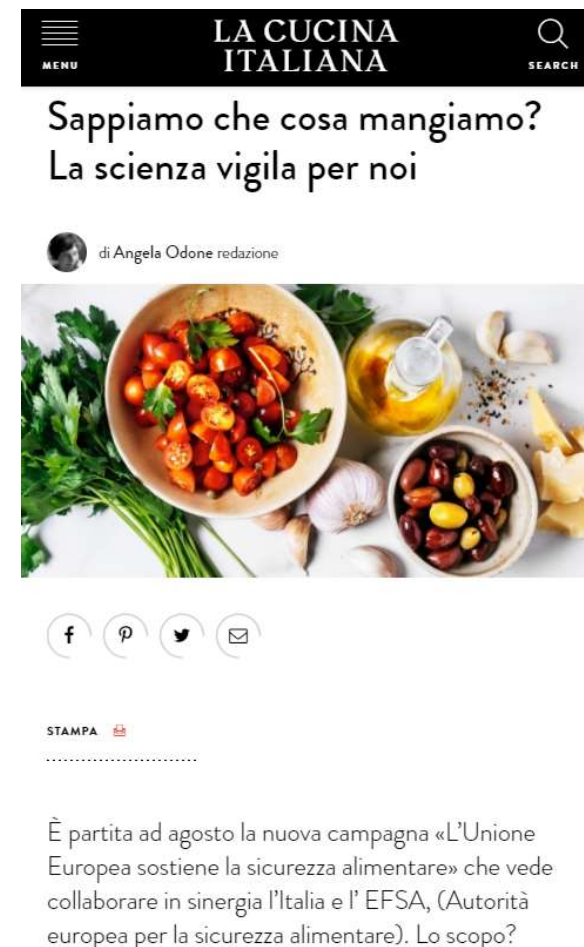
## Stakeholder engagement

- Webinar with key sector organizations asking for active support and promotion, speakers from Ministry of Health, 77 participants, including representative from FOP/CEN network
- Networking and mailing (CEN member's and FP's network): more than 50 bodies contacted

## Media partnerships with well-known food mags

- *La Cucina Italiana* monthly magazine of gastronomy and food culture belonging to *Condé Nast*: Two advertorial pages on September and October issues, on target audience look alike social media branded content, post on FB and IG dark linked to branded and display banners on all Conde Nast media
- *COOK, Corriere della Sera's* monthly cookery magazine, and *Corriere della Sera*: on target audience look alike native article and masthead + MPU banners; advertorial page on September issue

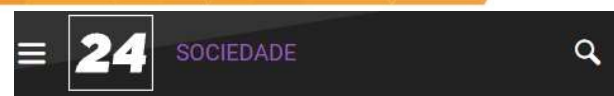
**Endorsed by the Ministry of Health**



# Top activities in Member States: Portugal

## Generating media interest

- Outstanding number of media results – **34 media results** collected to the date (30 September)
- Results published in a diversity of media outlets such as
  - National media: *TVI 24 Online*
  - Regional media: *Jornal da Madeira*
  - Media specialised in health: *Diário da Saúde*
  - Lifestyle media: *Sapo Lifestyle*
- TV: *TVI* (20.Sept)



### LANÇAM CAMPANHA PELA SEGURANÇA ALIMENTAR

A iniciativa prevê rótulos e a com regras para um qualidade

2021-08-03 11:40



### A ciência que está a garantir a segurança alimentar Europeia



### OBSERVADOR

### ASAE e Autoridade Europeia para a Segurança Alimentar lançam campanha de segurança alimentar

A ASAE e Autoridade Europeia para a Segurança Alimentar (EFSA) lançaram uma campanha que vai "contribuir para fortalecer a confiança dos consumidores no sistema alimentar".

03 ago 2021, 16:02





# Top activities in Member States: Spain

## Adaptation of the campaign to national context

- Translation and production of the campaign assets into the additional three co-official languages: *Basque*, *Catalan* and *Galician*

## Out-of-home advertising included in the media mix

- Cooperation with OPPIS Shopping Malls (Campaign posters on 661 screens in 44 malls)

## Generating media interest via interview opportunities

- Several interviews organised with ASEAN as well as with campaign influencer (*RTVE*, *Cadena Ser*, *Radio Catalunya*, *Faro de Vigo*)



Veraliment Seguridad Alimentaria

23 September at 13:01 · 🌐

¿Sabías que Al Capone está DETRÁS DE la fecha de caducidad?  
Vamos a desentrañar una curiosa historia que une la  
#SeguridadAlimentaria con la mafia en los años 30.

Sí, este post arranca con el conocido gánster americano Alphonse Gabriel Capone.... See more



Veraliment Seguridad Alimentaria

9 September at 13:01 · 🌐

La que ha liado una TORTILLA de patatas,  
¿Pueden causar una intoxicación alimentaria?  
¡con lo buenas que están!

¿AL CAPONE PODRÍA ESTAR DETRÁS DE LA FECHA DE CADUCIDAD?

Muy Interesante  
29 September  
Para evitar intoxicación a transferir la Salmonella  
#EUChooseSafeFood

¿LECHE?

Agradecédelles a variedade ás abellas.  
A seguridade, á ciencia.

GOBIERNO DE ESPAÑA MINISTERIO DE CONSUMO  
XUNTA DE GALICIA

efsa  
European Food Safety Authority

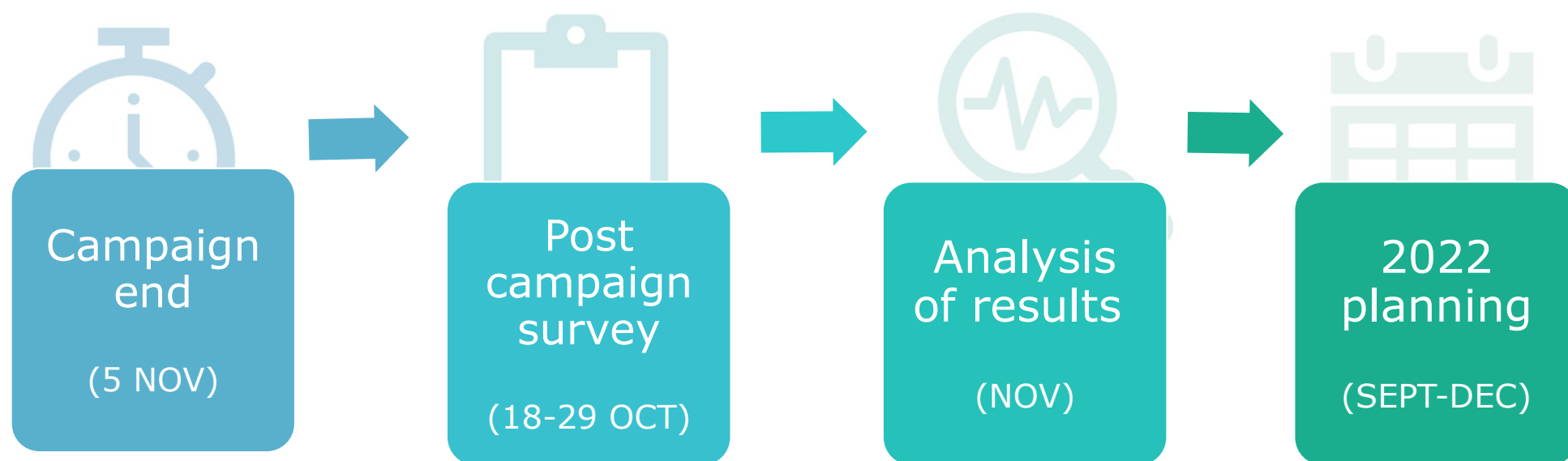
Ciencia de confianza para a seguridade alimentaria

MUYINTERESANTES  
Salmonelosis, listeriosis, gastroenteritis... Cómo evitar las en alimentario gracias a la ciencia

2:13 5.7K views



# Timeline



# Working together for **coordinated comms**



Communication  
Experts  
Network &  
Focal Points  
collaboration



National plans



Localisation of  
content



Webinars with  
stakeholders

# Stay connected



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SAVE  
THE  
DATE!

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**One2022.eu**

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