

10th Stakeholder Bureau meeting

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Trusted science for safe food

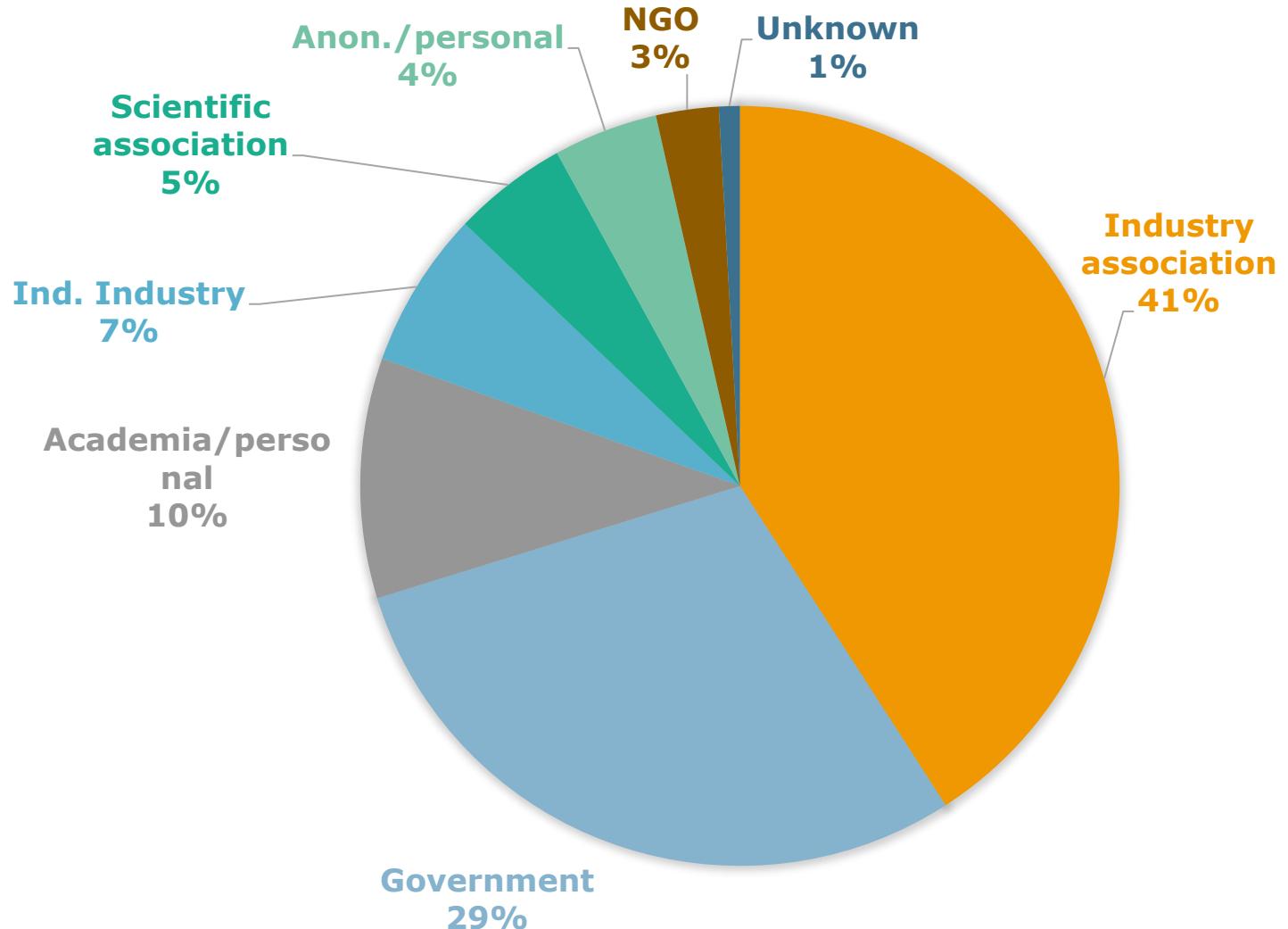
- Some ongoing and/or recent work
- Upcoming events and public consultations
- Campaigns
- 20th Anniversary Celebrations

Some ongoing and/or recent work:

- **BPA**
- **Sugars**
- **Nutrient Profiling**

Bisphenol A – post-public consultation

- 301 comments received
- 225 require an answer
- 43 contributors/organisations
- 16 countries



Bisphenol A – timeline



To inform EFSA's communications and engagement on the **safety of dietary sugars**:

- Qualitative research on stakeholder perspectives
- Quantitative consumer research on nutrition/dietary sugars **awareness, knowledge** and **risk perceptions**, preferred **information sources, trust** in different actors
- Analysis of the quantitative data using '**cognitive' audience segments** derived from knowledge and risk perception indexes

<https://efsa.onlinelibrary.wiley.com/doi/epdf/10.2903/sp.efsa.2022.EN-7213>

TECHNICAL REPORT

APPROVED: 4 March 2022
doi:10.2903/sp.efsa.2022.EN-7213

EU Insights study on consumers and dietary sugars

European Food Safety Authority (EFSA), Laura Maxim, Mario Mazzocchi, Stephan Van den Broucke, Fabiana Zollo, Matthias Raschig, Paul Ortega, Tobin Robinson, Claire Rogers, Domagoj Vrbos, Giorgia Zanarola, Anthony Smith

Abstract

EFSA undertook consumer research on nutrition and dietary sugars awareness, knowledge and risk perception, preferred information sources and trust in different actors, plus additional research on stakeholder perspectives. The research results informed EFSA's communications and engagement for a public consultation on its draft scientific assessment of a Tolerable Upper Intake Level for dietary sugars, and upon its subsequent final publication. Interviews with the representatives of nine stakeholder organisations and two institutional partners were analysed for qualitative insights, which were used to validate and reinforce EFSA's outreach to partners and civil society organisations. A consumer survey was conducted among a representative sample of 7,409 citizens (aged between 18 and 76) across EU Member States, Iceland and Norway, in October and November 2020. The analysis of the quantitative data on audience segments derived from knowledge and risk perception indexes informed improvements for audience identification, messaging and choice of formats and channels for communication to the general public. The production of tips for risk communication on this topic used in combination with country-specific data, provided both accessible and comprehensive support to risk communicators at the national competent authorities in EU Member States, Iceland and Norway.

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Key words: consumer insights, risk perception, audience segmentation, risk communication, dietary sugars, nutrition

Requestor: EFSA
Question number: EFSA-Q-2022-00089
Correspondence: socialscience@efsa.europa.eu

www.efsa.europa.eu/publications EFSA Supporting publication 2022:EN-7213

Tips from society infographic with country-specific data – accessible support to risk communicators in EU Member States, Iceland and Norway

EUROPEANS ARE AWARE OF MOST SUGAR-RELATED HEALTH CONDITIONS

Awareness levels of sugar-related health conditions analysed in EFSA's scientific opinion² are high, however risk perceptions vary across age and countries.



Risk assessment findings should be considered in tandem with specific issues in your country as well as the perception data. The latter is important as topics such as dietary sugars lend themselves to cognitive biases.³

CLEAR TERMINOLOGY IS ESSENTIAL

At least 1 in 3 Europeans find it difficult to understand terms related to sugars.



Use visual tools to explain terms such as natural, free, added and total sugars to help consumers understand the different types. This is crucial as EFSA's scientific opinion says consumption of free and added sugars should be as low as possible.

KNOWLEDGE AND PERCEPTION CAN HELP US DESIGN RISK COMMUNICATION STRATEGIES



Communicate general advice and explanations through the most popular sources – TV and the internet!



Scientists and doctors are the most trusted source (and face) of risk communications – consider engaging them in campaigns!



If communicating to audiences with lower knowledge and risk perception, social media is a useful source. Engaging with bloggers or influencers could boost your social media presence - amplify your message by partnering with one that shares your core values!

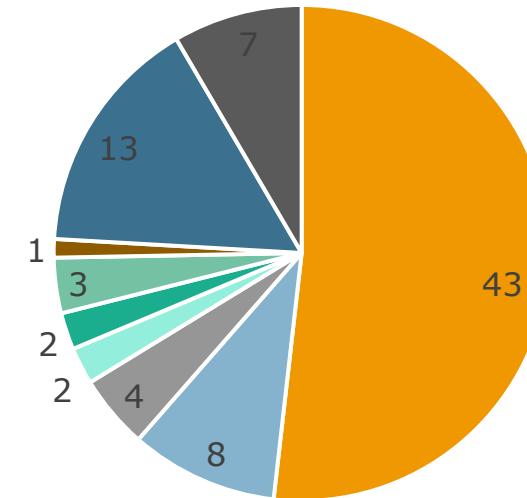
As part of the F2F Strategy, the EC asked EFSA for scientific advice on:

- nutrients and non-nutrient food components of public health importance for European consumers
- food groups with important roles in European diets
- scientific criteria to guide the choice of nutrients for nutrient profiling

EFSA ran a public consultation from November 2021 until January for input on its draft opinion

- 601 comments received
- 529 comments answered
- 83 interested parties
- 21 countries
- Various issues were discussed at NDA plenary 23-25 March
- High number of comments out of scope/outside EFSA's remit

Contributors/Organisations



- Industry organisations
- University affiliates
- Other
- CRO
- Professional associations
- Public agencies
- NGOs
- Consumer organisations
- Personal capacity

Upcoming events and public consultations

Upcoming events and webinars

Public and Stakeholder event	Date
3rd meeting of the Pesticide Steering Network – IUCLID sub-group	04 May 2022
Animal Health and Welfare Plenary Meeting	04 – 05 May 2022
9th Meeting of the EFSA Discussion Group on Food Chemical Occurrence Data	17 May 2022
27th meeting of the EFSA Stakeholder Discussion group on Emerging Risks (StaDG-ER)	17 – 18 May 2022
Technical hearing on the draft scientific guidance on the data required for the risk assessment of flavorings to be used in or on foods	19 May 2022 (TBC)
Scientific Committee Plenary Meeting	05 – 06 June 2022
Foresight workshop on novel sources of feed from circular economy (identification of drivers for emerging risks)	08 – 09 June 2022 (TBC)
ONE Conference	21 – 24 June 2022
Webinars	Date
Webinar IUCLID Most frequent mistakes	June 2022
Webinar New confidentiality GM workflow	June 2022
Webinar on confidentiality – protecting sensitive information from disclosure	September 2022
Webinar Guidance on automation of PAD	September 2022

Public Consultations

Ongoing Public Consultations	Date of closure
Assessment Report on the active substance 2-phenylphenol	29 April 2022
Application on Kalex Films_Starlinger deCON process	04 May 2022
Application on the recycling process Circularpet IV80_Starlinger iV+	04 May 2022
Assessment report on active substance 8-Hydroxiquinoline	16 May 2022
Assessment Report on the active substance Penoxsulam	28 May 2022
Assessment Report on the active substance Pyrethrins	10 June 2022

Upcoming Public Consultations	Opening date
Assessment Report on the active substance Clove Oil	21 April 2022
List of intended studies for the renewal of the authorisation of Bentonite as a feed additive.	22 April 2022
List for intended studies for the renewal of Niacin and Niacinamide (for all animal species) as feed additives	22 April 2022
List for intended studies for the renewal of the authorisation of Lactiplantibacillus plantarum NCIMB 40027 (for all animal species) as feed additive	22 April 2022
List for intended studies for the renewal of Provita LE (Enterococcus faecium DSM 7134 and Lactobacillus rhamnosus DSM 7133) for calves for rearing, as feed additive	22 April 2022

#EUChooseSafeFood Campaign (April to October 2022)

Campaign topics



**You assess
the taste.
We assess
the science.**

A white plate on a purple background contains three scoops of pink ice cream, surrounded by fresh berries (blueberries, raspberries, blackberries) and a sprig of mint.

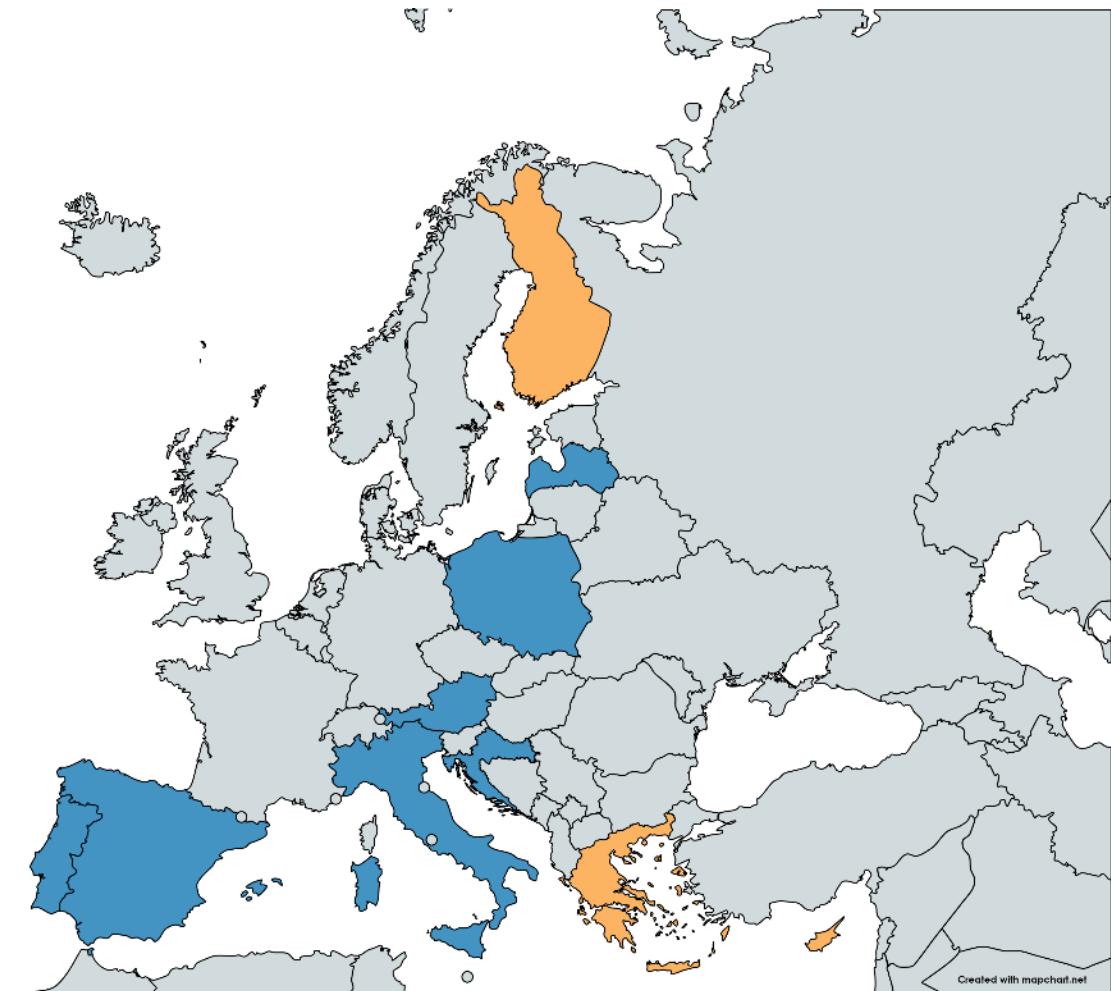
efsa
European Food Safety Authority
Trusted science for safe food

- Animal welfare
- Foodborne disease
- Additives
- Plant health NEW
- Bee health
- Food waste
- Food Hygiene
- Contaminants
- Allergens
- Food packaging
- Novel foods NEW
- Food NEW Supplements

Partnering Member States (via CEN and FP)

- Italy
- Spain
- Austria
- Croatia
- Latvia
- Poland
- Portugal
- Finland
- Greece
- Cyprus

-  Continuing Year 1 Countries
-  New Year 2 Countries



Campaign website

- Website **remains the central point** of the campaign
- Translated in **all EU languages**
- Mix of content from **EFSA and Member States**



Deciphering labels

'Use by' and 'Best Before' – Same or different?

Very different! Use By is about **food safety**. Best Before relates to **food quality**. It is a European Union requirement for all prepacked food to have **information labels**.

[Read more](#)



Healthy Choices

How much salt can I add to my food?

Adding too much salt to food on a regular basis can cause high blood pressure. But **how much is too much?** Scientifically-based guidelines on intake levels for vitamins and minerals are established at a European level for reference by nutrition and health professionals in the EU Member States.

[Read more](#)



Health Claims

Are health claims like 'can reduce cholesterol' on packaging just a marketing ploy?

European regulations ensure that all **health claims** made on labels, advertising or other marketing products are **scientifically justified**.

[Read more](#)



Packaging

Should I worry about food packaging?

Not all **packaging is appropriate for food**. Chemicals can potentially be transferred from packaging to food through contact. In Europe, all materials that come into contact with food have to meet strict **standards**. One less thing to worry about!

[Read more](#)



Allergens

I have a serious peanut allergy – how can I check whether there are any traces in my food?

There is no cure for food allergies. The only way to manage the condition is to **avoid food that makes the person ill**. European legislation, backed by science, ensures that **allergen advice can be found on food packaging**.

[Read more](#)

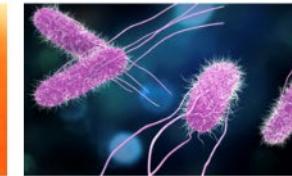


Additives

Should I be concerned about food additives?

Food additives are substances added to food to maintain or improve its safety, freshness, taste, texture, or appearance. In the European Union, all additives from sweeteners to food colouring are evaluated before they are permitted for use in food.

[Read more](#)



Foodborne Diseases

What can I do to prevent Salmonella?

Following basic hygiene rules during food preparation is very important. You must also **make sure to properly cook eggs and meat**. Did you know that European cooperation is also instrumental in reducing the risk of salmonella?

[Read more](#)



Bee Health

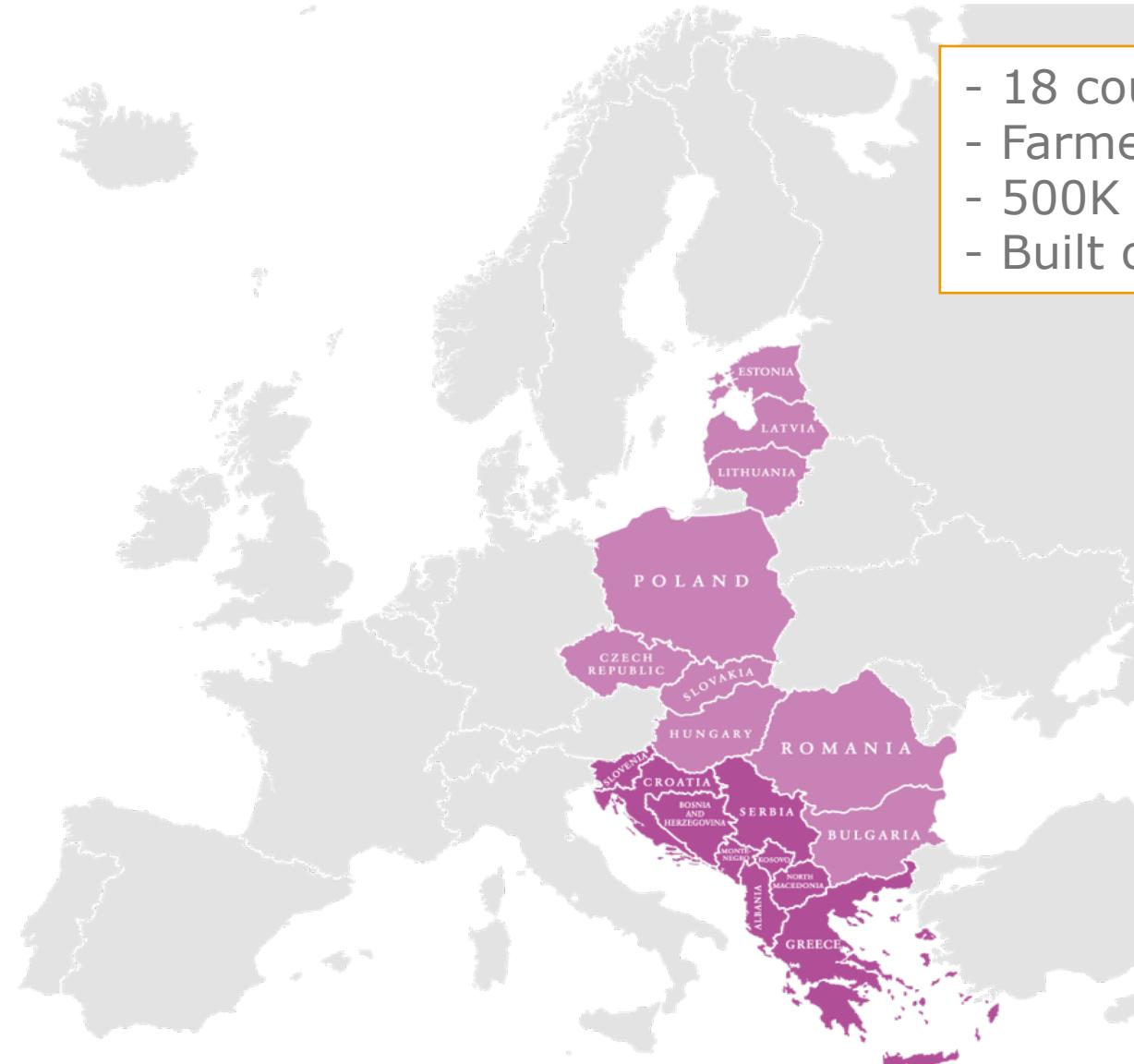
How are bees connected to food safety?

As consumers, we rely on bees for much of the food that we eat. Their role in the pollination of crops is critical. If bee numbers decline, this has an **impact on our food**.

[Read more](#)

#StopASF Campaign (June to October 2022)

#StopASF Campaign 2022



- 18 countries
- Farmers, vets, hunters
- 500K EUR
- Built on 2021 feedback



Raise awareness

Countries with lowest levels of awareness



Maintain awareness

Countries with high levels of awareness



Increase reporting and prevention

Priority countries and countries with high awareness



Re-use messages and materials



New messages on prevention and reporting

20th Anniversary Celebrations

❑ Objective

Celebrate EFSA 20th anniversary and mark MSs anniversaries in 2022

❑ Purpose

- 1) reinforce our vision for the future for a cohesive EU food safety system
- 2) disseminate #EUChooseSafeFood messages
- 3) enhance EFSA's links with its local community
- 4) increase EFSA Staff sense of belonging and role as ambassadors

❑ Target Audience

- a) Partners & Stakeholders at EU and national level
- b) Citizens and consumers
- c) Local community & institutions
- d) EFSA Staff

❑ When

June (ONE Conference), Autumn (Management Board meeting) and through #EUChooseSafeFood campaign



21-24 JUNE 2022 - Brussels and online

One2022.eu

#OneEU2022