



ITEM 5.5 FOCAL POINT OPERATIONAL FRAMEWORK: RISK COMMUNICATION

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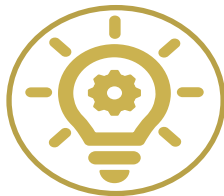
COORDINATED COMMUNICATION: STRENGTHENING PUBLIC CONFIDENCE



Context - Transparency Regulation - EFSA's increased responsibilities for coordinated communications to citizens



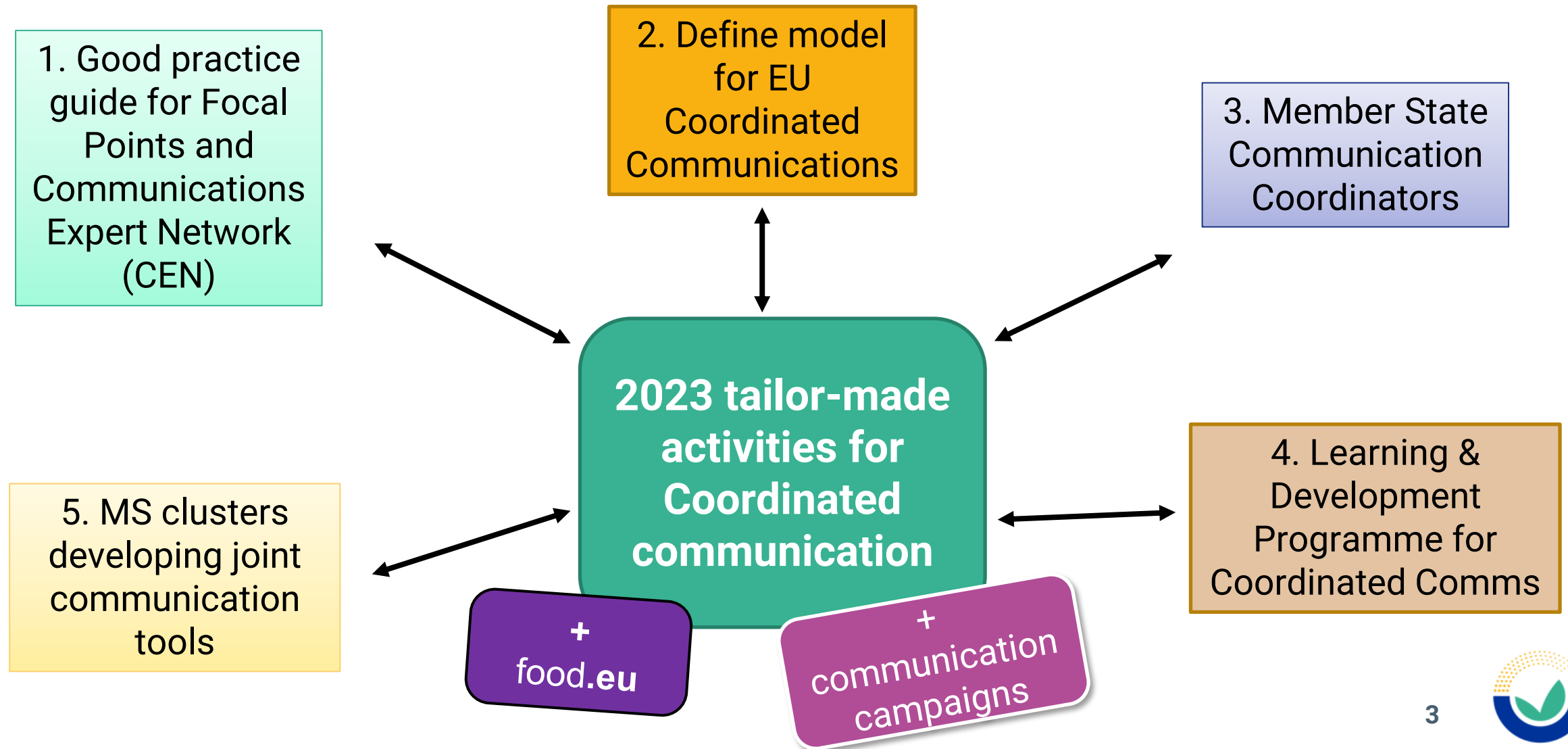
Goal - Integrated risk communication for risk assessors and risk managers at EU & and national level



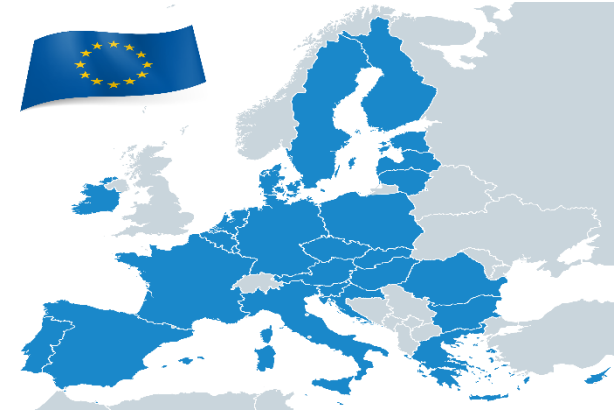
Vision - A community of communication professionals working together for coordinated, accessible and localised food safety information for European citizens



A STRUCTURED APPROACH – FP OPERATIONAL FRAMEWORK (COMMS)



ACTIVITY BREAKDOWN BY MEMBER STATE



1. Good practice guide

Austria, Bulgaria, Croatia, Cyprus, Hungary, Ireland, Italy, Norway, Slovenia, Sweden

2. Model for EU Coordinated Communication

Austria, Belgium, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Germany, France, Ireland, Hungary, Norway

3. Member State Coordinators

Austria, Belgium, Bulgaria, Croatia, Cyprus, Estonia, Germany, Hungary, Latvia, Norway

4. Learning and development programme

The Netherlands with other MS (TBD)

5. Joint communication tools

Bulgaria, Czechia, France, Italy, Romania, Hungary, Norway

