



FOCAL POINT FRAMEWORK: A FOCUS ON RISK COMMUNICATION ACTIVITIES

James Ramsay

COORDINATED COMMUNICATION: STRENGTHENING PUBLIC CONFIDENCE



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

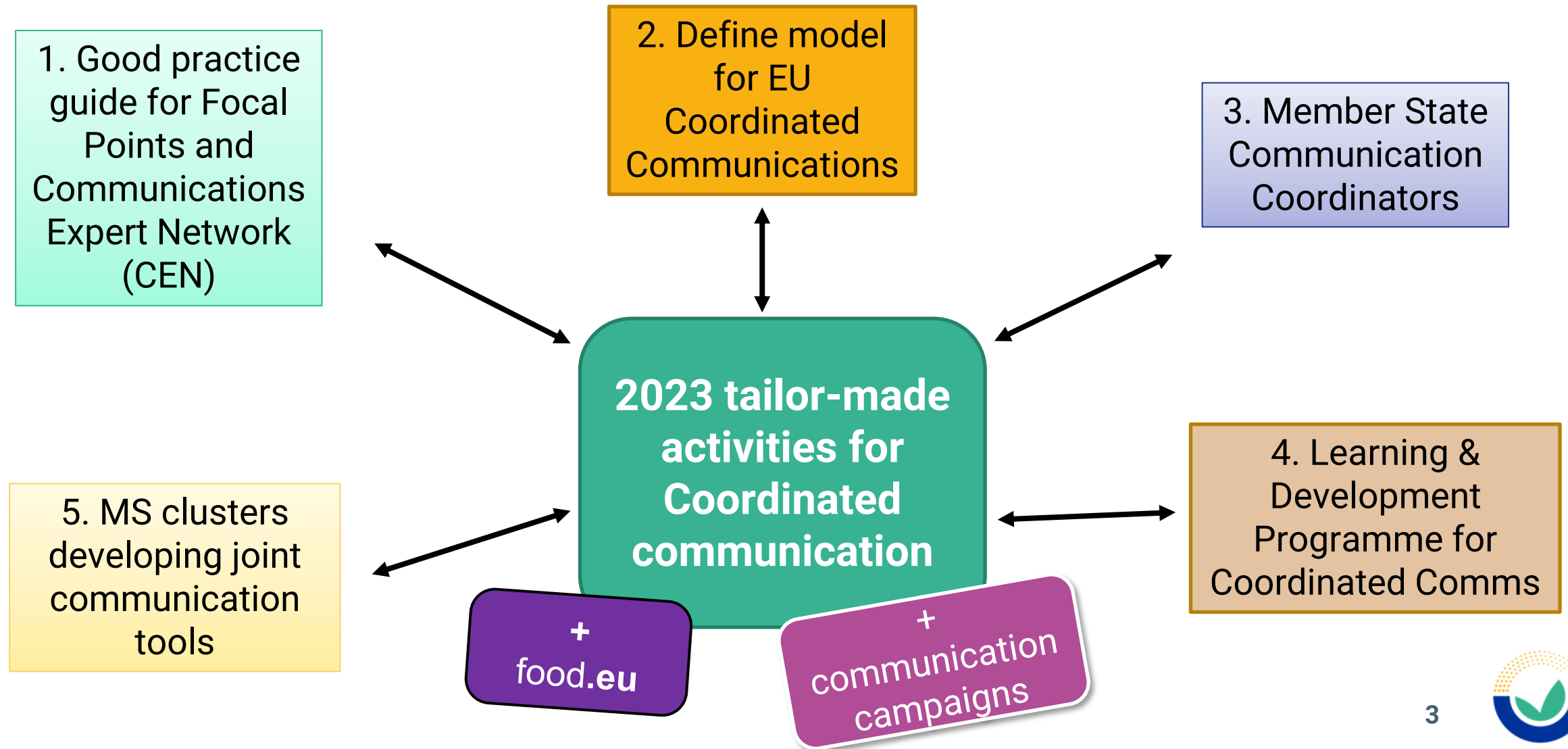


Goal - Integrated risk communication for risk assessors and risk managers at EU & and national level

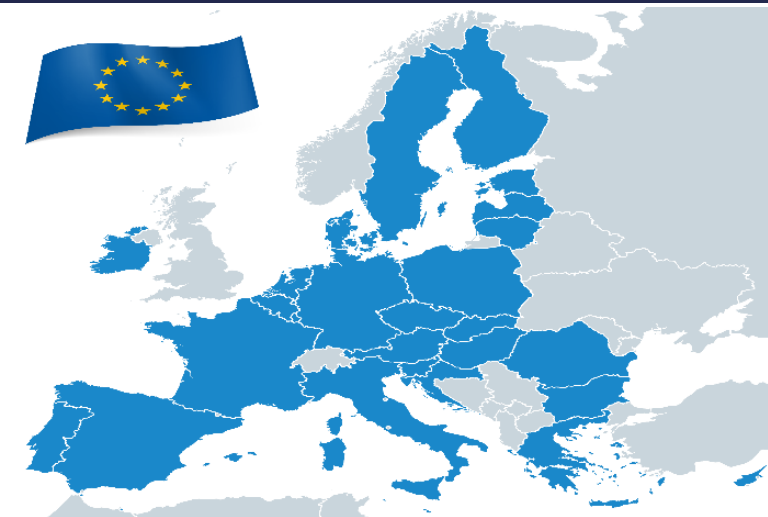


Vision - A community of communication professionals working together for coordinated, accessible and localised food safety information for European citizens

A STRUCTURED APPROACH – FP OPERATIONAL FRAMEWORK (COMMS)



ACTIVITY BREAKDOWN BY MEMBER STATE



CEN & FP Partnership - Good practice guide

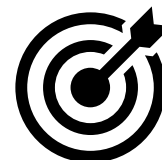
Austria, Bulgaria, Croatia,
Cyprus, Hungary, Ireland,
Italy, Norway, Slovenia,
Sweden



- **Working Group formed and meeting (x 3)**
- **Gathering proposals**
- **Terms of Reference to be completed by 30/6/23**

Model for EU Coordinated Communication

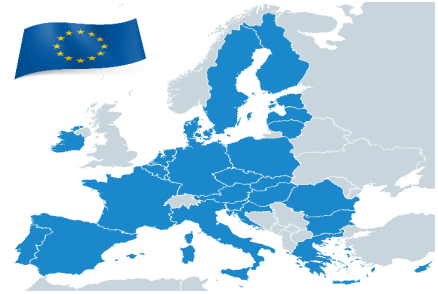
Austria, Belgium, Bulgaria, Croatia,
Cyprus, Denmark, Estonia, Germany,
France, Ireland, Hungary, Norway



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ACTIVITY BREAKDOWN BY MEMBER STATE



Member State Coordinators

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

- MS – all selected methodology for function
- 3 x recruitment underway



Joint communication tools

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

- 2 x infographics in progress



Learning and development programme

The Netherlands

- Summer School proposal under development
- 6 x MS for first school in Sept 2023 & 7 x MS in March 2024



JOINT FOCAL POINT & CEN WORKSHOP (24.5.23) – IN NUMBERS



70+ CEN and Focal Point Members



2 ways to attend – in person (50) & online (25+)



3 key themes: WHAT – is coordinated comms HOW – will we make it happen; BUILDING SKILLS – Risk Communication Summer School



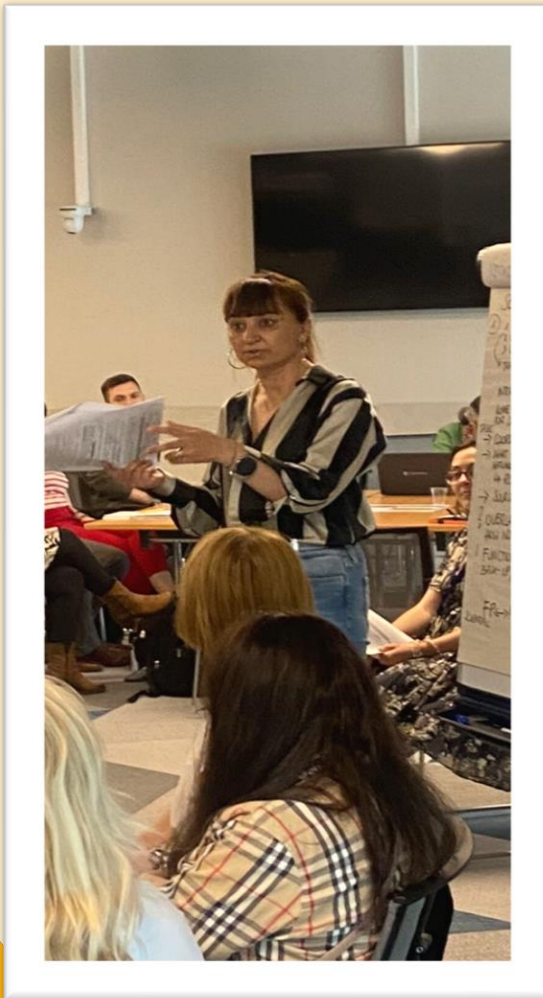
4 hours of intense discussions and engagement



40+ proposals to strengthen work on 2023 tailor-made activities for Coordinated Communication



FOCAL POINT & CEN WORKSHOP – 24.5.23



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