

# COMMUNICATION EXPERTS NETWORK

## 13<sup>th</sup> meeting



23-24 May 2023  
09:00-17:30 / 09:00-13:00  
DRAFT AGENDA

**Location:** EFSA - Parma / Webconference

**Chair:** James Ramsay

### Day 1

Time	No.	Item	Presenter
09:00-09:10	1	<b>Opening and welcome address</b>	James Ramsay and Barbara Gallani
09:10-09:15	2	<b>Adoption of agenda and action points from last meeting</b>	James Ramsay
09:15-09:30	3	<b>Advisory Forum and Focal Point update</b>	James Ramsay
<b>Targeted Risk Communication</b>			
09:30-10:30	4	<b>Social Science Update</b> 1. Update on ongoing social research (35 mins) <ul style="list-style-type: none"><li>Eurobarometer follow-up analysis and update for IPA countries</li><li>Flash poll data (plant health and BPA)</li></ul> 2. Joint activities planning (25 mins) <ul style="list-style-type: none"><li>Hazard-risk coordinated dissemination activities</li><li>Social research data hub – prototype presentation and call for volunteers to finalise the tool jointly</li></ul>	Domagoj Vrbos, Georgios Alaveras, Giorgia Zamariola, Tony Smith (EFSA)
10:30-11:00	<i>Coffee break &amp; Family picture</i>		
<b>Preparedness</b>			
11:00-11:45	5	<b>Communication planning</b> Calendar of upcoming key communication activities – including an update on Glyphosate Future Hot topic Calls – calls for interest from CEN	James Ramsay  CEN
11:45-12:30	6	<b>Media round-up</b> <ul style="list-style-type: none"><li>Media Highlights</li><li>Exchange of views on online press events</li></ul>	Edward Bray, Filippo Positano, (EFSA)
12:30-14:00	<i>Lunch break</i>		
<b>Best Practice</b>			
14:00-15:00	7	<b>Key country issues</b>	Member States,



		<ul style="list-style-type: none"> <li>• Raw Food: survey</li> <li>• Music as a tool for Risk Communication</li> </ul>	<p>Suzan Fiack (BfR), Claudio Canales (Hearing Expert – ACHIPIA)</p>
15:00-15:20	8	<b>Accessibility on <a href="https://efsa.europa.eu">efsa.europa.eu</a></b>	<p>Matteo Mercati (EFSA)</p>
15:20-15:40		<i>Coffee break</i>	
		<b>Coordinated Communication</b>	
15:40-16:10	9	<b>Food.eu</b>	Rory Harrington
		<ul style="list-style-type: none"> <li>• Progress update</li> </ul> <p>Next steps</p>	
16:10-17:10	10	<b>Campaigns</b>	
		<ul style="list-style-type: none"> <li>• #EUSCF – update</li> <li>• Plant Health</li> <li>• #StopASF</li> </ul>	<p>Sharon Monti and Member States Irene Zanetti Francesca Matteucci</p>
17:10-17:20	11	<b>Crisis Communication</b>	Giovanni Mancarella
		<ul style="list-style-type: none"> <li>• Roadmap implementation</li> </ul> <p>Crisis Comms database</p>	(EFSA)
17:20-17:35	12	<b>EJ – MS publications</b>	Arthur Healy
		<ul style="list-style-type: none"> <li>• Update on MS Publication Channel - Food Safety Risk Assess Europe (FRAE)</li> </ul>	(EFSA)
17:35		<i>End of the first day</i>	
18:00-21:30		Networking cocktail and dinner	

## Day 2 – CEN / FP Joint Workshop