

91ST ADVISORY FORUM
BRUSSELS, 06MAR-07MAR 2024

**COORDINATED
COMMUNICATION:
DEVELOPMENT OF THE BUILDING
BLOCKS AND LAUNCHING
IMPLEMENTATION PHASE**

James Ramsay, Head of Unit - COM
EFSA

RATIONALE (1/3) REFIT & TRANSPARENCY REGULATION



Risk communication

- 'not always effective enough'



Consumer trust

- Impacted confidence in the EU risk analysis process (glyphosate issue in 2015)



Solution

- Introduced risk communication objectives and general principles



ENSURE RISK COMMUNICATION IS



Accurate



Clear



Comprehensive



Coherent



Appropriate



Timely



Localized



TRANSPARENCY REGULATION - REQUIREMENTS & SOLUTIONS



Integrate communication framework for food risks between EU and MS levels.



Present RA findings for informed RM decisions.



Develop coordinated networks for coherent risk communication.



Define activities and tools focusing on audience needs.



Establish open dialogue for food risk communication.

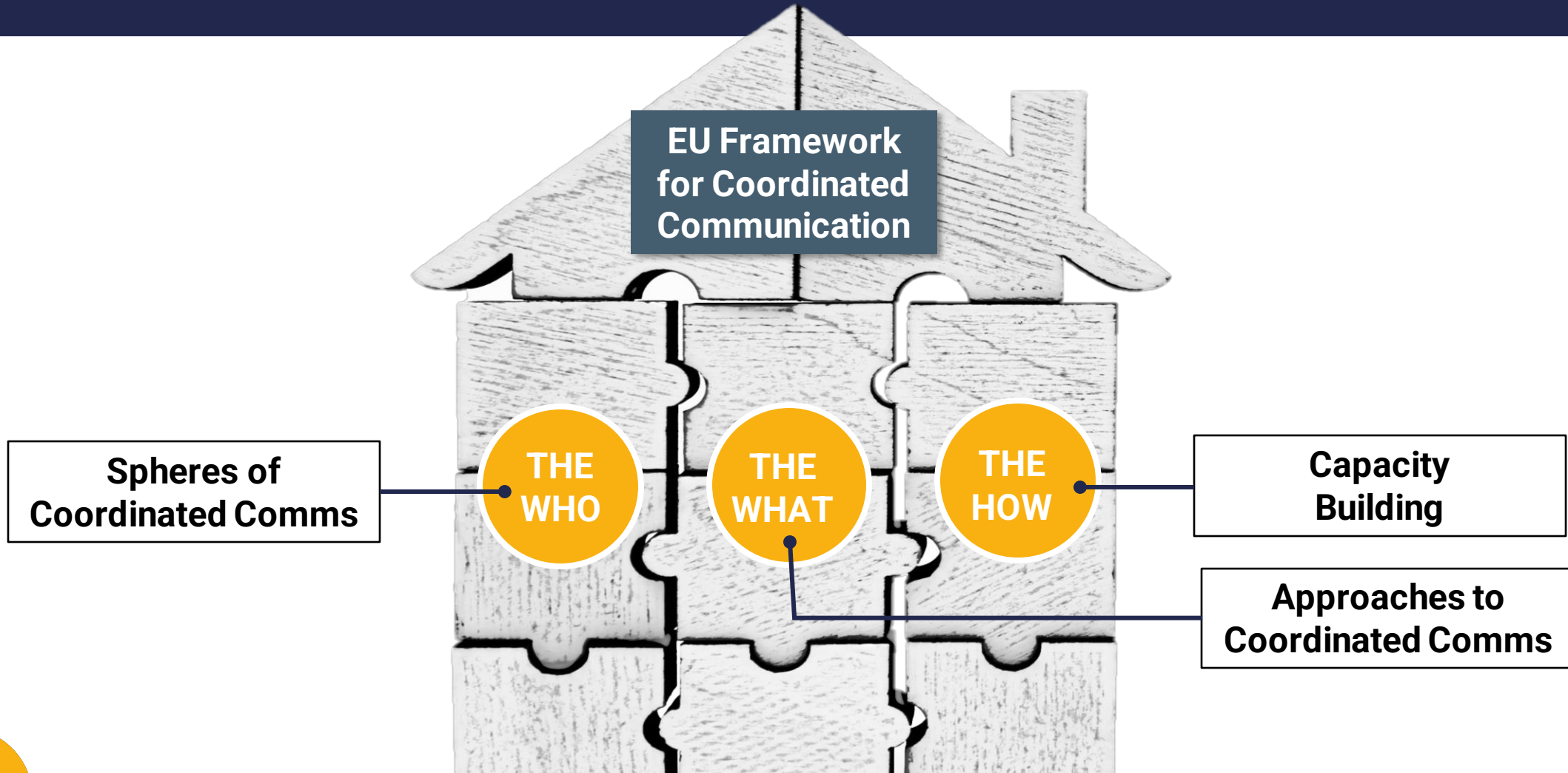




A community of communication professionals working together for coordinated, accessible and localised food safety information for European citizens.



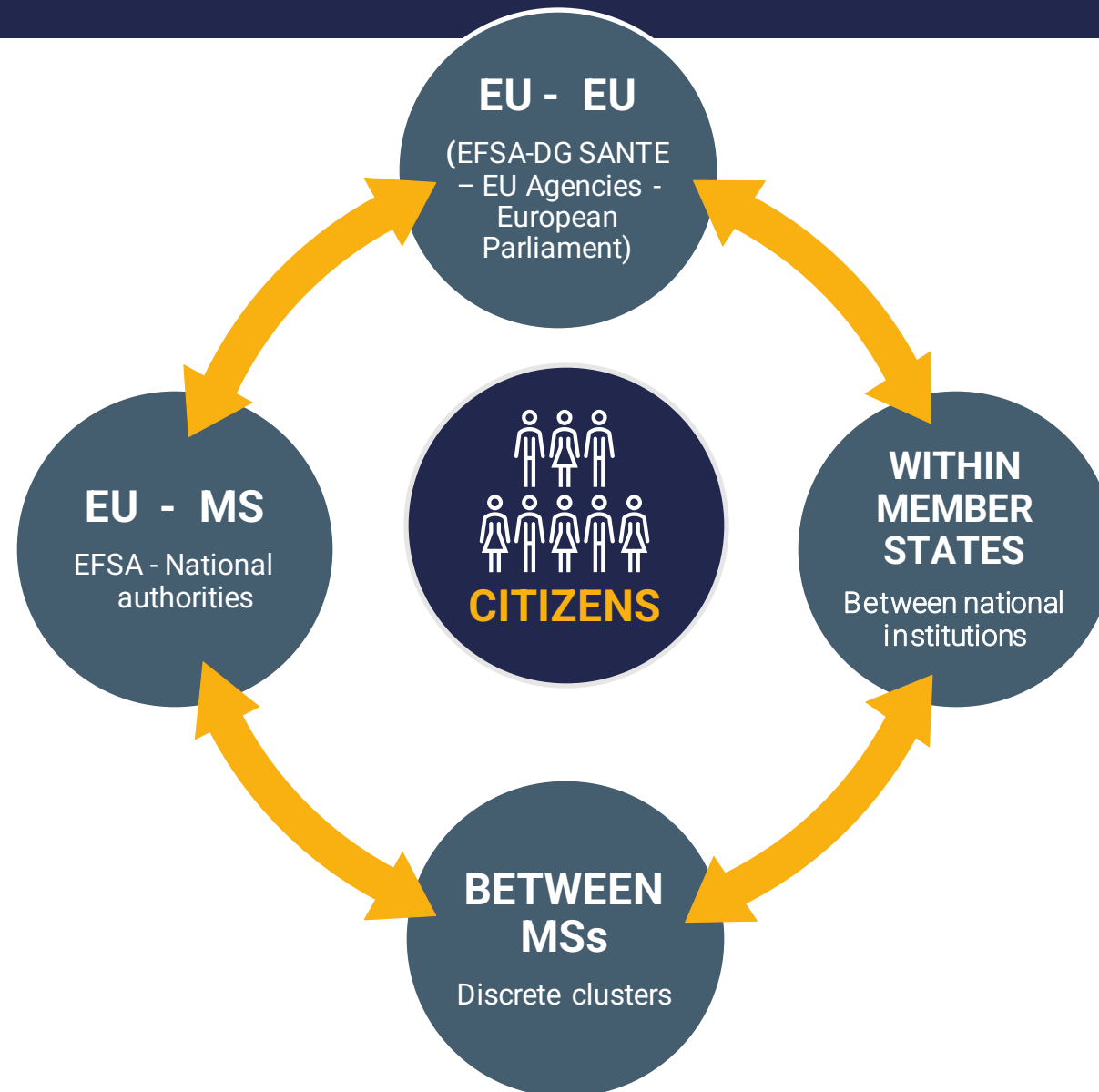
EU FRAMEWORK FOR COORDINATED COMMUNICATION



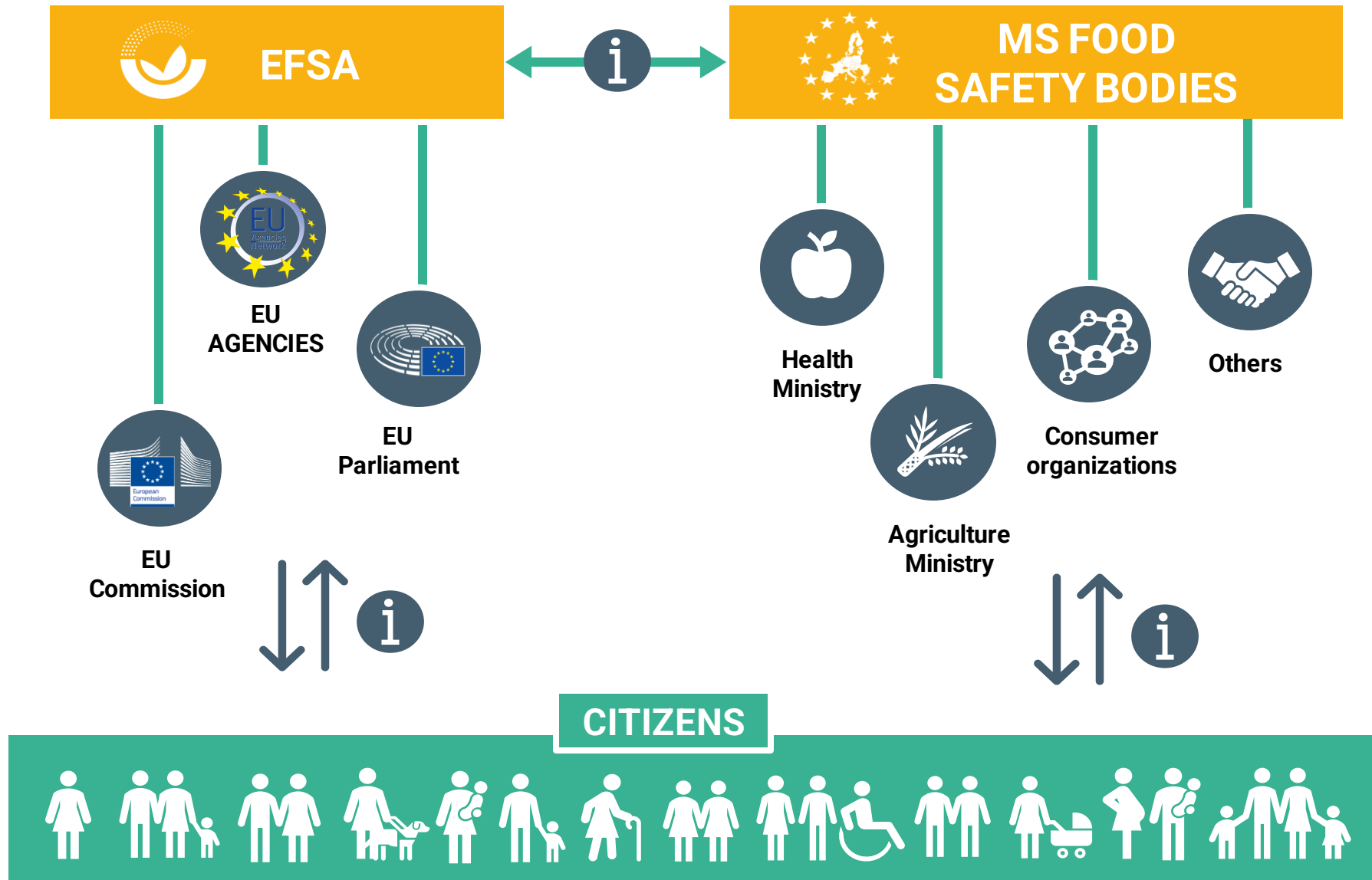
Partnership working
Member States – CEN & Focal Points // EFSA & Member States



EU FRAMEWORK FOR COORDINATED COMMS – THE WHO



PILLAR 2 – ENHANCING OUTREACH AND NETWORK AT ALL LEVELS



CAPACITY BUILDING





MEMBER STATE COMMUNICATION COORDINATORS (MSCC)





MS COMMUNICATION COORDINATORS 2024-2027

20 MSCC in 2024

Multi-annual commitment from EFSA

Creation of MSCC community

Create national plans

Autonomy and support



CAMPAIGNS

17
countries



Safe 2 Eat

18
countries



STOP ASF

23
countries



Plant Health
for Life



MS JOINT COMMS PRODUCTS – CONTAMINANTS INFOGRAPHICS



GRILL SMART
A GUIDE

Grilling meat, meat products and fish can lead to the formation of cancer-causing chemicals formed from:

- smoke, burnt meat and fat
- food additives such as nitrites and nitrates

WATCH THE HEAT
control the grilling temperature and time, flip food frequently, use a grill with indirect heat

WATCH THE COLOUR
do not eat black or charred parts and grill food with less fat and no skin

WATCH YOUR DIET
eat more fresh vegetables, fruits and herbs and less grilled meat and meat products

REDUCE THE RISK TO YOUR HEALTH AND GRILL SMART

WORLDWIDE GRILLING
WORLDWIDE GRILLING



GRILL SMART
EN GUIDE

Grillet kjøtt, kjøttprodukter og fisk kan danne kreftfremkallende kjemikalier fra:

- smoke, burnt meat and fat
- food additives such as nitrites and nitrates

Norway

VKM

Vitenskapskomiteen for mat og miljø
Norwegian Scientific Committee for Food and Environment



GRILLEZZ OKOSAN!
ÚTMUTATÓ

A húсок, húскészítmények és halak grillezése rákot okozó vegyületek képződését eredményezheti

- smoke, burnt meat and fat
- food additives such as nitrites and nitrates

Hungary

nébih



GRILUJTE CHYTŘE
PRŮVODCE

Grilování masa, masných výrobků a ryb může vést ke vzniku rakovinotvorných látek tvořených z:

- smoke, burnt meat and fat
- food additives such as nitrites and nitrates

Czechia

 MINISTERSTVO ZEMĚDĚLSTVÍ



DISSEMINATION - SOCIAL MEDIA - INSTAGRAM



Norway



PASS PÅ VARMEN

kontroller temperaturen og tidsbruken på grillingen, snu maten ofte, bruk en grill med indirekte varme

Med støtte fra VKM Viltmiddelkontrollen har målt og utviklet løsninger for å sikre trykksikkerhet i bruk av grillmat.

Afisa

Hungary



FIGYELJ A SZÍNRE!

Ne edd meg a megégett részeket, válassz olyan húsokat a grillezéshez, melyekben nincs felesleges zsírrészek.

Az EFSA támogatásával nébih Afisa

Czechia



HLÍDEJTE SI JÍDELNÍČEK

jezte více čerstvé zeleniny, ovoce a bylinek a méně grilovaného masa a masných výrobků

za podpory Afisa MINISTERSTVO ZEMĚDĚLSTVÍ

MS JOINT COMMS PRODUCTS (2) - PESTICIDE INFOGRAPHIC

PESTICIDES

How the EU protects our health and the environment



WHAT ARE PESTICIDES?

Pesticides protect cultivated plants against **diseases, insects and weeds**. They contain one or more active substances – made of either:

- chemicals
- minerals
- microorganisms (a bacterium or virus)

These could be **harmful** to humans and the environment.

THE SOLUTION

Assessment and control of active substances and their potential side effects.



PESTICIDES AND OUR HEALTH

Pesticide residues can find their way into our food through:

- migration to edible parts of plants (crops, fruits and vegetables)
- ground water
- animal feed

They can be harmful to our health if they exceed certain levels.



THE ROLE OF THE EUROPEAN FOOD SAFETY AUTHORITY AND EU MEMBER STATES

The European Food Safety Authority:

- advises the European Commission on the risks of pesticide residues
- reviews the renewal of the approval of active substances
- proposes **maximum residue levels**

works with Member States to **assess** pesticides based on shared rules

works with scientists across the EU to **collect and evaluate data** on pesticide residues in food and feed.

The European Commission and Member States decide if:

an active substance is **approved** for use or is **not approved**

Member States **authorise** pesticides for specific uses, depending on various factors.


EU legislation:


- regulates use and marketing of pesticides
- establishes the role of risk assessment in the authorisation process
- sets residue limits for food and animal feed.


MONITORING AND REEVALUATION

Active substances are monitored and reevaluated with new methods, if any, and the **latest scientific knowledge**. This ensures they remain safe for:

- humans
- animals
- the environment.

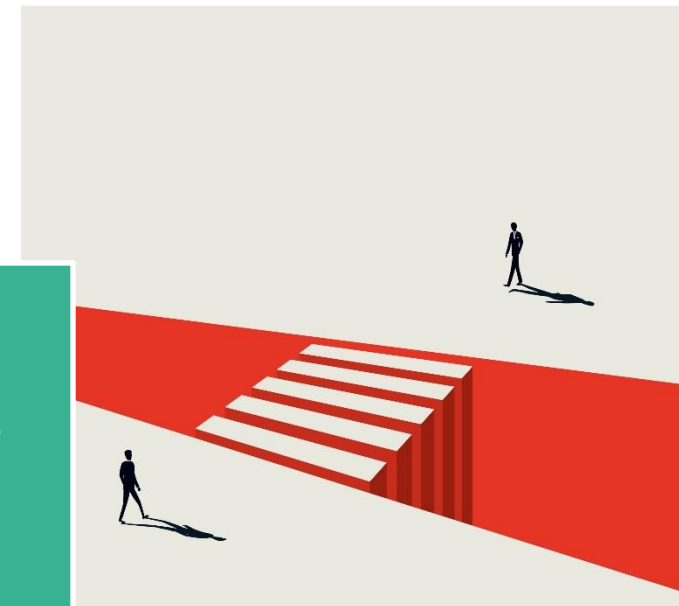
Find out more 



With the support of 

Comms approach

- Target audience
- Communication objectives
- Translation
- Dissemination plan



Czechia, France, Italy & Romania





LEARNING AND DEVELOPMENT PROGRAMME

Learning and Development Initiative

Coordinated Communication Training Program

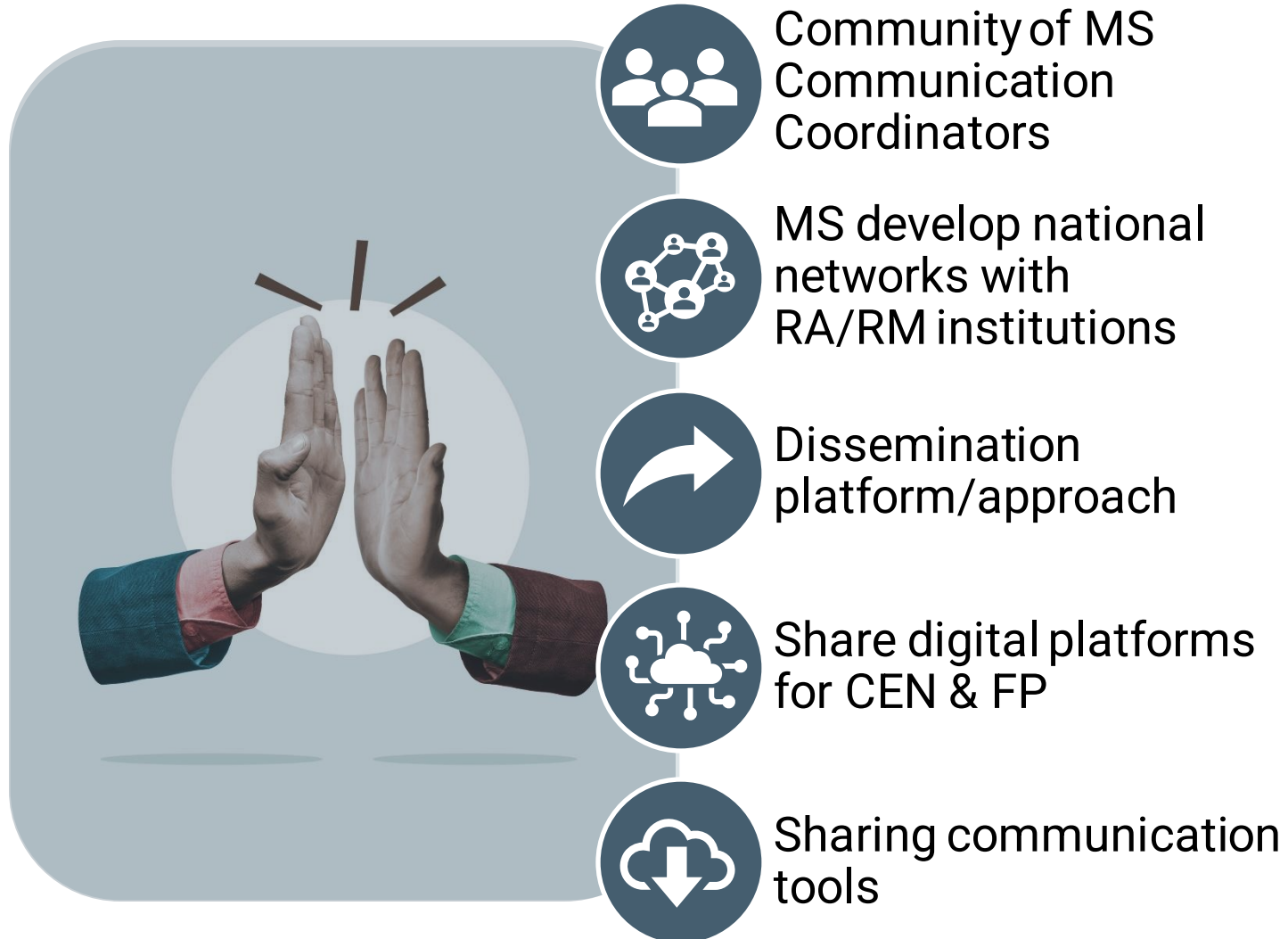
Strategic and Technical Training Sessions

Diverse Learning Formats

Summer School Pilot Continuation in 2024



IMPLEMENTATION PLAN



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DISSEMINATION OTHER FORMATS - CZECHIA



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Banner



Leaflets

