

100TH AF MEETING: 10-11 JUNE 2026

UPDATE ON EFSA CAMPAIGNS IN 2026/27

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EFSA'S COMMUNICATION CAMPAIGNS



#Safe2EatEU

Increase **awareness and trust** in EU food safety system, drawing on fact safe food is backed by EU science

- Launched on 16 April
- Joint EFSA/MS campaign with 23 countries (MS + IPA).
- Target audience: the general public, 18 to 55, with varying levels of awareness and concern about food safety. .



Evolution of #Safe2EatEU

Core **objectives** remain unchanged

- 2026: transition to new concept.
- Focus on **food consumption habits**.
- Refinement of target audiences and tactics.
- Launch in 2027.



EFSA'S COMMUNICATION CAMPAIGNS



#PlantHealth4Life

Promote the vital link between **plant health** and our everyday lives



- Launched on 12 May, International Day of Plant Health 2026
- Joint EFSA/EC campaign. 33 countries (MS + IPA)
- Travellers, hobby farmers, parents



#NoBirdFlu

Promote biosecurity measures to help farmers **prevent** avian influenza



- Joint EFSA/EC campaign
- Launch in mid-September, covering avian influenza season 2026/27
- Farmers and farm workers. Veterinarians key stakeholder



COMMUNICATION CAMPAIGNS




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WE HAVE MOST OF EUROPE COVERED !

- 12 participating countries in 2023
- 33 participating countries in 2026



IMPACT 2025



BROAD REACH: OVER 90 MILLION PEOPLE



CAMPAIGN CLARITY:

The campaign appeared **clear and appealing** to the audience, with a **77%** of campaign recognisers correctly recalling the **key campaign messages**.



KNOWLEDGE AND BEHAVIOURAL IMPACT:

People recognising the campaign know more about plant health, and are more **likely to avoid risky behaviours**.



Skolēni apgūst augu veselību



ACTIVITIES 2025



- **732** media hits, including TV, radio and digital media
- **193** inputs via **54** stakeholders engaged
- **52** events engaging with all target audiences

- Out-of-Home: **87M** contacts in 13 countries
- Influencers: **1.2M** users reached 5.2% engagement rate
- Social Media: **+30M** users reached



FOCUS ON 2026



- 33 participating countries: record engagement for EFSA campaigns
- Launch on 12 May, International Day of PLH (hosted by Cyprus Presidency)
- Participated in FAO exhibition on 12 May

- 4th and last edition of the campaign
- From 2027: assets remain available, participating countries to leverage collaborations developed and research insights



A central graphic on a dark green background. It features five circular images arranged around a central white-bordered circle. The top-left circle shows a plate of fresh fruits including strawberries, raspberries, blueberries, kiwi, and apples. The top-right circle shows a large blue glacier floating in the water. The central circle shows a small green seedling with two leaves growing out of a bed of moss. The bottom-left circle shows a bright blue sky with white clouds. The bottom-right circle shows a colorful spotted frog sitting on a green leaf.

Plants do more than you think
Healthy plants = healthy planet



#PlantHealth4Life



COMMUNICATION CAMPAIGNS



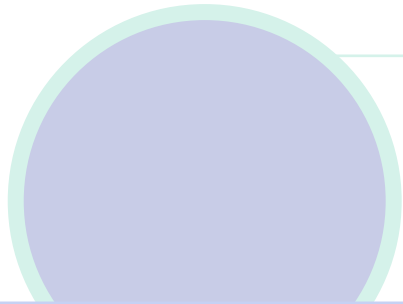
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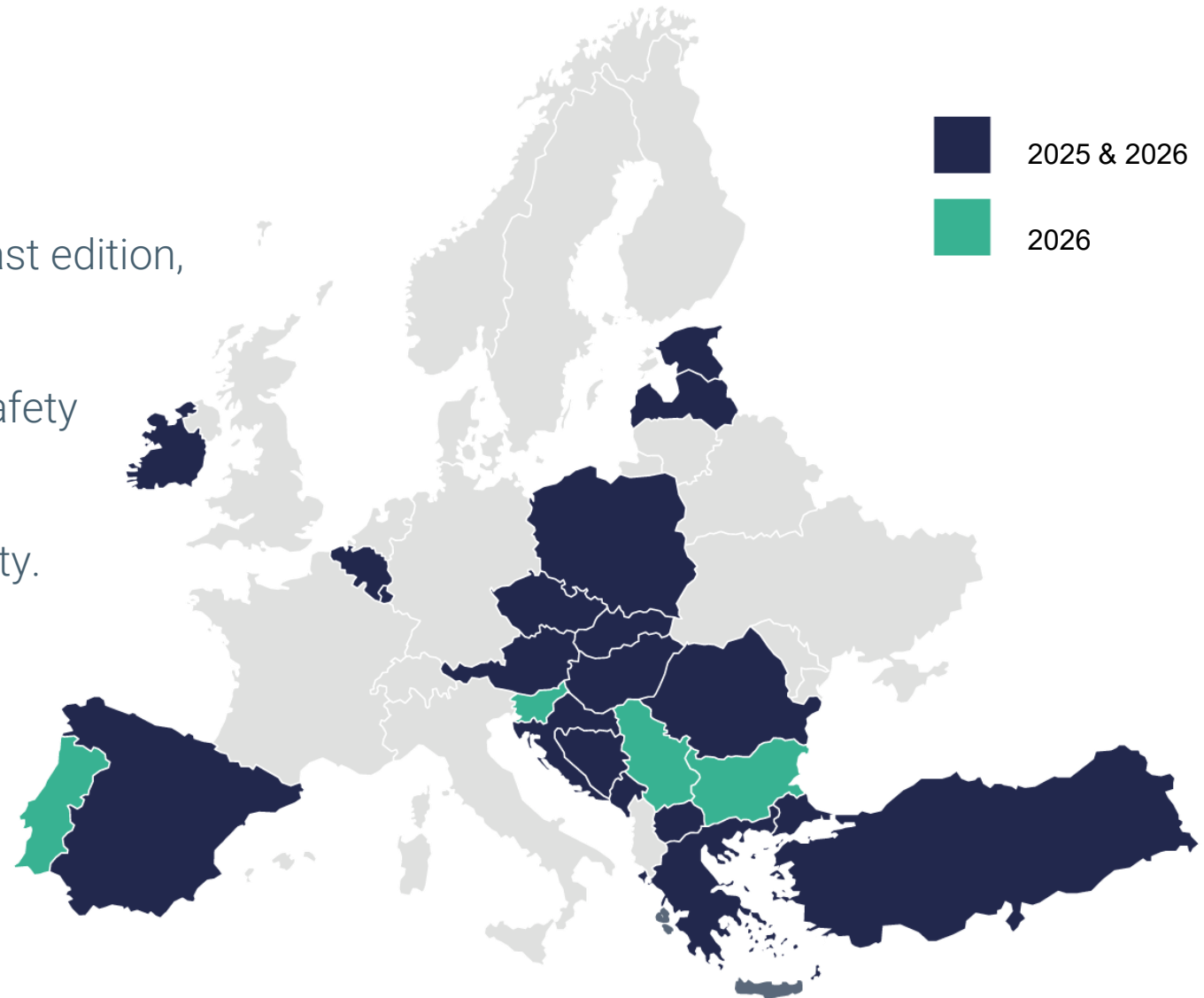


SAFE2EAT 2026 - CAMPAIGN OVERVIEW

COMMUNICATION OBJECTIVES:

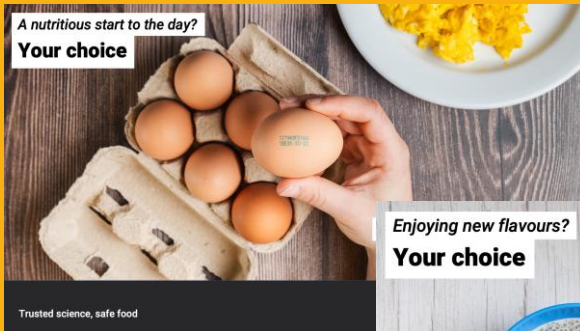
Building on the foundations and results of the past edition, our communication objectives remain:

- Increase **awareness** and **trust** in EU food safety system based on science.
- Encourage **critical thinking** about food safety.
- Promote audience **engagement**.



IMPACT 2025

- Total reach: 81 M
- 69% of those in the target audience found the campaign clear
- Men and younger audiences now think more critically about their food choices



VISUALS 2025

ACTIVITIES 2025

- 70 M out of home & points of sales impressions
- 38M programmatic digital impressions delivered
- 1048 earned media articles and reports secured
- 148 paid media articles and branded content pieces

- 60 influencers engaged across key platforms
- Support of 244 stakeholder organisations
- 37 events delivered



ACTIVITIES 2025

l'avenir

Contenu de partenaire

L'intoxication vous attend pe votre assiette !

Viande trop vite servie, restes oubliés sur le compt approximative... Chaque été, les contaminations e maison. Et vous, êtes-vous vraiment safe ?

Adaptivweb

Publié le 12-06-2025 à 09h01 - Mis à jour le 12-06-2025 à 15h44

Plaisir culinaire ?
Votre choix

Prévenir les maladies d'

afsa efsa

One Health One Environment
EU
Sponsored

Сакате да јадете добро и да ги намалите трошоците, дури и кога животот е хаотичен?
...see more

Опции погодни за буџетот? Ваш избор

Совет за исхрана кој е научно заснован?
Наш приоритет

Доверлива наука, безбедна храна

efsa.europa.eu
Вашиите потреби во исхраната
Learn more

309 3 comments 2 shares

Like Comment Share

Instagram

onehealth_eu
Sponsored

Опции погодни за буџетот? Ваш избор

Совет за исхрана кој е научно заснован?

Meet Thibault Fiolet!

Epidemiologist in the Human Nutrition Team at EFSA.

onehealth_eu
Ever wonder if claims such as 'certain can improve cognitive function' are trustworthy?
Thibault Fiolet, an epidemiologist who works at EFSA, explains that health and nutrition claims are strictly regulated and backed by scientific evidence. This means you can trust what you see! But he also reminds us that no single food or supplement replaces a balanced diet and healthy lifestyle!
Curious about how claims are checked? Explore #Safe2EatEU in the link in bio.

86 likes
November 7

Add a comment... Post

ΑΡΧΙΚΗ ΣΥΝΑΓΕΣ ΜΑΚΕΔΟΝΙΚΗΣ ΣΙΝΤΟ ΜΑΚΕΔΟΝΙΚΗΣ ΜΑΚΕΔΟΝΙΚΑΝ - BLOG

Νέες γεύσεις; Επιλογή σου!

Η ασφάλειά τους; Προτεραιότητά μας!

ΕΦΟΤ efsa

Φύλλο Λέρος – Για Πιτάκια και Πίτες
Κροκίτες Στραπατσάδας: Η πιο εύκολη συνταγή!
Αψράτες Κουρού Τυρόπιτες με Μαγιό

Kulinarne rozkozy
Twój wybór

Zapobieganie chorobom zakaźnym przez żywność
Prevention of infectious diseases through food
Nasz priorytet

afsa efsa

onehealth_eu
Twój izbor

Prevention of infectious diseases through food
Nasz priorytet

afsa efsa



ACTIVITIES 2026

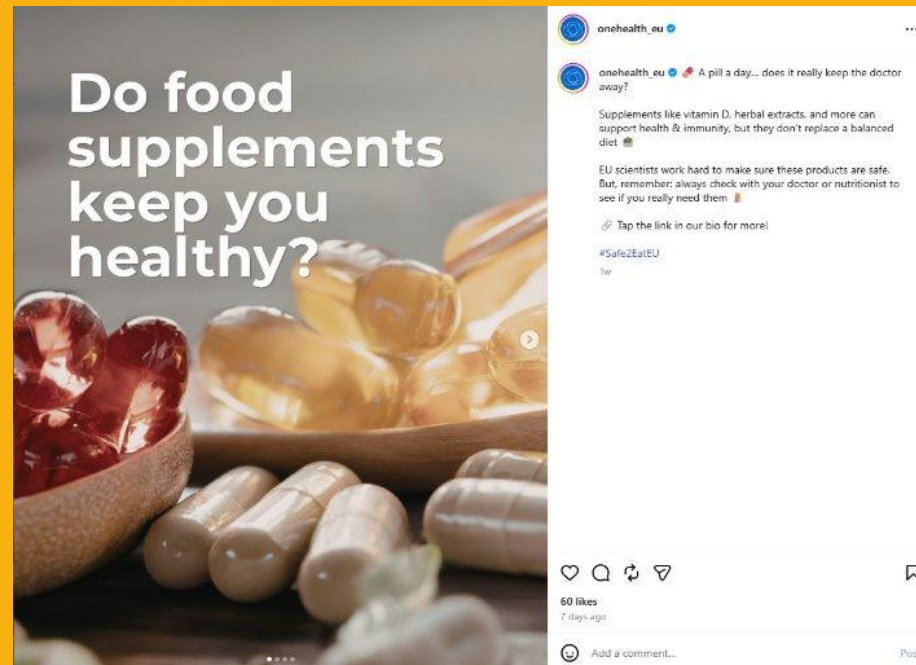
- Campaign launched on 16 April, initiating the 2026 roll-out
- Organic promotion on social media (April-May) building early visibility and engagement
- Paid amplification from June to expand reach across audiences

BEST PERFORMING POST

Supplements

Reach: 1,739

Engagements: 78 (4.35% rate)



ACTIVITIES 2026



World Food Safety Day
(WFSD)
as an opportunity for visibility and
reinforcement of campaign
messages

Happy World
Food Safety
Day!

This year's theme is
"From burden to
solutions – safe food
everywhere."

It's about how
foodborne diseases
affect health,
livelihoods, education,
and economies.

Let's learn some facts!

Learn more about
foodborne diseases
with **#Safe2EatEU!**



EVOLUTION OF #Safe2EatEU



#Safe2EatEU

Increase awareness and trust in EU food safety system, drawing on fact safe food is backed by EU science



#PlantHealth4Life

Promote the vital link between plant health and our everyday lives

Evolution of #Safe2EatEU

Core objectives remain unchanged



#NoBirdFlu

Promote biosecurity measures to help farmers prevent avian influenza





THE FUTURE OF THE S2E CAMPAIGN (2027 - 2029)

- **Focus:** EU food consumption data to engage audiences
- **Objectives:** raise awareness and build trust in EU food safety

Key elements:



Food consumption habits



Data-driven engagement
– gamification



Localised storytelling
– MS tailor message
maintaining EFSA's
core messages



Perception vs. reality –
flash polls

#NoBirdFlu



Promote the vital link between **plant health** and our everyday lives

#PlantHealth4Life

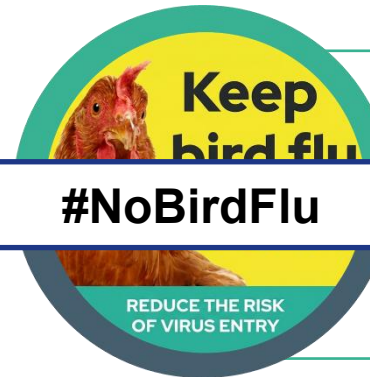


Increase **awareness and trust** in EU food safety system, drawing on fact safe food is backed by EU science

#Safe2EatEU

Evolution of **#Safe2EatEU**

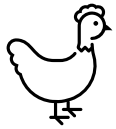
Core objectives remain unchanged



Promote biosecurity measures to help farmers **prevent avian influenza**



EC MANDATE - CONTEXT



Technical assistance in the field of **risk communication on biosecurity** in the field of poultry keeping



Need for awareness-raising efforts regarding biosecurity amongst poultry keepers and related professionals



Focus on **medium to small scale farms** and professionals (e.g. vets, farm workers) who visit/interact with them

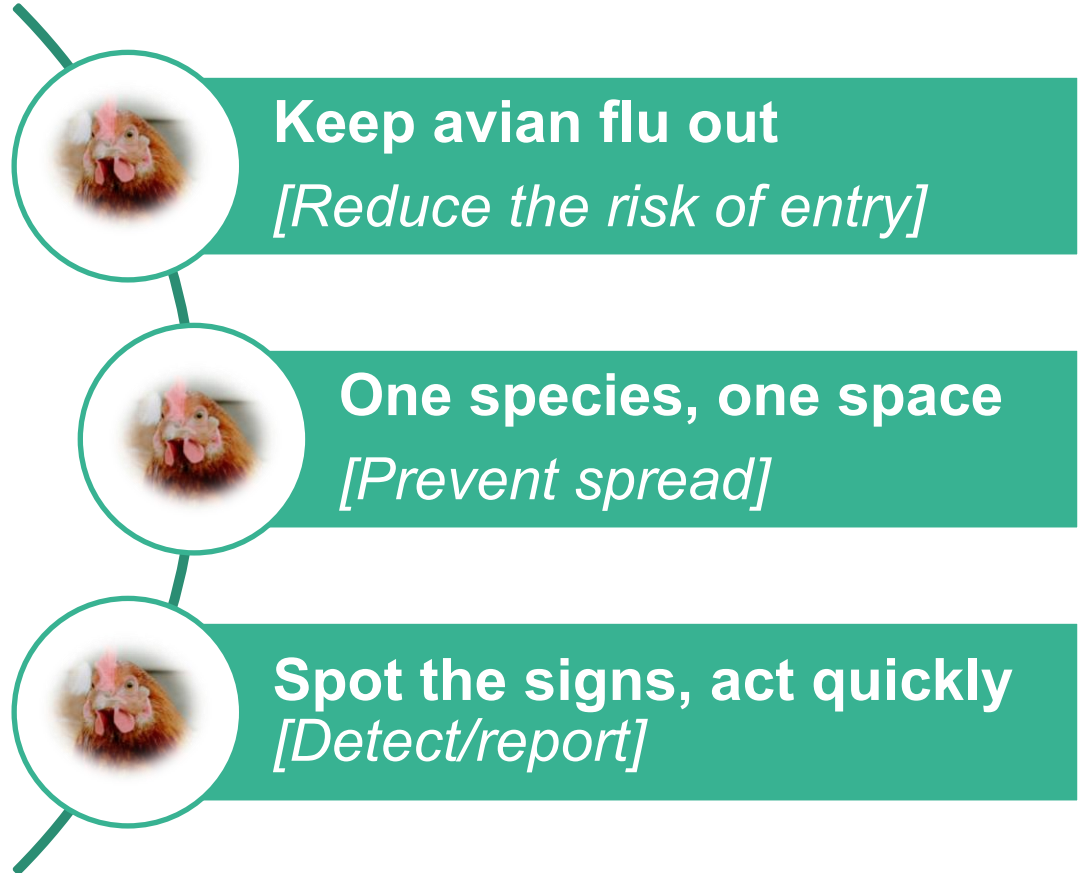


TIMELINE

- **2025-26** avian influenza (AI) season: toolkit development and dissemination; social research
- **2026-27** AI season: transition year between the toolkit release, and the 3-year campaign (2027-30). Dissemination activities implemented at central level
- **2027**: start of the 3-year campaign with interested countries



KEY MESSAGES



STICKERS

**Keep
bird flu
OUT**

#NoBirdFlu



**ONE
species
ONE space**

#NoBirdFlu



**SPOT
the signs
act quickly**

#NoBirdFlu



POSTERS



Keep bird flu OUT!

REDUCE THE RISK OF VIRUS ENTRY

Outdoor areas should be **fully fenced or netted** — including the roof — to keep wild birds out.

Always **wear clean clothes and wash your hands and footwear** every time you enter the farm.

Provide disinfectant footbaths or disposable overshoes at the farm gate. **Disinfect vehicles and tools** on arrival at the farm or when moving between farms.

Protect your farm
#NoBirdFlu



ONE species, ONE space



PREVENT THE SPREAD OF BIRD FLU

Different types of poultry—like chickens, ducks, and turkeys—**should be kept apart** from each other.

Protect your farm
#NoBirdFlu



SPOT the signs

DETECT- REPORT

If you notice anything unusual about your flock – a decrease in food or water intake, sudden deaths, or other signs of disease – **report it immediately** to your veterinarian or local health authorities.

The sooner you take action, the better the chance of stopping a serious bird flu outbreak and **protecting you and other flocks nearby.**



Protect your farm
#NoBirdFlu



CAROUSEL & INFOGRAPHIC

Keep bird flu OUT

PROTECT YOUR BIRDS. PROTECT YOUR FARM

Access control

- Only allow **people, vehicles, tools, and crates** onto the farm when necessary.
- Apply disinfection measures to **anyone and anything** that comes onto the farm, especially if they have recently been in contact with poultry, poultry waste, or wild birds.
- Always wear **clean clothes** and **wash your hands and footwear** when entering the farm.

All-in, all-out

- Bring in **birds of the same age** at the same time and **remove them together** at the end of the production cycle. This improves production efficiency and reduces visits to the farm, lowering the risk of disease entering the flock.

Full clean-out

- Regularly clean and disinfect** all facilities, especially **after each production cycle**.
- Clearly separate **"clean"** (in contact with animals) and **"dirty"** (in contact with external areas) sections of the farm.

Feed and water

- Don't use feed that might have been exposed to **dirt, droppings, or moisture**.
- Always store feed in **closed or waterproof containers** and bedding in closed or covered areas to avoid contamination.
- Provide **fresh, clean drinking water** to your flock.

No room for wild birds

- Use **solid roofs, sealed walls, and tight fencing** for housing.
- Avoid moving **feed between different flocks**, and make sure there's no standing water around the farm.
- Protect outdoor areas with **netting or wire enclosures** and **don't forget to regularly check for possible holes or gaps**. Scare devices or deterrents could also help to keep out wild birds.

One species, one space

- Different types of poultry—like chickens, ducks, and turkeys—**should be kept apart** from each other to avoid disease spread across species.

Spot the signs

- If you notice anything unusual about your flock—a decrease in food or water intake, sudden deaths, or other signs of disease—**report it immediately** to your veterinarian or local health authorities.
- The sooner you take action, the better the chance of stopping a serious bird flu outbreak and **protecting you and other flocks nearby**.

Protect your farm #NoBirdFlu

efsa
EUROPEAN FOOD SAFETY AUTHORITY

**#NoBirdFlu
protect your farm!**

Protect your farm #NoBirdFlu

efsa
EUROPEAN FOOD SAFETY AUTHORITY

**Stay CLEAN,
stay SAFE**

Wash hands & tools **every single time**.
Wear clean clothes & boots, or disposable overshoes.

Know the RISKS

Train everyone on the farm: **understanding the risks** is key to stop bird flu.

**Protect your BIRDS,
protect your FARM**

Follow these simple steps to keep your flock safe. ▶

All-IN all-OUT

Same age, same time: **bring birds in and out as one flock** and clean out fully in between.



WORKING TOGETHER: STRENGTHENING EU CAMPAIGNS

European ownership

- Campaigns are jointly delivered by Member States, not EFSA alone

Learning & evolution

- Continuous improvement based on feedback from participating countries

Different levels of uptake

- Participation varies across campaigns and countries
- Driven by national priorities, capacity, and relevance

Moving forward together

- Strengthen engagement through Member States Communication Coordinators (MSCC)
- Even wider participation by address barriers



A close-up photograph of a person's hand reaching into a cardboard box filled with fresh produce. The person is wearing a white shirt with black polka dots. The box contains various items including dark leafy greens, red bell peppers, a banana, a green avocado, and a package of noodles. The background is a blurred indoor setting.

THANK YOU!

