

**101ST ADVISORY FORUM
VIRTUAL, 07-08 OCTOBER 2026**

COMMUNICATING ON PFAS



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(CEN)

REQUEST FROM THE AF IN DEC 2025

EFSA to work with the Communication Expert Network and MS Communication Coordinators (possibly via a ***volunteer group*** from interested countries) to develop **lines to take** and **communication materials** addressing commonly asked questions on ***local contamination incidents*** and ***general concerns***.



HOW WE ADDRESSED THIS REQUEST



Set up of PFAS group, reaching out to CEN and MSCC in FR, NL, AT, HR, DK, DE, IT, NO, SE, CH asking for volunteers and chairmanship



Share PFAS risk perception studies and behaviour on social media platforms report



Update AF at 101th meeting in October



PFAS GROUP IN ACTION



THE SHIFT

- From EFSA-led → to Member State-led
- From centralised outputs → to co-created material



THE OUTCOME

- Co-development of communication products (*LTT, FAQs, adaptable materials*)
- Materials designed for national adaptation



THE IMPACT

- Stronger consistency across countries
- Faster response to emerging concerns
- Smarter use of resources (less duplication)



THE HOW

- Task-driven collaboration
- Member States take the lead
- Integrated into MSCC workplans



THE ACTORS

- CEN/MSCC experts from 18 MSs
- Coordination: NL & AT



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