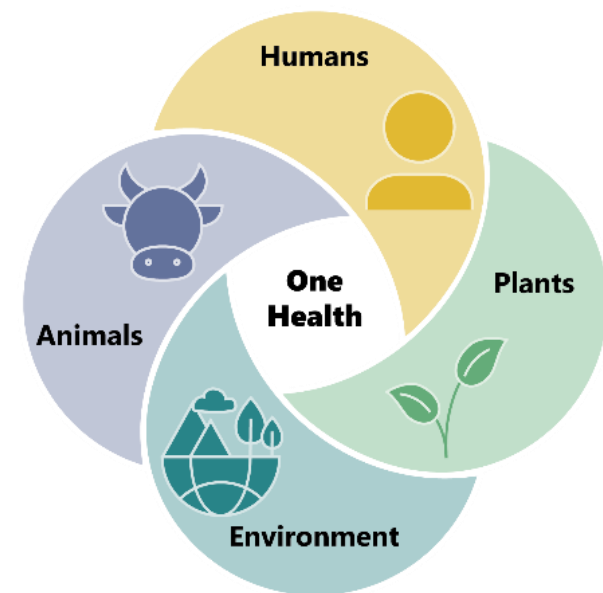


PFAS: Working Group for Communication Materials



Lukas Meusburger, Viktoria Strobl

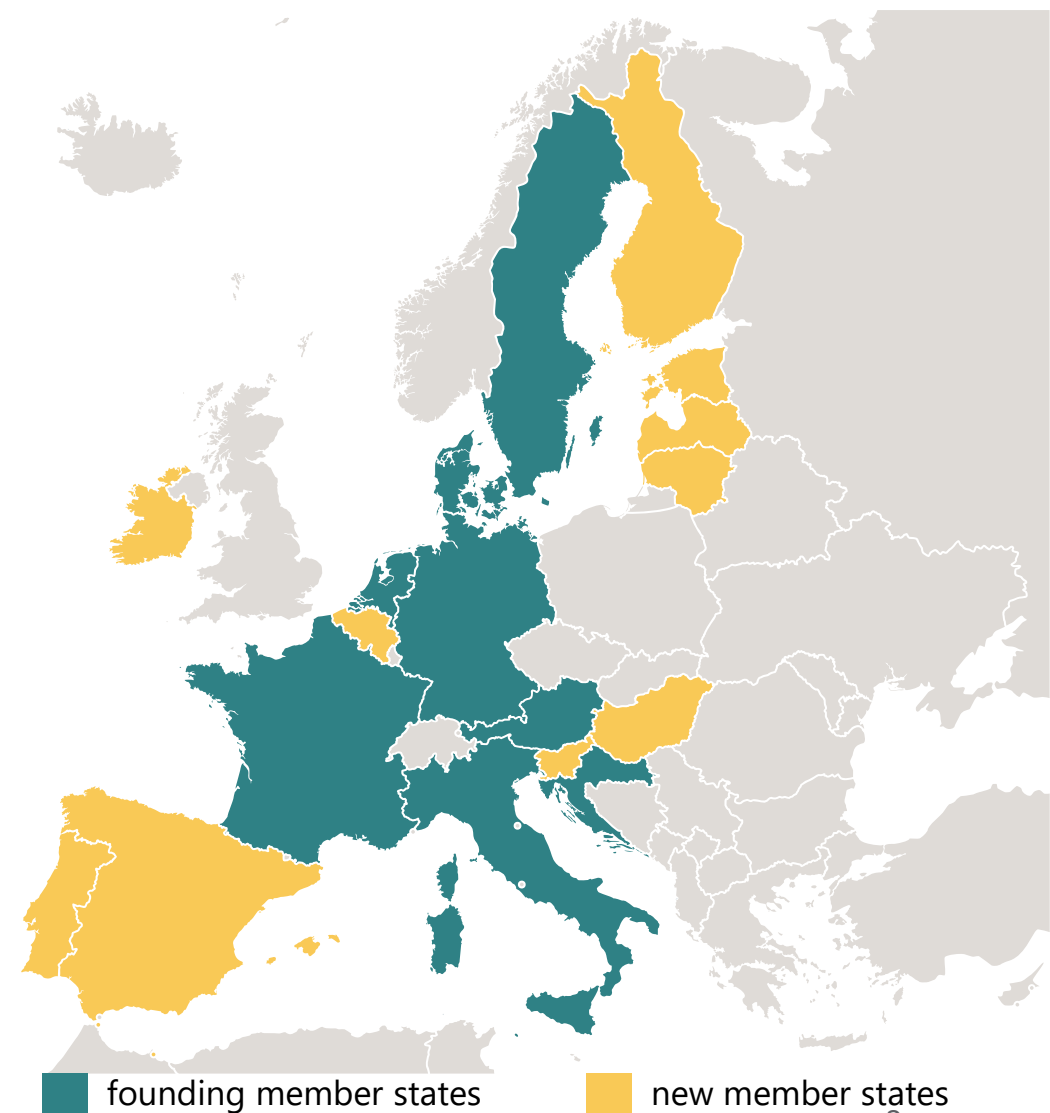
Departments Risk Assessment & Risk Communication

Communication Group Members

Who we are



Country	Involvement
Austria	coordinator
Belgium	following discussion / sharing information
Croatia	operational work package
Denmark	following discussion / sharing information
Estonia	following discussion
Finland	following discussion / sharing information
France	strategic and operational work package
Hungary	following discussion / sharing information
Germany	operational work package
Ireland	following discussion / sharing information and feedback
Italy	following discussion
Latvia	following discussion
Lithuania	NEW MEMBER
Netherlands	coordinator
Portugal	following discussion
Spain	participation confirmed, but no information on involvement yet
Slovenia	operational work package
Sweden	strategic and operational work package



Overview

Our progress so far



- MS-Teams Channel for exchange and meetings
- Collecting information via joint Excel Sheet (so far contributions from Austria, Croatia, Denmark, Finland, France, Germany, Ireland, Latvia, Netherlands, Slovenia, Sweden):
 - Ongoing/planned/completed activities
 - What information, materials etc. is already available
 - Main concerns and how they differ between countries
 - Amount of media/public attention
- Collected Q&As in several languages
- Developed the vision & mission statement

Vision & Mission statement

Vision



Per- and polyfluoroalkyl substances (PFAS) are a large group of highly persistent substances that are widespread across Europe, including in soil, water, air, food and the human body. PFAS do not stop at national borders, yet Member States differ in their levels of awareness, concern and experience in addressing PFAS-related issues.

Our vision is to strengthen a common understanding of PFAS across Member States and support effective risk communication approaches that take into account different national contexts, levels of awareness and communication needs.

Vision & Mission statement

Mission



Our mission is to provide accessible, accurate, relevant and reliable information on PFAS and to support Member States in developing effective, evidence-based risk communication.

We collect, share and develop communication materials tailored to different communication needs and target groups, including approaches for communicating scientific uncertainties and knowledge gaps.

Coordination AGES and NVWA

Turning our shared knowledge into practical communication tools



Strategic focus: NVWA

Trustworthiness orientation

- Stakeholders
- Media analysis
- Impact and opinions
- Networks

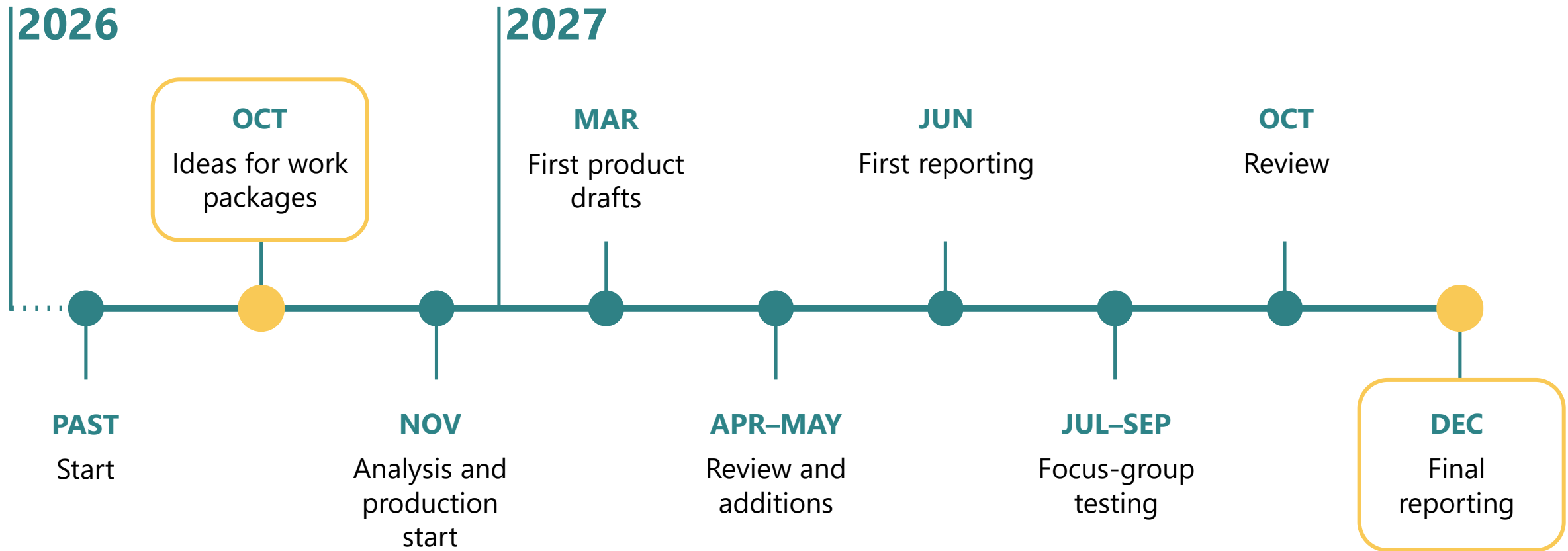
Operational focus: AGES

Audience oriented

- Q&A Repository
- Shared Video Script
- Lines to Take
- Infographics, visuals

Timeline

Now – December 2027



Want to join?

It's not too late



- Group remains open for contributions
- Participants are welcome to engage either actively (e.g., sharing experiences, materials, or input) or more passively by following discussions
- All levels of experience are equally relevant: Different situations in all countries, potential to support and learn from others
- Inclusion in MSCC Plan



Austrian Agency for Health
and Food Safety



Lukas Meusburger, Viktoria Strobl

Risk Assessment, Risk Communication

