

## 42 AFCWG – Highlights, follow-up actions, next steps

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Kindly note that following a request from the Member States, the format of the minutes from EFSA's Advisory Forum Communications Working Group meetings will take the current form. This is in response to be more action-orientated, providing easy-to-read highlights, attributing roles and responsibilities to specific tasks as well as an analysis of lessons learned, enabling opportunities to improve and grow the network.

Should readers have any questions or wish to seek clarification, please contact:

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## 42AFCWG - Meeting Highlights

### Top Significant Meeting Successes

Meeting Success	Factors That Supported Success
Key Country Issues session	EFSA preparations to support MS in reporting back on key topics that highlight the work being carried out in their countries
EFSA's updates on recently published outputs and forthcoming plans	Useful for MS to develop more effective communication through their respective networks
Scientific update on Caffeine	The Head of Unit provided easily accessible information in an informal style – briefing about the group's requirements assisted in achieving the correct tone.
Brainstorming session to increase valued-added of the meetings – improve scope for exchanges and cooperation – ensuring sustainability of the group	Small group discussions facilitated a productive exchange among participants and helped better establish an atmosphere of informality
Crisis communications training	The basic training fulfilled the need of creating a common denominator ahead of the simulation session in October.

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Meeting Learnings

Meeting Shortcoming	Recommended Solutions
<p>It would be important to measure outcomes/success of the meeting among Member States</p>	<p>Identify KPIs / ways of measuring the outcomes of each meeting and evaluate them during the lessons learned phase</p>
<p>Following the training on Crises Comms participants had shown a good understanding of the elements of a crisis response in a static sense, but not yet of how those elements work together in a dynamic situation</p>	<p>In a real crisis, information only becomes available a little at a time. Participants should have to start their planning with the minimum of hard information to hand.</p> <p>They should be placed under immediate pressure to communicate both internally (to their hierarchy and to other institutions) and externally (on social media and in the press).</p> <p>If the customary format of breakout groups is used, groups should be encouraged to designate individual members for specific roles.</p> <p>“Scientific advice” should be provided to the groups at various points during the scenario. On occasion, this advice should differ from country to country, and the groups should only discover this fact when they report back on their communications messaging.</p> <p>The EFSA response should be an actual part of the scenario from the outset, with EFSA staff on hand to play the necessary roles.</p> <p>All of this is being taken into account for the October simulation.</p>





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<p>3. <u>Review format of meeting discussions</u></p> <p>EFSA to facilitate communication and information exchange among participants and with the AF/FP through more informal/interactive sessions (group work/break-out sessions) &amp; more tour-de-table during plenaries.</p> <p>4. <u>Increase MS awareness</u></p> <ul style="list-style-type: none"><li>• Organise AFCWG staff info sessions to explain the role of the Network/importance to engage with Members through active participation in meetings and invite broader list of EFSA colleagues to networking dinner when in Parma</li><li>• Working lunch to be considered as an opportunity to get to know each other (Comms staff and MS)</li><li>• EFSA to report back on progress and key lessons learned to the Advisory Forum as a standing agenda item.</li></ul>		
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