

43 AFCWG – Highlights, follow-up actions, next steps

Department: Communications
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Meeting dates: 23-24 June 2014

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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43AFCWG - Meeting Highlights

Top Significant Meeting Successes

Meeting Success	Factors That Supported Success
<p>Key Country Issues session/Corporate news</p>	<p>EFSA preparations to support MS in reporting back on key topics/organisational news that highlight the work being carried out in their countries</p>
<p>EFSA's updates on recently published outputs and forthcoming plans</p>	<p>The group has a strong interest in EFSA's scientific risk assessment pipeline which is useful to develop more effective communication through their respective networks. The group expressed interest in the Scientific Committee's work on Uncertainties and Criteria for re-opening existing Opinions.</p> <p>Interesting editorial discussions took place regarding the increasing role of MS communication colleagues in the writing of clear Abstracts and Summaries for Scientific Opinions. In initial discussions we learned that Norway, Germany and France are already engaging COMMS colleagues in parts the opinion drafting process.</p>
<p>Publications roadmap (EFSA's publications strategy for 2014-2016)</p>	<p>The MS appreciated the lessons-learned and efficiencies gained following EFSA's publications review and the step-wise approach to move from print to online publications</p>

Meeting Learnings

Meeting Shortcoming	Recommended Solutions
<p>AFCWG newsletter creation</p> <p>The AFCWG network does not find it necessary to create a dedicated newsletter as a tool to streamline information and improve cooperation amongst MS</p>	<p>To reinforce the use of Yammer as an interactive Platform for exchange of information</p>

Actions

Actions	Accountable	Deadline
<p>Joint EC/EFSA/MS Campaign</p> <p>Member State participants thought that the creation of an EU Hygiene Day / Week would create a valuable hook to reiterate key messages on a regular basis. The Member States thought it would be appropriate to launch such an initiative in the context of Expo 2015.</p>	<p>COMMS/DG SANCO</p>	<p>On-going</p>

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<p>Crisis Comms Guidelines/manual/protocol</p> <p>The group was pleased with the analysis and progress that has been made on the development of crisis communications protocol and appreciate that EFSA will liaise with the Heads of Agencies group with its work in this regards.</p> <p>Italy is asked to share the incident pyramid protocol showing the different levels of crises as a best practice example</p>	<p>COMMS/MS</p>	<p>By the next AFCWG meeting (October 2014)</p>
<p>Risk communications Guidelines</p> <p>The group's now well established Risk Communications Guidelines are strengthened by three new case studies for 2014 and EFSA will be looking into categorising the different Cases (Clear skies ahead-storms brewing-overcast) in order to give the Guidelines more shape and sustainability</p> <p>MS are requested to provide feedback on the three new Case Studies (Dioxins in fatty fish from the Baltic Sea, Lead exposure from cervid meat in Norwegian consumers and in hunting dogs, and 2011 <i>E-Coli</i> outbreak)</p>	<p>COMMS/MS</p>	<p>By the next AFCWG meeting (October 2014)</p> <p>By end July 2014</p>

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<p>Website redesign & target audience research</p> <p>In an interactive break-out session, valuable feedback was gained for the AGORA Project (website revamp) regarding primary usage patterns as well as specific requirements and ideas for its future development. EFSA will share more concrete developments on the website revamp at the next AFCWG meeting in October 2014</p>	<p>COMMS/Chan</p>	<p>By the next AFCWG meeting (October 2014)</p>
<p>Anti-GM protesters “storm” EFSA headquarters – lessons learned</p> <p>The sharing of learnings and experiences were appreciated by the MS who stated their interest in receiving the revised incidence management plan, upon completion</p>	<p>COMMS/Edit</p>	<p>As soon as possible</p>
<p>Stakeholder mapping</p> <p>EFSA will share the report on stakeholder mapping with members of the AFCWG network</p>	<p>COMMS</p>	<p>Upon finalisation of the internal report</p>