



Welcome to the 45th meeting of the EFSA Advisory Forum Working Group on Communications!

Rome, 1-2 December 2014

Draft agenda

1 December 2014

PM SESSION – 14h00-18h30

Welcome & introduction from our Italian hosts (20')

Dr. Pier Giuseppe Facelli, Head of the International Office of the Ministry of Health

Understanding the work of Italy's Ministry of Health (25') – Carlotta Ferroni (IT)

Corporate Focus

**EFSA's updates on organisational changes (10') - RH
Q&A**

Joint Work Plan 2014 – Key achievements & lessons learned (35') - LS

Plenary – 14h00 – 15h30

Coffee Break – 30 minutes

Comms Focus

Key country issues (45')

Italy – “Efsa Focal Point newsletter” - Daniela De Vecchis, Press officer at the Istituto Superiore di Sanità

Netherlands – Update on bird flu fever & Food safety Campaign launched in the Netherlands

Germany & Austria – MS communicator involvement in the risk assessment process

EFSA's updates on recent & forthcoming communications activities (30') – TS

Brainstorm: Target audience research needs & update on eurobarometer on risk perception (1 h 15') – LS

Plenary – 16h00 – 18h30

2 December 2014

AM SESSION – 09h00-13h00

Comms Focus

Update on EXPO 2015 (30') - IH

Work Plan 2015 & Multiannual training Plan (1 h) - ST

Plenary – 09h00 – 10h30

Coffee Break – 30 minutes

Stakeholder focus

FAO Guest Speaker: The work of the UN's Food & Agriculture Organization & why it developed a training programme on food safety for communicators (1 h 30')

Dr. Andrijana Rajic

Plenary – 11h00 – 12h30

Dates for the diary 2015 (15')

AOB (15')

End of the meeting