



# Update on AFCWG activities

56th Advisory Forum Meeting, Jurmala,  
Latvia, 11-12 June 2015



## UPDATE ON AFCWG ACTIVITIES

# AFCWG June Meeting, Bucharest

- Kindly hosted by the Romanian Food Safety Authority in Bucharest, 16-17 June with support from Alina Monea, Director Communications
- Theme: Media Relations – case studies, updates
- Projects Overview with Project Partners
- Train the Trainer: Give Your Own Media Trainings
- External Speaker: Tracey Brown, Director About Science, a non-profit in the UK





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# Crisis Communications Guidelines

- Crisis Communications Simulation and Guidelines:  
Simulation in Parma 4-5 November organised with EMRISK
- Aggregate and Consult targeted Member States, Heads of Agencies and DG Sante on existing plans and documents
- Create draft Crisis Communications Guidelines by September to 'test-drive' during simulation
- Finalize Guidelines by January 2015 incorporating feedback



# UPDATE ON AFCWG ACTIVITIES

## EU Insights Surveys

- New Approach from the Eurobarometer (done 2005 and 2010) to work with specialized suppliers for EU and Global reach
- Identifies national differences in food risk perception on specific topics (eg Energy Drinks, BPA, Nanotechnology etc)
- Serves as a basis for customizing risk communications approaches
- Excellent material for media outreach
- Defining methodology and topics of interest
- Approximately 2 per year



## UPDATE ON AFCWG ACTIVITIES

### Exchange Platform for Communicators

- Request by AFCWG members
- Successful pilot in Norwegian Scientific Committee for Food Safety
- Extension of the Guest Scientist and Staff Exchange Scheme under development
- To be announced at June meeting in Bucharest



## UPDATE ON AFCWG ACTIVITIES

# Risk Communications Guidelines

- New edition planned for Q2 2016
- Additional chapter on Communicating Uncertainty
- 2 New case studies in next edition
- Innovative Online Tool

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### Glossary

- Glossary (300 laymen definitions) to be integrated in the New Website
- Only used for communications products (not in Scientific Opinions)
- Available for AFCWG members (and beyond) in October
- Translations done by each MS, no validation by EFSA needed, reference requested



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# AF Steering Group Proposal

- **Objective:** To ensure that the AFCWG activities are steered towards the objectives and priorities identified under the AF cooperation strategy
- **Proposal:** Establish an AF Steering Group to oversee the governance, activities and deliverables of the AFCWG.
- **Approach:** The AF Steering Group should be small and initially consist of 3-4 AF members with an affinity to or interest in risk communications. The Steering Group would be chaired and supported by AFSCO.
- **Process:** After a period of reflection the AF Steering Group would propose a mechanism that would give stronger direction to the AFCWG so that it can fulfil needs and requirements of interest for the AF

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**Thank you for your attention!**

■ Any Questions?