



AFCWG Update

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AF Meeting 8-9 December

UPDATE OF AFCWG ACTIVITIES

2015 Achievements

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- New approach implemented– more interaction, project approach, external speakers and evaluations
 - 2nd Edition Risk Comms Guidelines published and shared for translations
 - Glossary completed and shared for translations
 - Draft Crisis/Incident Guidelines/successful Crisis Simulation Exercise
 - Launch of EU Insights project
 - Exchange program launched - successful pilots!
 - Global Roundtable for Food Risk Communications at Expo
 - Training – Train the trainer ‘Giving Media Trainings’

UPDATE OF AFCWG ACTIVITIES

2016 Objectives for AFCWG

- Deepen **alignment with AF** to address priorities together
- Identify and collaborate on **key EU food safety priorities**
- Improve preparedness and approach to **diverging views**
- Build on project approach to best **leverage expertise and resources**

2016

Future projects

- Finalise plan for a closer Alignment with Advisory Forum
- Incident/Crisis Guidelines finalised and shared broadly
- Third edition of Risk Communications Guidelines (When Food is Cooking up a Storm) with 2 new case studies and Chapter on Communicating Uncertainty
- Start-up Phase of a Global Platform for Food Risk Communicators – Working Group, Define ToR
- Plan for Improving & Preparing for Diverging Views
- EU Insights research and EU-wide comms strategy

EU INSIGHTS 2016

Discussion on Topic Selection

- The AFCWG identified 3 priority topics:
 - Antimicrobial Resistance (all 3 groups identified this as a key topic)
 - Pesticides
 - Food Supplements
- The AF is requested to make final selection of the topic for the 2016 survey and EU-wide Communications strategy
- Survey to be launched January 2016

THANK YOU !



- For your ideas and feedback
- Any questions?