



EFSA engagement and communication activities

Barbara Gallani, Head of Communication, Engagement and Cooperation Department

Stakeholder Bureau Meeting
17 Oct 2018

CONTENT

- Risk communication in practice
- Communicator Lab & Digital collaboration tool
- Future challenges
- Public Consultation Calendar
- Stakeholder engagement opportunities

RISK COMMUNICATION IN PRACTICE

MULTIMEDIA

- Videos
- Interactive tools
- Infographics,
- Data visualisation

EFSA WEBSITE

- News,
- Topics
- Alerts,
- Newsletter
- Lay Summaries
- Factsheets
- Events

EFSA JOURNAL

- All EFSA scientific outputs

SOCIAL MEDIA

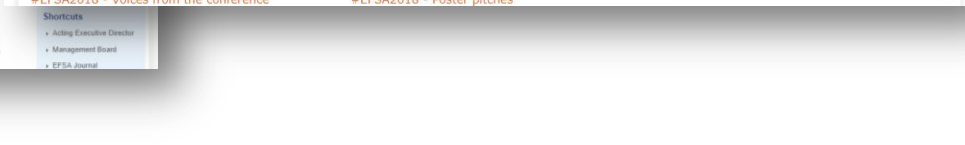
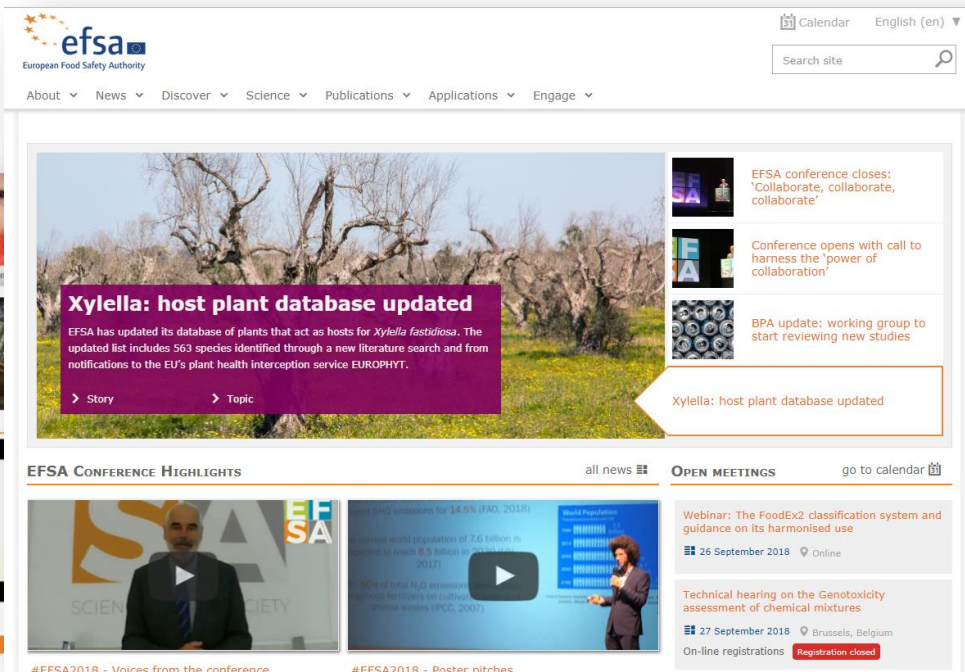
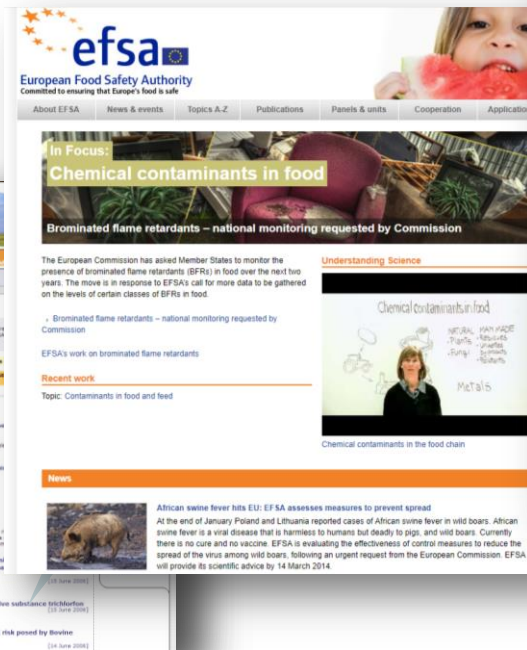
- Twitter,
- LinkedIn
- YouTube

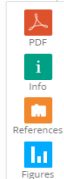
SCIENTIFIC OUTREACH



- Science networks
- Infosessions
- Scientific Conferences
- Webinars



WEBSITE EVOLUTION (2006-present)





 Open Access
  Creative Commons


Scientific Opinion

Malachite green in food

EFSA Panel on Contaminants in the Food Chain (CONTAM)

First published: 27 July 2016 Full publication history

DOI: 10.2903/j.efsa.2016.4530 View/save citation

Cited by: 0 articles  Citation tools



Requestor: European Commission

Question number: EFSA-Q-2014-00815

Panel members: Jan Alexander, Lars Barregård, Margherita Bignami, Sandra Ceccatelli, Bruce Cottrill, Michael Dinovi, Lutz Edler, Bettina Grasl-Kraupp, Christer Hogstrand, Laurentius (Ron) Hoogenboom, Helle Katrine Knutsen, Carlo Stefano Nebbia, Isabelle Oswald, Annette Petersen, Vera Maria Rogiers (until 9 May 2016), Martin Rose, Alain-Claude Roudot, Tanja Schwerdtle, Christiane Vleminckx, Günter Vollmer and Heather Wallace

Acknowledgements: The Panel wishes to thank the members of the Standing Working Group on non-allowed pharmacologically active substances in food and feed and their reference points for action (2015–2018): Metka Filipič, Peter Fürst, Laurentius (Ron) Hoogenboom, Anne-Katrine Lundbye, Carlo Stefano Nebbia, Michael O'Keeffe and Rolaf Van Leeuwen for the preparatory work on this scientific output, the hearing expert: Eva Persson, and EFSA staff members: Katleen Baert and Sofia Ioannidou for the support provided to this scientific opinion. The CONTAM Panel acknowledges all European competent institutions and other stakeholders that provided occurrence data on malachite green and leucomalachite green in food, and supported the data collection for the Comprehensive European Food Consumption Database.

Adopted: 24 June 2016

Correspondence: contam@efsa.europa.eu

Abstract

Malachite green (MG) has been used globally in aquaculture but is not registered for use in food-producing animals in the European Union. The European Commission requested EFSA to evaluate whether a reference point for action (RPA) of 2 µg/kg for the sum of MG and its major metabolite leucomalachite green (LMG) is adequate to protect public health. Available occurrence data were not suitable for a reliable exposure assessment. The hypothetical dietary exposure was calculated, considering the RPA as occurrence value for all types of fish, fish products and crustaceans. Mean dietary exposure across different European dietary surveys and age classes would range from 0.1 to 5.0 ng/kg body weight (bw) per day. For high and frequent fish



Abstract

Summary

1 Introduction

2 Data and methodologies

3 Assessment

4 Conclusions

5 Recommendations

Documentation
EFSA

Abbreviations: Scientific Opinion on the risks to plant health posed by *Xylella fastidiosa* in the EU territory, with the identification and evaluation of risk reduction options
Appendix A – and selection relevant for the assessment of green and leucomalachite green in food

Appendix B – used for the chronic dietary malachite green reference point

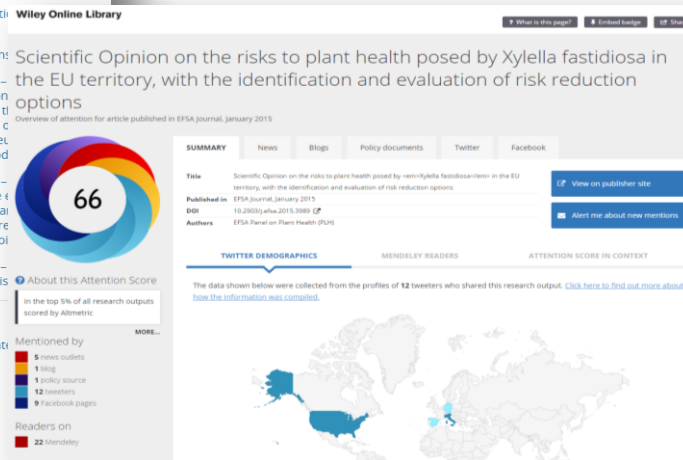
Appendix C – dose analysis

References

Related Content

Mentioned by
 4 news outlets
 1 blog
 1 policy source
 12 tweeters
 9 Facebook pages

Readers on
 12 Monday



INCREASING IMPACT

Citation report for **5,483** results from Web of Science Core Collection between 1975 and 2019 Go

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Analyze



h-Index

61

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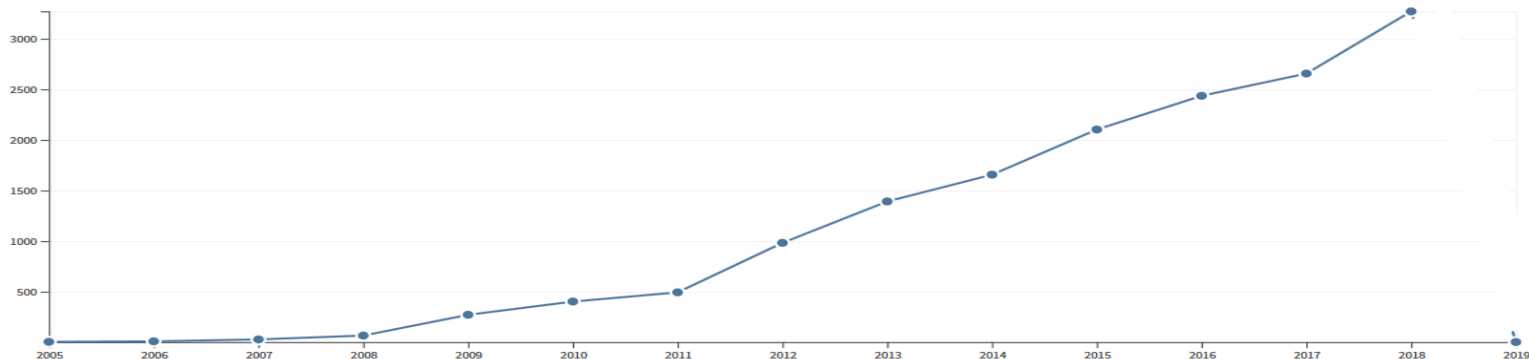
Analyze

Without self citations

7,109

Analyze

Sum of Times Cited per Year

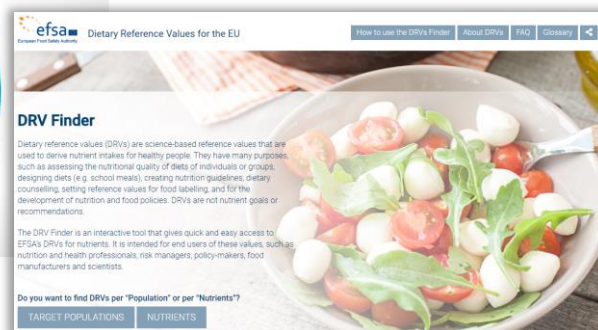
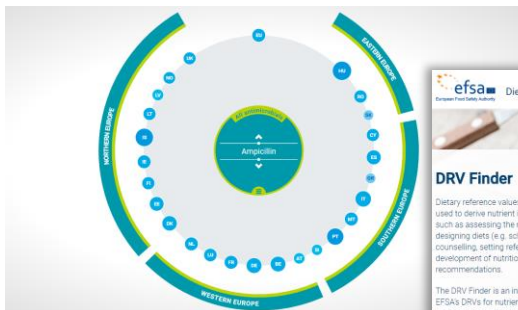


MULTIMEDIA @ EFSA (NOT JUST VIDEOS!)

INFOGRAPHICS



INTERACTIVE TOOLS



VIDEOS



SOCIAL MEDIA



CASE STUDY - AFRICAN SWINE FEVER

What should be done
before, during and after
an epidemic of African
swine fever (ASF)



<https://youtu.be/eyQ4t1wHI2M>

ASF ANIMATION ANALYTICS

Video	Views	Top 10 countries	Top 10 subtitles	Top 10 traffic source	Top 10 embedded
ASF	44,171	1. ES (17%) 2. BE (8,7%) 3. FR (6%) 4. NL (4,8%) 5. IT (4,4%) 6. DE (4,3%) 7. RO (2,9%) 8. DK (2,6%) 9. PT (2,3%) 10. CH (1,9%)	1. ES (12%) 2. FR (11%) 3. DE (7,4%) 4. NL (6,8%) 5. EN (5,8%) 6. IT (4,4%) 7. PT (2,7%) 8. HU (1,9%) 9. DA (1,9%) 10. GR (1,1%)	1. WhatsApp 2. FB 3. YT 4. afsca.be 5. Gmail 6. Google Search 7. admin.ch 8. farmer.pl 9. nebih.gov.hu 10. linkedin.com	1. europa.eu 2. YT 3. admin.ch 4. farmer.pl 5. nebih.gov.hu 6. agriculture.gouv.fr 7. Gmail 8. wallonie.be 9. lesoir.be 10. netnatur.dk

SOCIAL MEDIA



Main account launched in 2012

- Followers: **+26k**

Thematic accounts launched 2016

- @Plants_EFSA
- @Methods_EFSA



Channel opened in 2012

- +200** videos
- +1M** views



LinkedIn account launched in 2012

- +41k** followers



Comms Lab



Targeted mechanism for engagement set out in EFSA's Stakeholder Engagement Approach

Dedicated digital platform for registered EFSA stakeholders: Yammer

Yammer

A way of eliciting feedback from EFSA's registered stakeholders to test the usability and usefulness of specific communications products and tools that EFSA is developing



Pilot phase: 2017 – 2018

Pilot consultations

- Product 1: **EFSA Topics Pages (July-Sep 2017)**
- Product 2: **EFSA Data Visualisation: Antimicrobial Resistance in Europe (Dec 2017- Feb 2018)**
- Product 3: **Plain language summary (Oct 2018 - ongoing)**

EFSA PLAIN LANGUAGE SUMMARY

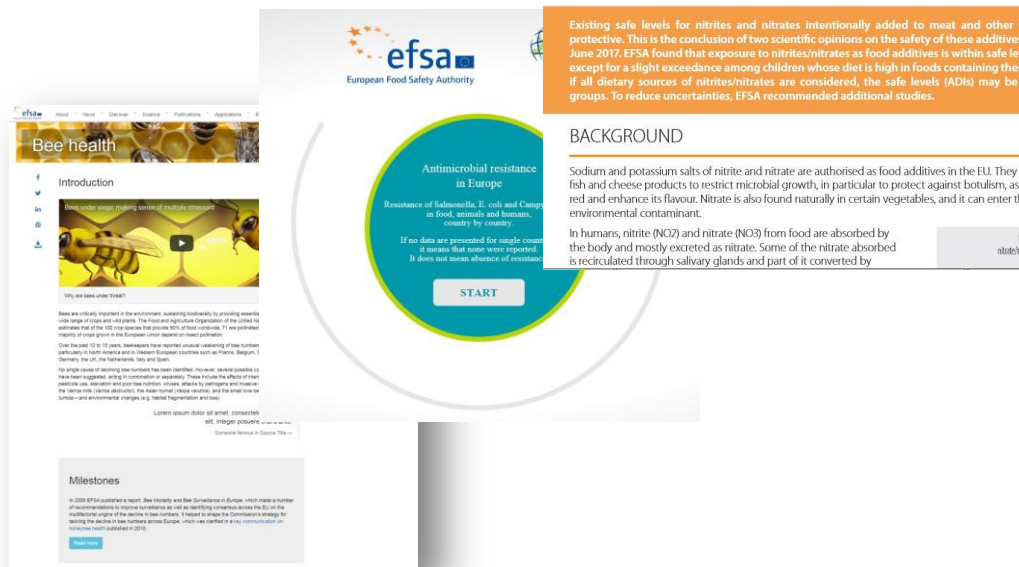
EFSA ASSESSES THE SAFETY OF NITRITES AND NITRATES ADDED TO FOOD

Existing safe levels for nitrites and nitrates intentionally added to meat and other food products are protective. This is the conclusion of two scientific opinions on the safety of these additives issued by EFSA in June 2017. EFSA found that exposure to nitrites/nitrates as food additives is within safe levels except for a slight exceedance among children whose diet is high in foods containing these additives. If all dietary sources of nitrites/nitrates are considered, the safe levels (ADIs) may be exceeded. To reduce uncertainties, EFSA recommended additional studies.

BACKGROUND

Sodium and potassium salts of nitrite and nitrate are authorised as food additives in the EU. They are used to protect against botulism, to enhance the colour of meat, and to enhance its flavour. Nitrate is also found naturally in certain vegetables, and it can enter the environment as a contaminant.

In humans, nitrite (NO_2^-) and nitrate (NO_3^-) from food are absorbed by the body and mostly excreted as nitrate. Some of the nitrate absorbed is reconverted through salivary glands and part of it converted by



Lessons learned

- Stakeholder positive feedback and active engagement
- Improve facilitation of stakeholders' interaction within Yammer network
- Transparency aspect; all comments and feedback provided through the digital platform are made visible to all registered users
- Timing of Consultation periods to be revised to allow more active interactions

Next step; Review of the effectiveness of the tool and discussion with EFSA's Management Board on the best way to proceed (Q4 2018)

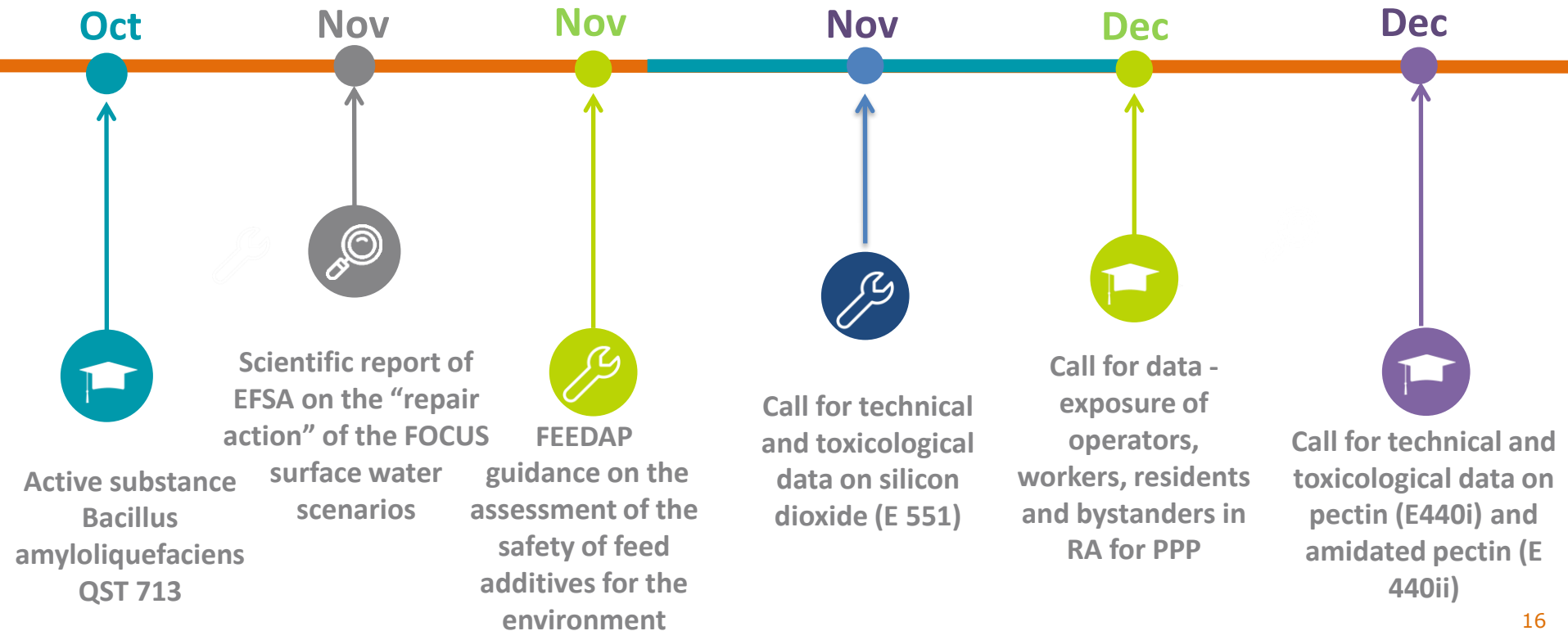
DIGITAL COLLABORATION TOOLS

- Four types of collaboration were tested:
 1. Internal communication;
 2. Communities of Knowledge;
 3. Opinion drafting with WG experts;
 4. MS Network support.
- All pilots delivered positive results and showed the potential of the tools.
- The project is now entering a new phase, piloting more communities on the Microsoft platform.
- A first version of the new knowledge exchange platform is scheduled to go live in 2019.

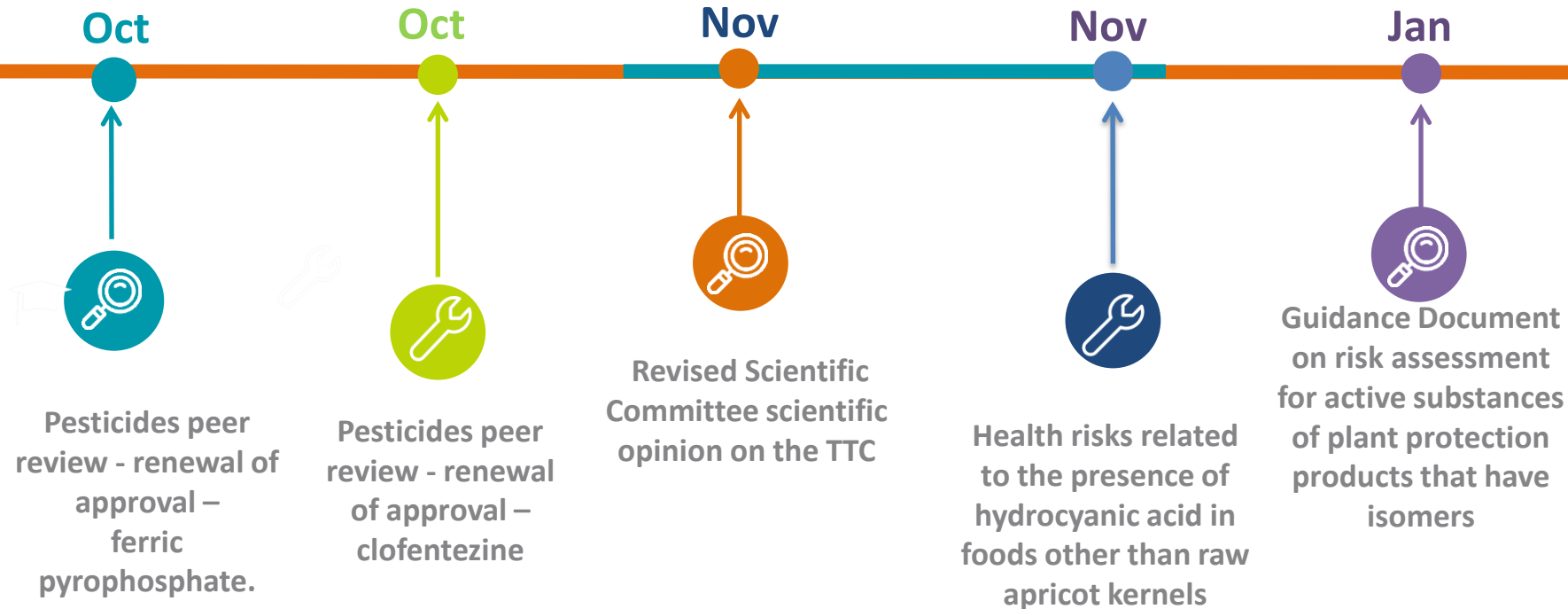
Communication challenges of the future

- follow the EC proposal to amend General Food Law,
- the MB recommendations on EFSA external evaluation,
- Outcome of the Scientific Conference 2018
- EFSA Strategy 2021-2027

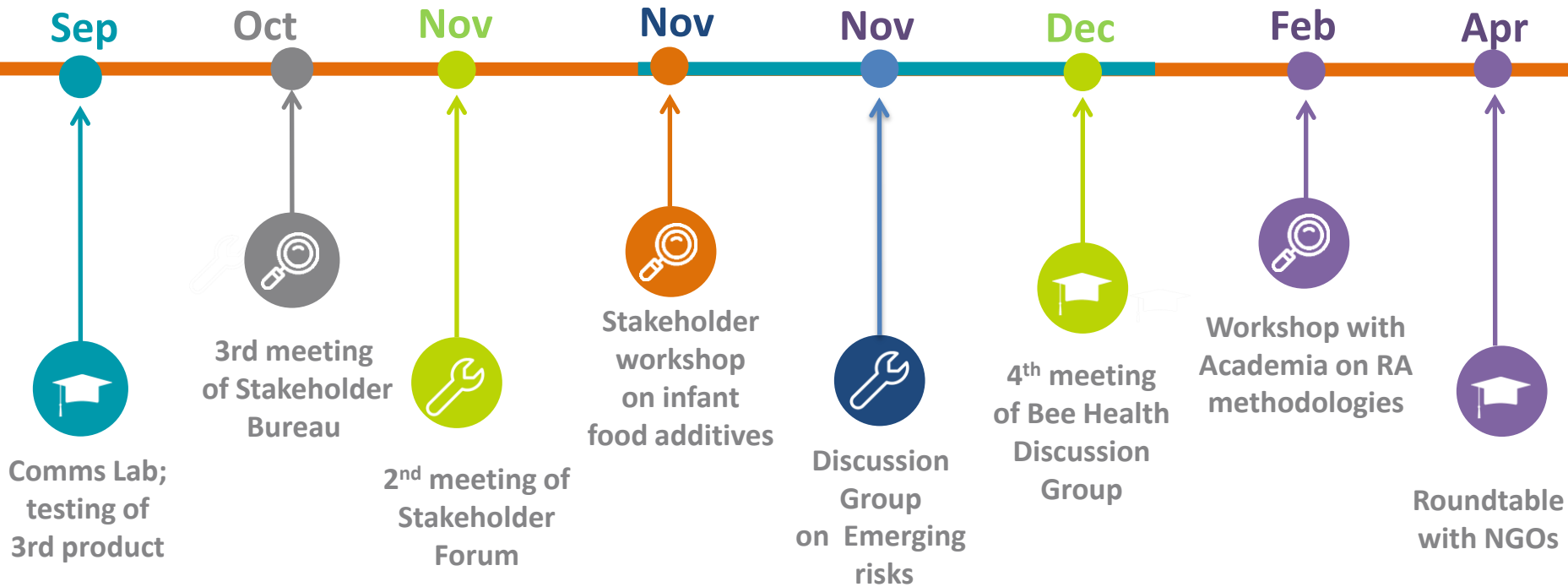
OPEN PUBLIC CONSULTATION & CALL FOR DATA - DEADLINES



PLANNED PUBLIC CONSULTATION – INDICATIVE LAUNCHING DATE



INDICATIVE TIMEFRAME – ENGAGEMENT OPPORTUNITIES



Continuous registration of new stakeholders

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