



EFSA Communications Strategy: 2010 – 2013 perspective

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**Management Board Meeting
Toledo, 18 March 2010**

- **8 October** - preliminary discussion and validation by MB of overall approach and timeline for review of EFSA Communications Strategy
- Review of 2006 EFSA Communications strategy informed by:
 - Analysis of results achieved (outputs and uptake, eg media, web...)
 - Qualitative research on EFSA image amongst key target audiences
 - Preliminary input on MB discussion document from Scientific Committee, Advisory Forum and WG on Communications, Advisory Group on Risk Communications
- **18 March** - presentation of Communications Strategy 2010-2013 for endorsement for public consultation

EFSA Communications: what have we achieved? (2006/09)

- Increase in **number** and **diversity** of topics and outputs... mirroring development of scientific activity

| | 2006 | 2009 |
|-------------------------------------|------|--------------------------------|
| Press releases/ Web news stories | 40 | 71 |
| Newsletters different | 1 | 5 (incl targeted for users) |
| Publications | 6 | 139 (↗ multilingual) |
| Events | 8 | 19 |

EFSA Communications: what have we achieved? (2006/09)

- Increase in visibility and uptake of EFSA communications

| | 2006 | 2009 | |
|-------------------------------------|---------|----------|-----------------|
| Media coverage (articles/month) | 400 | 750 | } <div>x2</div> |
| Visits to website (visits/month) | 100.000 | 200.000 | |
| e-Newsletter subscribers | 12.500 | > 24.000 | |

Growing media interest



EFSA Meeting to
Discuss Broiler
Welfare

BBC
**SENSITIVITY
TO
ASPARTAME
PROBED**

il salvagente

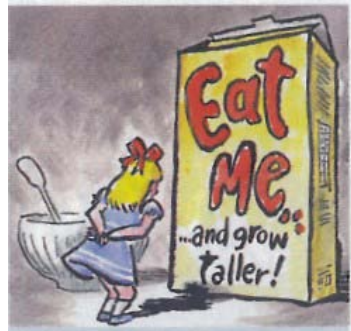
υγισ,
1' EFSA
si
confronta



Un nouveau
sucre,
Stevia

GAZZETTA DI PARMA

Il neo commissario
europeo in visita
ufficiale alla sede
dell'EFSA



**The
Economist**

The proof
of the
pudding



EFSA recommends
reduction of inorganic
arsenic intake

**Food e-news
Efsa**

guidance on
safety of
botanicals

Le Monde

Nanotechnologies
maîtriser les risques
sans empêcher le progrès

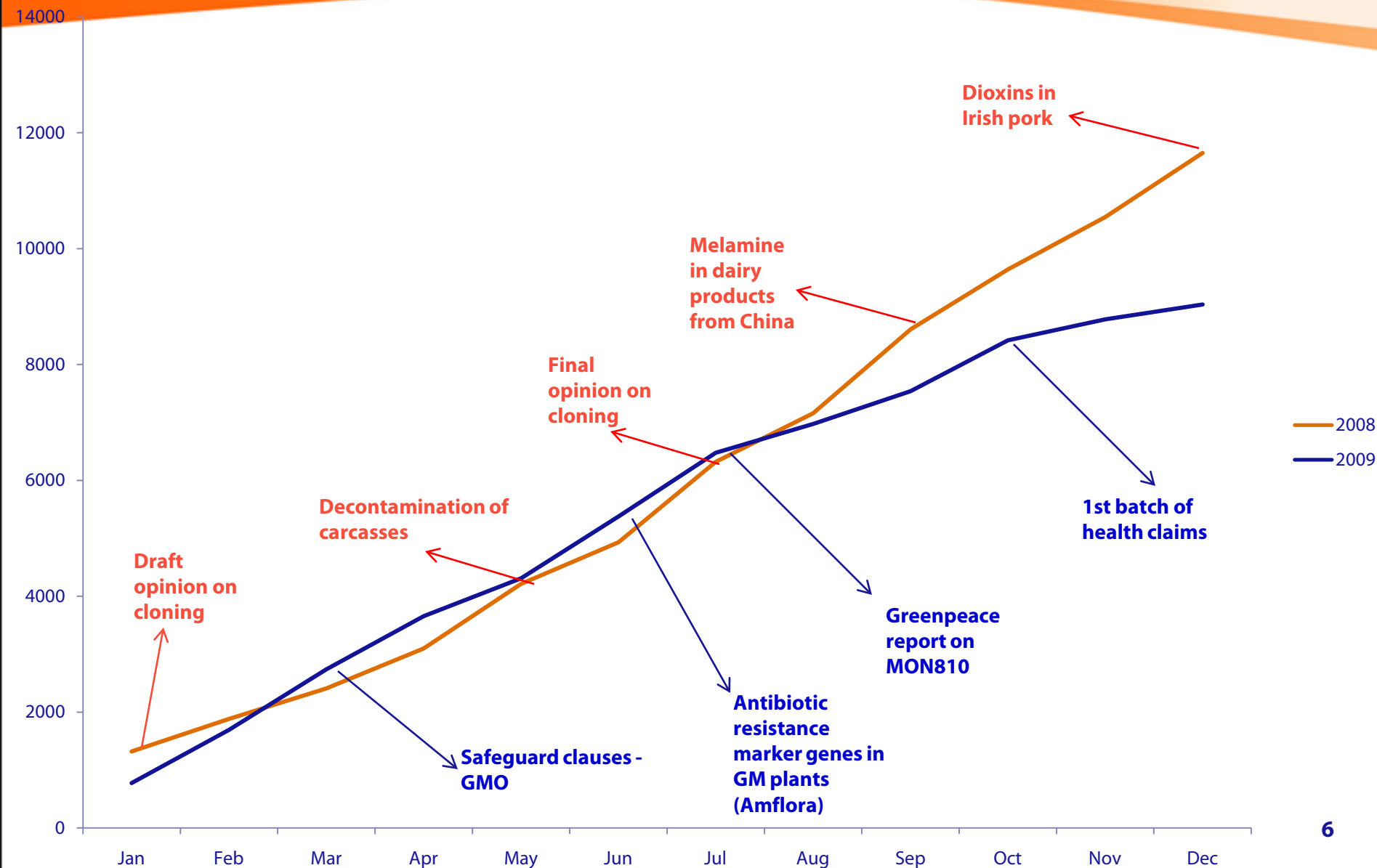
WSJ

Many health-food claims
struggle with scientific rigor

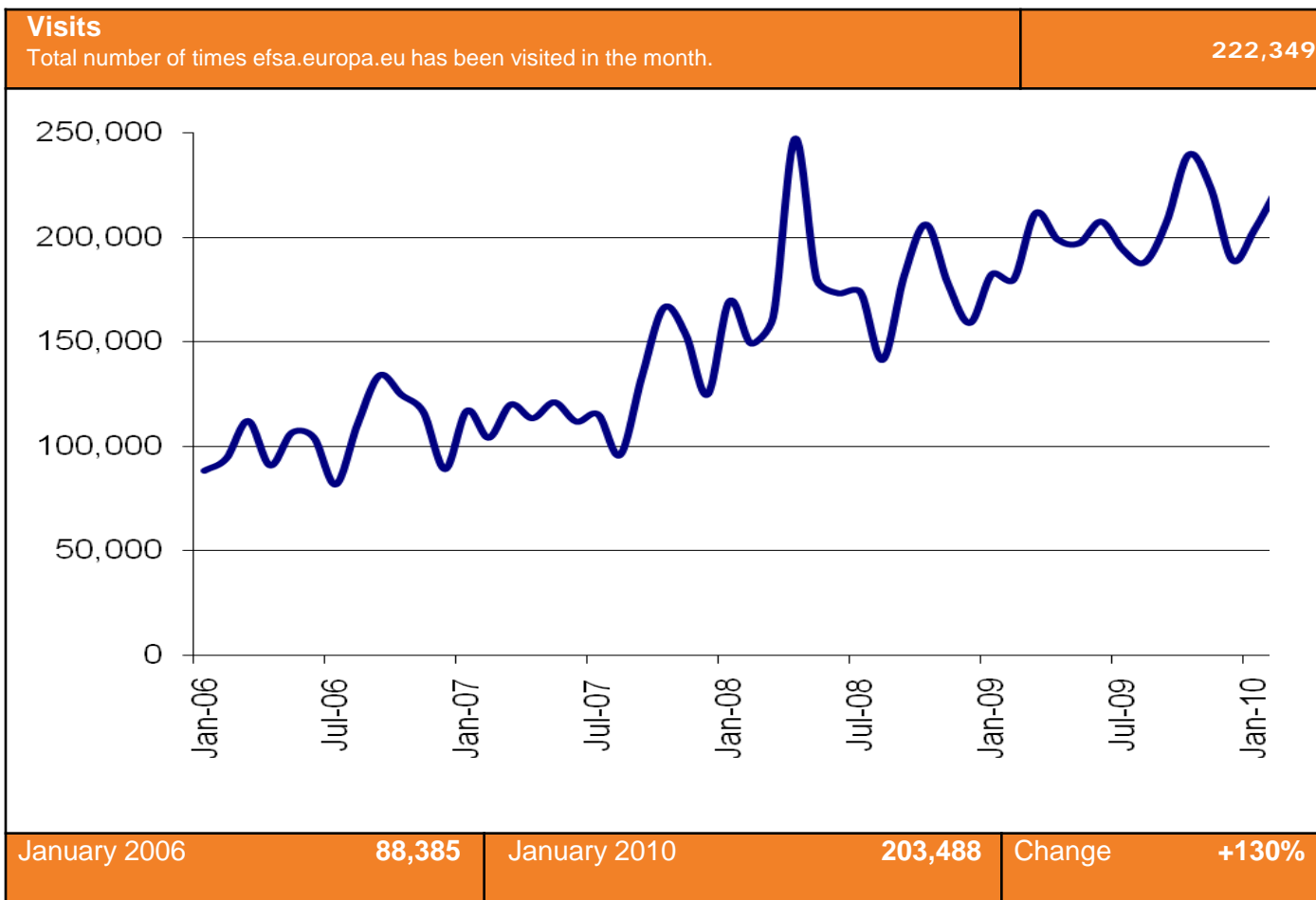


Das Nuckeln am
Schnuller kann zu
Schäden führen

High profile issues drive interest (cumulative media coverage in 2008/09)



Increased website visits



Coherence in communications: Melamine

The New York Times
**China Detains 22 in
Tainted Milk Case**

*Mélatamine: risque sanitaire
possible pour les enfants*

FOOD
navigator.com | europe

Kids could eat
three times
melamine TDI,
warns EFSA

INTERNATIONAL
Herald Tribune

*Chinese milk
scandal seen as risk
in Europe*

AGI
Agenzia Italia
*EFSA, LIMITI A
BISCOTTI,
CIOCCOLATO E
MOU*

The Telegraph
EU bans Chinese dairy
products

De Telegraaf

Risico chocola
met melkpoeder

gazeta
WYBORCZA
KE chce ograniczenia
importu chińskich
produktów zawierających
mleko w proszku
EU wants to limit import of
Chinese products
containing milk powder

la Repubblica
Latte contaminato, il
parere dell'Efsa
"Non ci sono rischi,
ma limitare dolciumi"

Building trust: science supporting EU risk managers



Expertos de la UE dicen que la carne tóxica de Irlanda no entraña riesgos para la salud (EU scientists say that contaminated pork meat is not dangerous for health)



Irish pork presents minimal risk - EU food agency



EU: No risk for majority of Irish pork consumers

la Repubblica

Carne alla diossina, l'Efsa "Nessun rischio per la salute" (Dioxin meat. No risks for health according to EFSA)



Irish dioxin pork "unlikely" health risk, says EU food watchdog



EU said, no risk for majority of Irish pork eaters



EFSA assures consumers on the Irish pork case

EU: EFSA downplays threat of Irish pork scare

Learnings from qualitative research: Communications

- EFSA is seen as good communicator with "massive output"
- Holistic view of "communications", ie from scientific opinions, to reports, meetings, presentations, reports, website, press releases etc... all is "communications"
- Coherence with risk managers is improving
- Right tools in place:
 - e.g. EFSA website = core of all EFSA communications

- EFSA communications is too technical
- Real challenge is the "translation of science into human language"
- Some verbatims:
 - *...**shorter more accessible summaries** that could be used by the national authorities for communication to the final consumer*
 - *The press releases are **still too technical, with too much information***
 - ***It is so important that Opinions and Statements are clearer and that they say what the conclusion is: ie is it safe, is it unsafe, it is substantiated or not etc***

Simplicity "food chain"

Evaluation, assessment, advice



Adoption and communication



Increase relevance: explain EFSA

How EFSA works From theory to practice

Scientific experts



Evaluation, assessment, advice



In theory



Identify the hazard:
What is the cause?



Characterise the hazard:
What are the potential health consequences?



Assess exposure:
Who is exposed and at what levels?



Assess the risk:
What level of risk does the hazard pose?

In practice

Illegal use of melamine in milk powder.



May damage the kidneys, depending on dose.



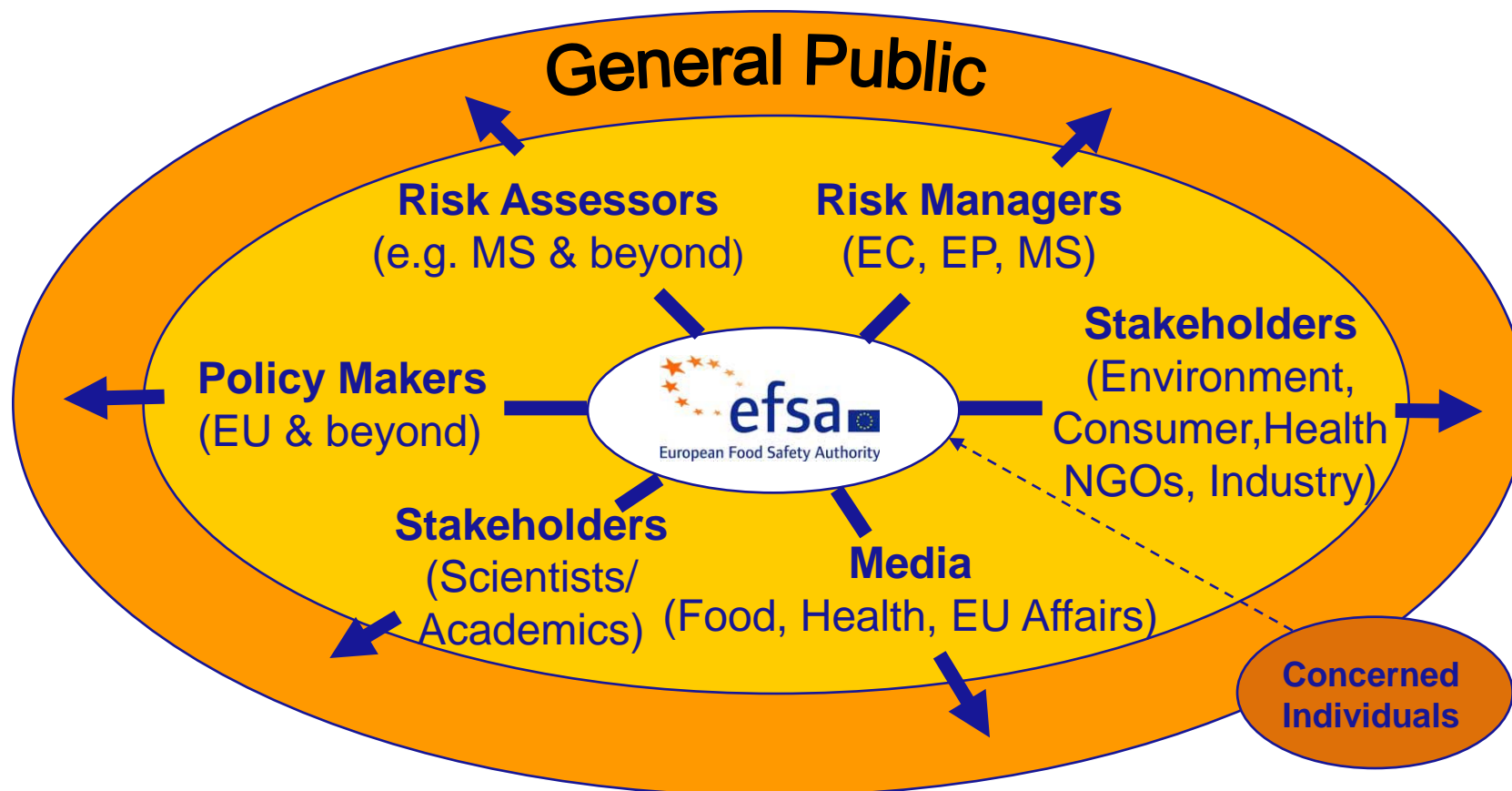
Looked at melamine in various food groups and the amount of chocolate and biscuits eaten in Europe.



At the time, no risk from contaminated chocolate and biscuits to adults. For children, only a risk in worst cases.



Who does EFSA communicate with?



What about the "general public?"

- Communicating with "consumers": a polarising issue. Only aspect everyone seems to agree on is that it's complex!
- Different points of view:
- Some believe EFSA should engage more with public about its role and identity. Prerequisite for building trust & credibility.
- Current network channels (eg MS) should still be used for "content" messages (ie on specific risks).
- However, some say that public is entitled to a clearer reference re EFSA's view on issues.

- Review of EFSA's communications strategy confirms 2006 framework still appropriate today:
 - Mission
 - Objectives
 - Overall approach to communications outreach, ie close co-operation with national food safety agencies and stakeholder networks

However, 2 key opportunities going forward....

- Improve the simplicity and relevance of its communications for all target audiences
 - including immediate partners & customers
- Expand EFSA's outreach to informed lay audiences
 - in co-operation with Member States, including shared understanding of priority targets

Key strategic priorities: 2010-2013

- **Simplicity and transparency:** increase relevance and understanding of EFSA communications for key target audiences and informed lay audiences, in co-operation with MS
- **Visibility and outreach:** enhance outreach, in the EU and beyond (increase awareness and recognition of EFSA)
- **Coherence:** further increase... across EU and beyond
- **Dialogue:** enhance dialogue with stakeholders and increase audience interactivity

⇒ Support by continuing to strengthen **capacity** for effective risk communications

- **March/April 2010** –
 - Pending MB endorsement and integration of comments received, launch consultation on EFSA communications strategy 2010-13 on EFSA website (focused by a series of key questions)
 - In parallel, consult key partners and stakeholders
- **May 2010**
 - Reconduct Eurobarometer on food-related risks
- **Summer/autumn** – analyse comments from public consultation, Eurobarometer learning, further internal consultation, drafting...
- **20/21 October 2010** – final strategy to MB

- Your thoughts / input on:
 - Outcomes/learning from review and qualitative research
 - Opportunities arising from research ie:
 - Need for greater simplicity
 - Expansion of public outreach
 - Key strategic priorities for 2010-2013
 - Any initiatives that we should either start (or stop) doing
 - How to best conduct public consultation, etc...