

**1st EFSA Sounding Board meeting
Virtual meeting, 23 March 2020**

EFSA Risk Communication

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Trusted science for safe food

- Mandate of Science in Risk Communication

Mandate | Science of Risk Communication



- **EC request:** technical assistance in the field of risk communication in support of the EC's implementation of the General Plan for Risk Communication (26/02/20)
- **Outputs:** a scientific report of EFSA (WG on Social Research Methods & Advice), three external reports (procurement)
- **Timeframe:** draft scientific report for consultation by mid/late 2020, finalise in early 2021; delivery of external reports in early 2021.
- **Work plan:** literature review started Feb 2020; procurements underway
- **Steering Group:** 3 x MS representatives (Croatia, Germany, Neths), the European Commission & EFSA



Overview | Science of Risk Communication

Identify key factors (concepts)

Science behind awareness

Science behind understanding

Risk perception definition

- Hazard vs risk ambiguity

Citizens' risk/benefit decisions

Take account of key factors (frameworks, tools)

Appropriateness of information (tailoring)

Generic risk profiling (for different RA workflows)

Selecting type/level and tools/channels of communication based on key factors

Coordinated communication (structures)

Identify existing models at international/EU/national levels (food safety or other sectors)

AS IS mapping (EU/national):

- Tools, channels, levels, formats
- Capacities and processes (communication, engagement)

(Outsourced non-scientific tasks)

Communication strategies

Foster public understanding of risk analysis

- Willingness to understand nature and value of reg. science

Fight false information/disinformation

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