



**78<sup>th</sup> Advisory Forum meeting**  
**Virtual meeting, 2-3 December 2020**

## **Engagement and Communication Update**

**Barbara Gallani**

Head of Communication Engagement  
and Cooperation Department

Trusted science for safe food



- Mandate on the provision of technical assistance in the field of Risk Communication
- 'Stop African Swine Fever' Campaign
- Media Highlights
- Stakeholder Engagement Highlights
- High Profile Communications

# Mandate on the provision of technical assistance in the field of Risk Communication

Ref. Amts/2020/10570 - 26/02/2020

EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR HEALTH AND FOOD SAFETY  
Food and feed safety, innovation  
The Director

Brussels  
SANTE/DDG2.D.1/UD (2020)1250410

Dear Dr Url,

**Subject:** Request for the provision of technical assistance in the field of risk communication

I would like to submit a formal request to EFSA for the provision of technical assistance in the field of risk communication.

Article 1 point 2 of Regulation (EU) 2019/1381 of the European Parliament and of the Council of 20 June 2019 on the transparency and sustainability of the EU risk assessment in the food chain ('Transparency Regulation')<sup>1</sup> amongst others introduces a new Article 8<sup>a</sup> to Regulation (EC) No 178/2002 (hereinafter 'General Food Law Regulation').

The latter new provision empowers the Commission to adopt, by means of an implementing act, a general plan for risk communication in order to achieve the objectives and the general principles set out in the General Food Law Regulation, as amended by the Transparency Regulation.<sup>2</sup>

The general plan should establish an integrated, flexible, transparent, continuous and inclusive risk communication framework for all EU and national risk assessors and risk managers. Particular emphasis should be placed on explaining in an accurate, clear, comprehensive, coherent and timely manner risk assessment findings, how these are used

<sup>1</sup> Regulation EU) 2019/1381 of the European Parliament and of the Council of 20 June 2019 on the transparency and sustainability of the EU risk assessment in the food chain and amending Regulations (EC) No 178/2002, (EC) No 1829/2003, (EC) No 1831/2003, (EC) No 2065/2003, (EC) No 1935/2004, (EC) No 1331/2008, (EC) No 1107/2009, (EU) 2015/283 and Directive 2001/11/EC (OJ L 231, 6.9.2019, p. 1), to be found at <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32019R1381&from=EN>

<sup>2</sup> See new Articles 8a and 8b of the General Food Law Regulation respectively, as amended.

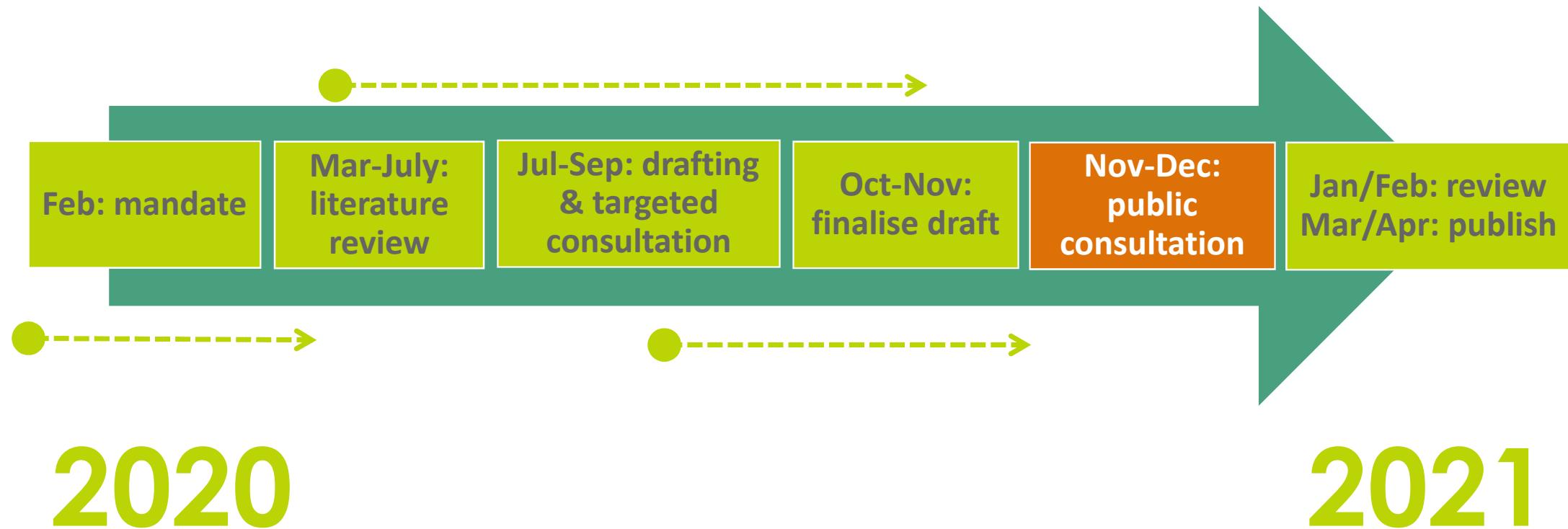
Dr Bernhard Url  
Executive Director  
European Food Safety Authority  
Via Carlo Magno 1/A  
I-43126 PARMA

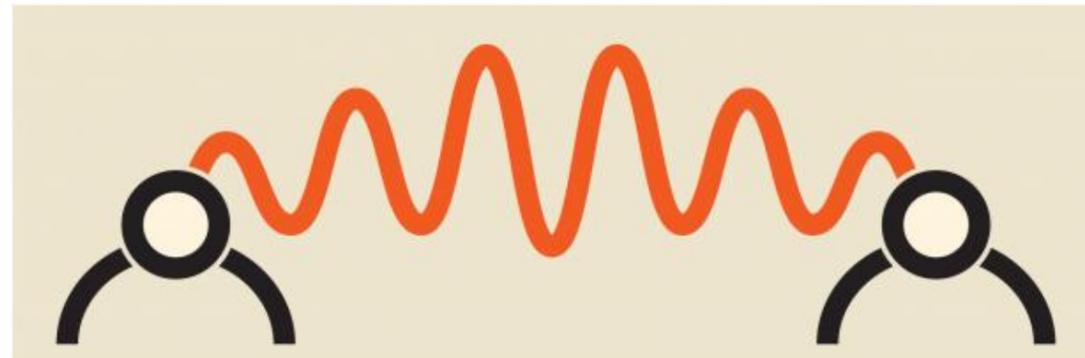
Commission européenne/Délégation Communautaire, 3049 Bruxelles/Brussel, BELGIQUE/BELGIË - Tel +32 22991111  
Office: 0232 82102 - Tel. direct line +32 229-21942

## EC request (received 26Feb20): Technical assistance in the field of risk communication in support of the EC's implementation of the General Plan for Risk Communication

Deadline: **31Mar21**

# The scientific report | Where are we in the process





## **segmenting audiences**

tackling false information and its sources

awareness and understanding

**tailoring information**

**risk perceptions**

**difference in meaning between 'hazard' and 'risk'**

**mechanisms for structured risk communication**

Calling on **risk communication experts and specialists**

**Deadline 17/01/21**

More info: <https://www.efsa.europa.eu/en/consultations/call/public-consultation-draft-scientific-report-technical-assistance>

- Send references for identified **data gaps**
- Involve **communications scientists & practitioners** from your country
- Provide feedback on the **conclusions & recommendations**
- Make suggestions for **next steps**

# 'Stop African Swine Fever' Campaign Preliminary Results

# 'Stop African Swine Fever' Campaign



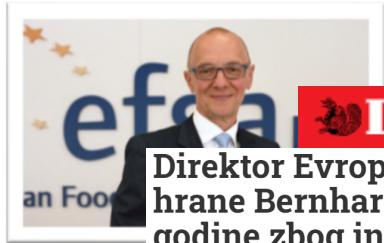
**Prevent, detect, report**

# Some preliminary results

- The campaign was covered mainly by **national** (89%), **online** (80%) media
- More than 230 **earned media** activities - three times more successful than planned
- 84 **engaged stakeholders** and 108 activities - 1.5 times better than planned
- **Social media** (60%) and the **website** were the main promotional channels (35%)
- **Influencer marketing** in selected countries proved a valuable addition to the 'traditional' activities, generating more than 200,000 further campaign contacts
- The **radio campaign** fully reached its targets while the **TV campaign** surpassed the expected performance in most countries
- Online **display** and **video advertising**: 5-8 times more clicks

## Latest Media Highlights

# Latest media highlights



**Dnevni avaz**

Direktor Evropske agencije za sigurnost hrane Bernhard Url za „Avaz“: U EU svake godine zbog infekcija umru 33.000 ljudi



**Rai Radio 1**



**GAZZETTA  
DI PARMA**



**GAZZETTA  
DI PARMA**



**RTK 1**



Europe's chemicals chiefs say they're hampered by pressure to shrink EU

Interview Sofie Dhollander (EFSA) on African Swine Fever



**C|D|M**



Les Européens sur-exposés aux perfluorés



**HUFFPOST**  
Non solo Covid: l'Efsa lancia l'allarme biotossine (di C. Bellon)

# Stakeholder Events

# Stakeholder events November-December 2020



- **Allergenicity of GM plants** – WG + Stakeholder Consultative Group meeting, 4 Nov 2020
- Technical hearing on the draft scientific guidance for the **preparation of applications on smoke flavouring** primary products, 5 Nov 2020
- Webinar: Implementing the **Transparency Regulation**. Requirements, tools and services, 19 Nov 2020
- **3<sup>rd</sup> meeting of the Stakeholder Sounding Board** for Transparency Regulation implementation, 30 Nov 2020
- **Webinar: Pest surveys following an outbreak: delimiting and buffer zone surveys**, 1 Dec 2020



# Stakeholder events – What comes next?

- **Emerging Risk Discussion Group** meeting, 9-10 Dec 2020
- The digital events series, Workshop; **Getting prepared for the future challenges**, 26 Jan 2021
- **Info-session on Endocrine Disruptors**, 1 Feb 2021
- **8th Stakeholder Bureau** meeting, 16 March 2021
- **Roundtable with NGO Associations**, 13 April (date tbc)
- **Transparency Regulation Implementation Training Programme** – a series of training modules to support the implementation of the Transparency Regulation



## Recent Communication Highlights:

- Animal Welfare
- Climate Change
- Antibiotic Awareness Day

# Animal Welfare Campaign



EFSA @EFSA\_EU · Jul 22

A sustainable future begins on the farm. @EU\_Commission has asked us for updated scientific advice on #animalwelfare rules, including transport and cages. Check out our new topic page:

[bit.ly/32GFUTt](https://bit.ly/32GFUTt)

#EFSA4animals #EUFarm2Fork #EU4animalwelfare



Stella Kyriakides and 3 others

1

36

36

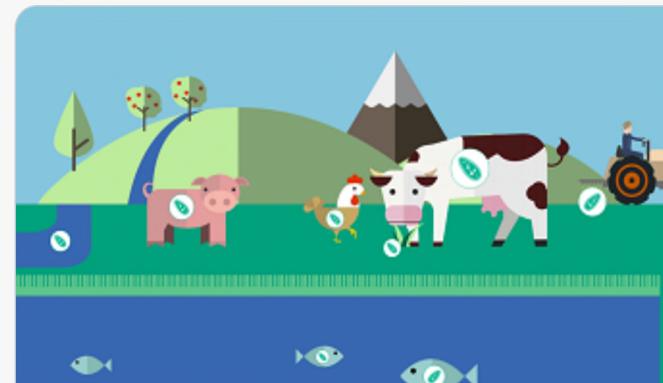
↑

EFSA @EFSA\_EU · Jul 3

Fighting antibiotic resistance will take many actions including better animal welfare. Check out our infographic

[bit.ly/2BrpN13](https://bit.ly/2BrpN13)

#EUFarm2Fork #EFSA4animals #Animalwelfare  
@ECDC\_EU



What can be done to reduce the use of antibiotics in animals?

Reduce the use of antimicrobials. Replace antimicrobials with alternative treatments. Rethink the livestock production system. Find out EFSA and [efsa.europa.eu](https://efsa.europa.eu)

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23

44

↑

...

EFSA @EFSA\_EU · Aug 6

EFSA to begin major scientific review of #animaltransport rules. Comes just as new inquiry committee in @Europarl\_EN begins its work. Find out more: [bit.ly/32GFUTt](https://bit.ly/32GFUTt)

#EFSA4animals #EUFarm2Fork #EU4animalwelfare



EU Food Safety #EUFarm2Fork and AW Intergroup

1

26

37

↑

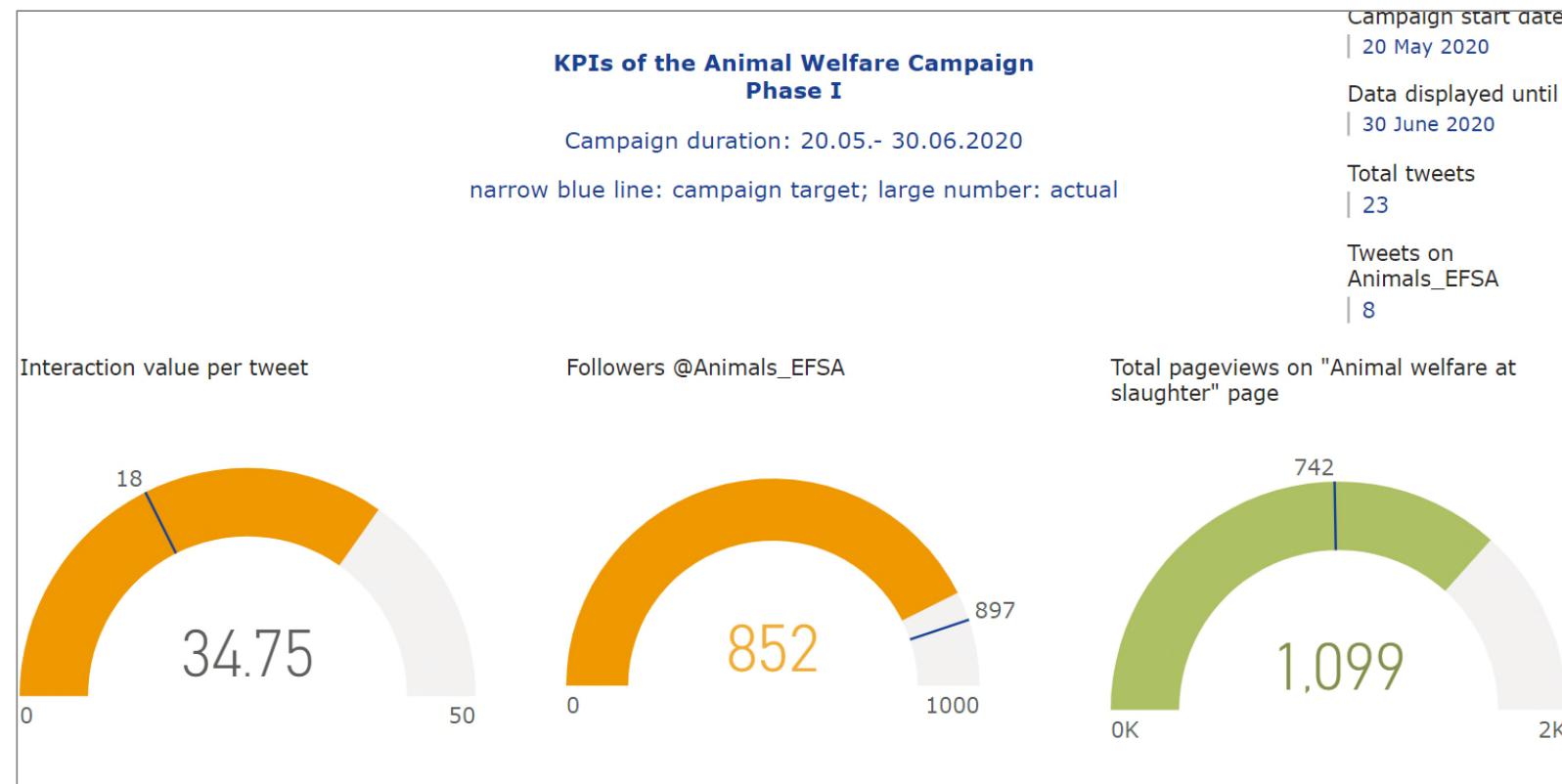
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# Results Animal Welfare Campaign (Phase I)

Official hashtag

#EFSA4animals

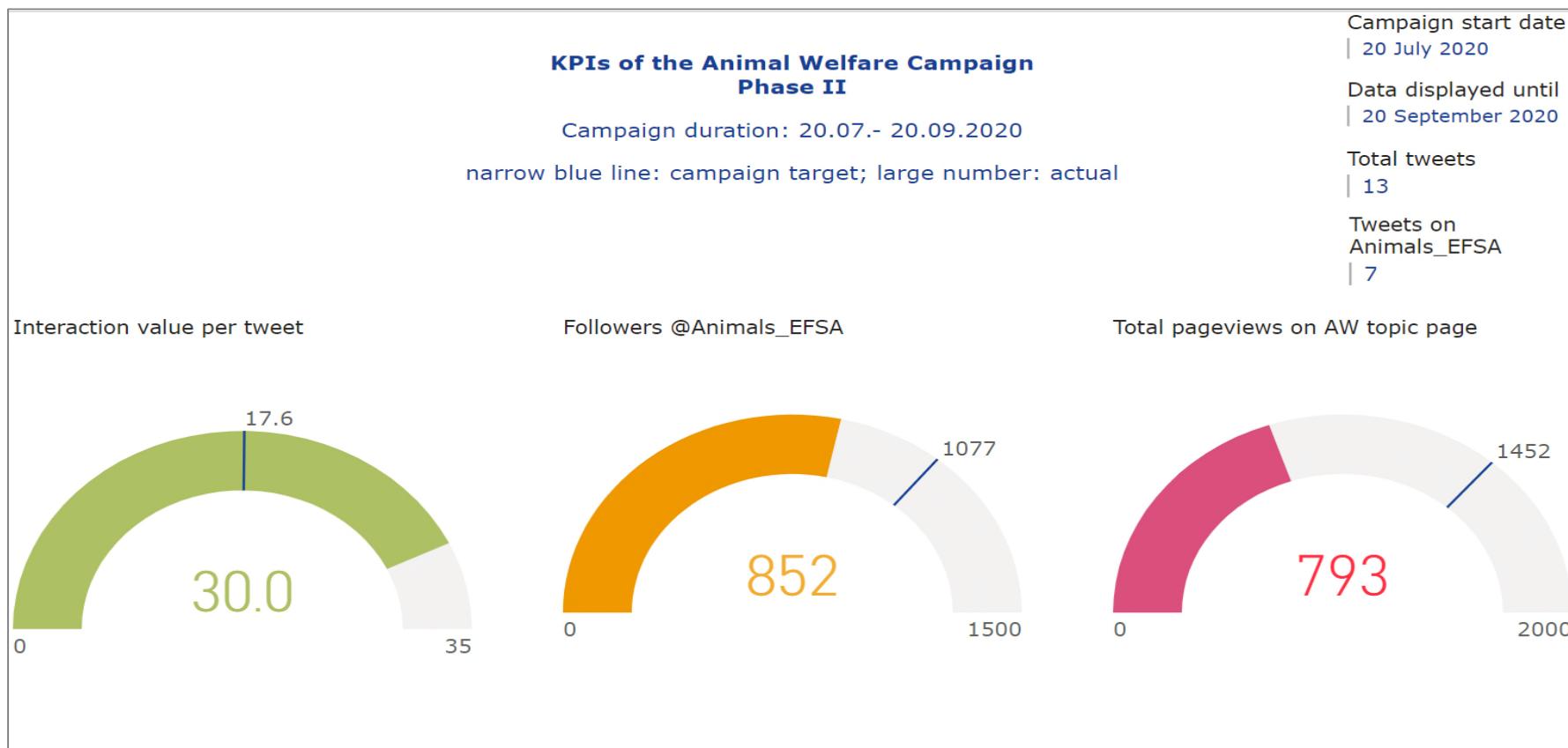
Phase I  
20/05/2020 – 30/06/2020



# Results Animal Welfare Campaign (Phase II)

Official hashtag  
#EFSA4animals

Phase II  
20/07/2020 – 20/09/2020



# CLEFSA Campaign

EFSA ✅ @EFSA\_EU · Sep 1

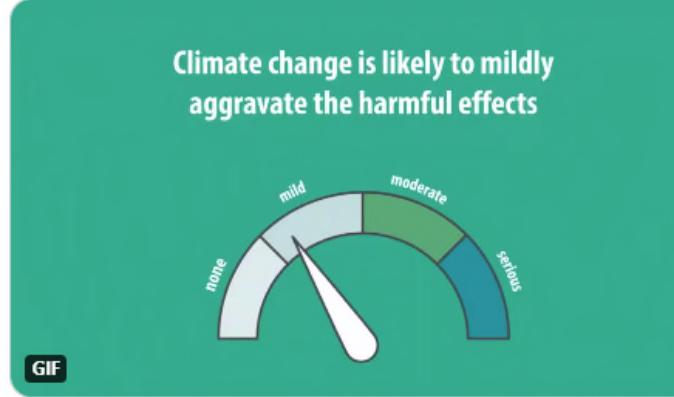
#ClimateChange is a driver of #EmergingRisks. EFSA's #CLEFSA project developed and tested new methodologies for the identification, characterisation and analysis of these risks. We're holding an info session on the project, sign up now: [bit.ly/3hx5xuu](https://bit.ly/3hx5xuu)



#ClimateChange  
REGISTRATION OPEN  
Deadline 30/09/2029  
Trusted

EFSA ✅ @EFSA\_EU · Jun 26

Microscopic #Cryptosporidium #parasites spread via water infect people & cause diarrhoea. Floods linked to #ClimateChange in 2012 probably caused big outbreaks in EU. Our #CLEFSA #crowdsourcing method helps predict such risks [bit.ly/2B10Jxu](https://bit.ly/2B10Jxu) #Diseases  
@EU\_Health @ECDC\_EU



Climate change is likely to mildly aggravate the harmful effects

GIF

1 16 22

EFSA ✅ @EFSA\_EU · Jun 25

#DYK #ClimateChange can cause food-related risks to emerge spread or worsen? Eg more disease-carrying mosquitos & midges infect & damage livestock, farmers livelihoods & food supply. Our #CLEFSA #crowdsourcing method helps predict such risks [bit.ly/2B10Jxu](https://bit.ly/2B10Jxu) #animalhealth



CLIMATE CHANGE AND MOSQUITOS/MIDGES  
Animal Health

GIF

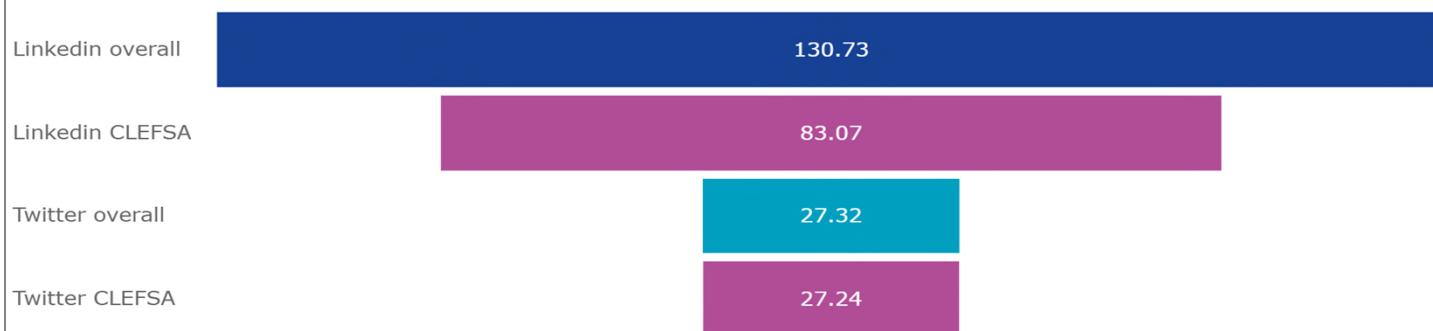
26 34

# Results CLEFSA Campaign

## CLEFSA on social media

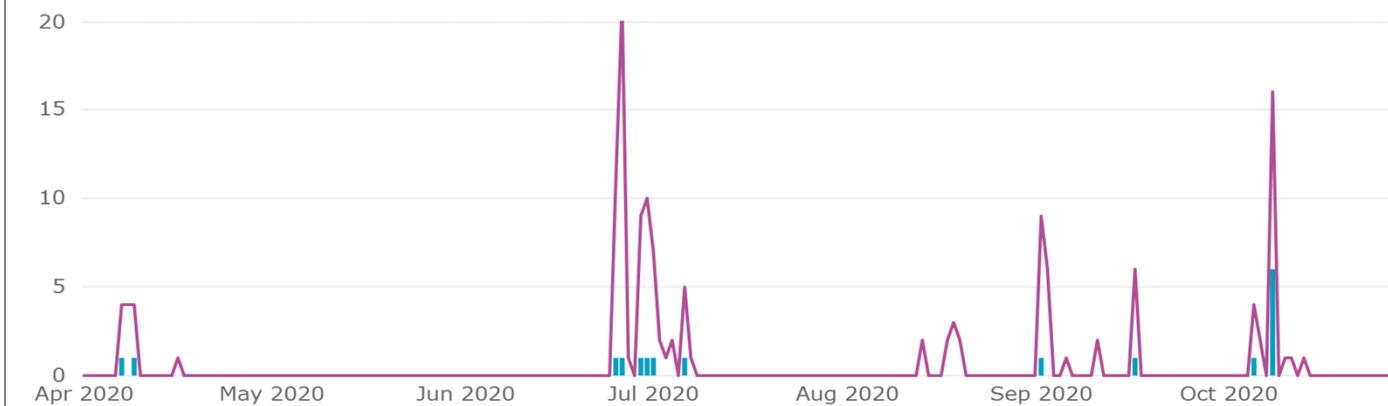
Twitter and Linkedin data from April to September 2020, covering all posts mentioning "CLEFSA"

Average interaction value: "CLEFSA" posts vs overall posts



"CLEFSA" mentions: Efsa tweets vs all tweets

● EFSA's CLEFSA tweets ● Mentions of CLEFSA on Twitter



EFSA Twitter:

17

CLEFSA tweets

EFSA Linkedin:

14

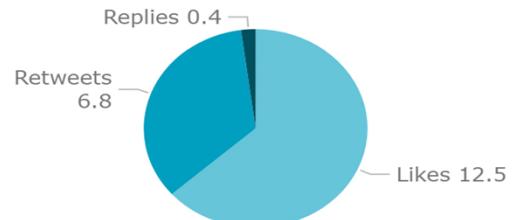
CLEFSA posts

All Twitter:

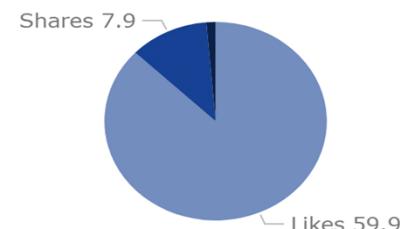
116

Mentions of CLEFSA on Twitter

Twitter: average interactions per CLEFSA tweet



LinkedIn: average interactions per CLEFSA post



# European Antibiotics Awareness Day 2020



Today is the European Antibiotic Awareness Day #EAAD ! Whether you are a #HealthCare professional, a patient, an #AnimalHealth professional, a #Farmer or a pet owner we need to play together to #KeepAntibioticsWorking 🎾. The ball is in our court, let's not drop it!



9:03 AM · Nov 18, 2020 · Twitter Web App

[View Tweet activity](#)

21 Retweets 4 Quote Tweets 46 Likes

## Activities to support the campaign

- Posts on Twitter and LinkedIn
- Coordination activities with ED's account
- **TW Storm:** Tweet on 18 November at 14:00 CET about #AntibioticResistance and #WAAW
- News on IC channel calling EFSA Voices and employees to share EAAD messages & visuals

# European Antibiotics Awareness Day 2020

Official hashtags

#EAAD

#KeepAntibioticsWorking

18<sup>th</sup> November 2020

EFSA tweets	Impressions of EFSA tweets	Avg interaction value / tweet
6	43.6K	43.5

interaction value = likes + shares \*2 + replies \*3

EFSA tweets

Corporate • Nov 18

How it works? Every agency has specific monitoring tasks in 32 European countries based on their remit. They pool the data, monitor and analyse the information, providing an overview of the #AMR situation in the EU. #EAAD <https://t.co/XbVlSf2yxZ>

2 7

Corporate • Nov 18

Today is the European Antibiotic Awareness Day #EAAD ! Whether you are a #HealthCare professional, a patient, an #AnimalHealth professional, a #Farmer or a pet owner we need to play together to #KeepAntibioticsWorking. The ball is in our court, let's not drop it! <https://t.co/cgYqDmSmfR>

25 46

Corporate • Nov 18

What can be done to reduce the use of #antibiotics in animals? Reduce the use of #antimicrobials. Replace them with alternative treatments. Reduce the #livestock production system. On the ball? Let's not drop it! <https://t.co/uscE3vhKxx> #EAAD #KeepAntibioticsWorking

9 14

Corporate • Nov 16

It is everyone's responsibility to use #antibiotics prudently, without them, we wouldn't be able to treat simple infections. The #EAAD 2020 is taking place on November 18, join the conversation. Find out more on #AMR and EFSA's role: <https://t.co/SC7YwN080u> <https://t.co/TRSdYPIApU>

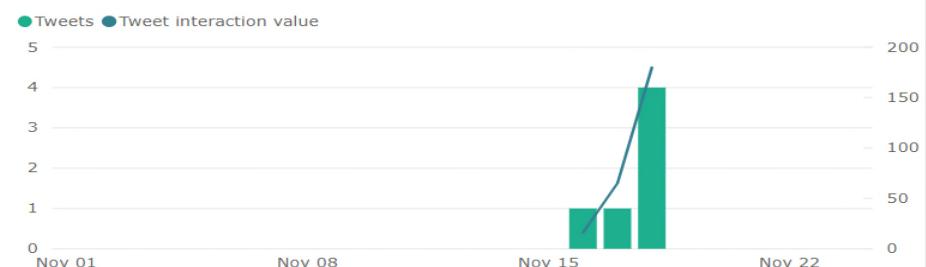
4 8

## #EAAD 2020 Twitter Reporting

# of likes	# of retweets	# of replies
126	63	3

2020 Year

EFSA tweets and interaction value



Overall Mentions of "EFSA + EAAD" on Twitter



# Stay connected



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