

78th 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

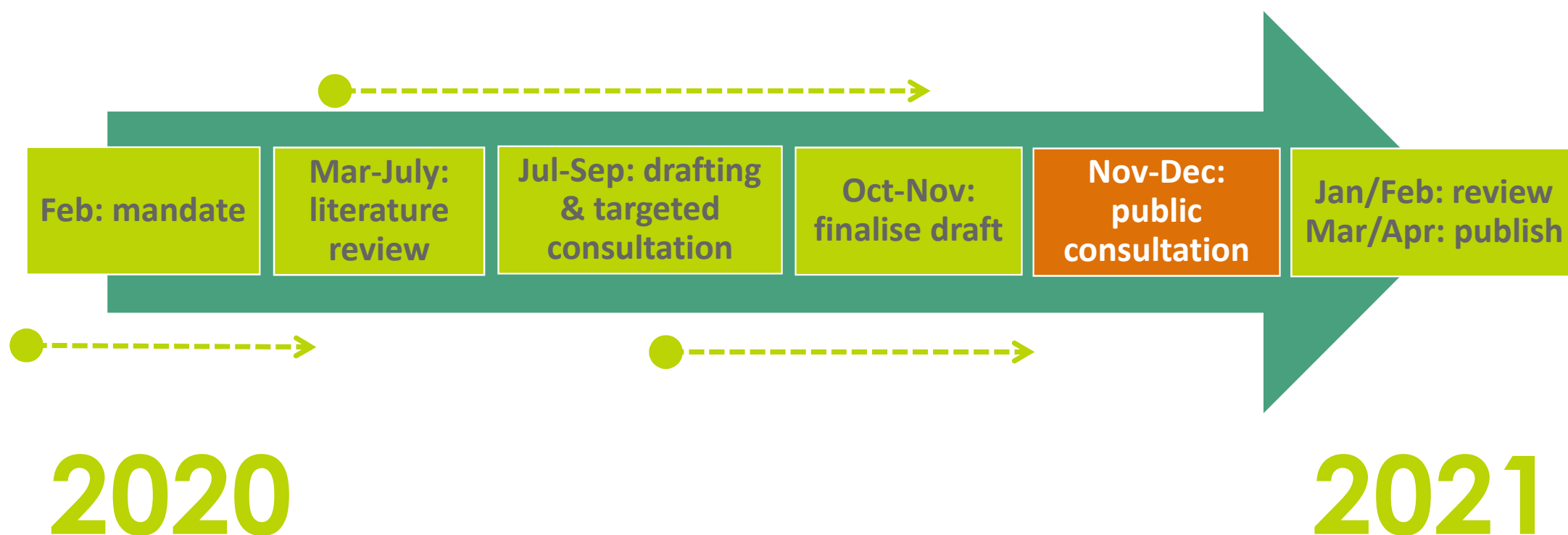
Mandate on the provision of technical assistance in the field of Risk Communication

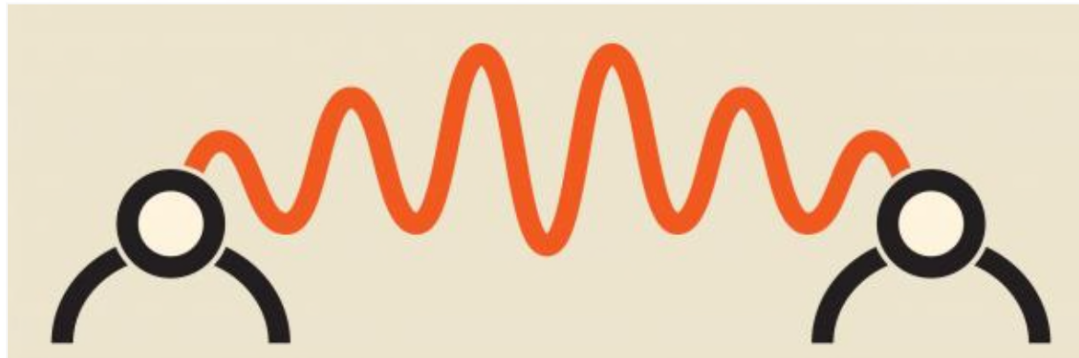


EC request (received 26Feb20):
Technical assistance in the field of risk communication in support of the EC's implementation of the **General Plan for Risk Communication**

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

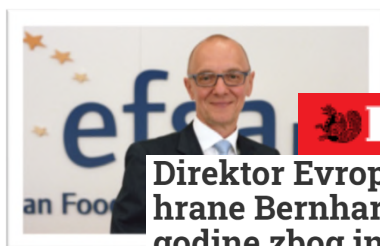
Some preliminary results



- 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

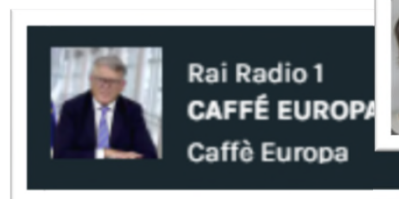
Latest Media Highlights

Latest media highlights



Dnevni avaz

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



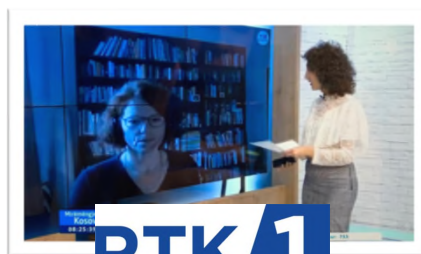
Rai Radio 1



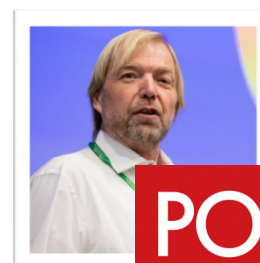
GAZZETTA DI PARMA



GAZZETTA DI PARMA



RTK 1



POLITICO



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

Interview Sofie Dhollander (EFSA) on African Swine Fever



CDM

arte



Les Européens sur-exposés aux perfluorés



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*
- **3rd 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

#EFSA4animals #EUFarm2Fork #EU4animalwelfare



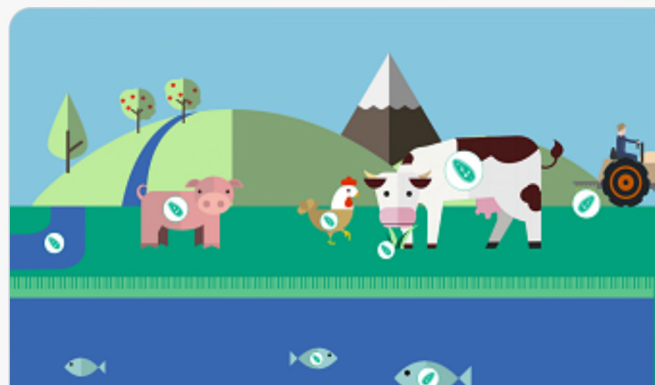
Stella Kyriakides and 3 others

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

#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

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

#EFSA4animals #EUFarm2Fork #EU4animalwelfare



EU Food Safety #EUFarm2Fork and AW Intergroup

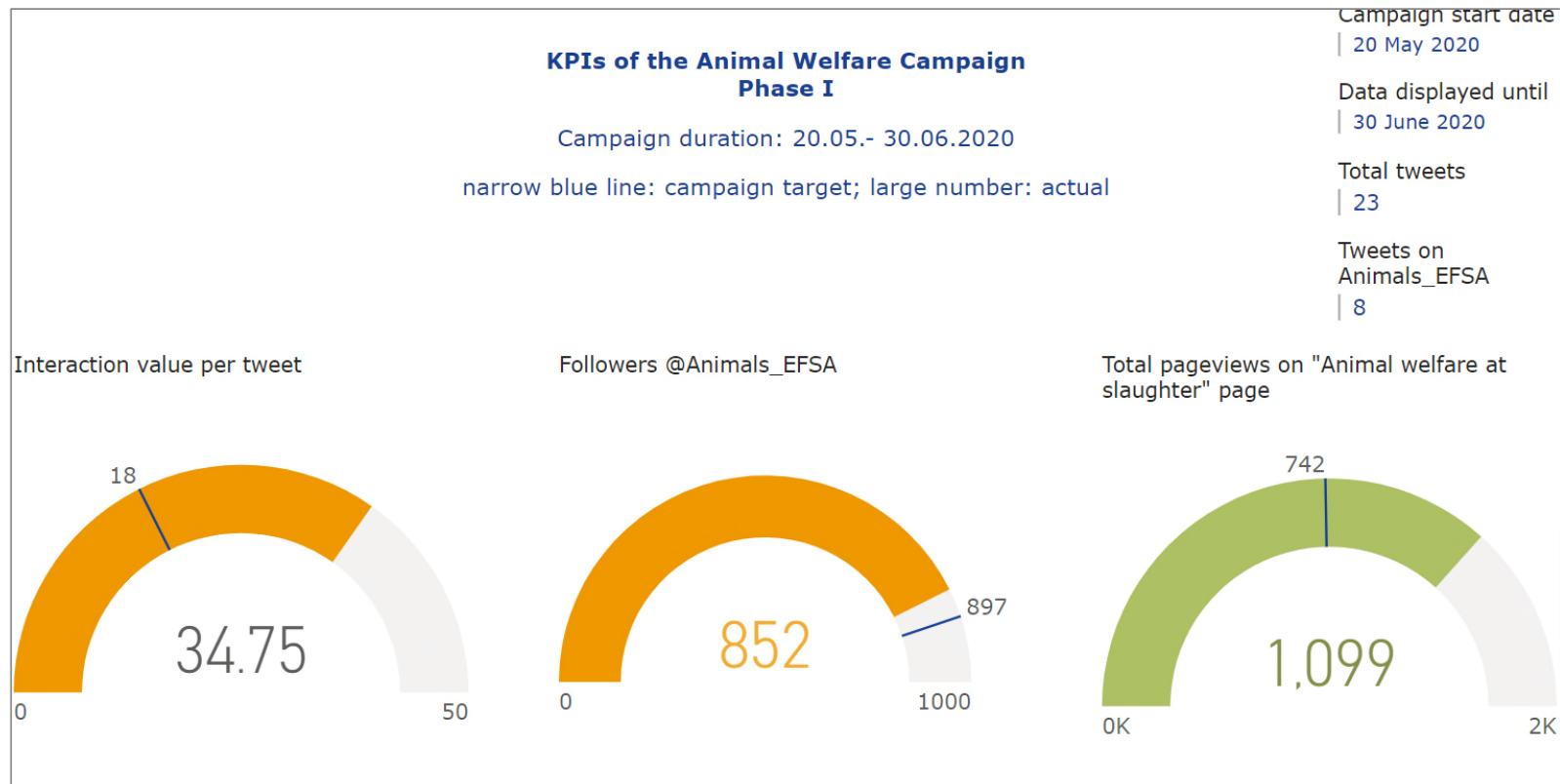
26 37

Results Animal Welfare Campaign (Phase I)

Official hashtag

#EFSA4animals

Phase I
20/05/2010 – 30/06/2020



Results Animal Welfare Campaign (Phase II)

Official hashtag
#EFSA4animals

Phase II
20/07/2020 – 20/09/2020

KPIs of the Animal Welfare Campaign Phase II

Campaign duration: 20.07.- 20.09.2020

narrow blue line: campaign target; large number: actual

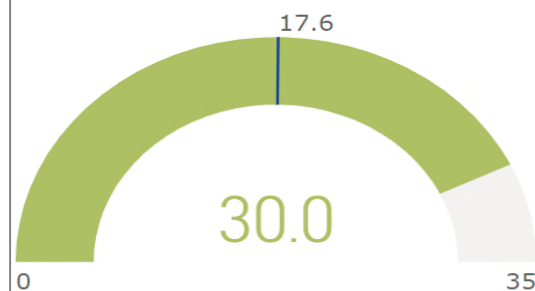
Campaign start date
| 20 July 2020

Data displayed until
| 20 September 2020

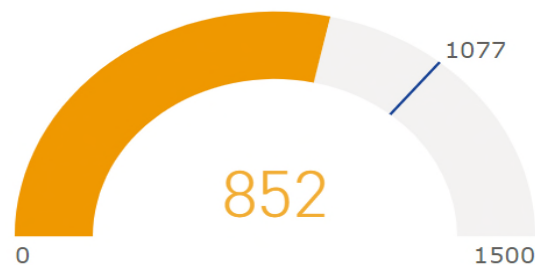
Total tweets
| 13

Tweets on
Animals_EFSA
| 7

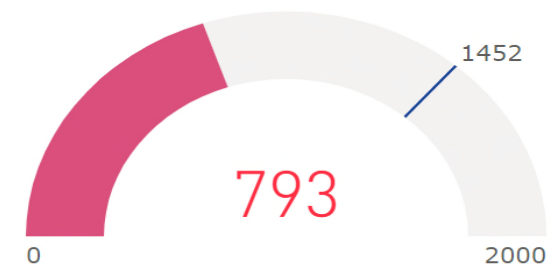
Interaction value per tweet



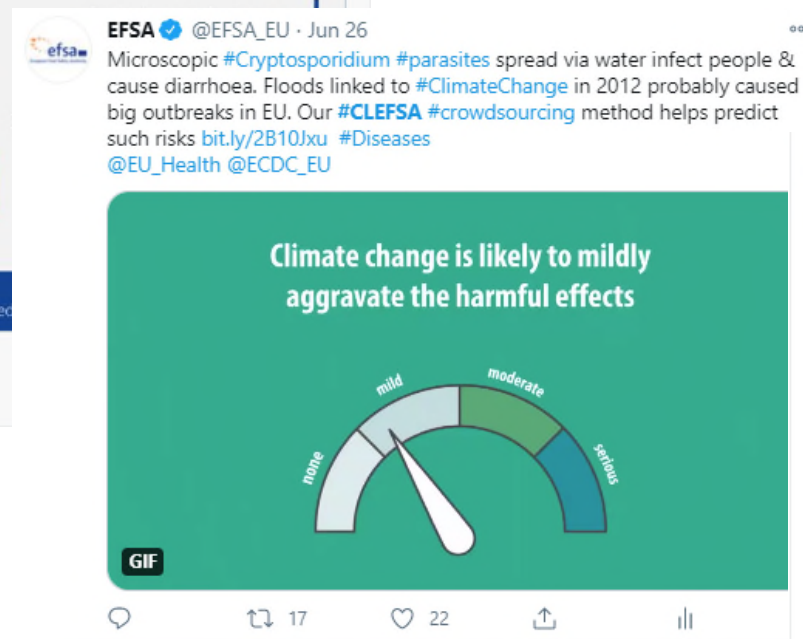
Followers @Animals_EFSA



Total pageviews on AW topic page



CLEFSA Campaign

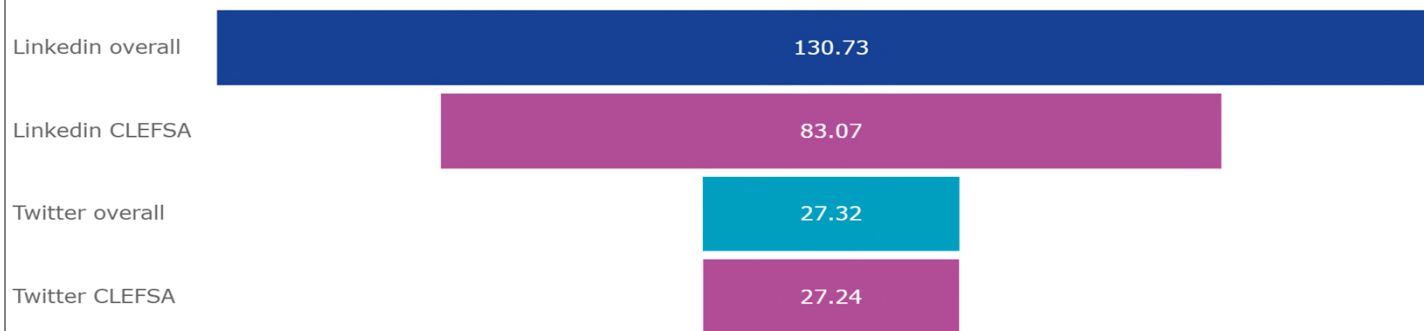


Results CLEFSA Campaign

CLEFSA on social media

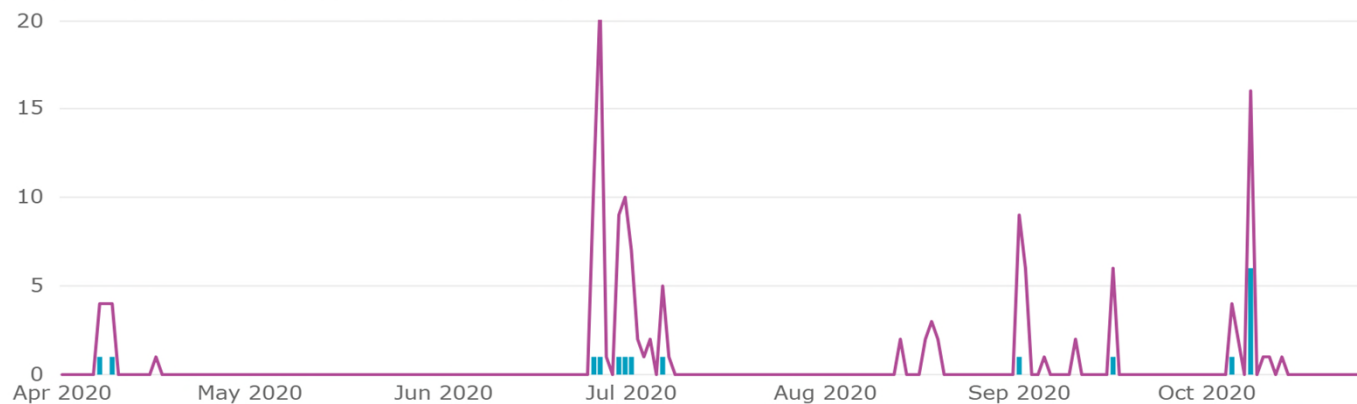
Twitter and LinkedIn data from April to September 2020, covering all posts mentioning "CLEFSA"

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

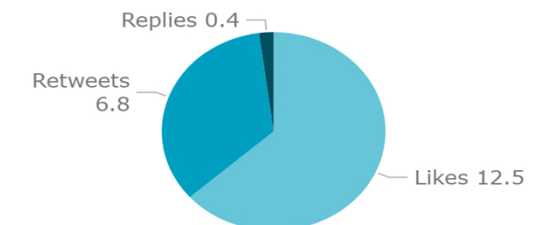
CLEFSA posts

All Twitter:

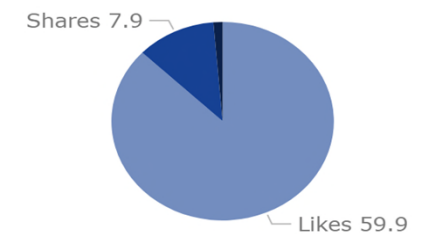
116

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

18th November 2020



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