

75th Advisory Forum meeting
Virtual meeting, 1-2 April 2020

EFSA contribution to General Plan on Risk Communication

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Trusted science for safe food

- Mandate on the provision of technical assistance in the field of Risk Communication
- High Profile Communications
- Media Highlights

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

High profile communications (Dec 2019-March 2020)

- FAQ: phthalates in plastic food contact materials



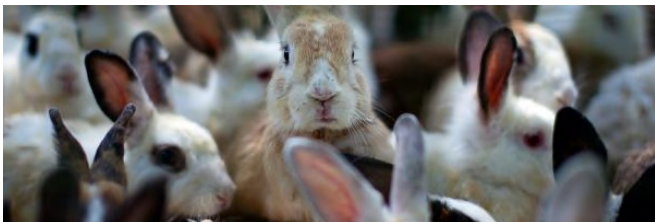
10 December 2019

- Salmonella the most common cause of foodborne outbreaks in the EU



12 December 2019

- Rabbit cages: EFSA identifies welfare issues



9 January 2020

High profile communications (Dec 2019-March 2020)

- African swine fever: disease spreading slowly in EU



30 January 2020

- New surveys boost food consumption database



7 February 2020

- PFAS public consultation: draft opinion explained



24 February 2020

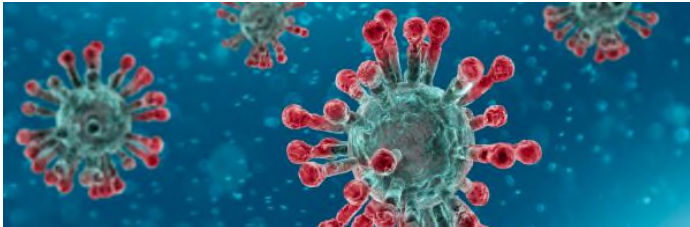
High profile communications (Dec 2019-March 2020)

- Antimicrobial resistance in the EU: infections with foodborne bacteria becoming harder to treat



3 March 2020

- Coronavirus: no evidence that food is a source or transmission route



9 March 2020

MEDIA Highlights (Dec 2019–March 2020)



Las 20 plagas que más teme la Unión Europea



Raw sewage gave Brittany oysters vomiting bug, say angry farmers



Jutarnji LIST



Interview with Bernhard Url, EFSA's executive director: "Food is not a source or route of COVID-19 transmission"



Press conference: EFSA's ED and EP AGRI Committee chairman



EFSA chief: Assessing fast-changing agrifood innovation is key challenge [Part I]



GAZZETTA DI PARMA Parma's daily features Christmas recipes from EFSA colleagues



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