

2nd Sounding Board meeting Virtual meeting, 20 July 2020

# **Risk Communication**

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Trusted science for safe food





# Update on EFSA Contribution to General Plan on Risk Communication

## EC mandate | Risk Communication





EUROPEAN COMMISSION DRECTORATE-GENERAL FOR HEALTH AND FOOD SAFETY Food and food sufery, inscrution

> Brussels SANTE.DDG2.D.1/FD (2020)1252410

Ref Awa(2020)1196709-26/02/202

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")! amongst others introduces a new Article 8c 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

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

Commission completes Commissio, 1049 Banadau Brasad, BELGQUDBELGE - Yel. >32 22991111 Office: B232 80102 - Yel. draction >32 229-21042

# 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

See new Articles 8a and 8b of the General Food Law Regulation respectively, as amended.

# How are we addressing the mandate?



Under the **Relationships Management Project** with input and advice from the **Steering Group on Coordinated Communications** including DG SANTE, Croatia, Germany, the Netherlands

## By end 2020

Draft scientific report on the Science of Risk Communications by WG on Social Research and Methods (expertise in psychology, sociology, economics and communication science)

## Early 2021 Reports from three outsourced tasks:

- Communication capacities, processes and linkages through fora and networks (RAs & RMs)
- > Communication Product Catalogue & Dissemination Best Practice
- > Large-scale engagement methods

# Progress | Science of Risk Communication



- Communicating about risk: Strategies for situations where public concern is high but the risk is low Hooker C, Capon A, Leask J in Public Health Research and Practice (2017)
- Optimising healthy and safe fish intake recommendations: A trade-off between personal preference a... Persson M, Fagt S, Nauta M in British Journal of Nutrition (2019)
- Optimal degree of public information dissemination
- Cornand C, Heinemann F in Economic Journal (2008) consumers' use of extrinsic and intrinsic cues to mitigate risky food choices

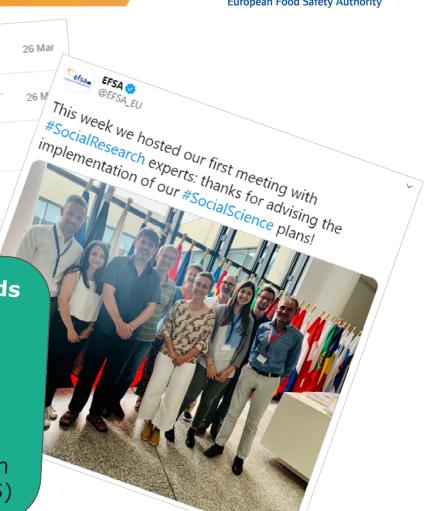
ner Studies (2008)

Assigned to EFSA WG on Social Research and Methods

Finalized: Literature selection and review plan  $\sim$  250 papers

Now happening: Review of findings (Apr-Jun)

Next step: Targeted consultation with external experts on literature gaps (including those identified by interested MS)



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