

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



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**

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

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) 26 Mar

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) 26 M

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
... Consumer Studies (2008)

Assigned to **EFSA WG on Social Research and Methods**

Finalized: Literature selection and review plan ~ **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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This week we hosted our first meeting with #SocialResearch experts: thanks for advising the implementation of our #SocialScience plans!



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