

76th Advisory Forum meeting
Virtual meeting, 1-2 July 2020

Engagement and Communications update

Barbara Gallani

Head of the Communication, Engagement and Cooperation Department

Trusted science for safe food

- Update on EFSA Contribution to General Plan on Risk Communication
- Highlights: Recent Communications; Social Media; Media
- World Food Safety Day – a joint effort
- Highlights: Stakeholder Engagement
- Ongoing external evaluations: EU-FORA and Focal Points

Update on EFSA Contribution to General Plan on 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, 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 Mar
- 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)



Recent Communications

Pesticides

- Pesticides: first cumulative risk reports published
- Pesticide residues in food: track trends with our browsable charts



Plant health

- Xylella: 37 new plant species added to host list
- Protecting Europe's plants: pest survey cards go digital

Animal health and welfare

- Rift Valley fever: risk low but EU must remain vigilant
- Welfare of pigs at slaughter



Biological hazards and contaminants

- Listeria in frozen vegetables: how to reduce risks
- Ochratoxin A in food: public health risks assessed

Social Media Highlights

Social Media Highlights (April - June 2020)

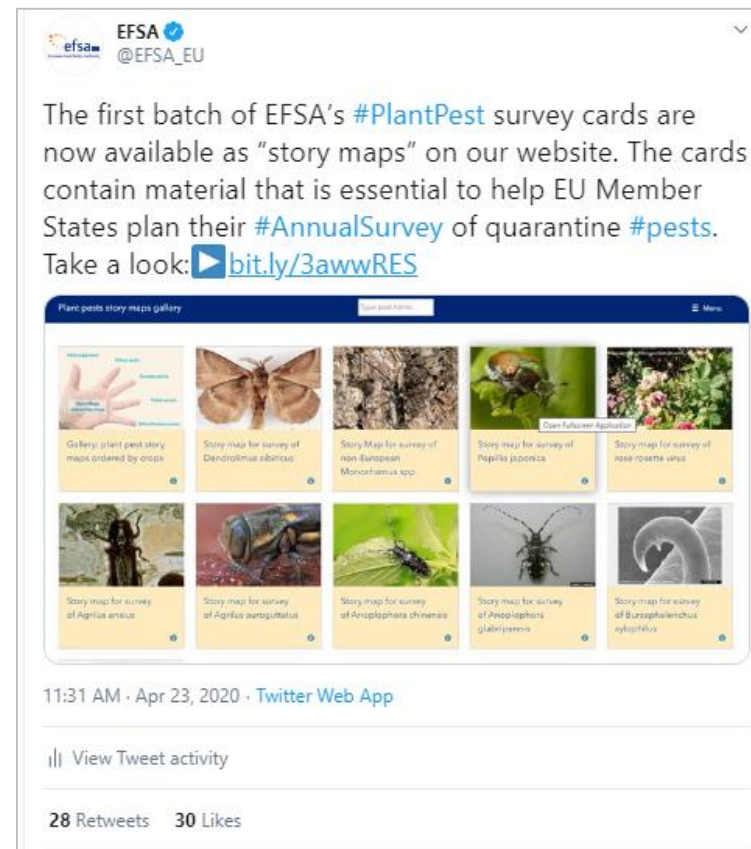
Listeria in frozen vegetables: how to reduce risks

20 April



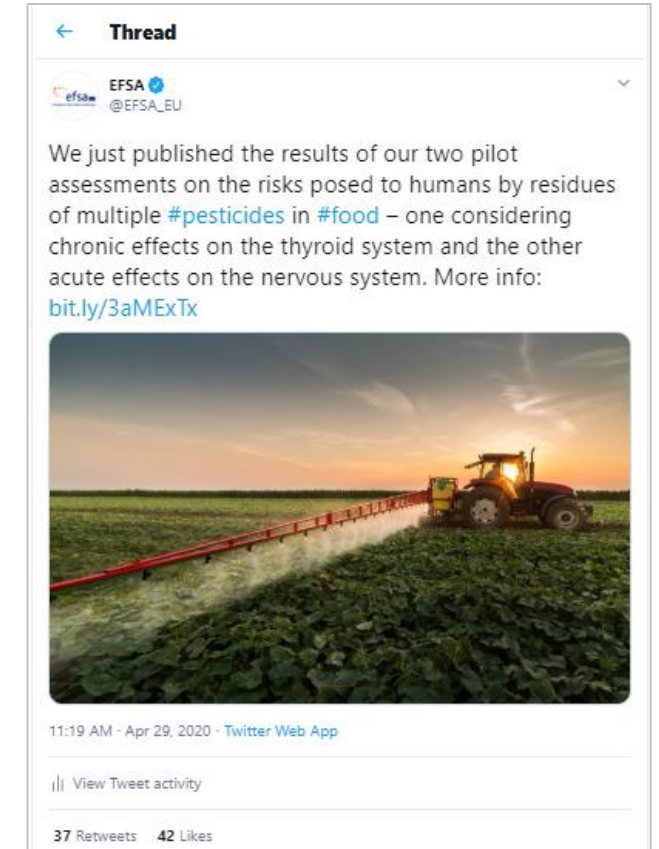
Protecting Europe's plants: pest survey cards go digital

23 April



Pesticides: first cumulative risk reports published

29 April



Social Media Highlights (April - June 2020)

Europe Day 2020

9 May



Risk assessment of ochratoxin A in food

13 May



Farm to Fork Strategy

20 May



Media Highlights

Media Highlights (April – June 2020)



Sicurezza alimentare al tempo del coronavirus



L'EFSA ribadisce, il virus non si trasmette con l'ingestione del cibo



GAZZETTA DI PARMA



EFSA's FAF Panel member Sabina Passamonti interview

Rai Friuli Venezia Giulia



Head of the European Food Agency: Albanians have a problem with food safety, the virus is fought only with hygiene



La crisis actual ilustra el gran impacto que puede tener una enfermedad viral



Meeting point Europe: all Corona or what?



GAZZETTA DI PARMA



1 Exclusively at MEGA: The head of the European Food Safety Authority

World Food Safety Day (WFSD) 2020

- Objectives:
 - draw attention & inspire action
 - drive home message: “Food safety, everyone’s business” across the EU
 - underline value of EU food safety
- Key messages:
 - shared responsibility
 - “One Health” approach
 - sustainable food systems
- Partners:
 - discussions with IRCLG and CEN, e.g. address COVID-19 issue
 - coordinated plans with CEN



Live Q&A
session with
Codex (8 Jun)

Social media
focus

Background
feature on
website

Mutual
promotion of
CEN and EFSA



Counting down to [#WorldFoodSafetyDay](#), we're pleased to announce EFSA & [@FAOWHOCodex](#) will host a Twitter Q&A live session on Monday 8 June at 15 CEST.

Tune in and join the discussion by using our [#AsKEFSA](#) [#SaveTheDate](#) [#FoodSafety](#) [#WFSD](#)



 You and 6 others

2:17 pm · 3 Jun 2020 · [Twitter Web App](#)

45 Retweets 66 Likes



CE **General** Posts Files Homepage Edit | Polls & Forms Help & Support Hot topic calls +



Resources

 CEN Work Plan 2020

 CEN Terms of Reference

 CEN Minutes

 Reimbursements

 Logistics

EFSA Contacts

 **Barbara Gallani**
Chair, Head of COMCO Dept

 **Anthony Smith**
Coordinator

 **Alessandra Triulzi**
Logistics

 **James Ramsay**
Head of COM Unit

Join the conversation on Teams

Highlights



African Swine Fever



General Plan for Risk Communication



World Food Safety Day



Research



Microplastics



Media Activity

WFSD Sharepoint Homepage

WFSD 2020 Activities Round- Up!

For more details, please go to the [WFSD 2020 folder](#)!

Cyprus

- **Message** from the SGL's Director on the occasion with links on SGL's work on Food Safety
- Promotion of the EFSA's joint Twitter event with FAO on **8th June**
- **Press Release** from the Cyprus Food Safety Council for the meaning of the Day to Mass Media.

Greece

- **Press release** with the main key messages of WFSD including the promo material from FAO, the main facts and figures in Greek, the FAO and the message from EFSA
- Dissemination of these materials to our **national networks** of EFSA and Codex
- **Publication** of material on their **webpage**

Slovakia

- A **social media campaign** ([Facebook](#), [Instagram](#)) and a **news release** on website with an e-poster
- **Published leaflets:**
 1. ["Campylobacter...and your health"](#)
 2. ["Acrylamide...in the food"](#)
 3. ["Tick-borne encephalitis can be found in food too!"](#)

Czechia

- Publish promo materials on **social media**
- **Press Release**
- **Three articles** concerning WFSD will be published on [www.bezpecnostpotravin.cz](#)
- **Publish** information on the joint EFSA/FAO meeting on **social media** - Facebook, Twitter (following a joint EFSA/FAO live Q&A on Twitter on 8 June 2020).
- 25 June: an **article in "paper" magazine** Food Revue

Hungary

- Educational materials have been collected on a new website, available at: [nebihoktatas.hu](#).
- The **new website** will be announced to the public on the World Food Safety Day 2020. For this occasion **a new education package** has been also developed, consisting of a **book and a workbook** for elementary school students of age 8-14 about food safety.
- Digital Food Institution are promoting the **establishment of a new Institution** (Webpage here [in English](#))

Germany

- Press release on the occasion of WFSD and retweet EFSA'S tweet as to the EFSA/Codex Alimentarius Live Q&A Session on June 8th.
- Retweet a **video from German Ministry**, the BMEL: <https://twitter.com/bmel/status/1266626984337178631>

Luxembourg

- Luxembourg launched a fun **online quiz** on food safety topics (running until 14th June, available in French and Luxembourgish) to celebrate WFSD 2020!
- A **press communication** (in French) accompanies the launch of the quiz!

Slovenia

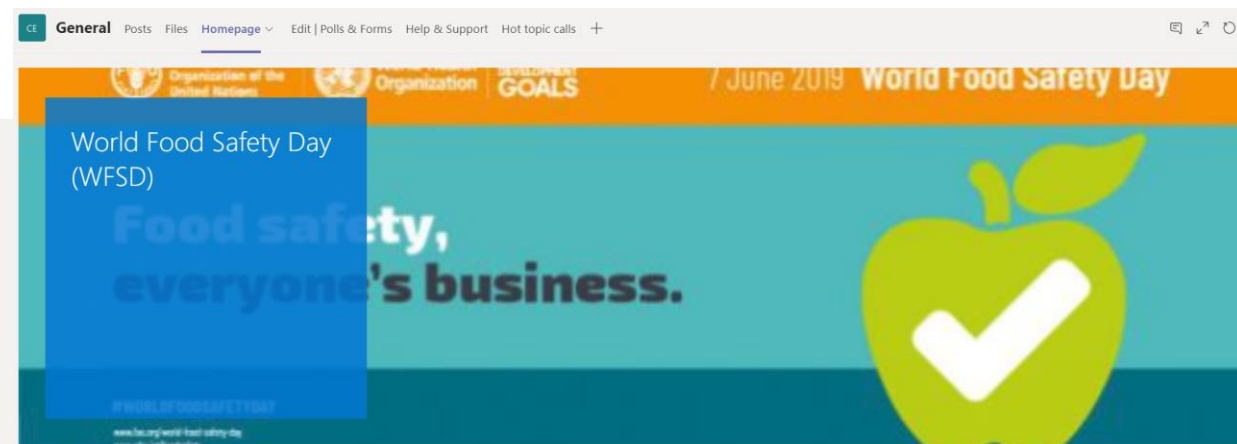
- **Conference** on World Food Safety Day 2020, It will take place on Monday, 8 June at NATIONAL COUNCIL OF THE REPUBLIC OF SLOVENIA.
- Minister of Agriculture, Forestry and Food, **Dr. Aleksandra Pivec**, will speak at the conference, and she will answer any **media questions**.

Spain

- **Promoting** WFSD on [AESAN Website](#)
- **Event:** June 7th, **first #linkedinline on World Food Safety Day!** From **LinkedIn and YouTube live broadcast** of brief interventions by professionals related to food safety.

EFSA

- **Feature** on WFSD with focus on One Health,



World Food Safety Day!

The first ever World Food Safety Day (WFSD) was celebrated on 7 June 2019 to draw attention and inspire action to help prevent, detect and manage foodborne risks, contributing to food security, human health, economic prosperity, agriculture, market access, tourism and sustainable development.

The United Nations General Assembly declared 7 June 2019 would be the first ever [World Food Safety Day](#), in a December 2018 resolution. The UN food and health bodies – Codex Alimentarius, the Food and Agriculture Organization (FAO) and the World Health Organization (WHO) – created this special day to raise awareness about food safety issues and to contribute to the UN's development goals.



WFSD 2020 - Twitter Q&A!

Communication Campaign: WFSD

The TEAMS folder dedicated to the World Food Safety Day 2020 contains everything you want to know! Details on how WFSD will be celebrated can be found here: [WFSD Communication Campaign 2020!](#)

The 2019 WFSD folder contains the Factsheets, Eurobarometer data and news stories used during the 2019 communication campaign! This folder can be found here: [WFSD Communication Campaign 2019](#).

WFSD 2020

For more information about [WFSD 2020](#), the WHO website has all the details!

The [guide to World Food Safety Day 2020](#) by the FAO is now available!

WFSD 2019 Press Release

The [2019 EFSA WFSD Press Release](#) contains all the important details: the facts around food safety, the catalyst for dedicating a day to food safety and videos by the World Health Organisation explaining the purpose of the day!



PPT Presentation from the 7th CEN meeting about World Food Safety Day 2020!

Stakeholder Engagement Highlights

List of stakeholder events (April - June 2020)

- **Webinar:** Rapid Assessment of Contaminant Exposure (RACE) tool - 27 April
- **Discussion group** : Bee Partnership - 28 April
- **Webinar:** Sharing data with EFSA: a simple guide - 29 April
- **Roundtable with NGOs** - 26 May
- **Stakeholder Bureau** - 27 May
- **Webinar:** Horizon scanning for plant health - 9 June
- **Discussion group** : Emerging Risks - 11 June
- **Webinar:** High-risk plants – how does the EU carry out risk assessment of plant commodities? 26 June



EU-FORA and Focal Points External Evaluations

EU-FORA

May 2020

Kick off

September 2020

Final Report

December 2020

Report back to MB

March 2021

EU-FORA 2.0 to AF

October 2021

Launch 2.0 EU FORA calls

FOCAL POINT

May 2020

Kick off

September 2020

Involvement of AF and FP

December 2020

Interim Report

March 2021

Implementation phase

December 2022

New FP agreements



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Engage with careers

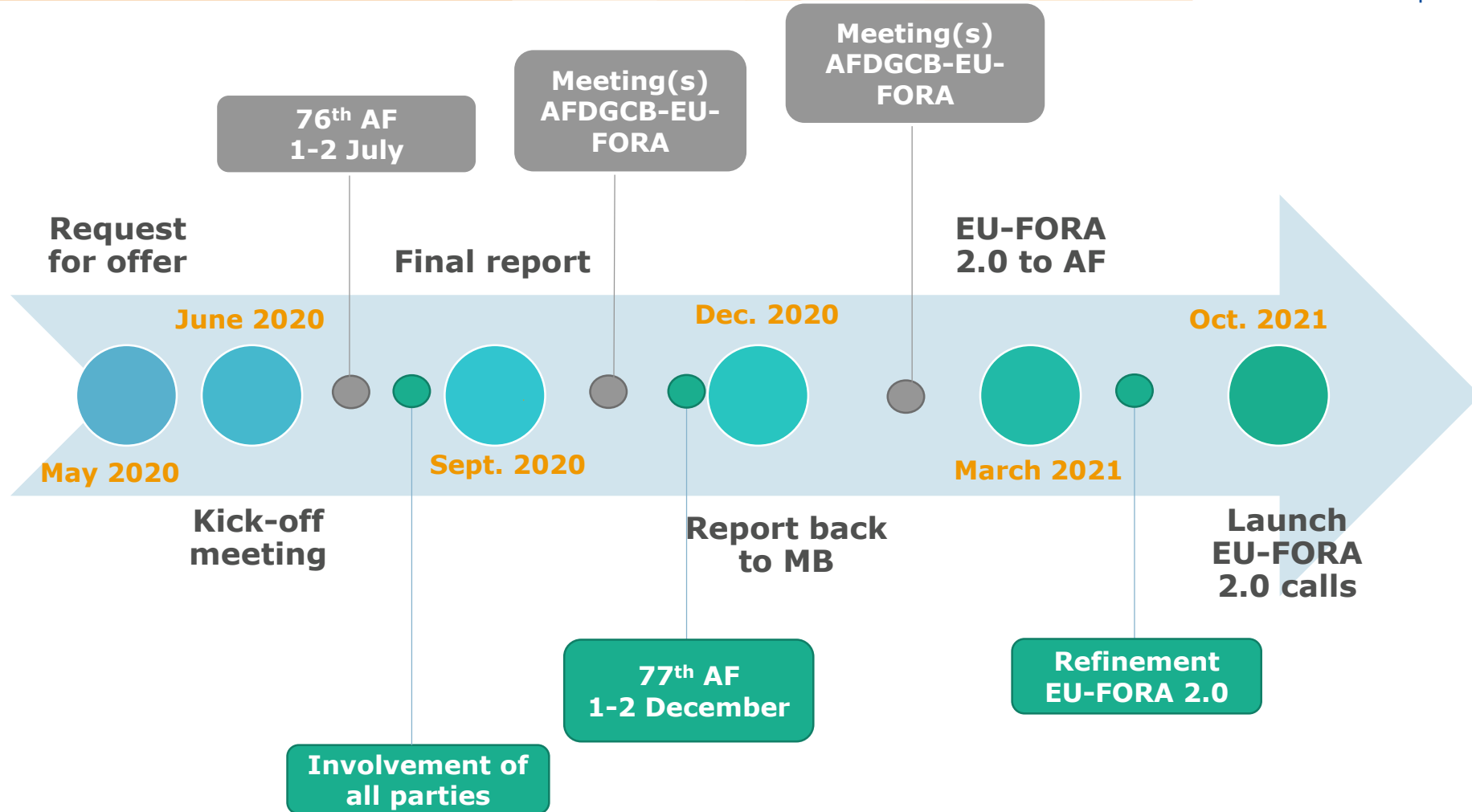
www.efsa.europa.eu/en/engage/careers



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EU-FORA Evaluation Timeline



Focal Points External Evaluation Timeline

