

COMMUNICATIONS DIRECTORATE

**23<sup>RD</sup> ADVISORY FORUM COMMUNICATIONS WORKING GROUP MEETING  
ROME, 7 MAY 2009**

THE MEETING WILL COMMENCE AT 9H00 AND IS DUE TO CLOSE AT AROUND 15H00

**DRAFT AGENDA**

- 1. Welcome by the Director General of the Ministry of Health and the President of Istituto Superiore della Sanità, Enrico Garaci**
- 2. Adoption of agenda by Anne-Laure Gassin**  
(Doc AF Comm WG 07 05 09 – 1)
- 3. Presentation of the work of Istituto Superiore della Sanità (ISS), by Mirella Taranto, Head of Press Office at the ISS**
- 4. Minutes of the meeting 13 02 2009 and matters arising by Anne-Laure Gassin**  
(Doc AF Comm WG 07 05 09 – 2)
- 5. Presentation of the work of EFSA and update on EFSA's communications activities by Anne-Laure Gassin**
- 6. Key points arising from the Advisory Forum meeting (Ljubljana, 18-19 February and Bucharest, 22-23 April 2009) by Gian Luca Bonduri**

*Coffee break*

- 7. Follow up of the debate on Risk Communications Guidelines – Update followed by a discussion in break out groups**
- 8. Communications: information exchange and forward planning:**

- a. **EFSA: overview of upcoming scientific issues** and related communication activities **by Karen Talbot**
- b. **Key country issues** regarding risk communications (country templates to be pre-circulated by members)  
(Doc AF Comm WG 07 05 09 – 3)
- c. **Update on publications and events by Christoph Buller**

**9. Novel influenza virus: exchange of information on communications issues**

**10. Food safety and consumer rights: How important is risk communication? What does the media need? What are the sources of information? by Elvira Naselli, journalist from La Repubblica**

*Lunch*

**11. Focal Points: Update on current activities and cooperation with AFCWG**

- **Activities of Italian Focal Point by Agostino Macrì, Director of Communications department in ISS**
- **Feedback on the use of EFSA press releases by Monika Adamova**

**12. Co-operation in communications by Christoph Buller**

- **Update on FP activities and reporting**
- **Giving an update on the INEX call**

**13. Online communications by Yenny Gamming**

- **Writing for the Web** - Do we need to write differently for the web than for other communications products?
- **Selection criteria for online communications approaches** - Which are our main online communications products/approaches? Which ones do we use when and why?

**14. Any other business**