European Food Safety Authority

COMMUNICATIONS DIRECTORATE

24TH ADVISORY FORUM COMMUNICATIONS WORKING GROUP MEETING

UPPSALA, 9 JULY 2009

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

DRAFT AGENDA

1. **Welcome and Presentation of the work of the Swedish National Food Administration by Inger Andersson,** Director-General of the Swedish National Food Administration

2. **Adoption of agenda by Anne-Laure Gassin** (Doc AF Comm WG 09 07 09 – 1)

3. **Minutes of the meeting 07 05 2009 and matters arising by Anne-Laure Gassin** (Doc AF Comm WG 09 07 09 – 2)

4. **Presentation of the work of EFSA** and **update on EFSA's communications activities by Anne-Laure Gassin**

5. **Key points arising from the Advisory Forum meetings** (Prague, 24-25 June 2009, AF special meeting on animal health in Vilnius on 12 May and meeting of the Steering Group on Cooperation in Parma on 18 May) **by Gian Luca Bonduri**

Coffee break

6. **Presentation of *Eco Smart Food Choice* by Åsa Brugård-Konde**, nutritionist at the Swedish National Food Administration

7. **Presentation of *The Keyhole* project** set up to help consumers identify healthier options when buying food or eating out **by Anita Laser Reuterswärd** from the Food Control Department at the Swedish National Food Administration

8. **Communications: information exchange and forward planning:**

   a. EFSA: overview of upcoming scientific issues and related communication activities **by Andrew Cutting**

   b. Key country issues regarding risk communications (country templates to be pre-circulated by members) (Doc AF Comm WG 09 07 09 – 3)

   c. Update on publications and events

9. **Follow up of the debate on Risk Communications Guidelines –** udpate followed by a discussion

Lunch

10. **Web monitoring and analysis by Yenny Gamming**
    - Using web metrics to better understand how your communications products are being used by your online audiences

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

    - **Feedback from the Focal Points meeting (Lisbon, 14 May 2009) by Monika Adamova**
    - **Feedback on the use of EFSA press releases by Monika Adamova**

12. **Any other business**