

**29<sup>th</sup> MEETING OF THE EFSA ADVISORY FORUM  
WORKING GROUP ON COMMUNICATIONS**

**AGENDA**

<b>Meeting date:</b>	<b>1-2 December 2010</b>
<b>Meeting venue:</b>	<b>Hotel de France Schottenring 3 01. Innere Stadt 1010 Vienna Austria</b>
<b>Meeting hours:</b>	<b>14:00 – 17:30 on 1 December 2010 09:00 – 12:50 on 2 December 2010</b>
<b>Chair:</b>	<b>Anne-Laure Gassin</b>

### Wednesday 1 December 2010

<i>Time</i>	<i>#</i>	<i>Items</i>	<i>Speakers / Documents</i>
14:00	1	<b>WELCOME AND INTRODUCTION</b>	Bernard Url, Director of AGES and EFSA Management Board member
14:10	2	<b>ADOPTION OF THE AGENDA</b>	Doc AF Comm WG 1 12 10 – 1
14:15	3	<b>MINUTES OF THE MEETING 6-7 OCTOBER AND MATTERS ARISING</b>	Doc AF Comm WG 1 12 10 – 2
14:20	4	<b>KEY POINTS ARISING FROM THE ADVISORY FORUM MEETING (25-26 NOV, BRUSSELS)</b>	Torben Nilsson
14:35	5	<b>INDEPENDENCE IN RISK COMMUNICATIONS – UPDATE ON SURVEY AND AF DISCUSSION</b>	Laura Smillie
15:05	6	<b>COMMUNICATING RISK – JOURNALIST’S PERSPECTIVE</b>	Wolfgang Wagner, correspondent from Austrian press agency (APA) reporting on health issues
15:40	7	<b>CO-OPERATION IN COMMUNICATIONS</b>	
	7.1	Medium term planning - risk communications - International risk communications conference	Anne-Laure Gassin / Christoph Buller
	7.2	Results of 2010 Eurobarometer on food-related risks – update on communications activities of EFSA and MS	Monika Adamova
	7.3	Focal Points: Update on current activities and cooperation with AFCWG	Christoph Buller
	7.4	Launch of a questionnaire on the needs/opportunities of FPs with respect to communications	Christoph Buller
	7.5	Presentation of video: EFSA explains risk assessment of food and feed	
16:45		<b>COFFEE BREAK</b>	
17:00	8	<b>DG RESEARCH PRIORITIES</b>	
	8.1	<ul style="list-style-type: none"> <li>- Update on FoodRisC project (Evaluating perceptions and communication of food risks &amp; benefits across Europe)</li> <li>- Update on EatWell project (project aims to provide MS with best practice guidelines to develop appropriate policy interventions that will encourage healthy eating across Europe)</li> <li>- Update on AF discussion</li> </ul>	Laura Smillie
17:30		<b>END OF SESSION</b>	

## Thursday 2 December 2010

<i>Time</i>	<i>#</i>	<i>Items</i>	<i>Speakers / Documents</i>
<b>9:00</b>	<b>9</b>	<b>RISK COMMUNICATIONS GUIDELINES - FOLLOW UP DEBATE ON</b>	Laura Smillie
<b>10:00</b>	<b>10</b>	<b>“KEY TOPICS”</b>	Doc AF Comm WG 2 12 10 – 1
	10.1	Key country issues	
	10.2	Emerging issues in MS - France: assessment of risks related to dietary weight-loss practices	
	10.3	Emerging Risks Network	Laura Smillie
	10.4	Case study – ecological disaster (toxic sludge) in Hungary	Julia Cseh
	10.5	Case study – presence and risks of nanosilica in food products	Chris Krikken
<b>11:00</b>		<b><i>COFFEE BREAK</i></b>	
<b>11:15</b>	<b>11</b>	<b>COMMUNICATIONS: INFORMATION EXCHANGE AND FORWARD PLANNING</b>	
	11.1	EFSA’s overview of upcoming scientific issues and related communication activities	Anne-Laure Gassin
	11.2	EFSA’s update on publications and events	Christoph Buller
	11.3	Presentation of results from the web user survey	Stijn van de Vyver (via conference call)
	11.4	Presentation of Swedish social media strategy	Karin Gustafsson
<b>12:15</b>	<b>12</b>	<b>COMMON PROJECT TO STRENGTHEN RELATIONS WITH MEDIA</b>	Laura Smillie / Monika Adamova
<b>12:45</b>	<b>13</b>	<b>ANY OTHER BUSINESS</b>	
<b>12:50</b>		<b><i>CLOSURE OF MEETING</i></b>	