



Note to the Management Board: Audience-driven approach to risk communication

1. Introduction

An audience-driven approach to risk communication is central to ensuring quality in what is part of EFSA's core work – trustworthy communication of risks from farm to fork. [EFSA Strategy 2027](#) recognizes this approach as a dedicated expected result under its Strategic Objective 1. This is reflected in the recent reorganisation of the Communication Unit and the [Future directions for risk communications at EFSA](#) editorial, backed by evidence included in EFSA's recent [scientific report on risk communication](#).

An audience- first approach to risk communication at EFSA means: i) understanding our audiences; ii) involving audiences in product testing and improvement; iii) tailoring our communication to their needs. Social research plays an important role in this process.

In this brief presentation, EFSA will provide the Management Board with an overview of the efforts the Authority is placing in delivering an audience-driven approach to risk communications. Recent examples of communication channels and tools through which EFSA reaches its diverse audiences will be provided, included how these were informed by insights from social research.

We wish to inform the Management Board of efforts to date and those in the pipeline, ensuring the understanding of type of activities the approach will entail during the EFSA 2027 implementation period. With considerable resources entrusted to risk communication by the Organisation, in line with the provisions of the Transparency Regulation, we welcome the opportunity to provide periodic update to the Board on mainstreaming this approach in our communication work.

2. Next steps

Social research is one of the key components of a successful audience-driven approach. EFSA proposes, therefore, to present the Management Board with an update on the implementation of the [Social Science roadmap](#), aligned to EFSA's Strategy 2027, during the meeting planned for December 2021.