

Communication trends and analytics

Supporting the audience-first approach to risk communication

Barbara Gallani

Head of Communication, Engagement & Cooperation

Trusted science for safe food

A reminder | Evidence-based approach

EFSA JOURNAL

Open Access

Scientific Report |  Open Access | 

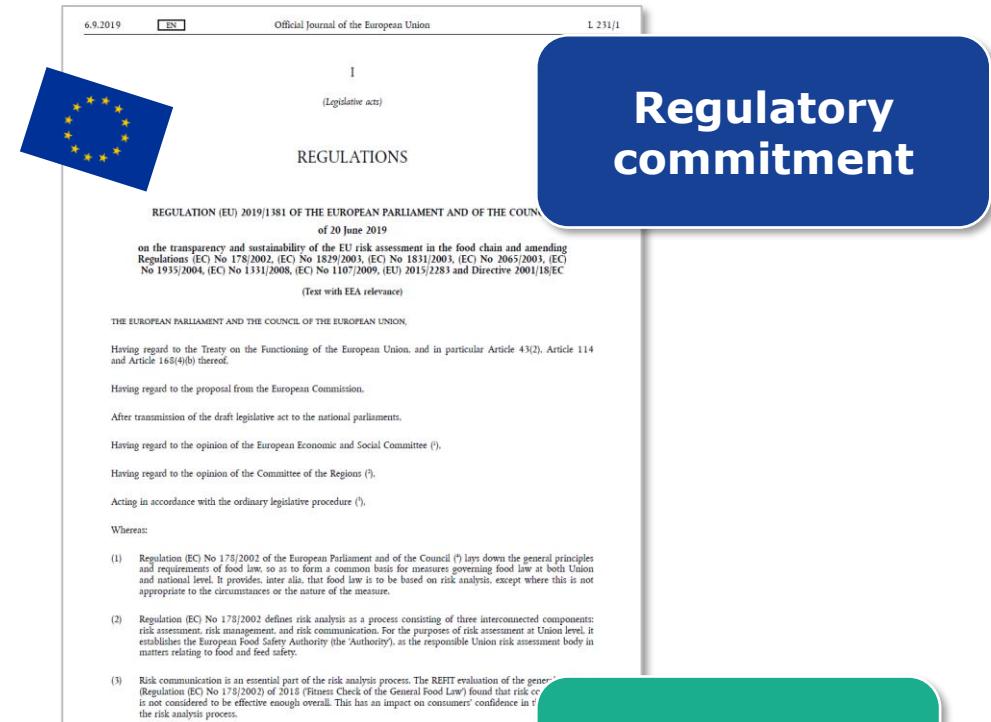
Evidence from literature

Technical assistance in the field of risk communication

European Food Safety Authority (EFSA) , Laura Maxim, Mario Mazzocchi, Stephan Van den Broucke, Fabiana Zollo, Tobin Robinson, Claire Rogers, Domagoj Vrbos, Giorgia Zamariola, Anthony Smith



Strategic direction



6.9.2019 EN Official Journal of the European Union L 231/1

I (Legislative acts)

REGULATIONS

REGULATION (EU) 2019/1381 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 20 June 2019

on the transparency and sustainability of the EU risk assessment in the food chain and amending Regulations (EC) No 178/2002, (EC) No 1829/2003, (EC) No 1831/2003, (EC) No 2065/2003, (EC) No 1935/2004, (EC) No 1331/2008, (EC) No 1107/2009, (EU) 2015/283 and Directive 2001/18/EC

(Text with EEA relevance)

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty on the Functioning of the European Union, and in particular Article 43(2), Article 114 and Article 168(4)(b) thereof,

Having regard to the proposal from the European Commission,

After transmission of the draft legislative act to the national parliaments,

Having regard to the opinion of the European Economic and Social Committee (1),

Having regard to the opinion of the Committee of the Regions (2),

Acting in accordance with the ordinary legislative procedure (3),

Whereas:

(1) Regulation (EC) No 178/2002 of the European Parliament and of the Council (4) lays down the general principles and requirements of food law, so as to form a common basis for measures governing food law at both Union and national level. It provides, inter alia, that food law is to be based on risk analysis, except where this is not appropriate to the circumstances or the nature of the measure.

(2) Regulation (EC) No 178/2002 defines risk analysis as a process consisting of three interconnected components: risk assessment, risk management, and risk communication. For the purposes of risk assessment at Union level, it establishes the European Food Safety Authority (the Authority), as the responsible Union risk assessment body in matters relating to food and feed safety.

(3) Risk communication is an essential part of the risk analysis process. The REFIT evaluation of the general food law (Regulation (EC) No 178/2002) of 2018 ('Fitness Check of the General Food Law') found that risk communication is not considered to be effective enough overall. This has an impact on consumers' confidence in the risk analysis process.

Our aspirations

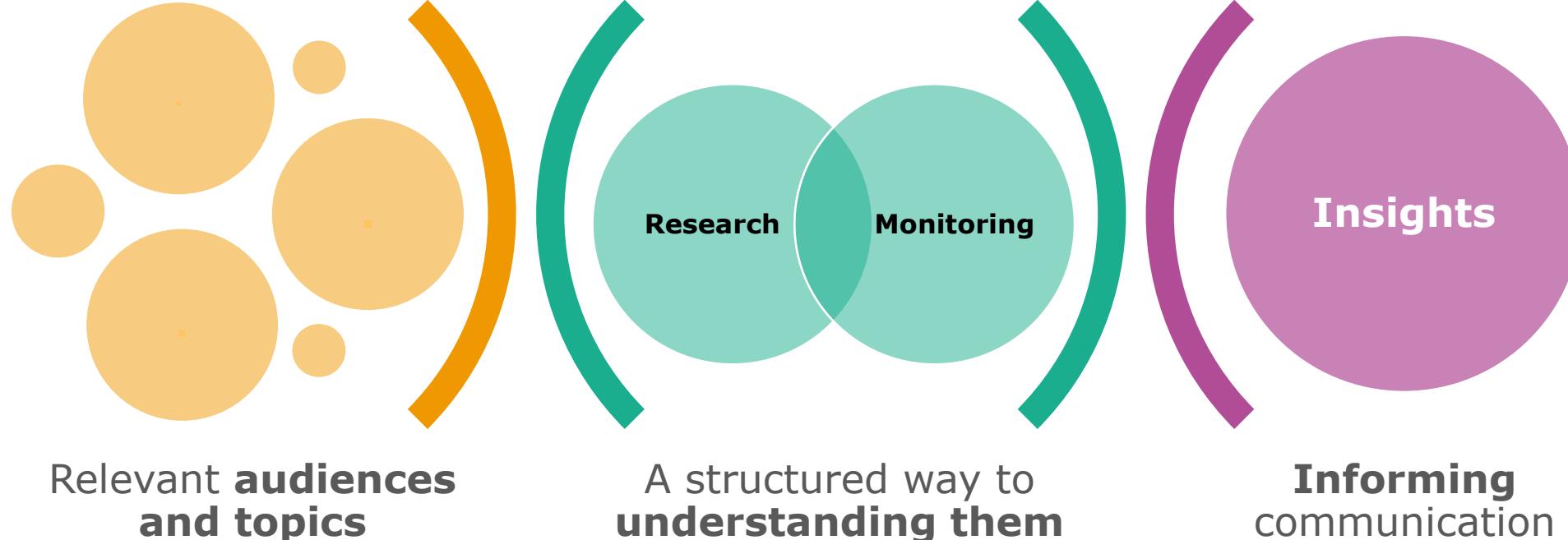
EFSA JOURNAL

Open Access

Editorial |  Open Access | 

Future directions for risk communications at EFSA

Anthony Smith , Domagoj Vrbos, Jacopo Alabiso, Arthur Healy, James Ramsay, Barbara Gallani,



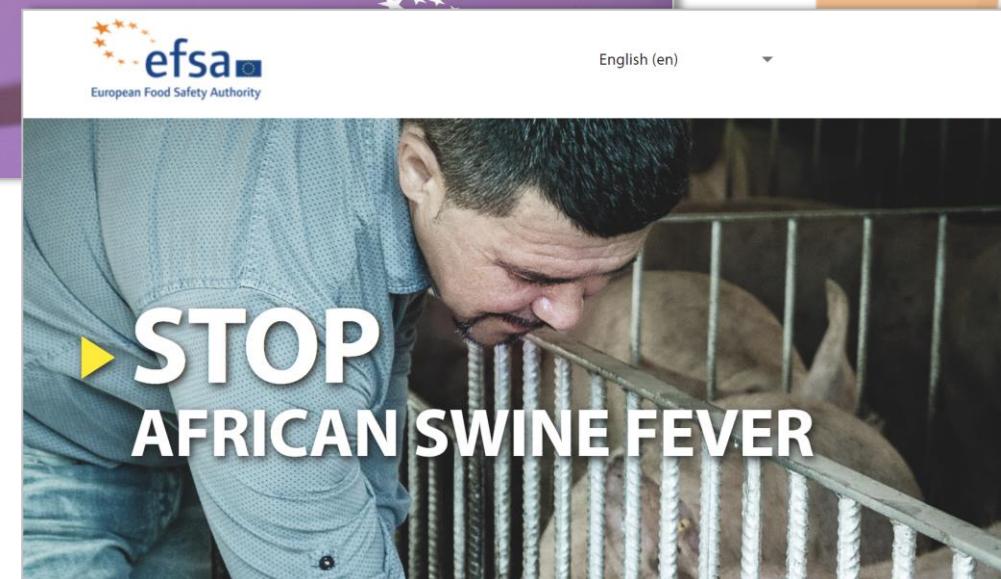
Campaigns that follow trends | Using research



Phone
interviews with
experts



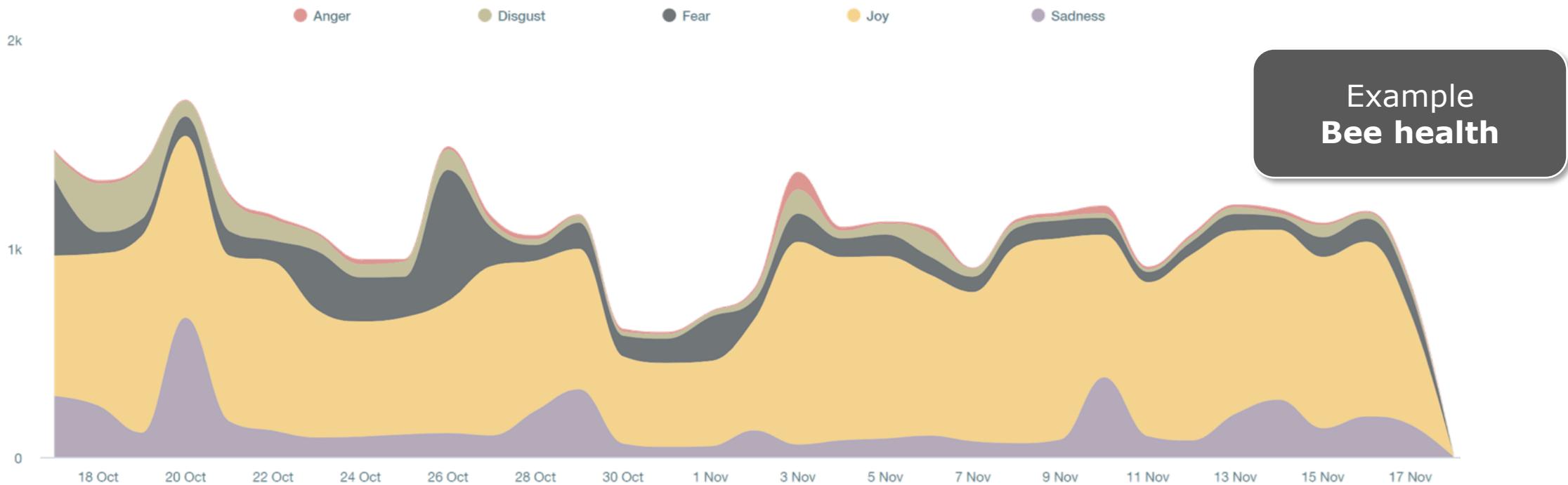
Message testing
focus groups



Evaluation
surveys



Social listening | Applying AI to check the **online pulse**



Source
PULSAR 

Media | Coverage & interest in topics we work on

News Desk News Service



Google and Media Alerts / Newsletters



Daily Press Review



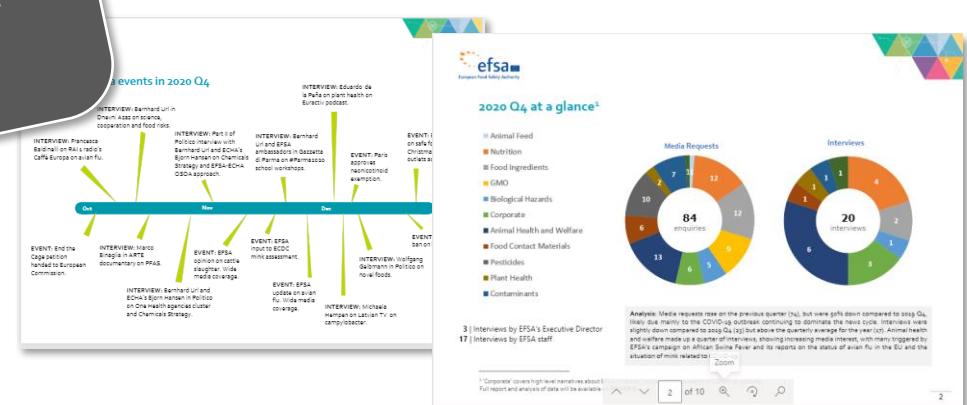
Weekly Media Round-Up

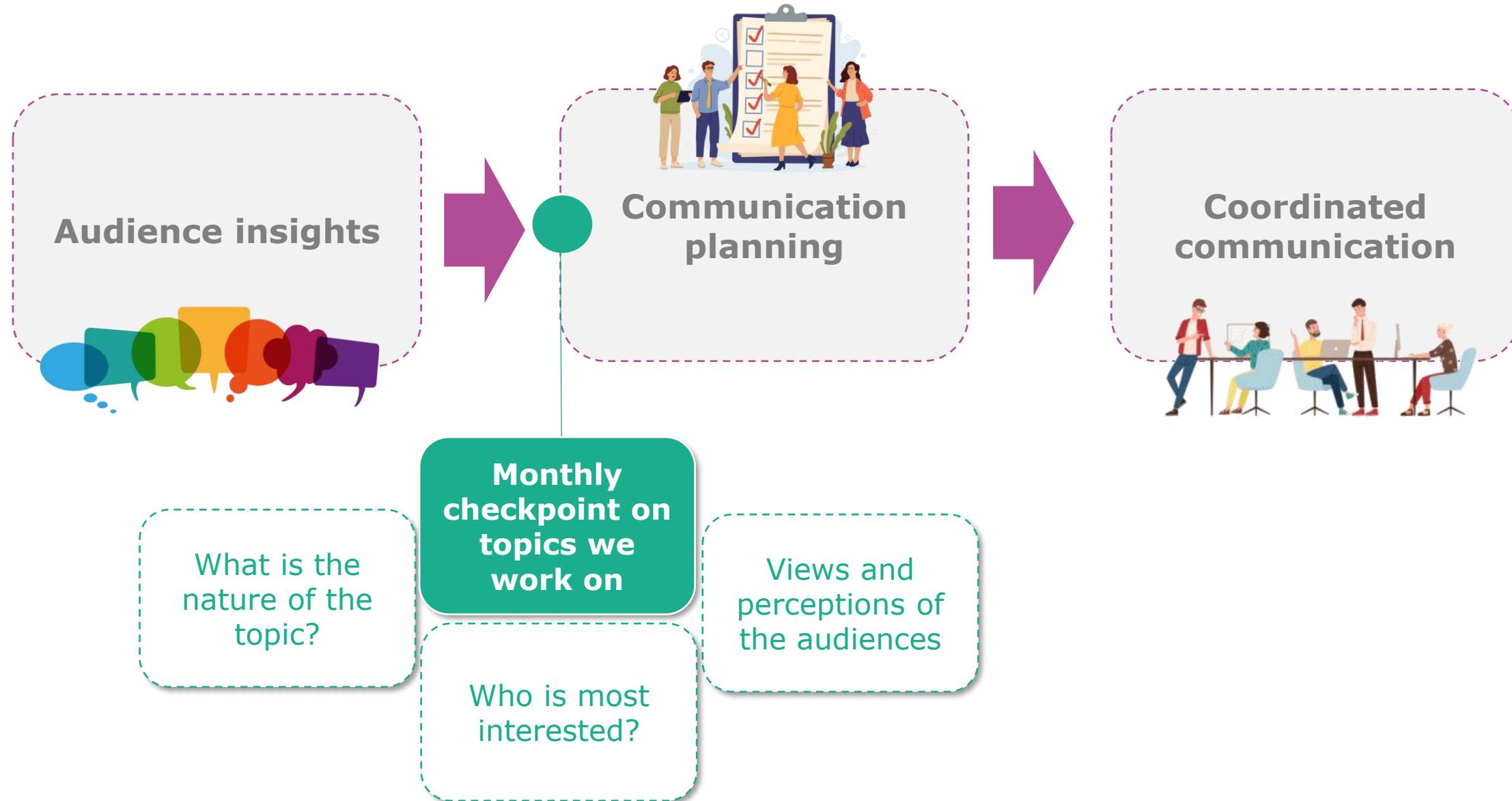


Work underway with
JRC to improve
detection of false
information

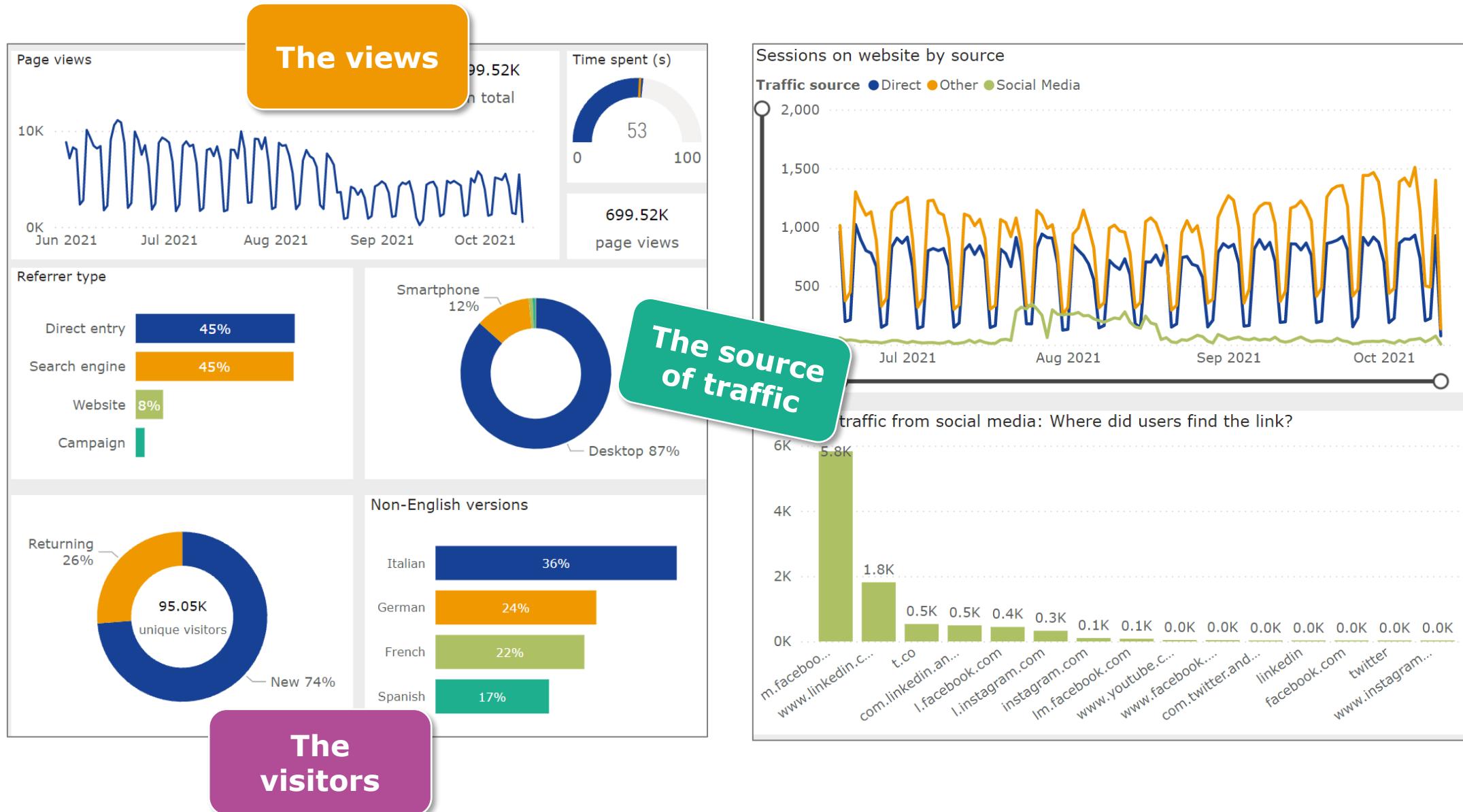


Quarterly/Annual Analysis





How are we performing? | Website example



We will continue to develop tools to:

- **understand** relevant audiences and topics;
- conduct **research** activities;
- **monitor** performance of products and platforms...



...in order to **convert audience trends into impactful communications!**