



Risk communication: tools and approaches

Management Board meeting
10 October 2018

- 1. Frameworks for risk communications**
- 2. Risk communication in practice**
- 3. Looking ahead**

1. Frameworks for risk communication

LEGISLATIVE FRAMEWORK

Regulation (EC) No 178/2002, Article 40



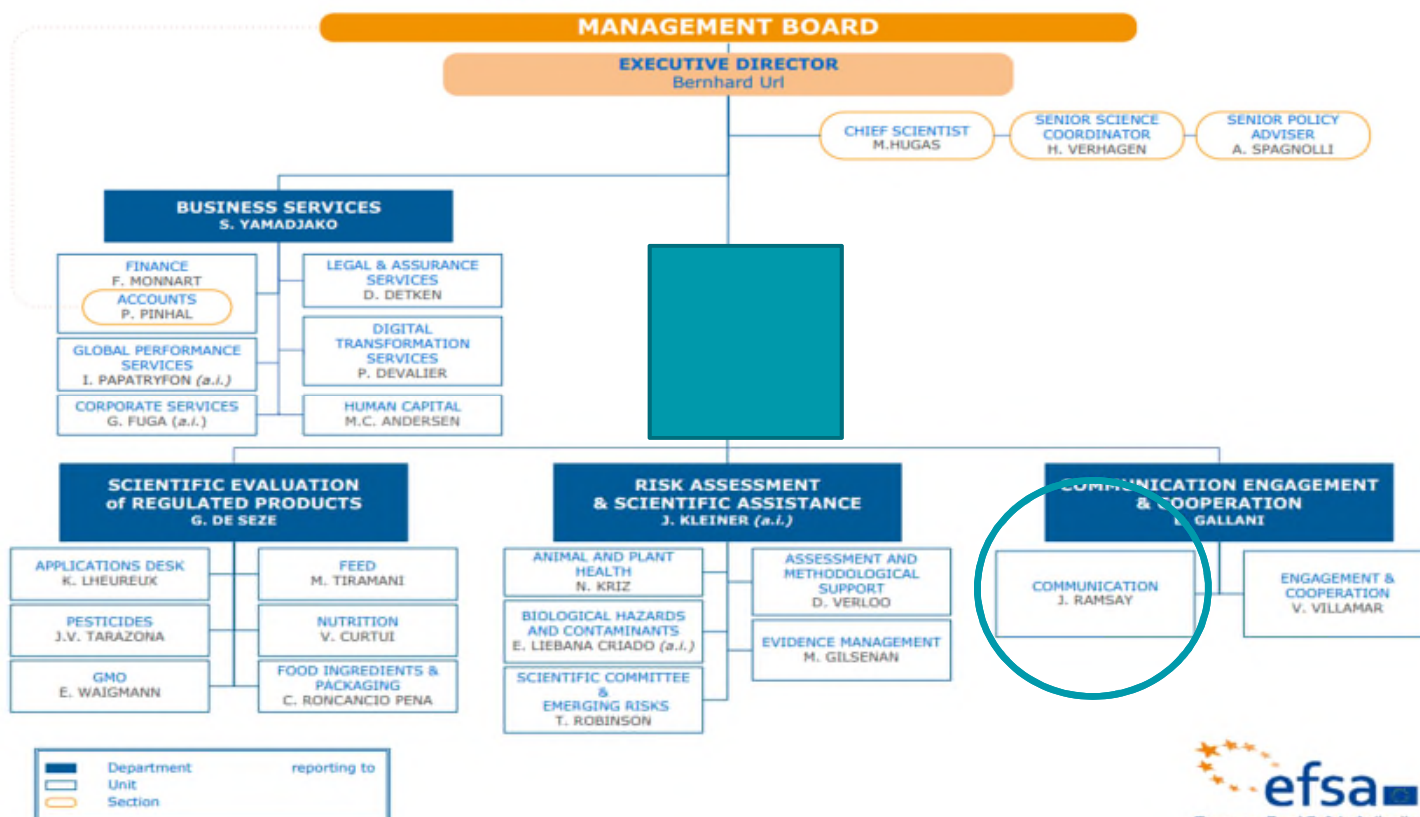
- Communicate on its **own initiative**
- **Objective, reliable, easily accessible** information to **public and interested parties**
- Collaboration with Commission and Member States to ensure **coherence**
- **Cooperation** with Member States with regards to public information campaigns

STRATEGIC FRAMEWORK: EFSA 2020

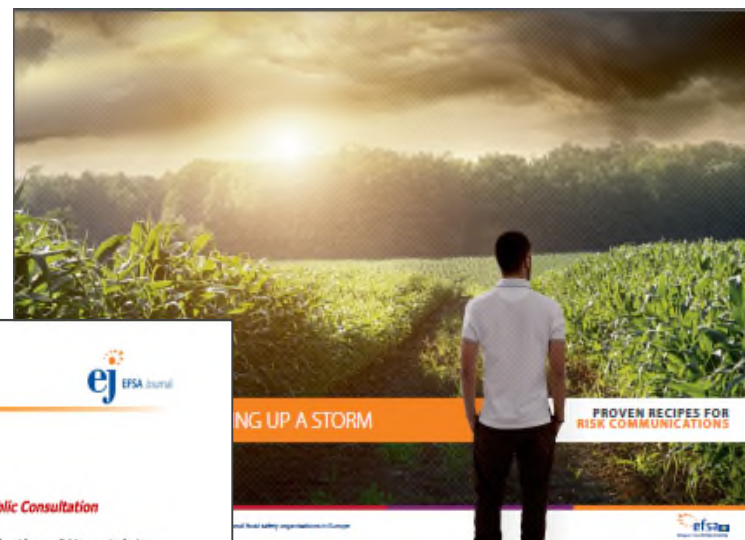
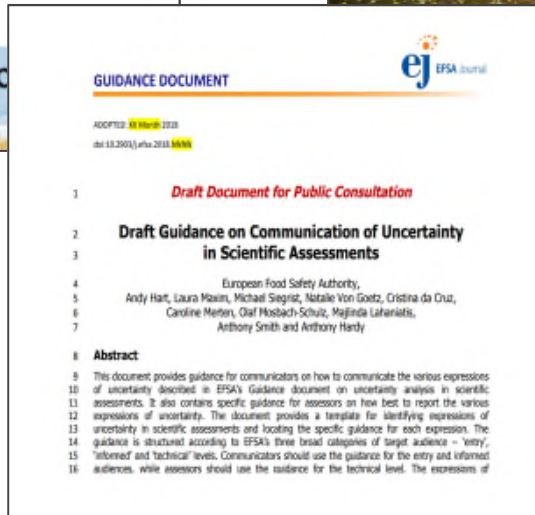
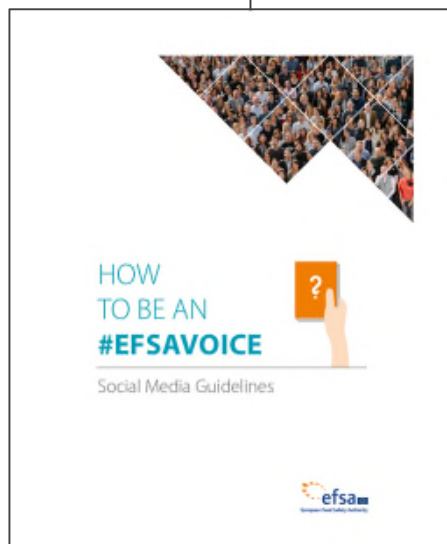


OPERATIONAL FRAMEWORK

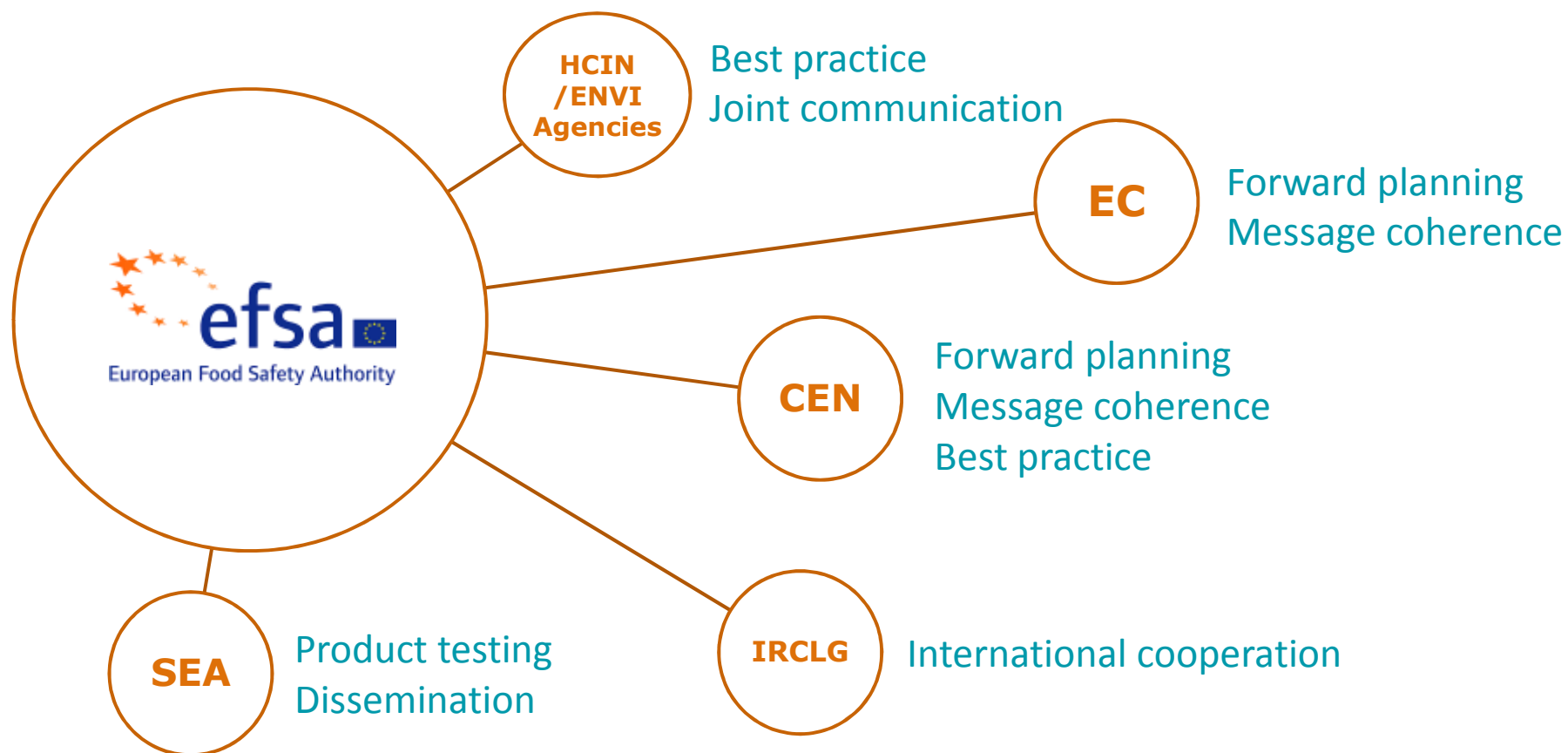
Organisational Structure on 01/09/2018



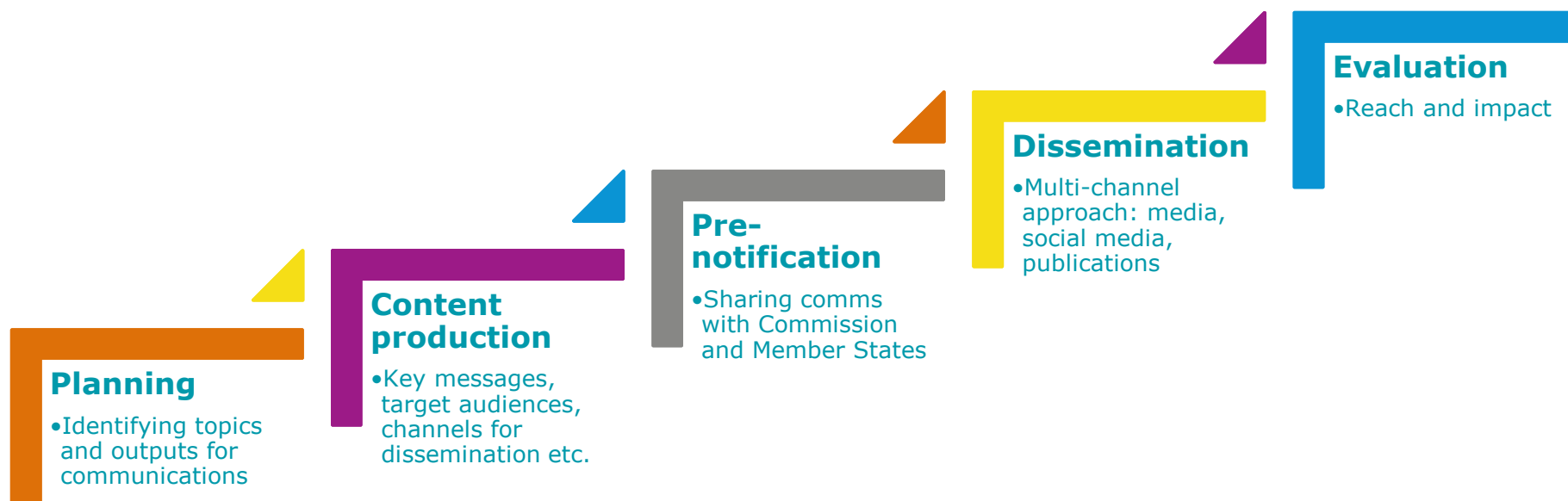
GUIDING PRINCIPLES



COHERENCE AND COOPERATION



CONTENT PRODUCTION / DISSEMINATION FLOW



WHO?



RISK PERCEPTION



Public polling on food-related risks through Eurobarometer



Targeted audience research



Social research that can best inform risk assessment and communication and support EFSA strategy 2021-2027



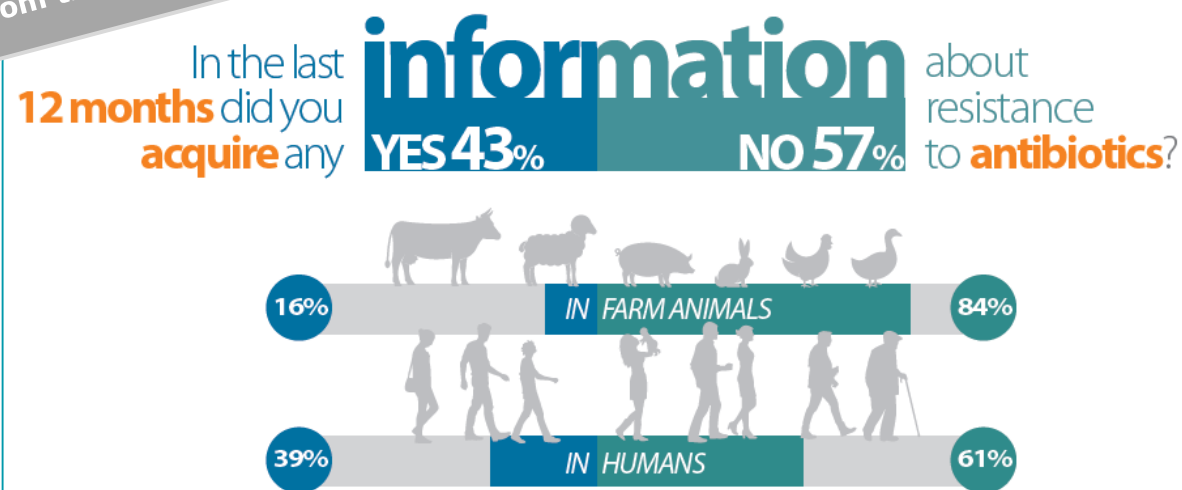
2015

2020

EFSA Strategy 2020

Example: EU Insights

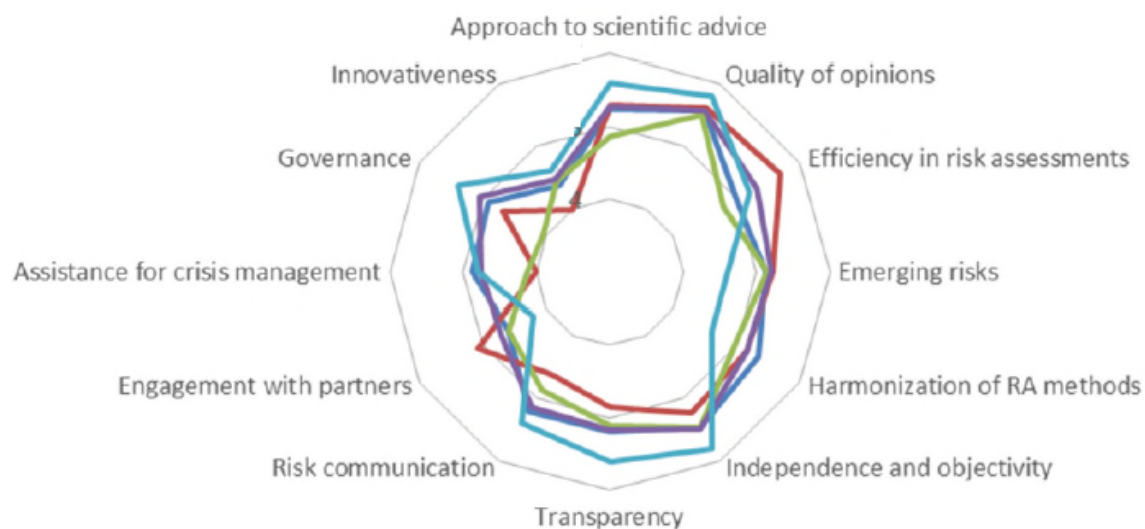
From the 2016 study



- Three studies undertaken to date
- Topics selected in line with EFSA's risk assessment work
- Cover EU Member States only
- Published in EFSA Journal

Example: Reputation Barometer

Member state authorities	European Commission	Businesses, farmers and primary producers	Consumers and environmental NGOs	Scientific community
46	33	20	3	42



- The study analysed EFSA's reputation among **five audiences**
- Different audiences gave different importance to key **attributes of EFSA's work**

— Advisory Forum
— European Commission
— Food industry
— Consumers and NGOs
— Scientific Community

DRIVERS AND LEVERS



2. Risk communication in practice

HOW?

MULTIMEDIA

- Videos
- Interactive tools
- Infographics,
- Data visualisation

EFSA WEBSITE

- News,
- Topics
- Alerts,
- Newsletter
- Lay Summaries
- Factsheets
- Events



EFSA JOURNAL

- All EFSA scientific outputs

SOCIAL MEDIA

- Twitter,
- LinkedIn
- YouTube

SCIENTIFIC OUTREACH

- Science networks
- Infosessions
- Scientific Conferences
- Webinars

Open Access: Creative Commons

Scientific Opinion

Malachite green in food

EFSA Panel on Contaminants in the Food Chain (CONTAM)

First published: 27 July 2016 Full publication history

DOI: 10.2903/j.efsa.2016.4530 View/save citation

Cited by: 0 articles Citation tools

Requestor: European Commission

Question number: EFSA-Q-2014-00815

Panel members: Jan Alexander, Lars Barregård, Margherita Bignami, Sandra Ceccatelli, Bruce Cottrill, Michael Dinovi, Lutz Edler, Bettina Grasl-Kraupp, Christer Hogstrand, Laurentius (Ron) Hoogenboom, Helle Katrine Knutzen, Carlo Stefano Nebbia, Isabelle Oswald, Annette Petersen, Vera Maria Rogiers (until 9 May 2016), Martin Rose, Alain-Claude Roudot, Tanja Schwerdtle, Christiane Vleminckx, Günter Volmer and Heather Wallace

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Adopted: 24 June 2016

Correspondence: contam@efsa.europa.eu

View issue TOC
Volume 14, Issue 7
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Abstract

Malachite green (MG) has been used globally in aquaculture but is not registered for use in food-producing animals in the European Union. The European Commission requested EFSA to evaluate whether a reference point for action (RPA) of 2 µg/kg for the sum of MG and its major metabolite leucomalachite green (LMG) is adequate to protect public health. Available occurrence data were not suitable for a reliable exposure assessment. The hypothetical dietary exposure was calculated, considering the RPA as occurrence value for all types of fish, fish products and crustaceans. Mean dietary exposure across different European dietary surveys and age classes would range from 0.1 to 5.0 ng/kg body weight (bw) per day. For high and frequent fish

Text size Share

Abstract
Summary
1 Introduction
2 Data and methodologies
3 Assessment
4 Conclusions
5 Recommendations

Document in EFSA Wiley Online Library

Abbreviations
Appendix A – and selection relevant for assessment of green and leu green in food
Appendix B – used for the chronic dietary malachite green reference point
Appendix C – dose analysis

References
Related Content

Scientific Opinion on the risks to plant health posed by *Xylella fastidiosa* in the EU territory, with the identification and evaluation of risk reduction options

Overview of attention for article published in EFSA Journal January 2015

66

About this Attention Score
In the top 1% of all research outputs scored by Altmetric

Mentioned by
14 news outlets
4 blogs
1 policy source
12 researchers
4 Facebook pages

Readers on
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This Scientific Opinion on the risks to plant health posed by *Xylella fastidiosa* in the EU territory, with the identification and evaluation of risk reduction options.

Published in: EFSA Journal January 2015

DOI: 10.2903/j.efsa.2015.3880

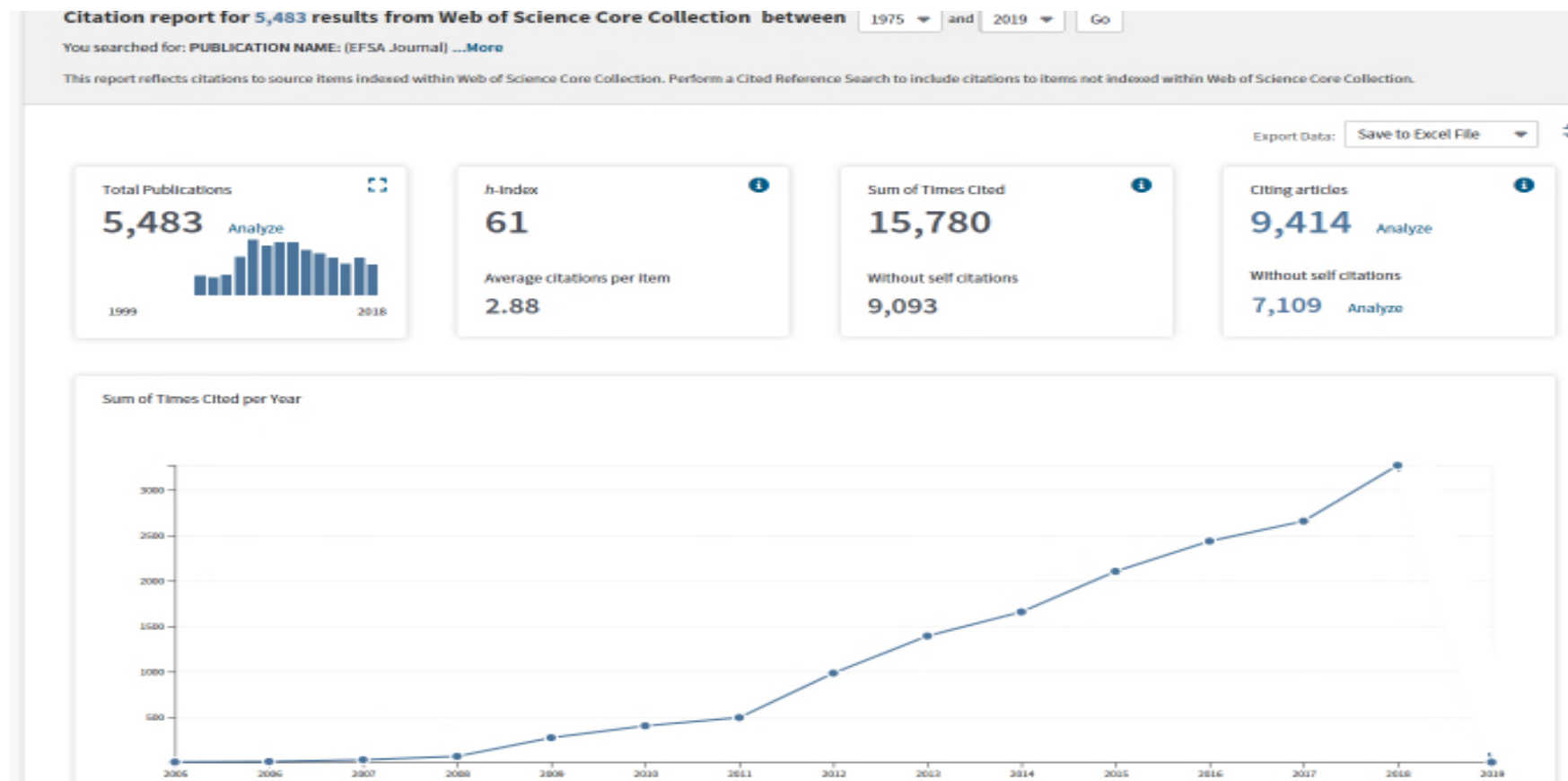
Authors: EFSA Panel on Plant Health (PLH)

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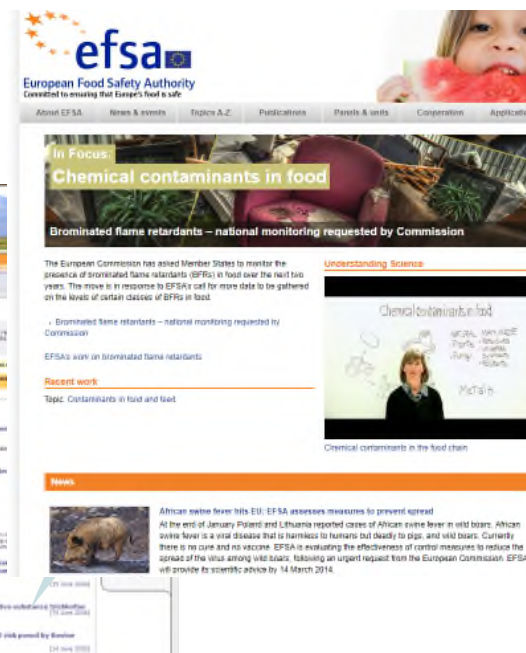
TWITTER DEMOGRAPHICS MONDAILY READERS ATTENTION SCORE IN CONTEXT

The data shown below were collected from the profiles of 12 tweeters who shared this research output. [Click here to find out more about how the data below were collected.](#)

INCREASING IMPACT



WEBSITE EVOLUTION (2006-present)



SOCIAL MEDIA



Main account launched in 2012

- Followers: +24k

Thematic accounts launched 2016

- @Plants_EFSA
- @Methods_EFSA



Channel opened in 2012

- +200 videos
- +500k views



LinkedIn account launched in 2012

- +33k followers

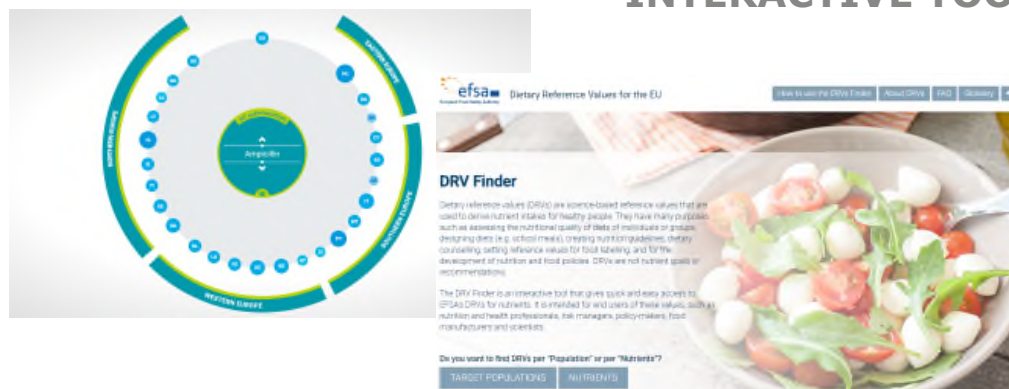


MULTIMEDIA @ EFSA (NOT JUST VIDEOS!)

INFOGRAPHICS



INTERACTIVE TOOLS



VIDEOS



SOCIAL MEDIA



MEDIA HIGHLIGHTS (Jan – August 2018)



ED opinion piece in Nature

LE FIGARO

Bruxelles veut tirer les leçons de l'affaire du glyphosate

Le Monde

Il est temps d'arrêter le grand manège des pesticides !

ANSA.it

Resistenza antibiotici 'minaccia salute pubblica' Ue

POLITICO

EU Commission wants new Powers to vet product safety

nature
International weekly journal of science

EU expected to vote on pesticide ban after major scientific review

ScienceNewsline

Pesticides Give Bees a Hard Time



Press point closing the PEST Committee

LaFranceAgricole
www.lafranceagricole.fr

Dans les Balkans, le vaccin salvateur

Daily Mail
.com

Microplastics are found in more than 90 PERCENT of popular brands of bottled water

la Repubblica.it

Patatine, biscotti & Co: nuovi obblighi per chi li produce, cibi meno a rischio

SPIEGEL
ONLINE

Neue Acrylamid-Richtlinien
EU verbietet starkes Frittieren von Pommes

BBC
WORLD
SERVICE

BBC interview with José Tarazona on neonicotinoids

EL PAÍS

Los insecticidas neonicotinoides son un riesgo para las abejas, según la EFSA

3. Looking forward

PREPARING FOR THE FUTURE

- EC proposal to amend General Food Law
- Management Board recommendations on EFSA external evaluation
- EFSA Strategy 2021-2027
- Customer satisfaction surveys

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