

COMMUNICATION ENGAGEMENT AND COOPERATION

Note to Management Board

Risk Communication: tools and approaches

This item addresses a request from the Management Board from December 2017 to be informed about the tools and approaches that EFSA applies to communicate about its risk assessment activities and other relevant topics related to food safety.

The presentation begins with an overview of the legislative, strategic and operational frameworks that EFSA considers when communicating. This is followed by an explanation of the general principles and approaches that EFSA adheres to in its risk communications, including communications during a crisis, communicating uncertainty, and social media. Examples are also given of the social research EFSA has carried out to better understand risk perception and the levers and drivers that shape EFSA's own reputation.

The presentation continues with a closer look at the tools, products and channels for communications that EFSA has developed over time with a focus on the EFSA Journal, the EFSA website, multimedia and media relations.

The presentation finishes with a look ahead at the challenges and opportunities for risk communications in light of significant upcoming legislative or strategic milestones, such as the European Commission proposal to amend the General Food Law and the Management Board recommendations related to EFSA's External Evaluation.