



Risk communication: tools and approaches

Management Board meeting
12 December 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

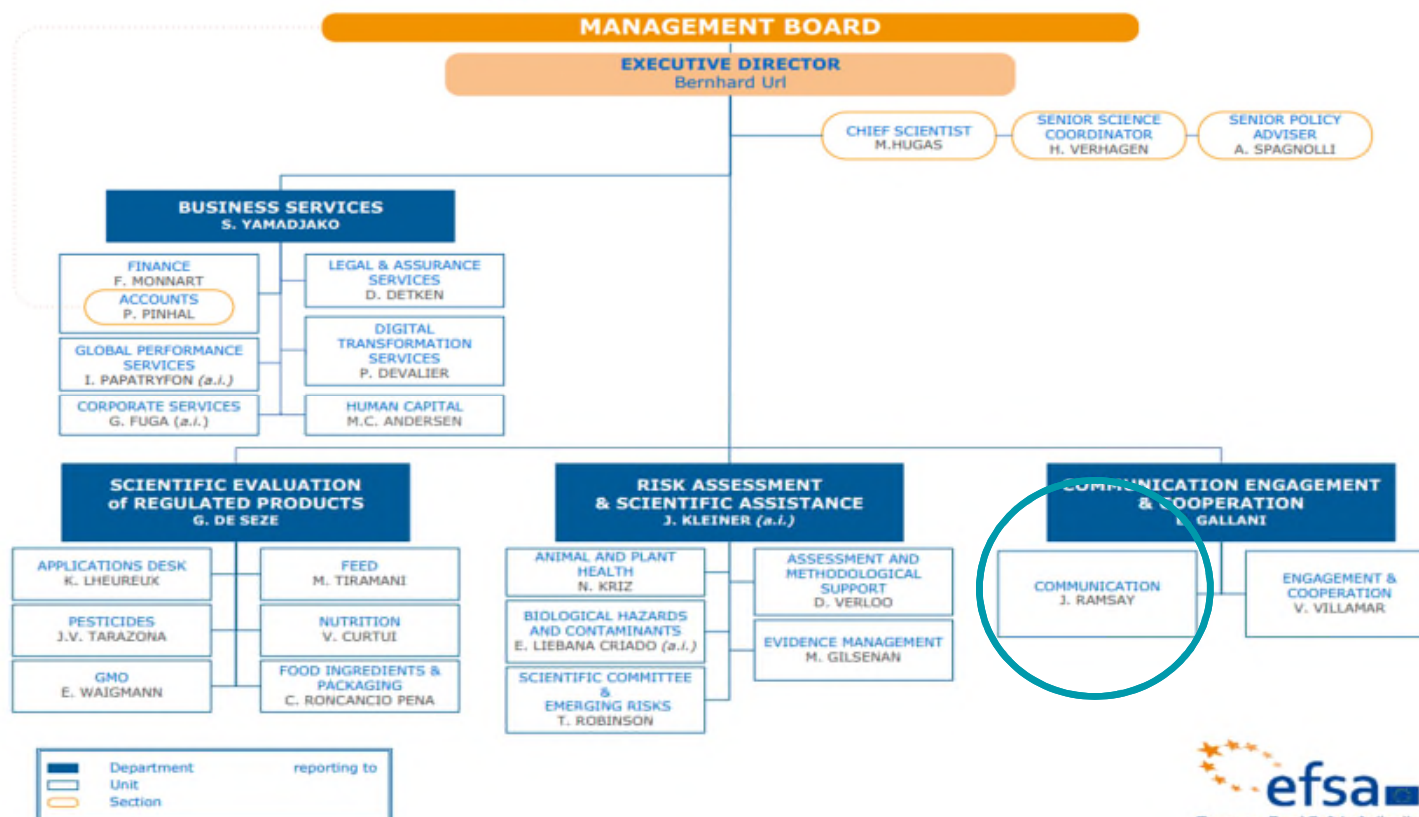
- Communicate on its **own initiative**
- **Objective, reliable, easily accessible** information to **public and interested parties**
- Collaboration with Commission and MS to ensure **coherence**
- **Cooperation** with MS with regards to public information campaigns

STRATEGIC FRAMEWORK: EFSA 2020

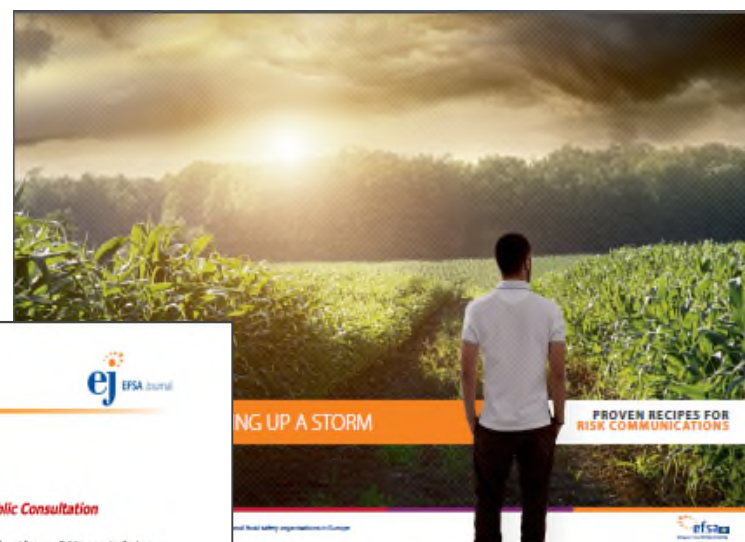
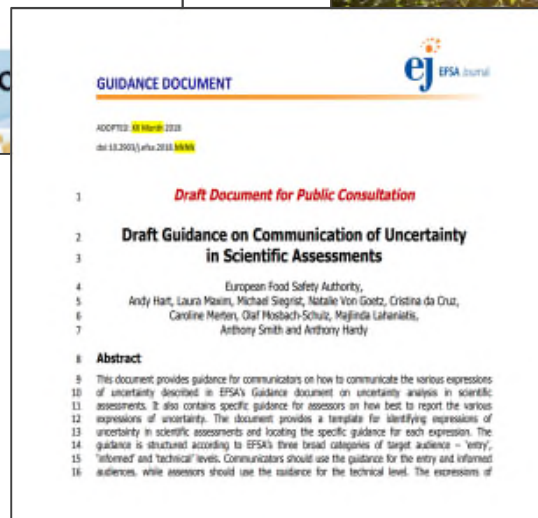
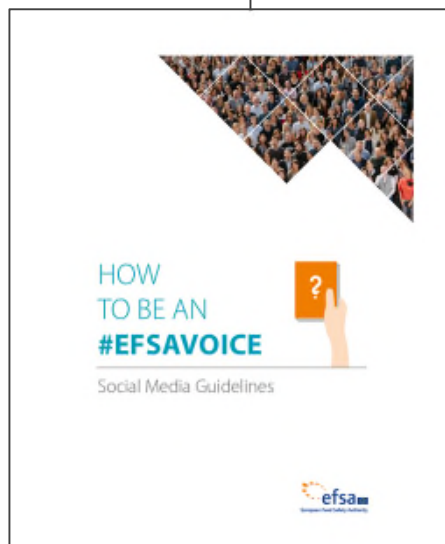


OPERATIONAL FRAMEWORK

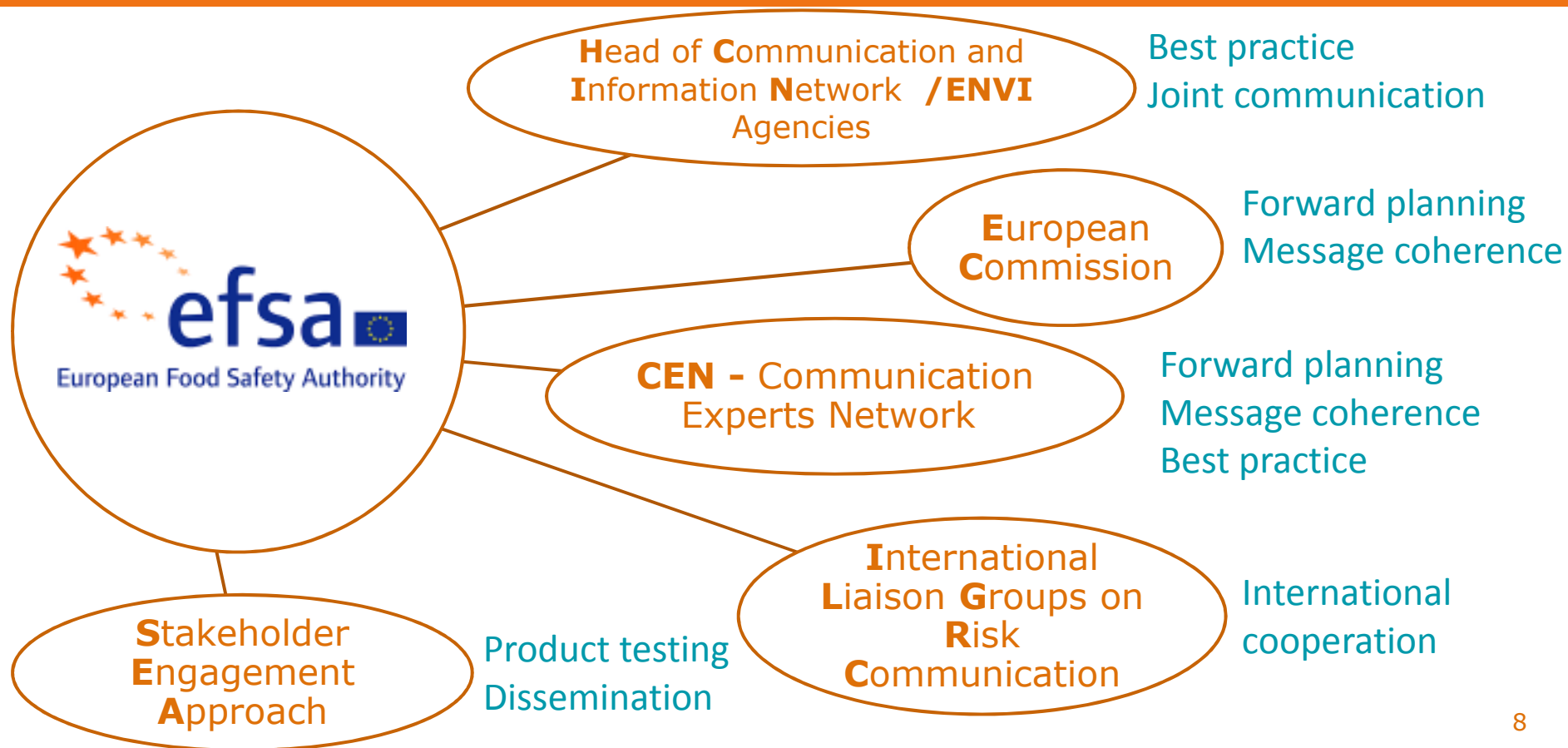
Organisational Structure on 01/09/2018



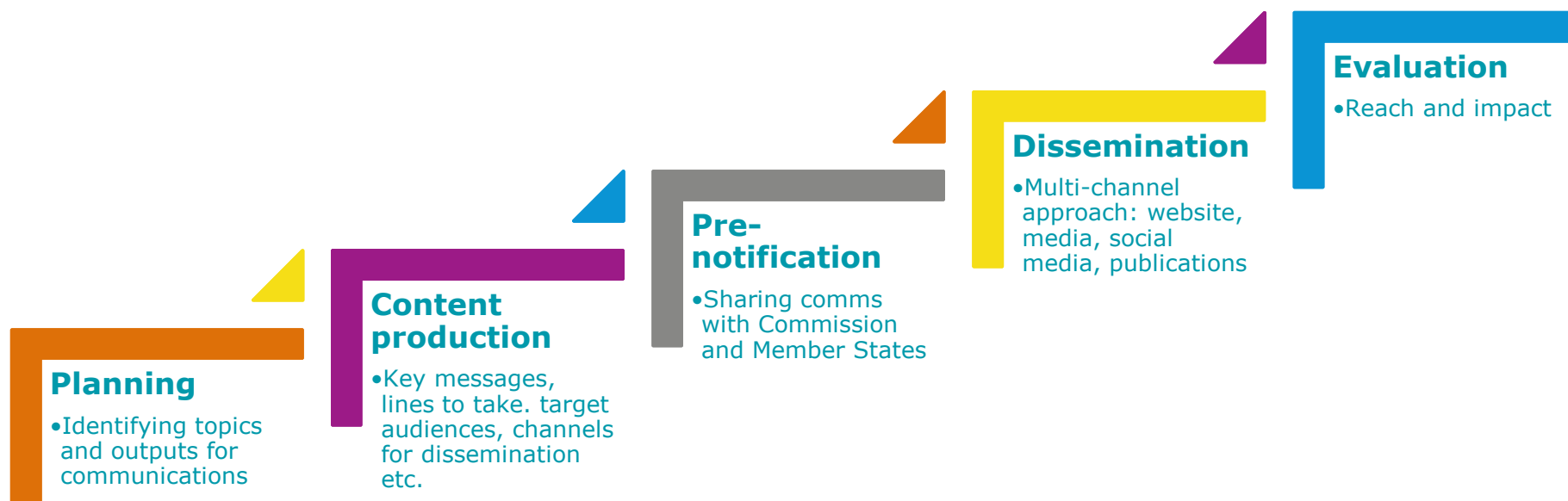
GUIDING PRINCIPLES



COHERENCE AND COOPERATION



CONTENT PRODUCTION / DISSEMINATION FLOW



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

EFSA Strategy 2020

2020

2. Risk communication in practice

HOW?

MULTIMEDIA

- Videos
- Interactive tools
- Infographics,
- Data visualisation

EFSA JOURNAL

- All EFSA scientific outputs

EFSA WEBSITE

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

MEDIA RELATIONS

- Questions and Answers
- Statements
- Interviews
- Responses to media queries

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

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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 Rogers (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

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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

Abstract

Summary

1 Introduction

2 Data and methodologies

3 Assessment

4 Conclusions

5 Recommendations

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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
- 14 Facebook pages

Readers on

- 22 University

SUMMARY

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/efsa.2015.3880

Authors: EFSA Panel on Plant Health (PLH)

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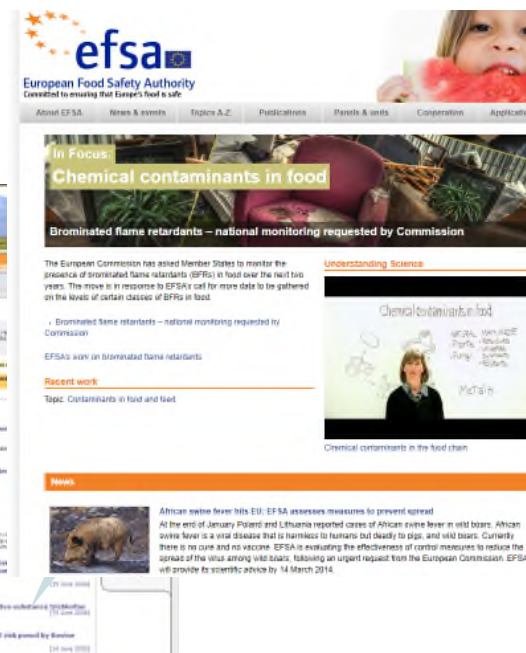
TWITTER DEMOGRAPHICS

MONDLEY 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 Xylella fastidiosa was contained.](#)

WEBSITE EVOLUTION (2006-present)



SOCIAL MEDIA



Main account launched in 2012

- Followers: **+26k**

Thematic accounts launched 2016

- @Plants_EFSA **+1200** followers
- @Methods_EFSA **+600** followers



Channel opened in 2012

- +200** videos
- +1M** views

LinkedIn account launched in 2012

- +42k** followers



MULTIMEDIA @ EFSA (NOT JUST VIDEOS!)



MEDIA HIGHLIGHTS (Sept – Nov)



‘Agencia europea pide inversiones para evaluar alimentos con más transparencia’



‘Why a European agency post can be an excellent destination for researchers’



‘Unsere aktuelle Titelgeschichte: Reizthema Essen’



‘Head of EU food safety watchdog calls for budget to be doubled’



‘Lo orgànic no es ni màs seguro ni màs nutritivo’



‘EFSA ED: Our advice should not be misused for short-term political interests’



‘Living Planet: Who keeps our food safe?’

3. Looking forward

PREPARING FOR THE FUTURE

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