

# Coordinated communications

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Trusted science for safe food

## 1. Communication campaigns

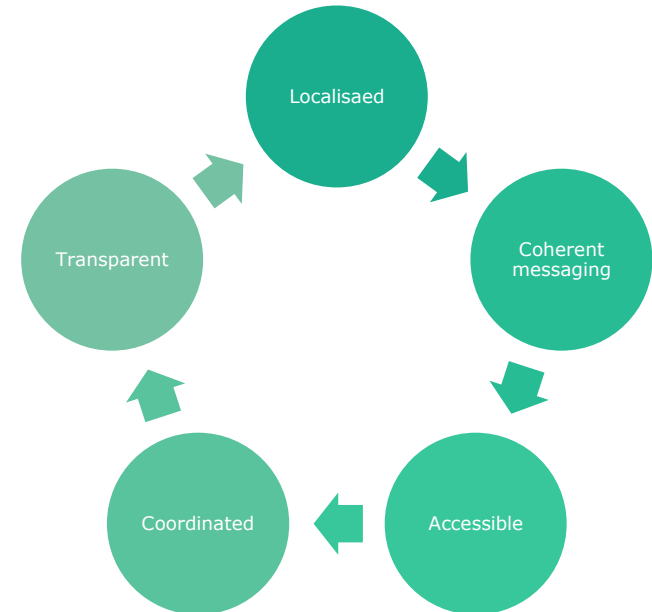
- a. #StopASF (African Swine Fever)
- b. #EUChooseSafeFood

## 2. Digital communications

- a. Food.eu

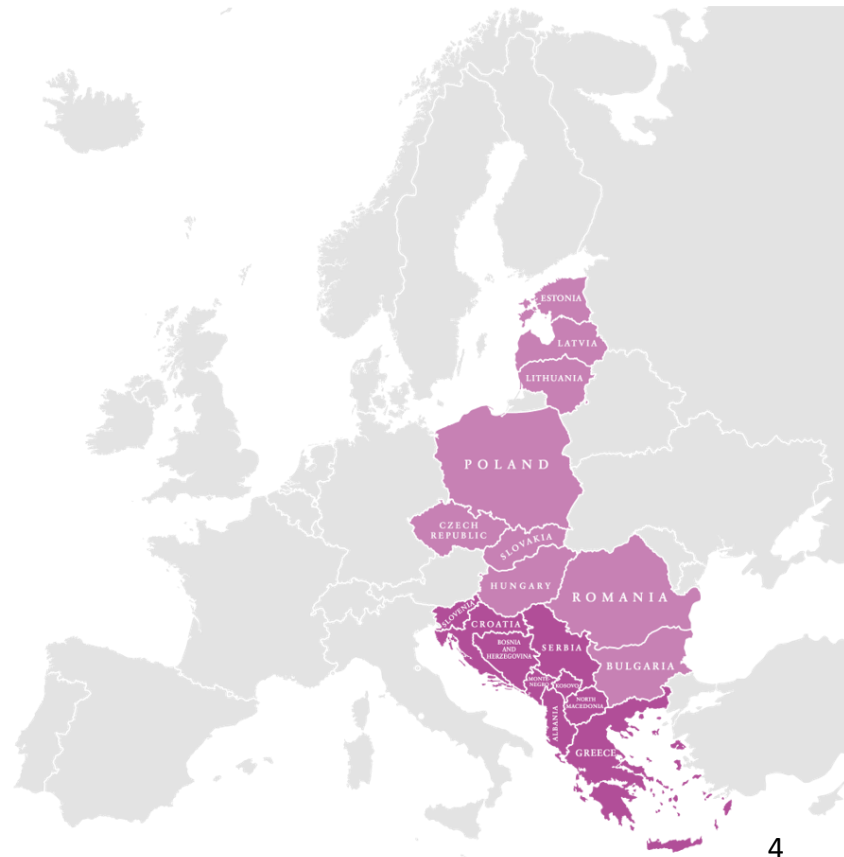
## 3. Multilingualism

*Underlying principles: coordinated comms*



**#StopASF Campaign**

# #StopASF campaign 2022



- Raise awareness

Countries with lowest levels of awareness



- Maintain awareness

Countries with high levels of awareness



- Increase reporting and prevention

Priority countries and countries with high awareness



Re-use messages and materials

New messages on prevention and reporting

# #StopASF: campaign overview



Outreach in 18  
countries



Target  
audiences:  
farmers, vets,  
hunters



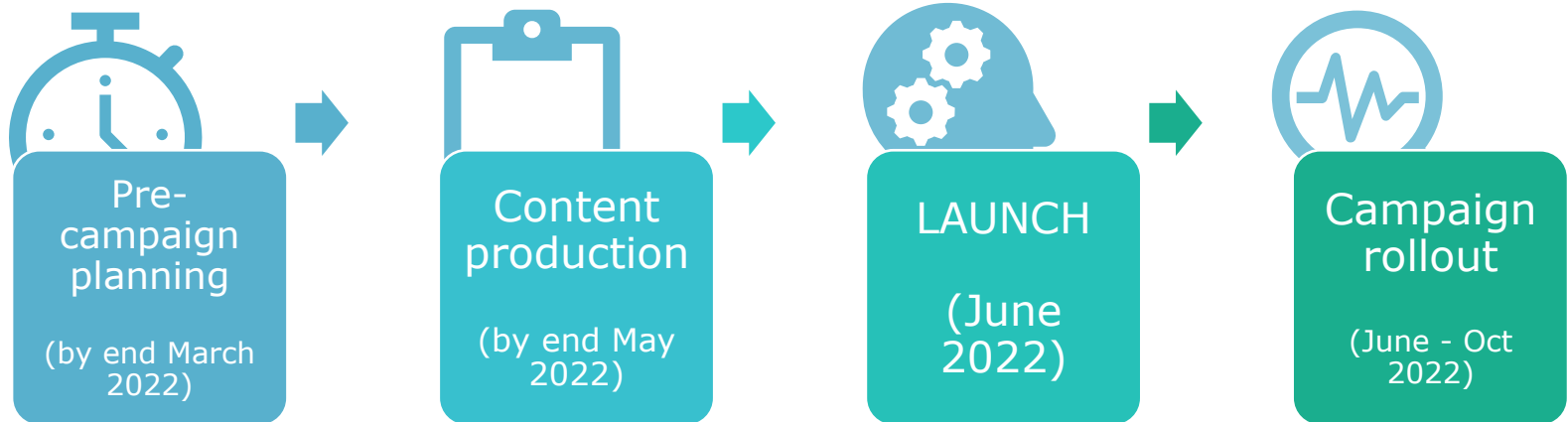
Budget ca. 500k  
EUR



Built on 2021  
feedback

- EFSA Focal Points (FP) involved from the start
- FP support with stakeholder & media mapping and translations
- Webinars planned with stakeholders in all countries
- Sharing of information with EFSA networks







# **#EUChooseSafeFood Campaign**

## The campaign in a nutshell

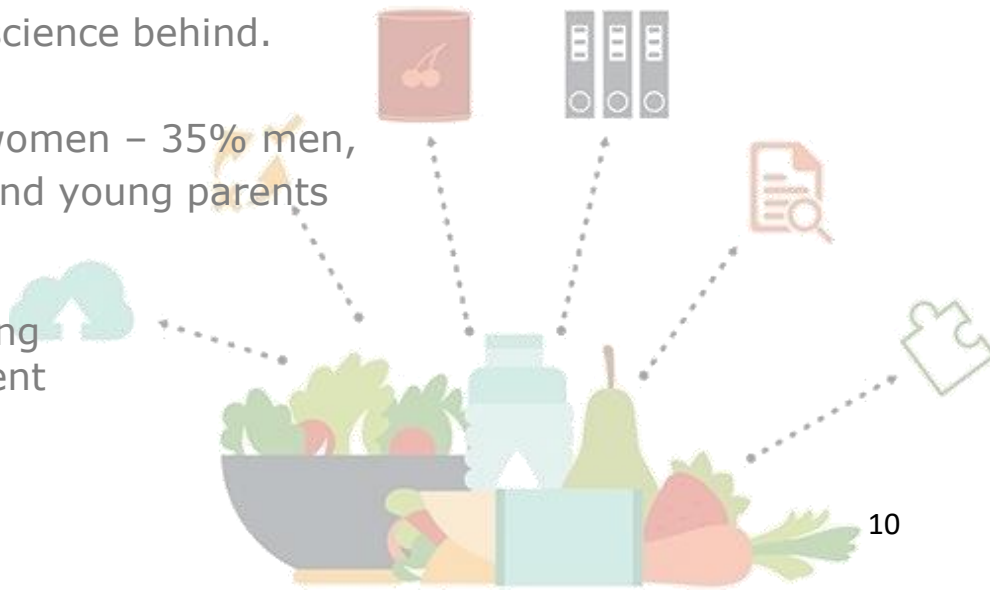
**Objective:** Increase awareness that the EU food safety system is based on science

**Purpose:** (More) European citizens make food choices with confidence once reassured by the science behind.

**Target Aud.:** 25-45 years old, 65% women – 35% men, with a focus on future and young parents


**Phases:**

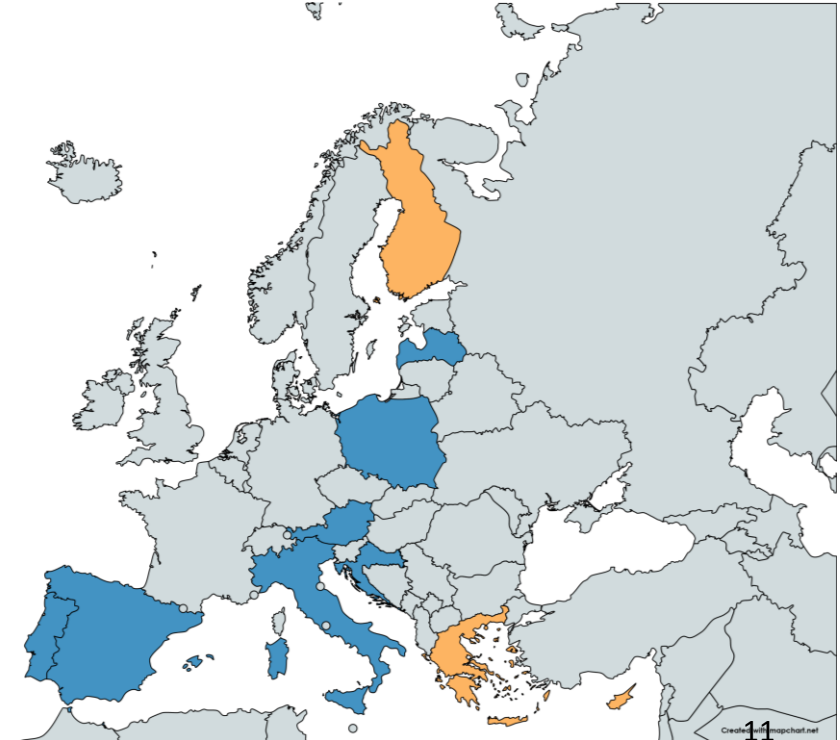
- Raise awareness
- Trigger critical thinking
- Encourage engagement

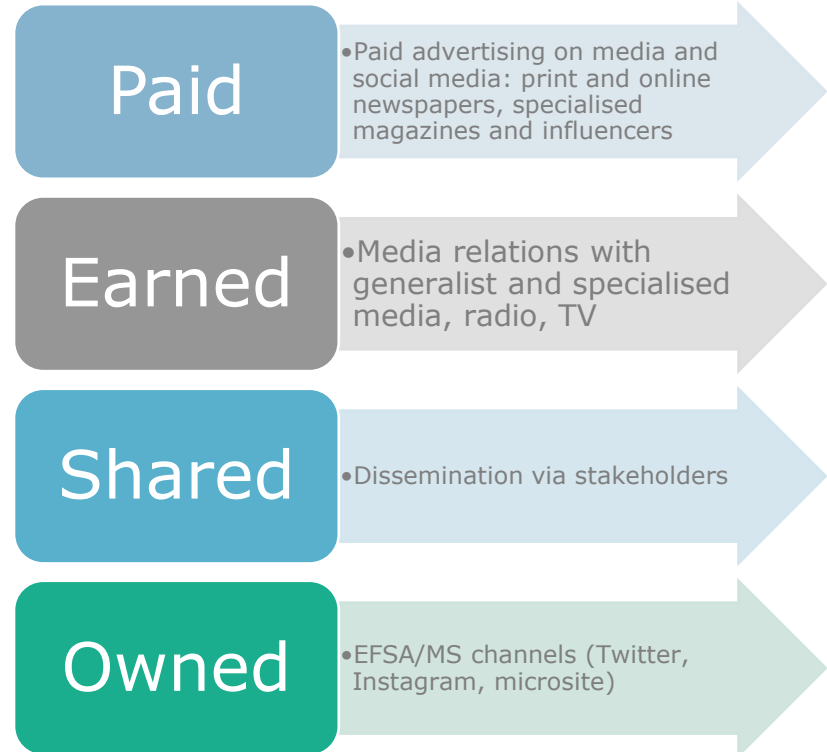


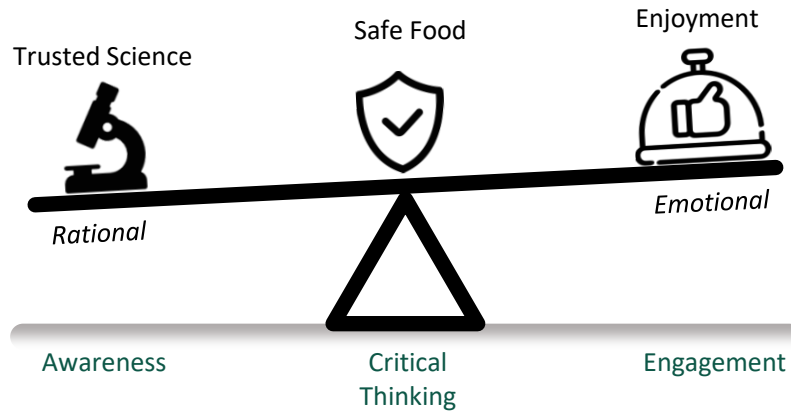
# Participating Member States

- Italy
- Spain
- Austria
- Croatia
- Latvia
- Poland
- Portugal
- Finland
- Greece
- Cyprus

-  Continuing Year 1 Countries
-  New Year 2 Countries







- Animal welfare
- Food Hygiene
- Foodborne disease
- Contaminants
- Additives
- Allergens
- Plant health **NEW**
- Food packaging
- Bee health
- Novel foods **NEW**
- Food waste
- Food Supplements **NEW**

- Website remains the central point of the campaign.
- Translated in all EU languages
- Mix of content from EFSA and Member States



## Deciphering labels

'Use by' and 'Best Before' – Same or different?

Very different! **Use By** is about food safety. **Best Before** relates to food quality. It is a European Union requirement for all prepacked food to have information labels.

[Read more](#)



## Healthy Choices

How much salt can I add to my food?

Adding too much salt to food on a regular basis can cause high blood pressure. But how much is too much? Scientifically-based guidelines on intake levels for vitamins and minerals are established at a European level for reference by nutrition and health professionals in the EU Member States.

[Read more](#)



## Health Claims

Are health claims like 'can reduce cholesterol' on packaging just a marketing ploy?

European regulations ensure that all health claims made on labels, advertising or other marketing products are scientifically justified.

[Read more](#)



## Packaging

Should I worry about food packaging?

Not all packaging is appropriate for food. Chemicals can potentially be transferred from packaging to food through contact. In Europe, all materials that come into contact with food have to meet strict standards. One less thing to worry about!

[Read more](#)



## Allergens

I have a serious peanut allergy – how can I check whether there are any traces in my food?

There is no cure for food allergies. The only way to manage the condition is to avoid food that makes the person ill. European legislation, backed by science, ensures that allergen advice can be found on food packaging.

[Read more](#)



## Additives

Should I be concerned about food additives?

Food additives are substances added to food to maintain or improve its safety, freshness, taste, texture, or appearance. In the European Union, all additives from sweeteners to food colouring are evaluated before they are permitted for use in food.

[Read more](#)



## Foodborne Diseases

What can I do to prevent Salmonella?

Following basic hygiene rules during food preparation is very important. You must also make sure to properly cook eggs and meat. Did you know that European cooperation is also instrumental in reducing the risk of salmonella?

[Read more](#)

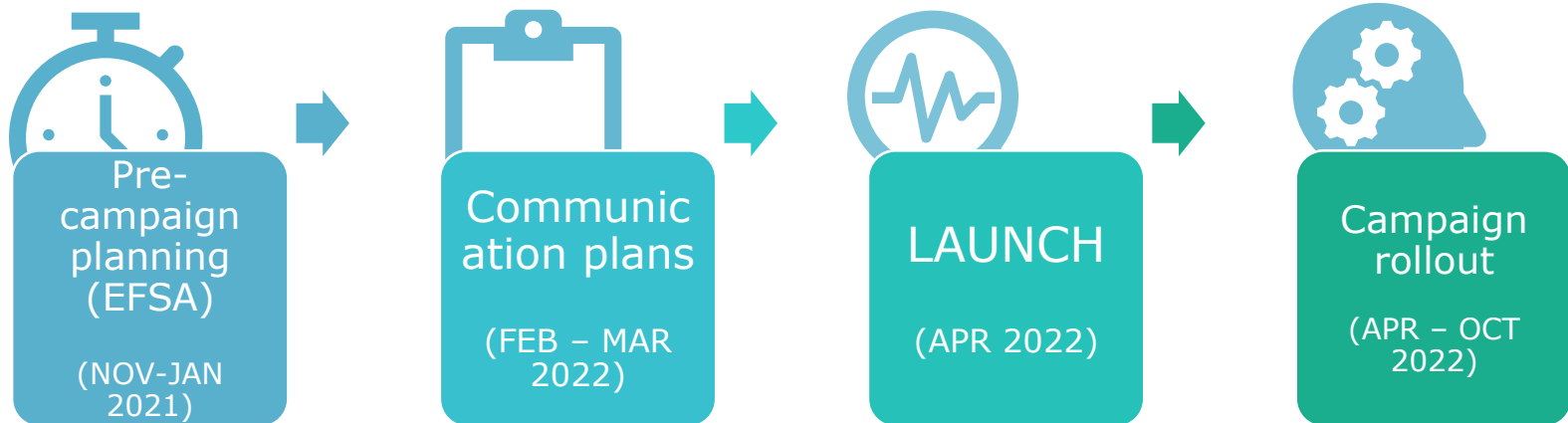


## Bee Health

How are bees connected to food safety?

As consumers, we rely on bees for much of the food that we eat. Their role in the pollination of crops is critical. If bee numbers decline, this has an impact on our food.

[Read more](#)



**Food.eu**





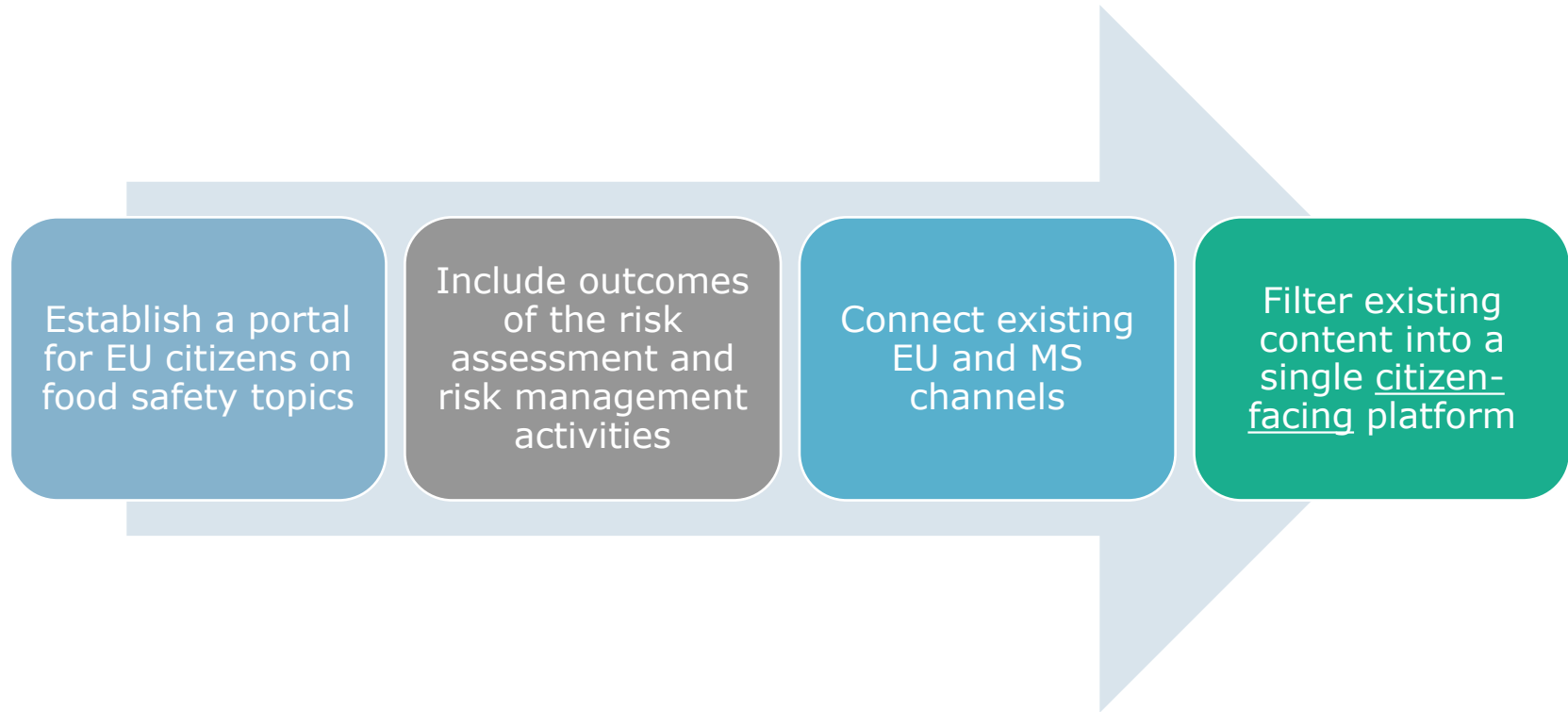
Context - **Transparency Regulation** - EFSA's increased responsibilities for coordinated communications to citizens



Goal - **Integrated risk communication** for risk assessors and risk managers at EU & national level



Vision - **A community of communication professionals** working together for coordinated, accessible and localised food safety information for European citizens



Vision &  
Strategy

Governance

Content  
strategy/  
production

Editorial  
control

Time lag

Topic  
selection


# Multilingualism



**2018 EU Ombudsman report:** “*EU bodies’ websites should, at least to some extent, be available in all EU official languages*”



**EU Transparency regulation** (2019/1381) places emphasis on accessibility in communications



**Feedback to date:** EFSA’s 5 languages + multilingual products well received (e.g. campaigns, multimedia products)

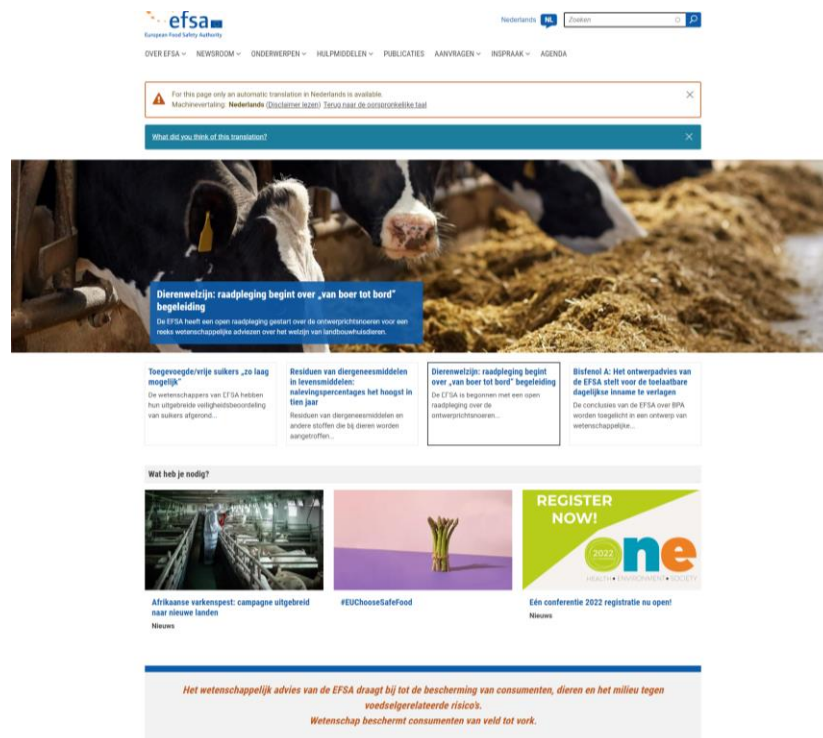


**Digital communications:** advances in communication technologies, including translation tools



# Multilingualism at EFSA in 2022

- Introduce **eTranslation** (machine translation tool) for EFSA website
- Developed by EC, secure, and **free of charge** to public administrations
- Move from 5 to 10 EU languages
- New languages:
  - Polish
  - Portuguese
  - Dutch
  - Greek
  - Swedish
- Further EU languages to be introduced in 2023



The screenshot shows the EFSA website interface in Dutch. At the top, there is a navigation menu with links for 'OVER EFSa', 'NEWSROOM', 'ONDERWERPEN', 'HULPMIDDELEN', 'PUBLICATIES', 'AANVRAGEN', 'INSPRAAK', and 'AGENDA'. A search bar is visible on the right. Below the navigation, there is a warning message: 'Voor deze pagina zijn er automatische vertalingen in Nederlands in available. Machinevertaling: Nederlands (Glossier: 2022) Toets taal: de vertaalbare taal'. A blue bar below the warning asks 'Wat dít u nu denkt of dit vertaalt?'. The main content area features a large image of a cow in a stable with a blue overlay containing the text: 'Dierenwelzijn: raadpleging begint over „van boer tot boer“ begeleiding. De EFSA heeft een open raadpleging gestart over de ontwerprichtenen voor een rook wetenschappelijke adviezen over het welzijn van landbouwvulders.' Below this image are three columns of text: 'Toegevoegde/vrije suikers „zo laag mogelijk“', 'Residuen van diergeneesmiddelen in levensmiddelen: nalevingpercentages het laagst in tien jaar', and 'Dierenwelzijn: raadpleging begint over „van boer tot boer“ begeleiding'. To the right of these columns is a box titled 'Bisfenol A: Het ontwerpadvies van de EFSA stelt voor de loslaatbare dagelijks inname te verlagen'. Below the main content, there is a section titled 'Wat heb je nodig?' with three sub-sections: 'Afrikaanse varkenspest: campagne uitgebreid naar nieuwe landen', '#EUChooseSafeFood', and 'Eén conferentie 2022 registratie nu open!'. At the bottom, there is a banner with the text: 'Het wetenschappelijk advies van de EFSA draagt bij tot de bescherming van consumenten, dieren en het milieu tegen voedselgerelateerde risico's. Wetenschap beschermt consumenten van veld tot vork.' Below the banner are three icons with text: 'Open EFSa', 'Het tijdschrift van de EFSA', and 'Verbinding maken'.

Save the date



SAVE THE DATE!

**2022**  
EU CONFERENCE

**one**

HEALTH • ENVIRONMENT • SOCIETY

**21-24 JUNE 2022** - Brussels and online

[One2022.eu](https://www.efsa.europa.eu/one2022)

#OneEU2022