


Management Board  
15 December 2022



# EFSA Social Science Roadmap

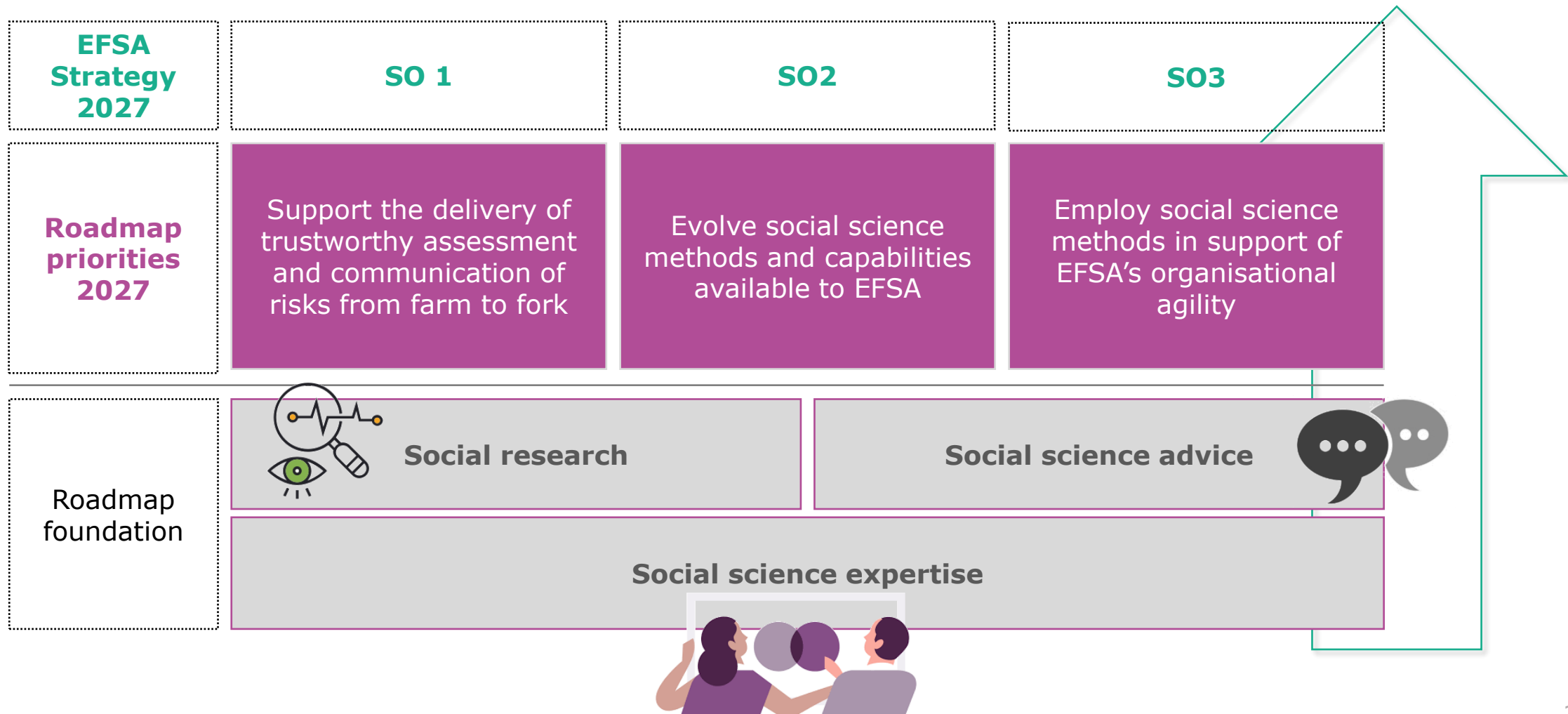
## Update on implementation of activities during 2022

**Barbara Gallani**

Head of Communication and Partnership Department

Trusted science for safe food

# Our roadmap | Updated for the 2022-2027 period



## Eurobarometer study on food safety in the EU

**National factsheets** and dashboard for EU27



efsa  
European Food Safety Authority

Special Eurobarometer Wave EB97.2

**Food safety in the EU**

Report

Fieldwork: March - April 2022

Sweden:

- [English](#) PDF
- [Svenska](#) PDF

Fieldwork Mar-Apr 22  
Published Sep 22

Development of localised communication **content to explain the difference hazard-risk**

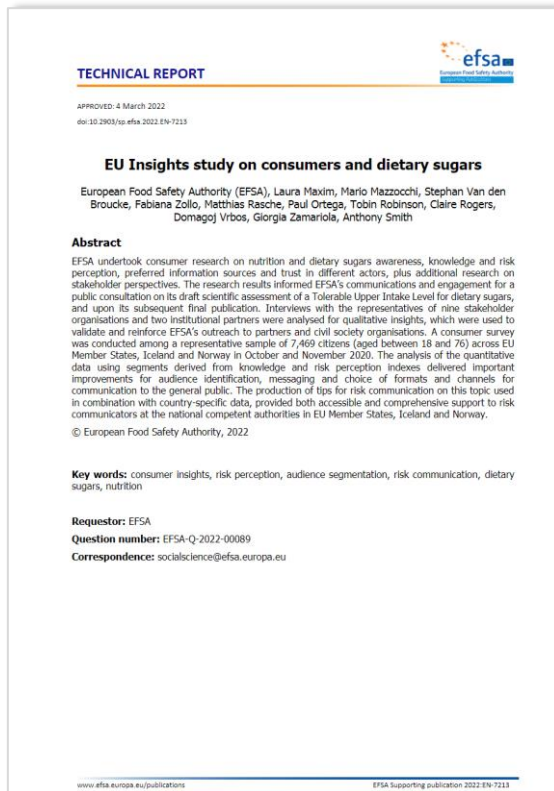


it's a hazard

11 examples developed in 25 languages

it's a risk

## Publication of [EU insight study on consumers and dietary sugars](#) Work ongoing on **three mandates**



**TECHNICAL REPORT**

APPROVED: 4 March 2022  
doi:10.2903/efsa.2022.2197213

### EU Insights study on consumers and dietary sugars

European Food Safety Authority (EFSA), Laura Maxim, Mario Mazzocchi, Stephan Van den Broecke, Fabiana Zolo, Matthias Rasche, Paul Ortega, Tobin Robinson, Claire Rogers, Domagoj Vrboš, Giorgia Zamariola, Anthony Smith

**Abstract**

EFSA undertook consumer research on nutrition and dietary sugars awareness, knowledge and risk perception, preferred information sources and trust in different actors, plus additional research on stakeholder perspectives. The research results informed EFSA's communications and engagement for a public consultation on its draft scientific assessment of a Tolerable Upper Intake Level for dietary sugars, and upon its subsequent final publication. Interviews with the representatives of nine stakeholder organisations and two institutional partners were analysed for qualitative insights, which were used to validate and reinforce EFSA's outreach to partners and civil society organisations. A consumer survey was conducted among a representative sample of 7,469 citizens (aged between 18 and 76) across EU Member States, Iceland and Norway in October and November 2020. The analysis of the quantitative data using segments derived from knowledge and risk perception indexes delivered important improvements for audience identification, messaging and choice of formats and channels for communication to the general public. The production of tips for risk communication on this topic used in combination with country-specific data, provided both accessible and comprehensive support to risk communicators at the national competent authorities in EU Member States, Iceland and Norway.

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**Key words:** consumer insights, risk perception, audience segmentation, risk communication, dietary sugars, nutrition

**Requestor:** EFSA  
**Question number:** EFSA-Q-2022-00089  
**Correspondence:** socialscience@efsa.europa.eu

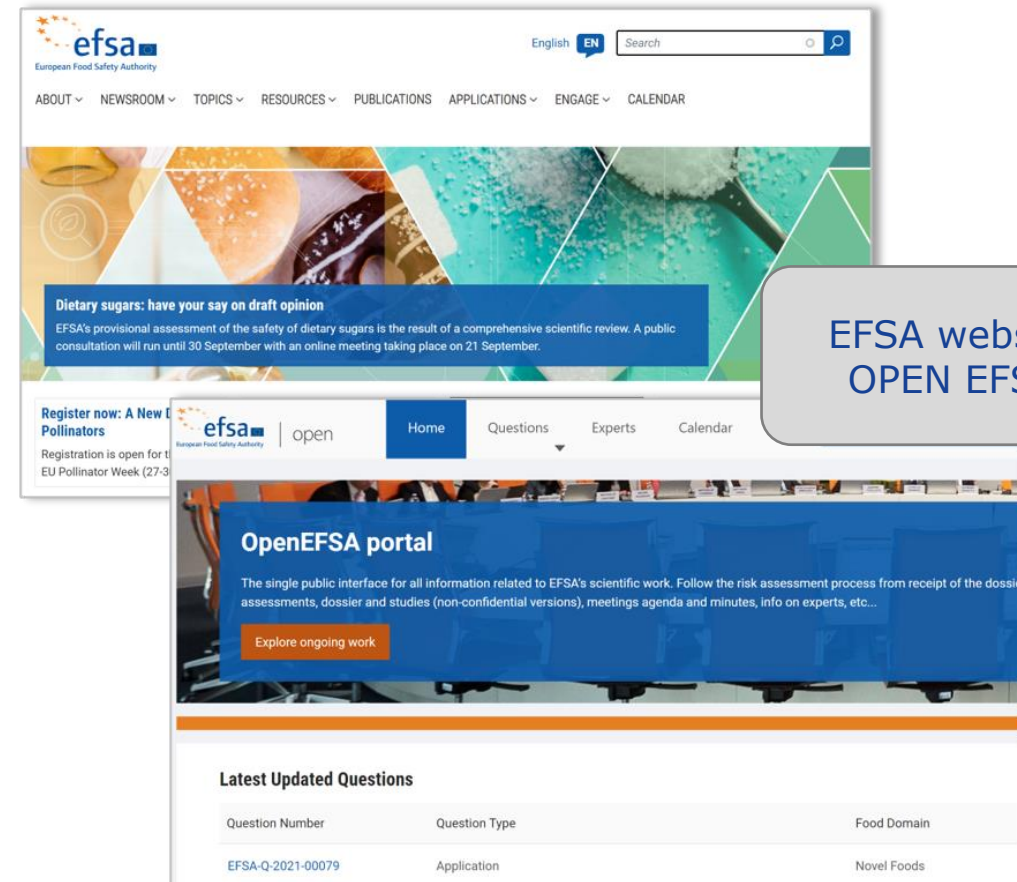
www.efsa.europa.eu/publications EFSA Supporting publication 2022-EN-7213

Support to **plant health risk communication** (LEAD)

**Fish consumption and MS advice on mercury contamination** (SUPPORT)

**Risk-benefit guidance** (SUPPORT)

## EFSA digital platforms **user research** initiated



Diets: have your say on draft opinion

EFSA's provisional assessment of the safety of dietary sugars is the result of a comprehensive scientific review. A public consultation will run until 30 September with an online meeting taking place on 21 September.

Register now: A New Pollinators

Registration is open for EU Pollinator Week (27-30 September)

### OpenEFS portal

The single public interface for all information related to EFSA's scientific work. Follow the risk assessment process from receipt of the dossier assessments, dossier and studies (non-confidential versions), meetings agenda and minutes, info on experts, etc...

Explore ongoing work

#### Latest Updated Questions

Question Number	Question Type	Food Domain
EFSA-Q-2021-00079	Application	Novel Foods

EFSA website  
OPEN EFS

Expanded use of **social media listening** to gauge online discourse of main food safety topics under EFSA's remit

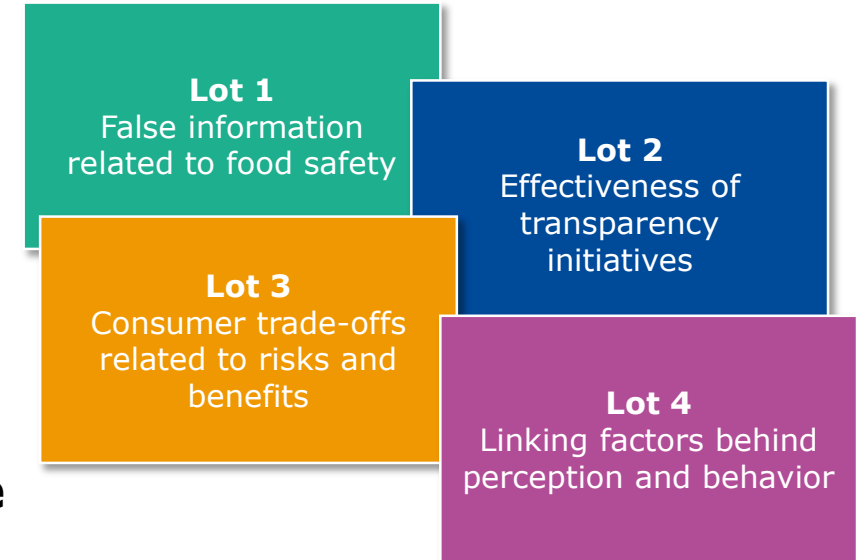
New **"flash poll" modality** added to EFSA's public opinion research toolkit (ability to generate results in 10 days from survey design)



"Evidence-based risk communication" calls for roadmaps in four areas of research

Expansion of the **Social Research Methods and Advice WG**

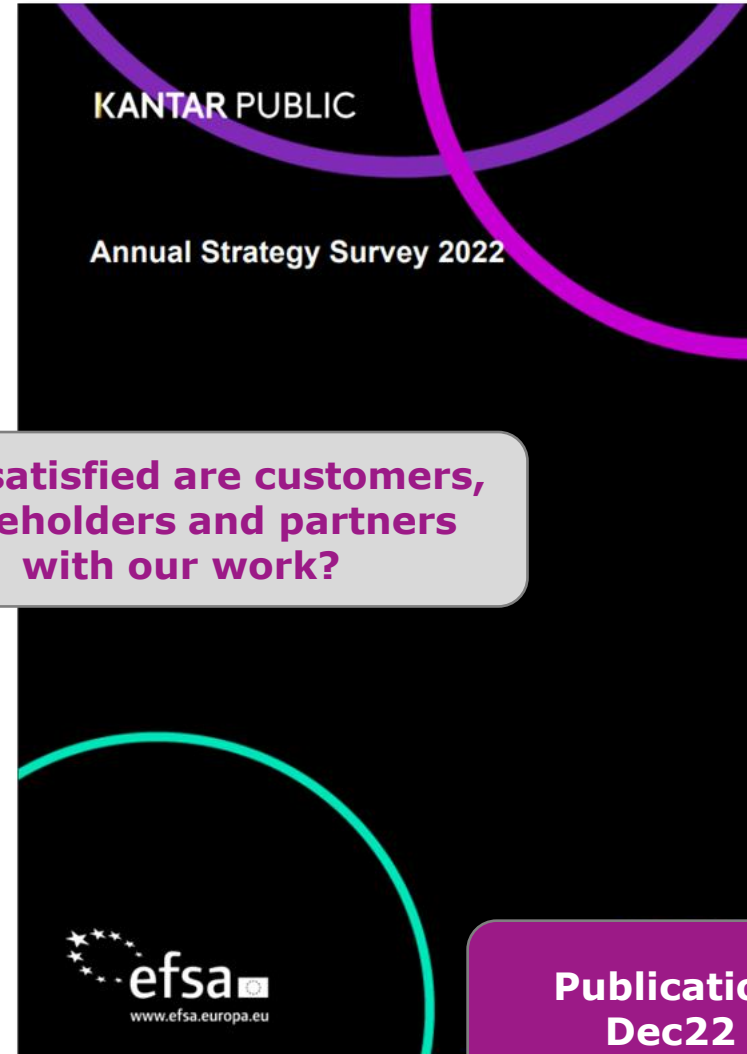
**ONE Conference 2022** session on "Putting science into context"



# Priority 3 | A new survey for strategy implementation



**What do we need to achieve?**



**How satisfied are customers, stakeholders and partners with our work?**

**Publication Dec22**