

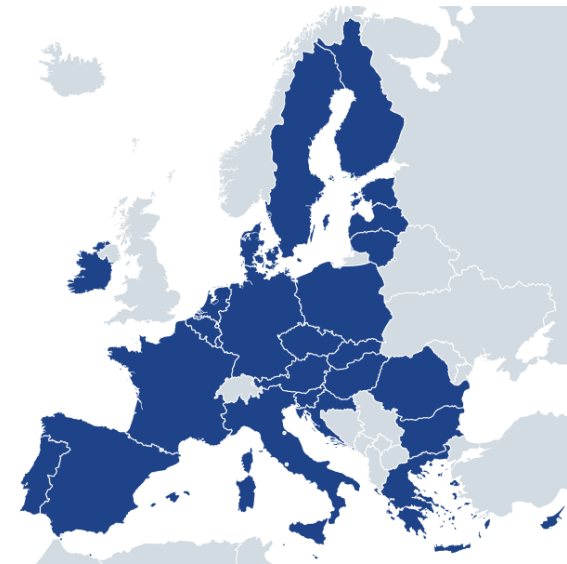


ROLE OF COORDINATED COMMUNICATIONS IN EFSA'S RISK COMMUNICATION STRATEGY

Rory Harrington, Communication Coordinator, EFSA

CONTENTS

-  Legislative background
-  Social research
-  Coordinated campaigns
-  Tailor-made activities for Coordinated comms





**RISK
COMMUNICATION**

IS

Bridging the
gap between
science and the
consumer

Promoting and
disseminating
consistent
messages

Understanding
consumer
perception of food
and food safety
risks

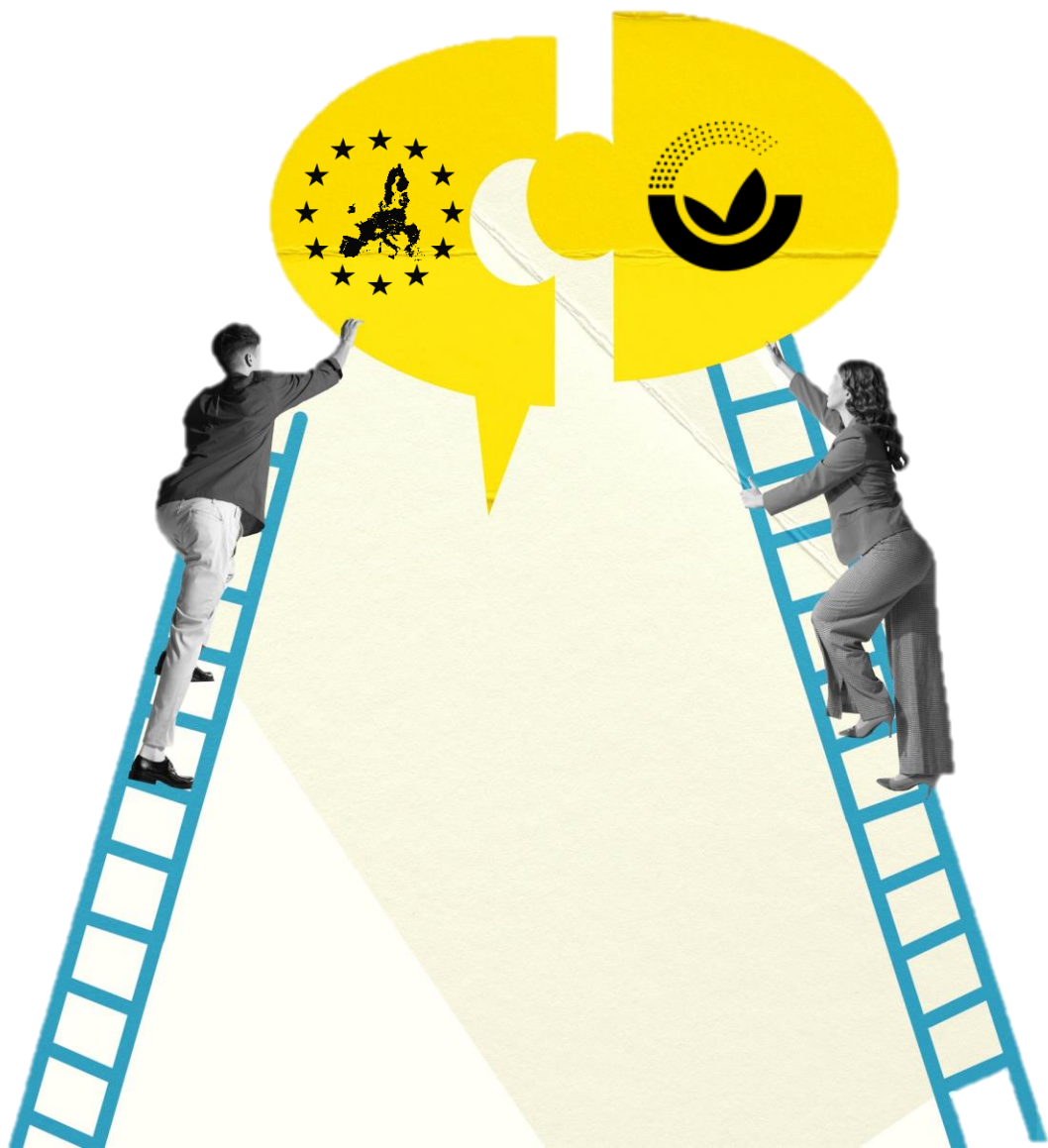


TRANSPARENCY REGULATION (RISK COMMUNICATIONS)

- a) Coherence and coordination among all actors
- b) Risk perceptions
- c) Interactive and timely exchanges with interested parties
- d) Transparent information, along all process, also on Risk Management decisions
- e) Facilitate understanding and dialogue
- f) Clear and accessible for non-scientists
- g) Establishment of General Plan for Risk Communications

Regulation (EU) 1381/2019





The EU's response
**Coordinated
communication between:**
EFSA
European Commission
Member States





**UNDERSTANDING
OUR AUDIENCES**

SOCIAL RESEARCH



STRATEGIC

helps us inform communication planning and the choice of topics



TARGETED

explores a specific topic or an audience to best frame the communication

COORDINATED SOCIAL RESEARCH ACTIVITIES

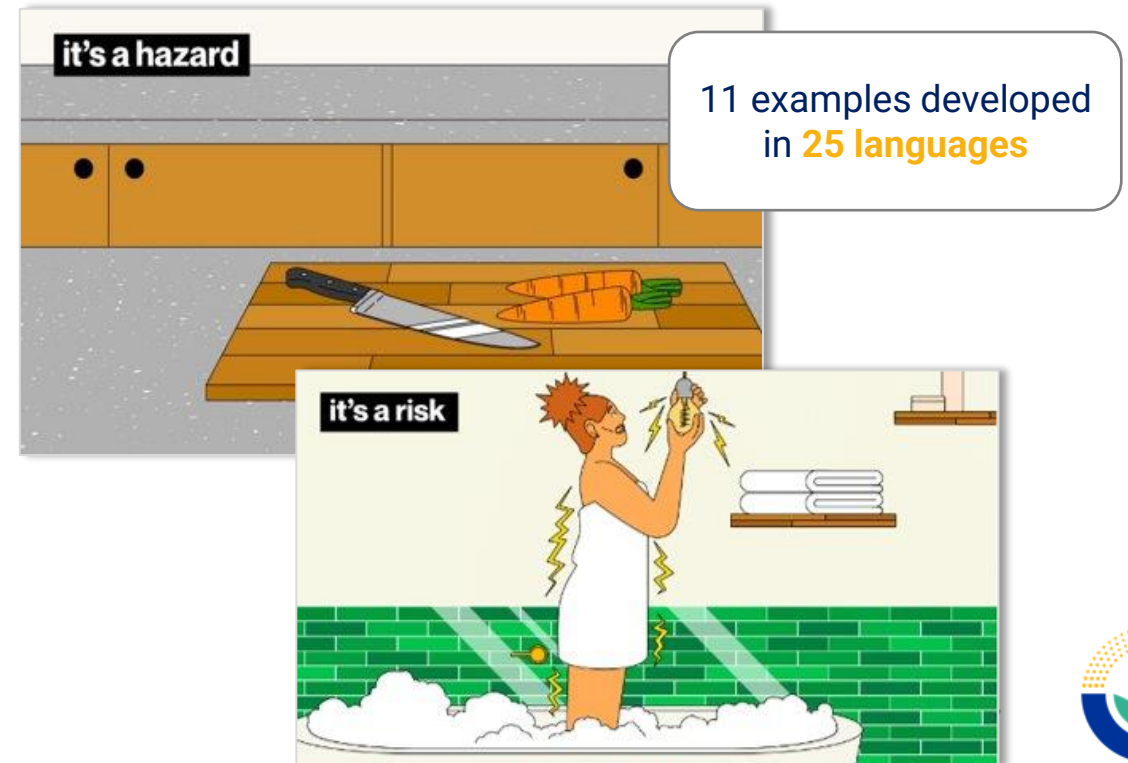
Eurobarometer study on food safety in the EU National factsheets and dashboard for EU27



The image shows the cover of the Eurobarometer report 'Food safety in the EU' and a map of Europe. The report cover features the EFSA logo, a photo of people eating, and the text 'Special Eurobarometer Wave EB97.2', 'Food safety in the EU', 'Report', and 'Fieldwork: March - April 2022'. The map highlights Sweden in orange, with a text box listing 'Sweden:' and links for 'English PDF' and 'Svenska PDF'.

Fieldwork Mar-Apr 22
Published Sep 22
Additional countries in 2023

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



The image contains two illustrations. The top one, labeled 'it's a hazard', shows a kitchen counter with a knife and a carrot. The bottom one, labeled 'it's a risk', shows a person in a bathtub with lightning bolts around them. A text box on the right states '11 examples developed in 25 languages'.



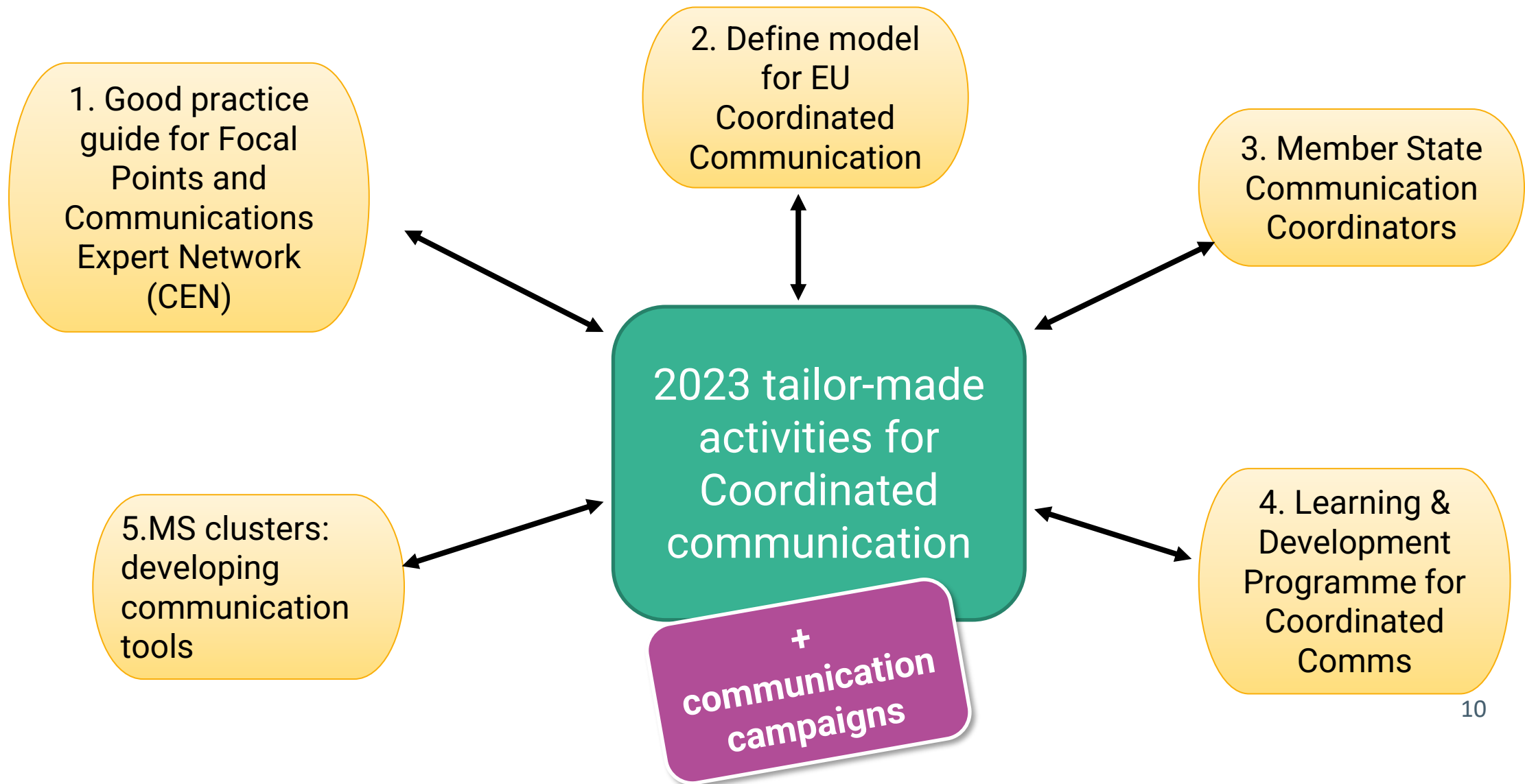


TAILOR-MADE ACTIVITIES FOR COORDINATED COMMUNICATIONS

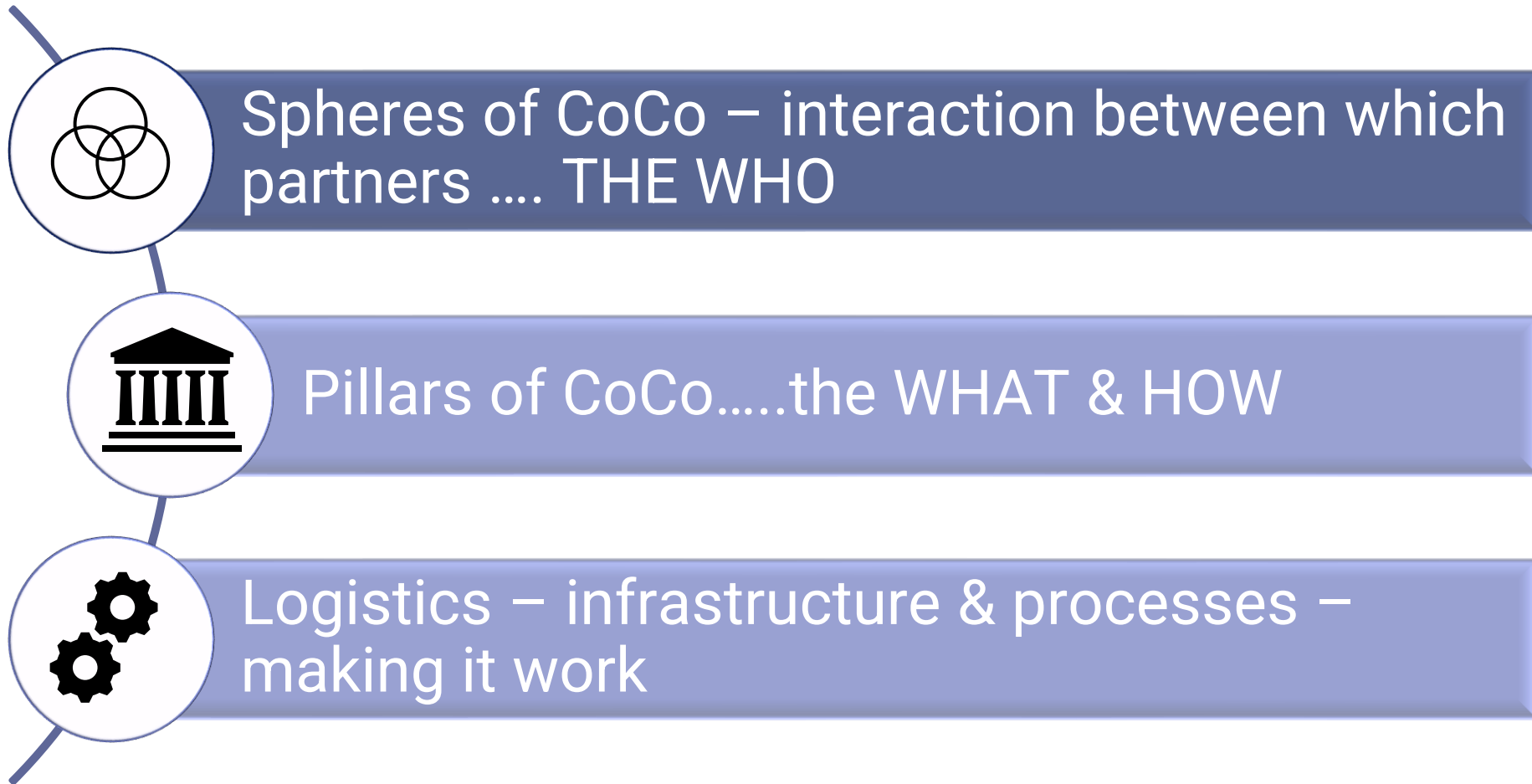
#OpenEFSA



A STRUCTURED APPROACH – FP OPERATIONAL FRAMEWORK (COMMS)



ACTIVITY 5.5 - EU MODEL FOR COORDINATED COMMS



CAPACITY BUILDING - THE WHO



❖ MS Communication Coordinators

- Pilot programme in 2023 – 10 MS
- Define Role Profile: responsibilities & task
- Integration into MS and EFSA risk comms structure
- Impact on the CEN (& FPs)



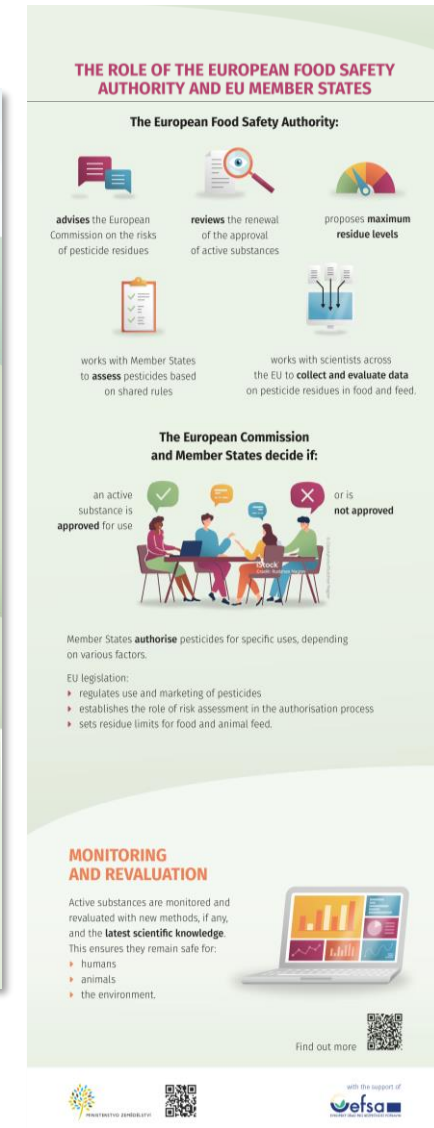
MS JOINT COMM PRODUCTS – CONTAMINANT INFOGRAPHIC

- **Czechia , Hungary & Norway**
- **Topic section**
 - High level – contaminants
 - Specific topic selection discussions
- **Comms approach**
 - Target audience
 - Communication objectives
 - Translation
 - Dissemination plan



MS JOINT COMMS PRODUCTS (2) - PESTICIDE INFOGRAPHIC

- Czechia, France, Italy & Romania
- **Topic section**
 - High level – contaminants
 - Specific topic selection discussions
- **Comms approach**
 - Target audience
 - Communication objectives
 - Translation
 - Dissemination plan



CAMPAIGNS



Capacity building in Member States



#StopASF



Specific goals:
awareness-raising
Critical thinking
Informed choices



#EUChooseSafe Food



Target defined audiences



#PlantHealth4 Life



Multi level:
• EU
• National - tailored to local audiences



A close-up photograph of a person's hand reaching into a cardboard box filled with fresh vegetables. The person is wearing a white shirt with black polka dots. The box contains various items including red bell peppers, yellow onions, green avocados, and dark leafy greens. The background is a blurred indoor setting. A large yellow curved shape is overlaid on the right side of the image.

#EUCHOOSESAFFOOD
CAMPAIGN



EFSA EUCSF – 2023 CAMPAIGN

TIMELINE

- The #EUChooseSafeFood campaign ran from **May to September 2023**.

OBJECTIVES

- **Raise awareness** of the science behind EU food safety and the role of EFSA
- Trigger **critical thinking** behind everyday food choice
- Encourage **engagement** in the campaign

GC APPROACH

- We have country-specific approach, with dissemination mainly taking place at member-state level through local agencies and the support of national focal points.

CAMPAIGN GROWTH

- 2021: 9 countries took part in the campaign
- 2022: 10 countries
- 2023: biggest year so far with **17 countries** joining the campaign

TARGET

- 25-45 years old parents or soon to be parents.
- Men and Young adults 18-24 years old



EFSA EUCSF – 2023 CAMPAIGN

Topics



Additives



Allergens



Animal Welfare



Bee Health



Food Contaminants



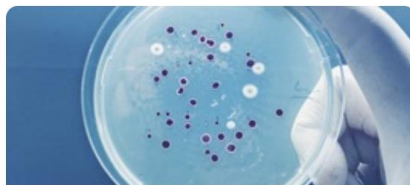
Food Hygiene



Food Supplements



Food Waste



Foodborne Diseases



Novel Foods



Packaging



EUCSF – 2023 CAMPAIGN

CAMPAIGN MATERIAL

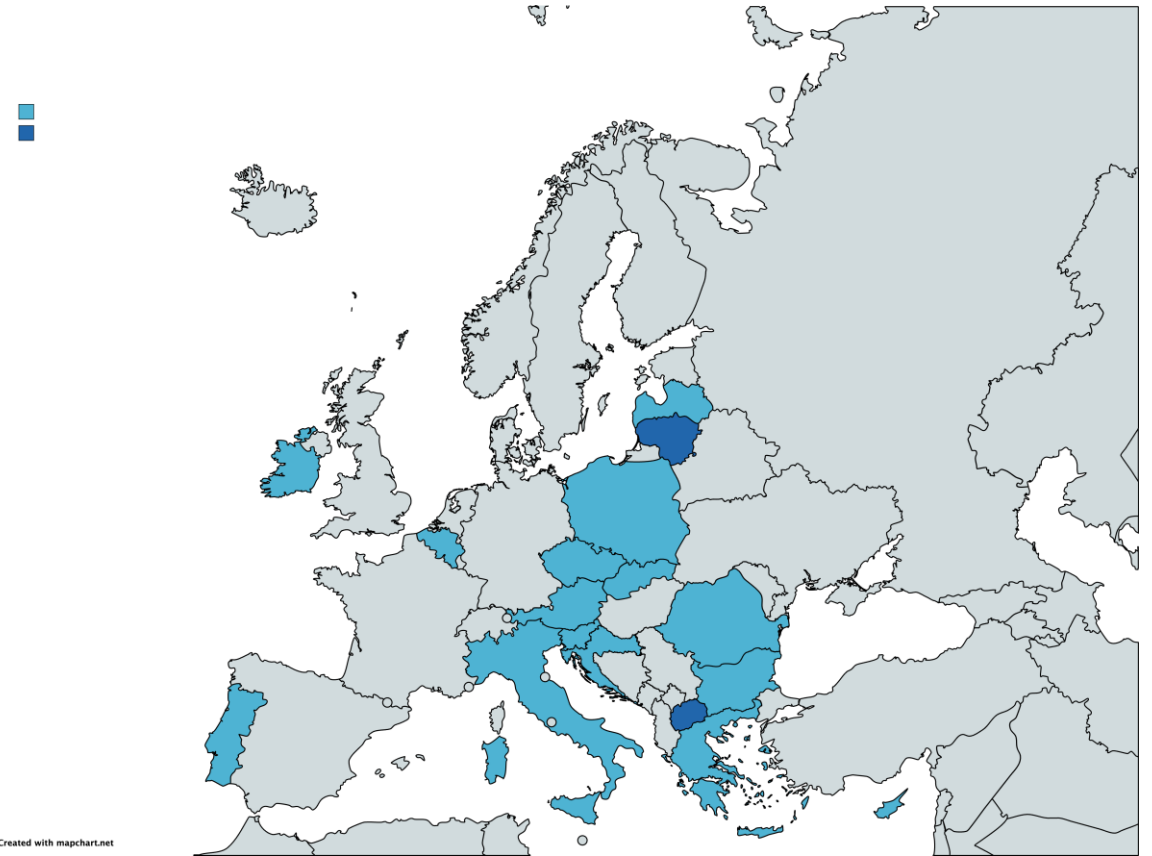
- Each Member State taking part in the campaign received adapted key visuals with localised content (images, short animations, SoMe posts, web banners)
- Content was adapted for each theme and each language to facilitate dissemination nationally.
- Focal Point logos were included in key visuals.
- Toolkits per country were available in the EUChooseSafeFood website for download.



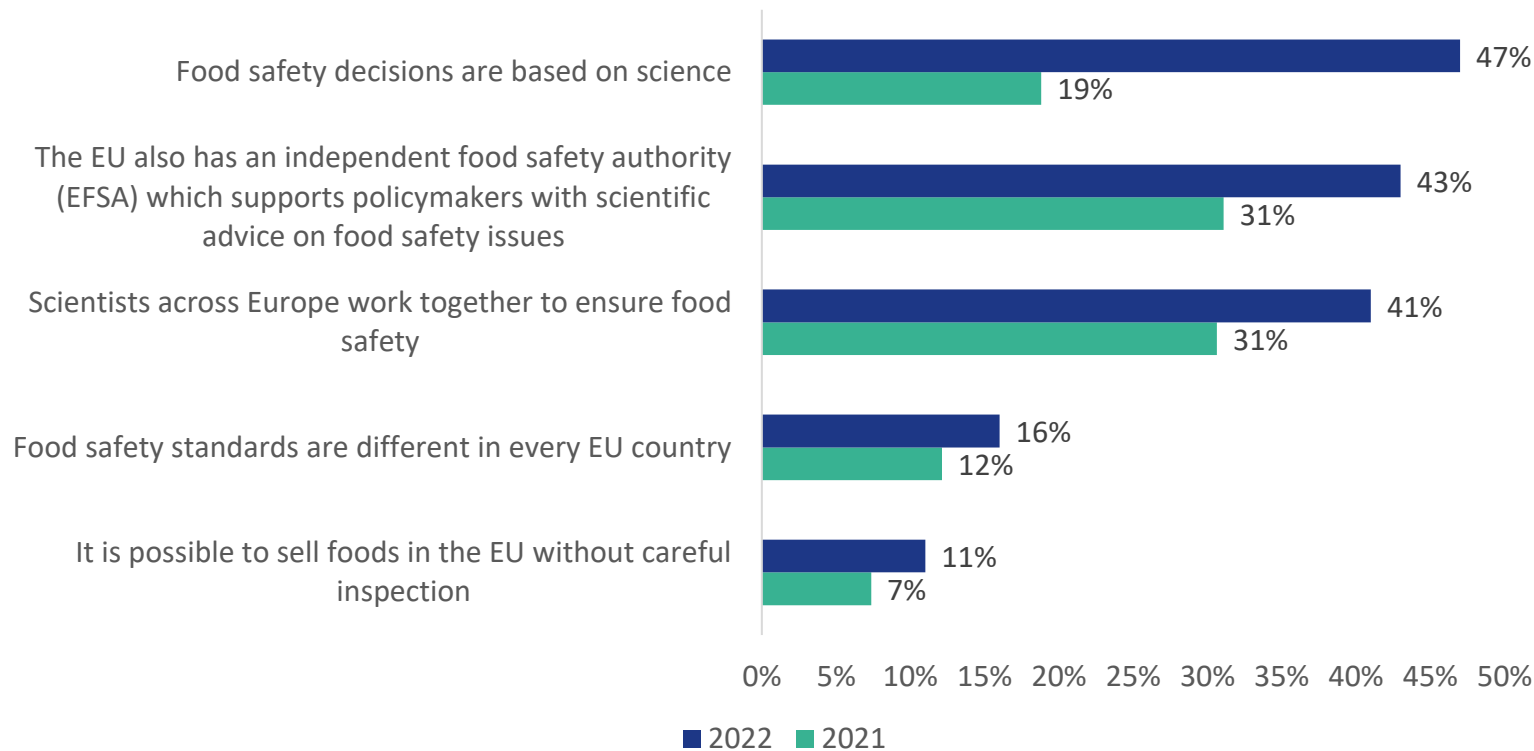
EFSA EUCSF – 2023 CAMPAIGN

PARTICIPATING COUNTRIES Y3

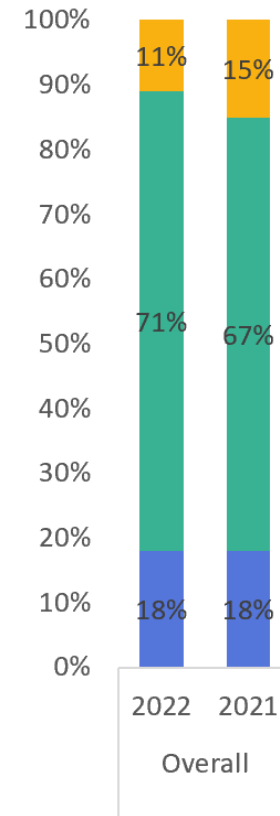
- Austria
 - Belgium
 - Bulgaria
 - Croatia
 - Cyprus
 - Czechia
 - Greece
 - Ireland
 - Italy
 - Poland
 - Portugal
 - Romania
 - Slovakia
 - Slovenia
-
- Lithuania
 - North Macedonia



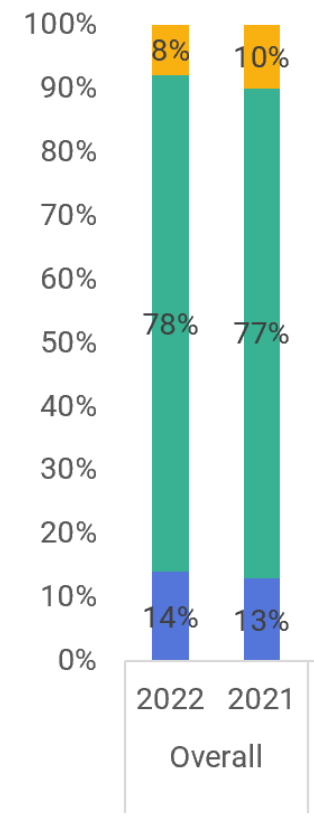
RECALL OF CAMPAIGN MESSAGES AND VISUALS



Images



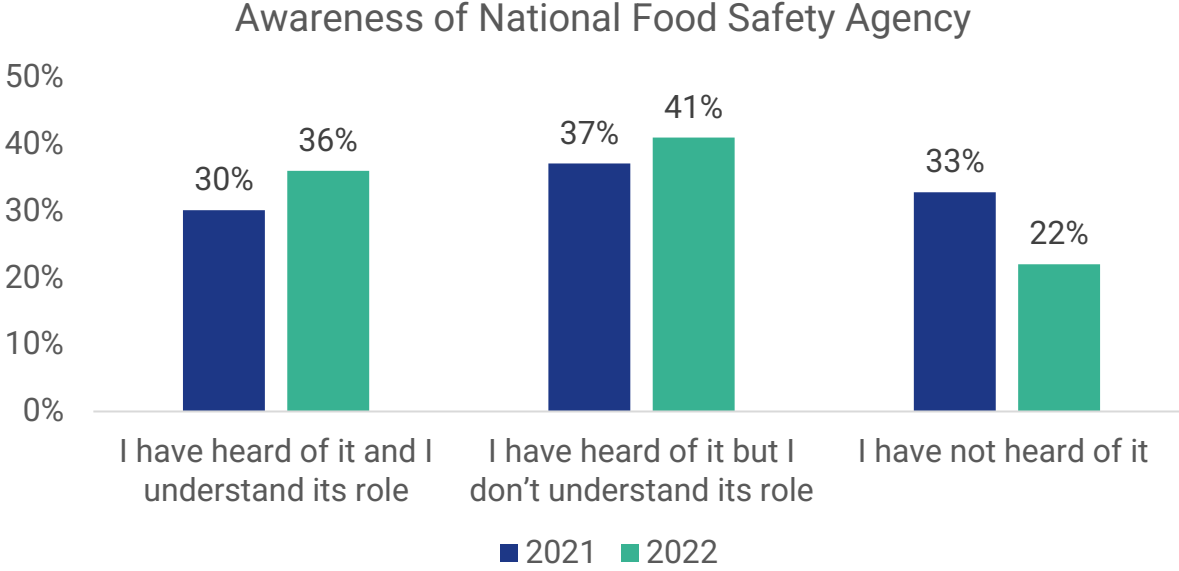
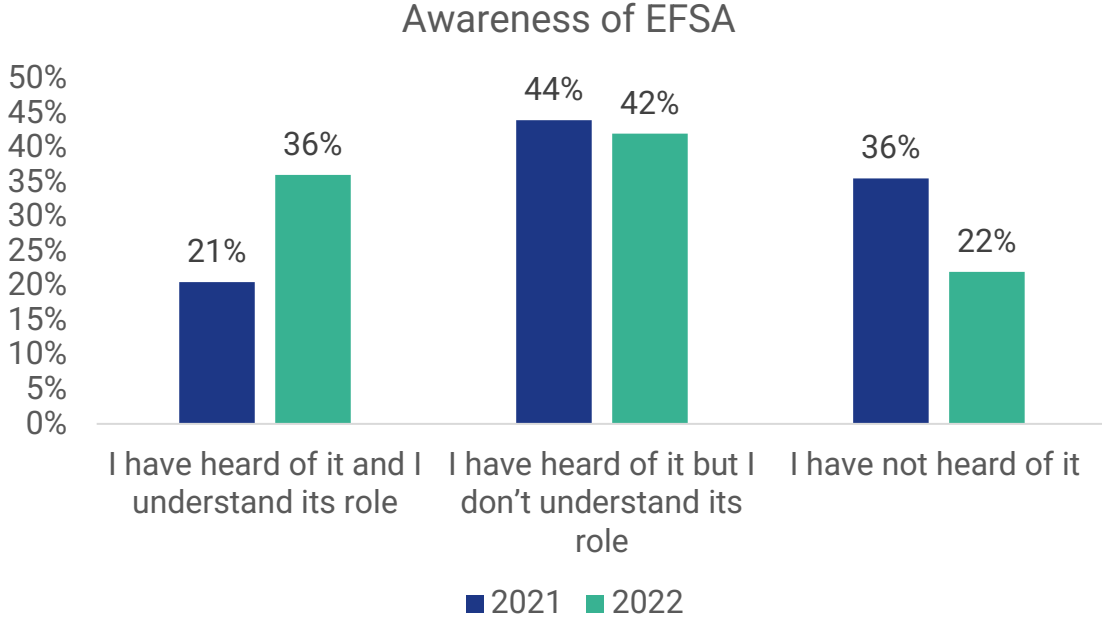
Videos



■ Yes ■ No ■ I am not certain



AWARENESS OF EFSA AND NATIONAL AUTHORITIES



ROLE OF COORDINATED COMMUNICATIONS



ROLE OF COORDINATED COMMUNICATIONS



Consolidate by a refocussing of priorities and resources

Aim to build a framework for Coordinated Communications

Flexible, devolved and agile for MS to tailor to reach their national audiences



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