Risk perception and communication: The EFSA experience

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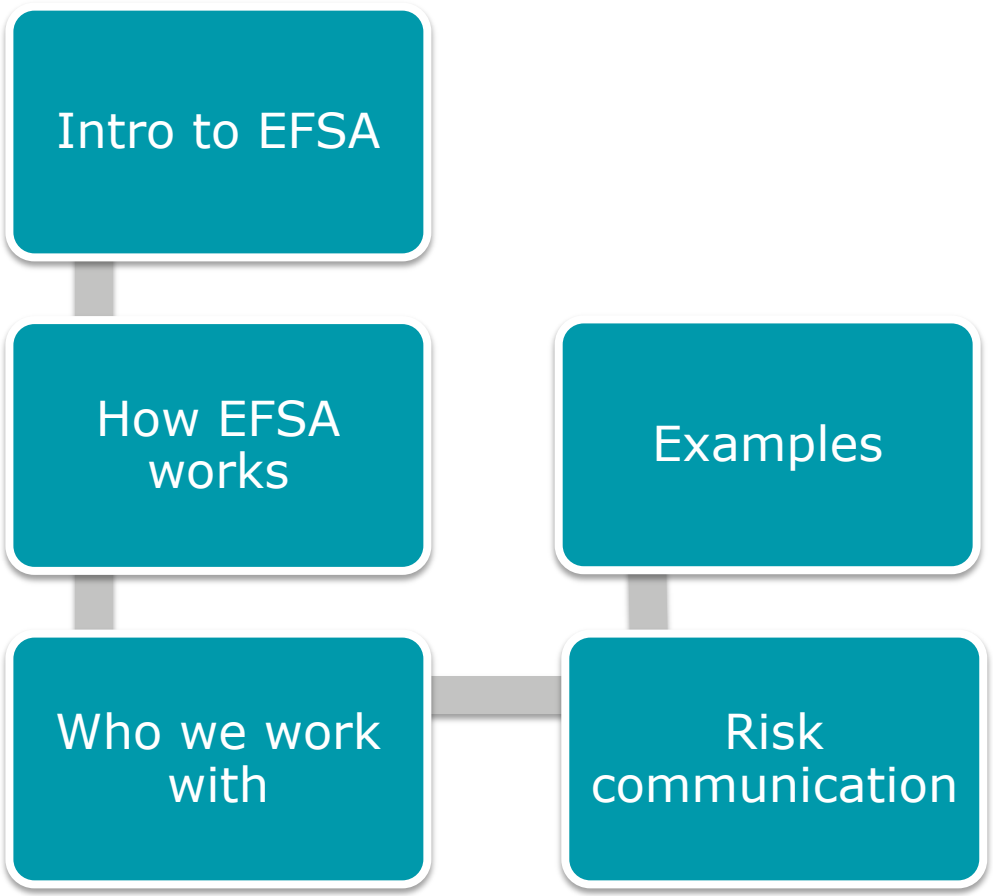
Parma Summer School 2018
15 May 2018

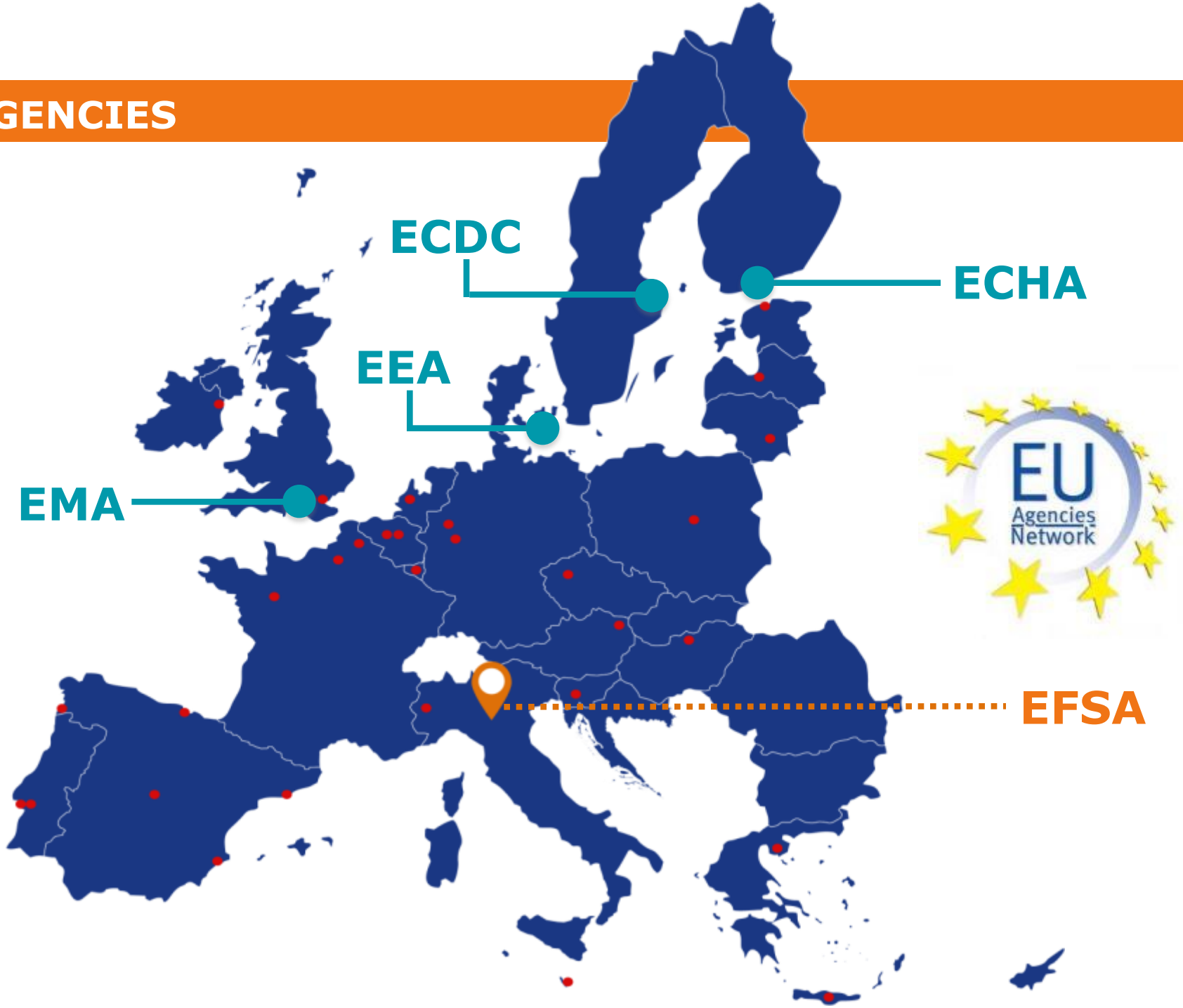
efsa
European Food Safety Authority

OUTLINE


Intro to EFSA
How EFSA works
Who we work with
Examples
Risk communication

Intro to EFSA

EU AGENCIES



HEADQUARTERS
in the **heart of Parma**

WHAT EFSA DOES

KEEPING FOOD SAFE IN THE EU

WHAT EFSA DOES NOT DO

- Develop food safety policies and legislation
- Adopt regulations, authorise marketing of new products
- Enforce food safety legislation

EFSA AT A GLANCE

ESTABLISHED

2002

> 450 staff

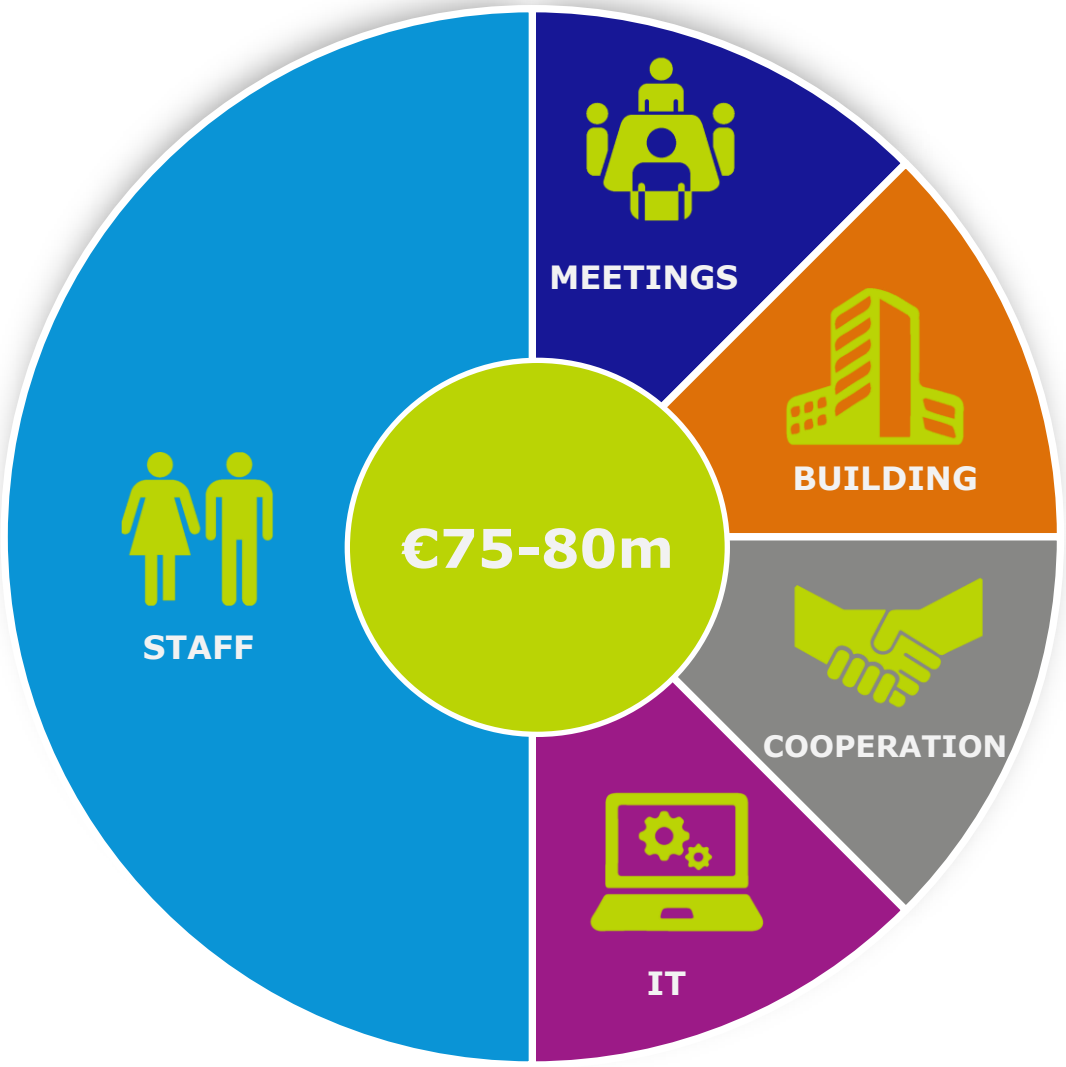
> 1,500 experts

1,000 meetings/year

20% tele-meetings

5,000 outputs /
500 a year

FUNDING



THE CONTEXT OF EFSA'S WORK IS CHANGING…

- Public expectations and benefits/ opportunities of greater transparency and engagement
- Emergence of new risks and hazards
- Evolving scientific knowledge, creating a need for innovative and collaborative approaches
- The impact of globalisation
- Availability of expertise for EFSA's multidisciplinary needs

How EFSA works

FROM A MANDATE TO AN OPINION

EU Commission

EU Parliament

Member States

EFSA self mandate

EFSA receives a question

EFSA's scientists evaluate, assess, advise

Adoption and communication

SCIENTIFIC EXPERTISE

Scientific Committee

- Ensures consistency
- Issues guidance
- Assesses emerging risks

Scientific Panels

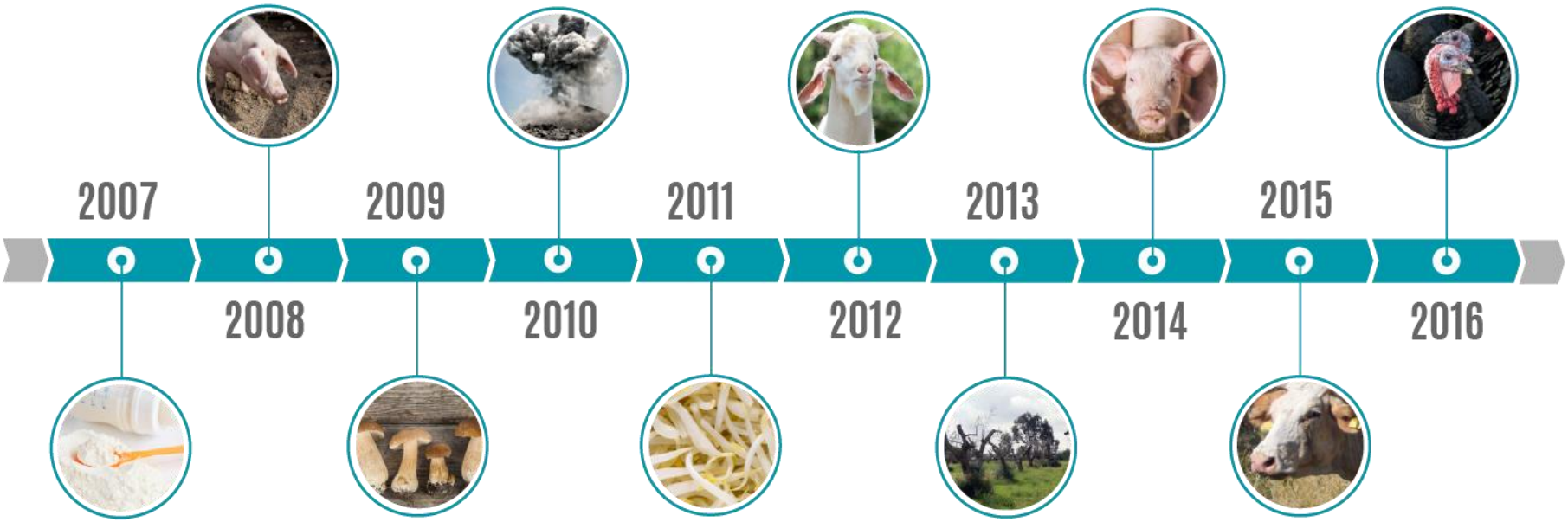
- Draft and adopt scientific outputs on general health issues and regulated products

Staff

- Support panel work e.g. data collection
- Produce scientific and technical advice
- Communication

THE SCIENTIFIC PANELS

URGENT REQUESTS FOR SCIENTIFIC ADVICE



Who we work with

OUR PARTNERS

Individual experts

National food safety organisations

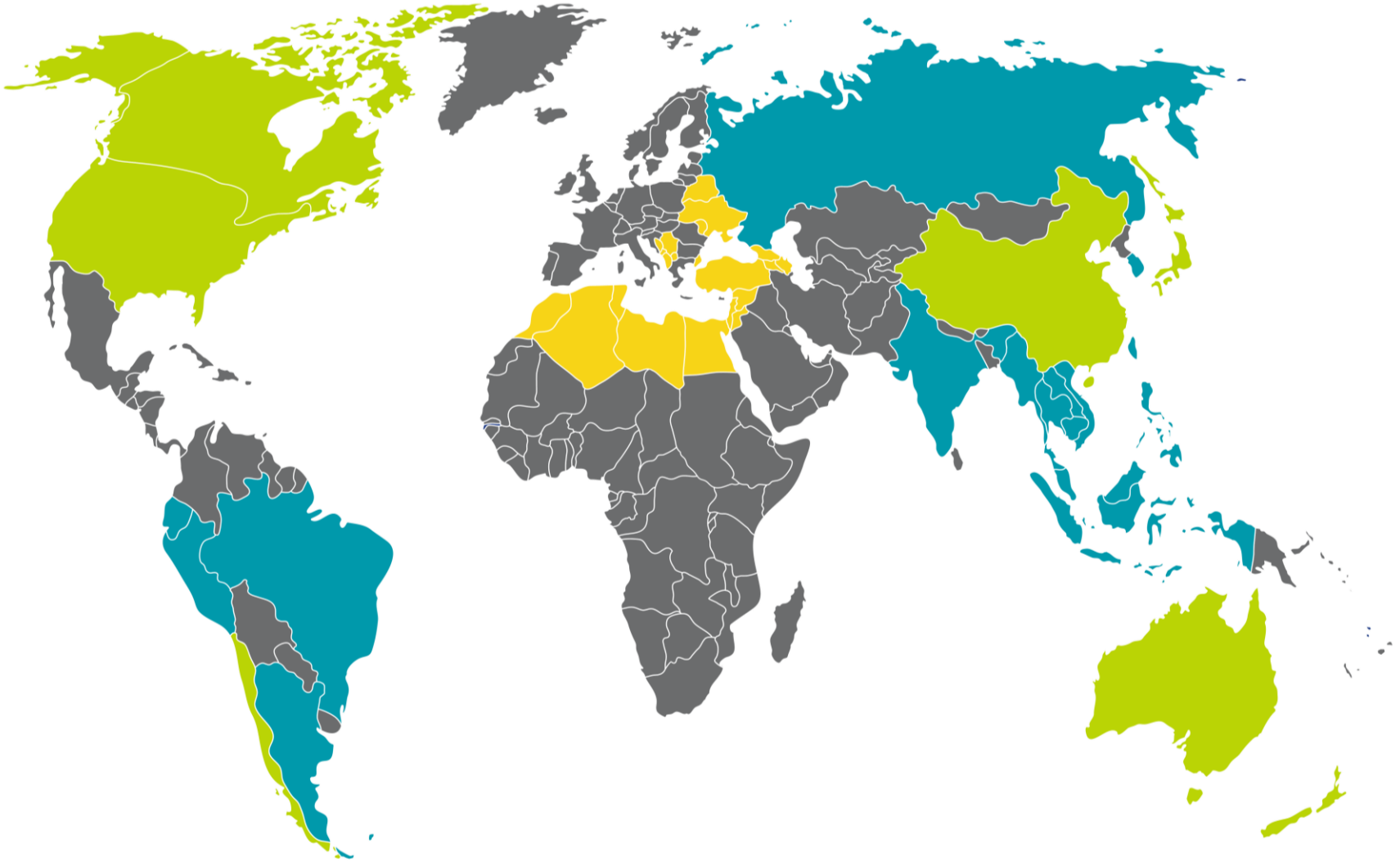
International organisations

Research institutes & academia

WITHIN EUROPE…

- National food safety agencies from 28 EU Member States
- 400 research institutes
- EU Agencies

OUTSIDE EUROPE…



Partners

Established cooperation

IPA/ENP countries

OUR STAKEHOLDERS

Risk communication

EFSA'S MANDATE IS TO …

Reg (EC) No 178/2002

Art. 3 Other definitions

Risk communication means the interactive exchange of information…throughout the risk analysis process…including the explanation of risk assessment findings and the basis of risk management decisions;

Art. 23 Tasks of the Authority

To ensure that the public and interested parties receive rapid, reliable, objective and comprehensible information in the fields within its mission;

Art. 40 Communications from the Authority

-Communicate on its own initiative
-Disseminate information material for the general public
-Promote coherence in the risk communication process
-Ensure appropriate cooperation with regard to public information campaigns

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

COMMUNICATION, ENGAGEMENT AND COOPERATION - MISSION & VALUES

Provide consistent, accurate and timely communication

Facilitate dialogue and exchange of knowledge

Strengthen EFSA's reputation

WHY COMMUNICATION AND ENGAGEMENT MATTERS

Building trust in the EU food safety system

Enhancing reputation & credibility of EFSA and our experts

Bringing science closer to stakeholders and citizens

WHO DOES EFSA COMMUNICATE WITH?

RISK MANAGERS

POLICY MAKERS

RISK ASSESSORS

SCIENTIFIC COMMUNITY

efsa

STAKEHOLDERS

PARTNERS

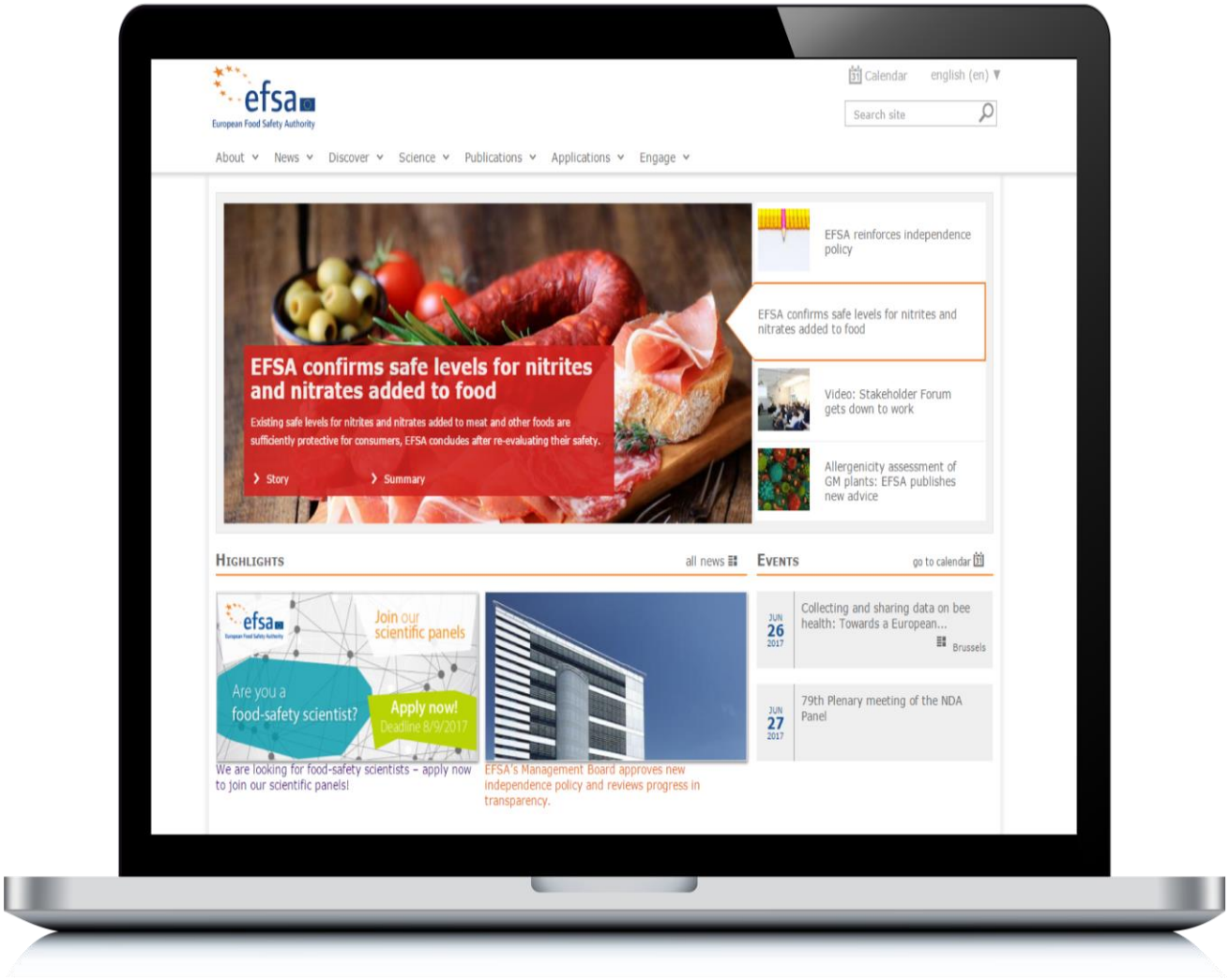
CONCERNED INDIVIDUALS

MEDIA

DISSEMINATING EFSA'S SCIENCE

A toolbox approach

WEBSITE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EFSA confirms safe levels for nitrites and nitrates added to food
Existing safe levels for nitrites and nitrates added to meat and other foods are sufficiently protective for consumers, EFSA concludes after re-evaluating their safety.
Story
Summary
EFSA reinforces independence policy
EFSA confirms safe levels for nitrites and nitrates added to food
Video: Stakeholder Forum gets down to work
Allergenicity assessment of GM plants: EFSA publishes new advice
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Join our scientific panels
Are you a food-safety scientist?
Apply now!
Deadline 8/9/2017
We are looking for food-safety scientists – apply now to join our scientific panels!
EFSA's Management Board approves new independence policy and reviews progress in transparency.
JUN 26 2017
Collecting and sharing data on bee health: Towards a European...
Brussels
JUN 27 2017
79th Plenary meeting of the NDA Panel

HOW?

MULTIMEDIA

- Videos
- Interactive tools
- Infographics,
- Data visualisation

EFSA JOURNAL

- All EFSA scientifc outputs

SOCIAL MEDIA

- Twitter,
- LinkedIn
- YouTube

EFSA WEBSITE

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

SCIENTIFIC OUTREACH

- Science networks
- Infosessions
- Scientific Conferences
- Webinars

SOCIAL MEDIA

Main account launched in 2012

- Followers: +18k

Thematic accounts launched 2016

- @Plants_EFSA
- @ Methods_EFSA

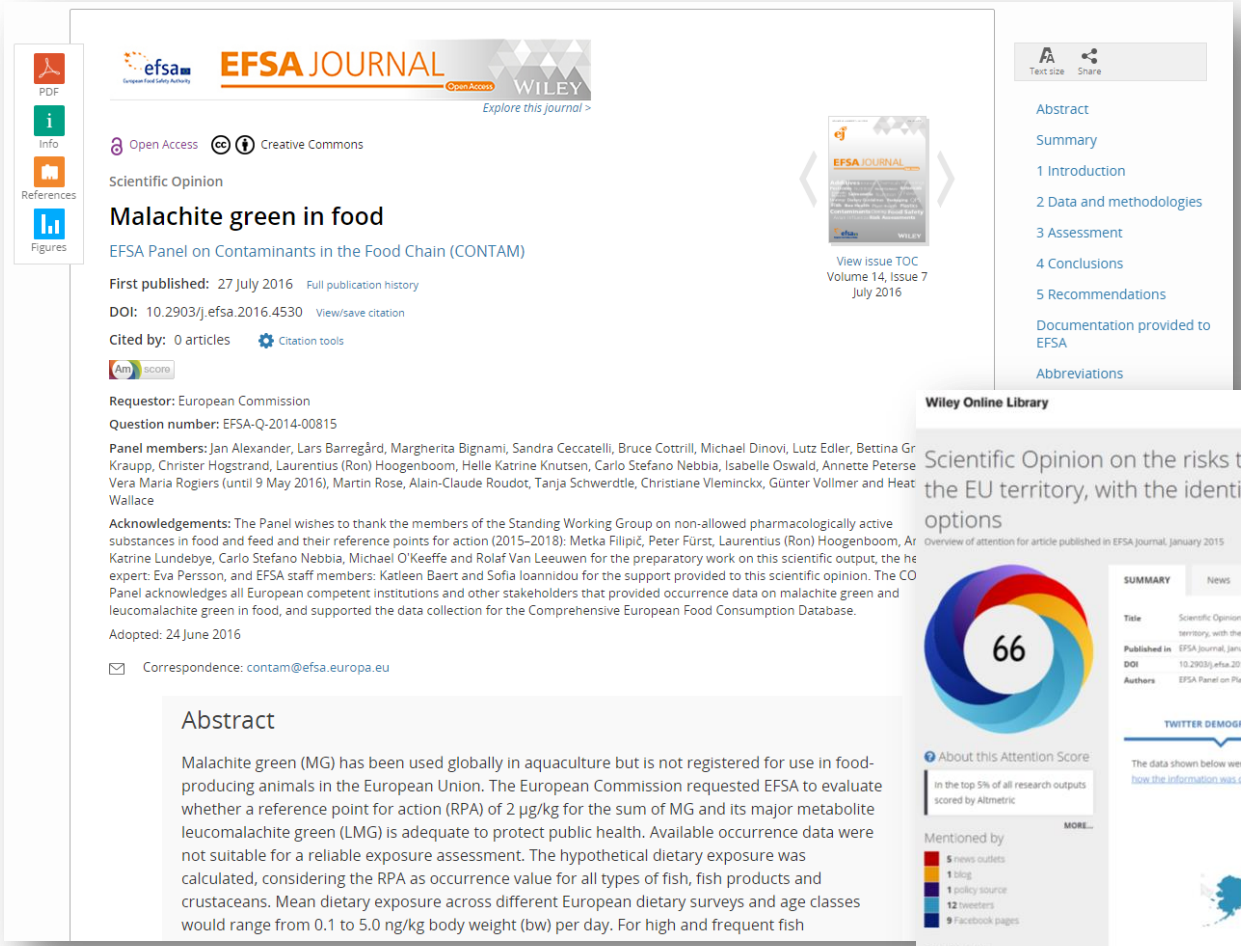
Channel opened in 2012

- +300 videos
- +630k views

LinkedIn account launched in 2012

- +23k followers

EFSA JOURNAL



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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 Gr Kraupp, Christer Hogstrand, Laurentius (Ron) Hoogenboom, Helle Katrine Knutsen, Carlo Stefano Nebbia, Isabelle Oswald, Annette Peterse Vera Maria Rogiers (until 9 May 2016), Martin Rose, Alain-Claude Roudot, Tanja Schwerdtle, Christiane Vleminckx, Günter Vollmer and Heat Wallace

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Adopted: 24 June 2016

Correspondence: contam@efsa.europa.eu

View issue TOC
Volume 14, Issue 7
July 2016

Text size Share

Abstract
Summary
1 Introduction
2 Data and methodologies
3 Assessment
4 Conclusions
5 Recommendations
Documentation provided to EFSA
Abbreviations

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

Wiley Online Library

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

SUMMARY News Blogs Policy documents Twitter Facebook

Title 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/j.efsa.2015.3989

Authors EFSA Panel on Plant Health (PLH)

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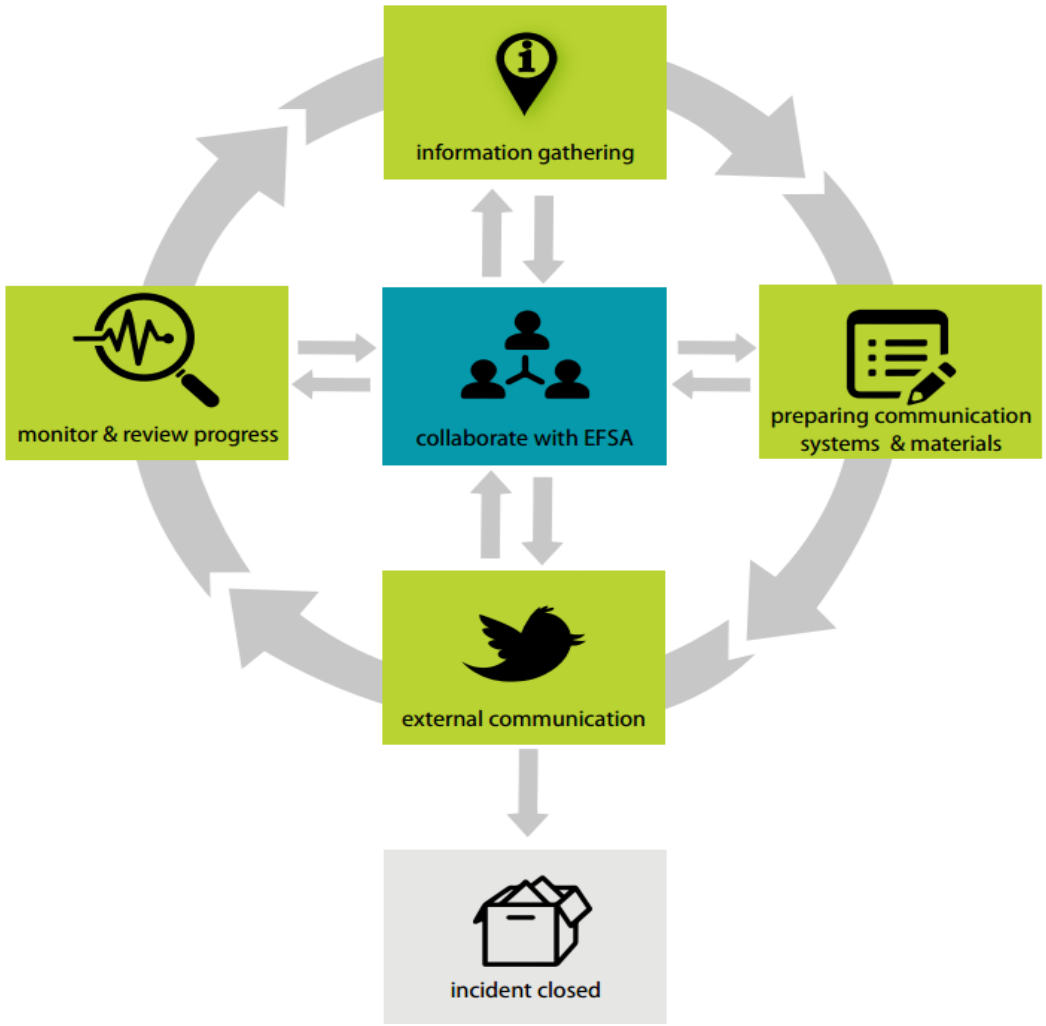
22 Mendeley

SHARING EXPERTISE: COMMUNICATION EXPERTS NETWORK

When food is cooking up a storm - Proven recipes for risk communication

- Introduction and objectives
- Principles guiding good risk communication
- Openness; Transparency; Independence; Responsiveness/Timeliness
- Factors impacting on level and type of communications
- Tools and channels
- Learning from experience

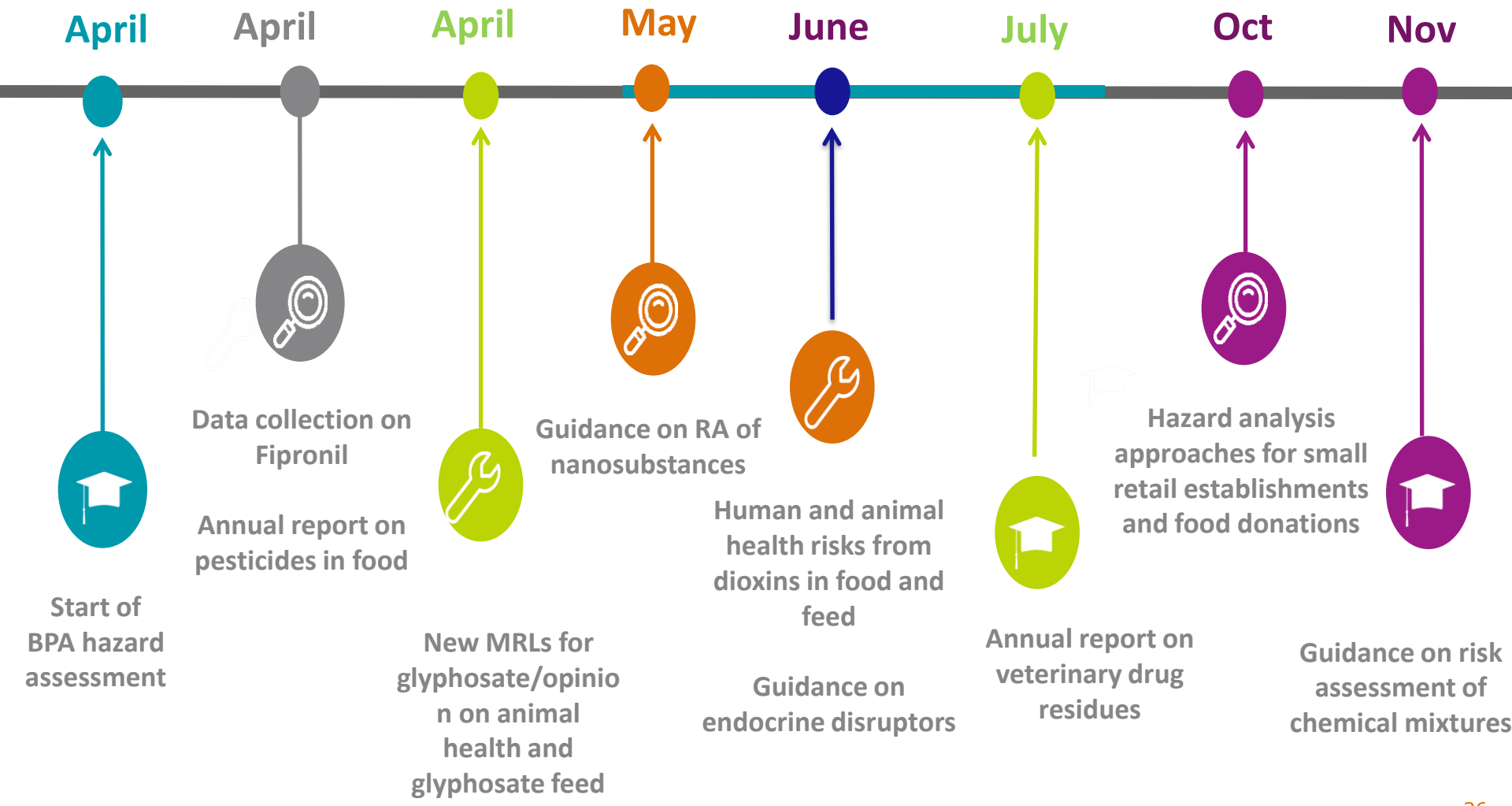
PRINCIPLES OF COMMUNICATING DURING AN INCIDENT



http://www.efsa.europa.eu/sites/default/files/crisis_manual_160315.pdf

Recent examples

COMMUNICATION HIGHLIGHTS



MEDIA HIGHLIGHTS (Q1 2018)

Press point closing the visit of French Delegation

LE FIGARO

Bruxelles veut tirer les leçons de l'affaire du glyphosate

ANSAit

Resistenza antibiotici 'minaccia salute pubblica' Ue

nature

EU expected to vote on pesticide ban after major scientific review

Le Monde

Il est temps d'arrêter le grand manège des pesticides !

POLITICO

EU Commission wants new Powers to vet product safety

ScienceNewsline

Pesticides Give Bees a Hard Time

Press point closing the PEST Committee

La France Agricole

www.lafranceagricole.fr

Dans les Balkans, le vaccin salvateur

la Repubblica.it

Patatine, biscotti & Co: nuovi obblighi per chi li produce, cibi meno a rischio

BBC WORLD SERVICE

BBC interview with José Tarazona on neonicotinoids

Daily Mail .com

Microplastics are found in more than 90 PERCENT of popular brands of bottled water

SPIEGEL ONLINE

Neue Acrylamid-Richtlinien EU verbietet starkes Frittieren von Pommes

EL PAÍS

Los insecticidas neonicotinoides son un riesgo para las abejas, según la EFSA

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