

13 June 2019

Communication of risks and benefits of food

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Summer School 2019

Parma, 13 June 2019

Trusted science for safe food



1. Risk communications at EFSA
2. Risk communications in practice
3. Risk / benefit examples
4. Reflections

**Risk
Communications
at EFSA**



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**



WHAT EFSA DOES **NOT** DO





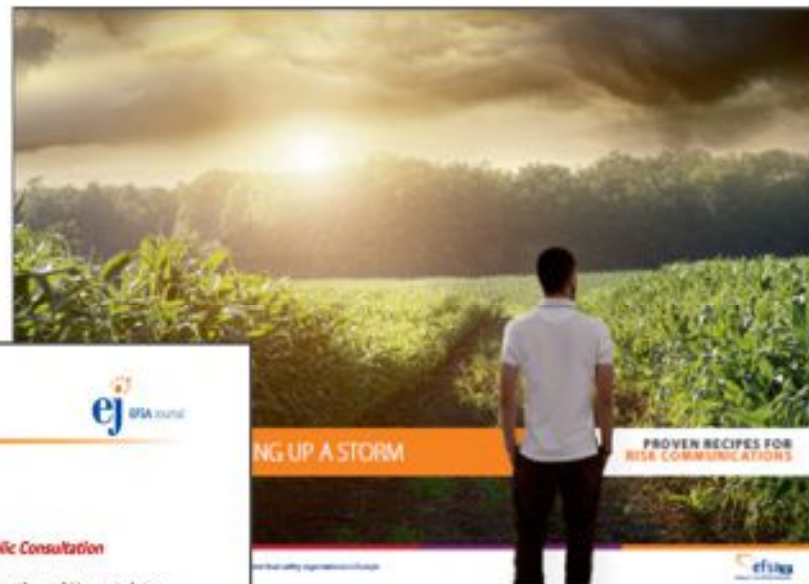
Regulation (EC) No 178/2002, Article 40

- 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

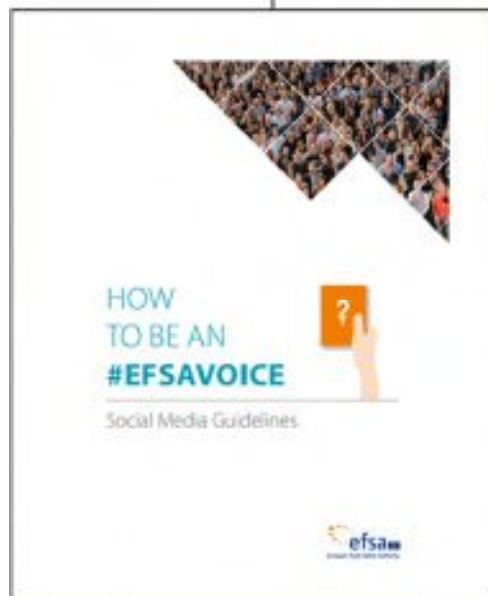
GUIDING PRINCIPLES



Best practice for crisis communicators
How to communicate during food or feed safety incidents



PROVEN RECIPES FOR RISK COMMUNICATIONS



HOW TO BE AN #EFSAVOICE
Social Media Guidelines



Inbox



GUIDANCE DOCUMENT

Draft Document for Public Consultation

Draft Guidance on Communication of Uncertainty in Scientific Assessments

European Food Safety Authority,
Andy Hart, Laura Poxlin, Michael Segrist, Natalie Van Goets, Cristine da Cruz,
Caroline Mentzer, Dolf Ploebach-Schulz, Majlinda Lukanjalski,
Anthony Smith and Anthony Hardy

Abstract

This document provides guidance for communicators on how to communicate the various expressions of uncertainty described in EFSA's Guidance document on uncertainty analysis in scientific assessments. It also contains specific guidance for assessors on how best to report the various expressions of uncertainty. The document provides a template for identifying expressions of uncertainty in scientific assessments and issuing the specific guidance for each expression. The guidance is structured according to EFSA's three broad categories of target audience - 'entry', 'informed' and 'technical' levels. Communicators should use the guidance for the entry and informed audiences, while assessors should use the guidance for the technical level. The expressions of



Public polling on food-related risks through Eurobarometer

2015



Targeted audience research

EFSA Strategy 2020

Social research that can best inform risk assessment and communication and support EFSA strategy 2021-2027



2020

**Risk
Communications
in practice**



WHO?



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

SCIENTIFIC OUTREACH





- Science networks
- Infosessions
- Scientific Conferences
- Webinars


SOCIAL MEDIA


- Twitter,
- LinkedIn
- YouTube







Open Access  Create Commons


Scientific opinion

Malachite green in food

EFSA Panel on Contaminants in the Food Chain (CONTAM)

First published: 27 July 2016 Full publication history

DOI: 10.2903/j.efsa.2016.4930 View this content

Cited by: 0 articles 


Register | European Commission

Question number: EFSA-Q-2014-00815

Panel members: Jan Alexander, Lars Berglund, Margherita Bignami, Sandra Cuzzocelli, Bruce Corbelli, Michael Dinovi, Lud Dr Knaup, Christel Hoegstrand, Laurentius (Ron) Hoogenboezem, Helle Kærre Knudsen, Carlo Stefano Nebbia, Isabelle Østved, A Vera Maria Rogiers (until 9 May 2016), Martin Rose, Alain-Claude Roudey, Tanja Schweizer, Christine Venterloo, Günter Völckle

Acknowledgements: The Panel wishes to thank the members of the Standing Working Group on non-allowed pharmaceutical substances in food and feed and their reference points for action (2015–2018): Meria Rispé, Peter Ruzic, Laurentius (Ron) Hoogenboezem, Carlo Stefano Nebbia, Michael O'Keefe and Rafal Van Leeuwen for the preparatory work on this scientific expert; Eva Persson, and EFSA staff members: Karsten Baert and Sofia Ioannidou for the support provided to this scientific Panel; acknowledge all European competent stakeholders and other stakeholders that provided occurrence data on malachite leucomalachite green in food, and supported the data collection for the Comprehensive European Food Consumption Data Project; 24 June 2016.

Correspondence: contam@efsa.europa.eu




Web issue TOC
Volume 14, Issue 7
July 2016

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 statistics for article published in *EFSA Journal*, 2016



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Altmetric

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- 4 news outlets
- 8 blogs
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- 12 mentions
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Readers on:

- 18 mentions

Summary

News

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Altmetric insights

Altmetric score: 66 (out of 100,000)

The data shown below were extracted from the profiles of 11 countries where the most mentions of this article were recorded. Click on a country to see more details.





Main account launched in 2012

- Followers: **+30k**

Thematic accounts launched 2016

- @Plants_EFSA **+1400** followers
- @Methods_EFSA **+800** followers



Channel opened in 2012

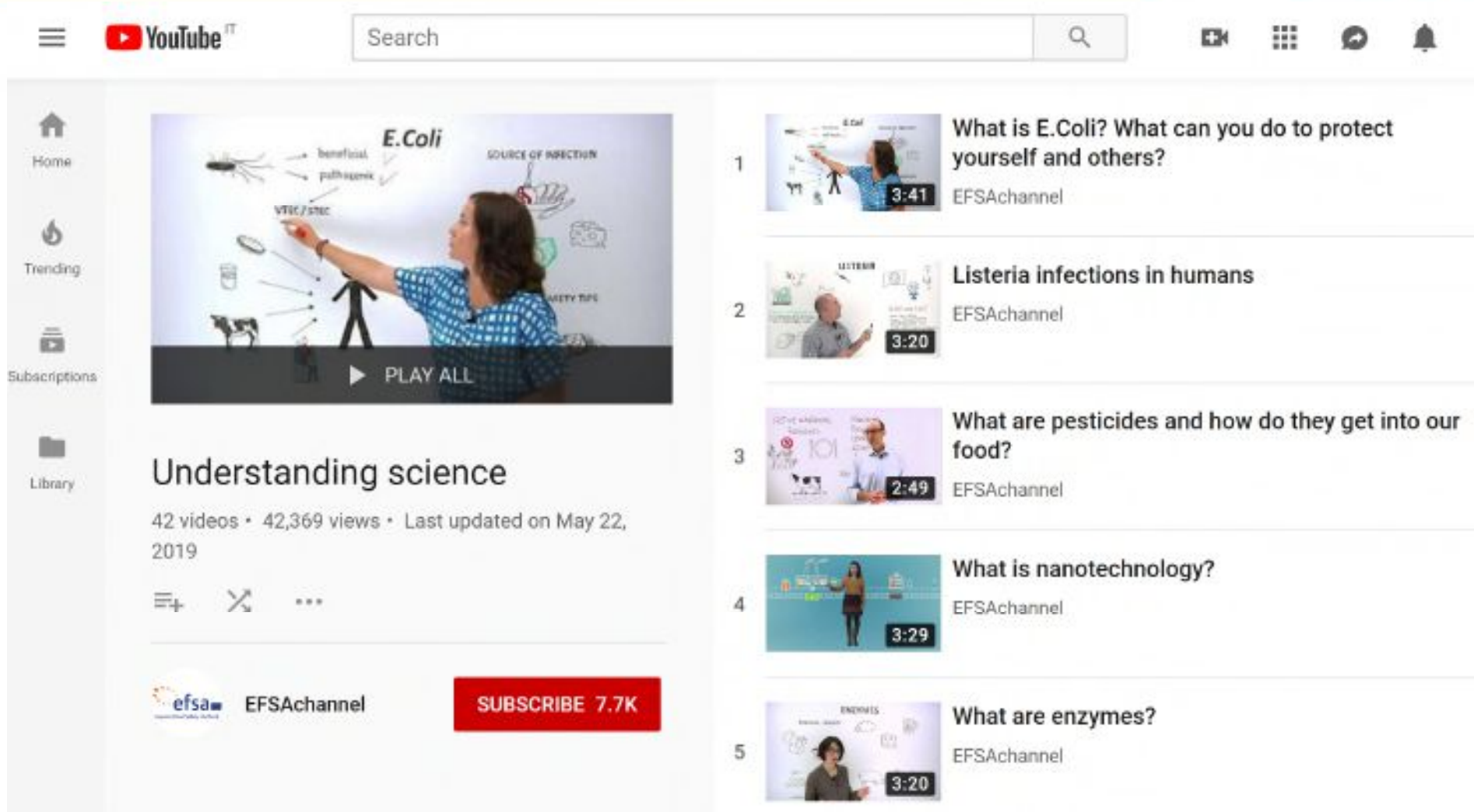
- **+200** videos
- **+1M** views




LinkedIn account launched in 2012


- **+58k** followers








Understanding science
42 videos • 42,369 views • Last updated on May 22, 2019

1  **What is E.Coli? What can you do to protect yourself and others?**
EFSAchannel 3:41

2  **Listeria infections in humans**
EFSAchannel 3:20

3  **What are pesticides and how do they get into our food?**
EFSAchannel 2:49

4  **What is nanotechnology?**
EFSAchannel 3:29

5  **What are enzymes?**
EFSAchannel 3:20





Dietary Reference Values for the EU

[How to use the DRV's Finder](#)

[About DRV's](#)

[FAQ](#)

[Glossary](#)



DRV Finder

Dietary reference values (DRVs) are science-based reference values that are used to derive nutrient intakes for healthy people. They have many purposes, such as assessing the nutritional quality of diets of individuals or groups, designing diets (e.g. school meals), creating nutrition guidelines, dietary counselling, setting reference values for food labelling, and for the development of nutrition and food policies. DRVs are not nutrient goals or recommendations.

The DRV Finder is an interactive tool that gives quick and easy access to EFSA's DRVs for nutrients. It is intended for end users of these values, such as nutrition and health professionals, risk managers, policy-makers, food manufacturers and scientists.

Do you want to find DRVs per "Population" or per "Nutrients"?

[TARGET POPULATIONS](#)

[NUTRIENTS](#)



LE FIGARO

Bruxelles veut tirer les leçons de l'affaire du glyphosate

Le Monde

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

LaFranceAgricole
www.lafranceagricole.fr

Dans les Balkans, le vaccin salvateur

Daily **Mail**
.com

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

ANSA.it

Resistenza antibiotici 'minaccia salute pubblica' Ue

POLITICO

EU Commission wants new Powers to vet product safety

la Repubblica.it

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

SPIEGEL ONLINE

Neue Acrylamid-Richtlinien EU verbietet starkes Frittieren von Pommes

nature
International journal of science

EU expected to vote on pesticide ban after major scientific review

ScienceNewline

Pesticides Give Bees a Hard Time

BBC WORLD SERVICE

BBC interview with José Tarazona on neonicotinoids

EL PAÍS

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

Risk/ Benefit Examples





- EFSA balanced the consumer risks from nitrate in vegetables with the benefits of a balanced diet high in vegetables and fruit
- Beneficial effects of eating veg outweigh risk to health from exposure to nitrates
- Average consumer eating 400g of mixed fruit and veg would not exceed ADI

- EFSA addressed the benefits of fish/seafood consumption – using polyunsaturated fatty acids as an example of a beneficial substance – compared to the risks of methylmercury in fish/seafood
- Some population groups reached TWI for methylmercury before intake levels that brought nutritional benefits.
- Benefits of fish should be met by consuming certain species low in m/mercury
- Difficulties in generalising across all EU



Reflections



- Literature on risk/benefit communications limited
- Fundamental principles of risk communications apply
 - Openness and transparency
 - Timeliness
 - Clarity in language
 - Acknowledging and communicating uncertainty
 - Responding to audience needs – social science & risk perception



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