



Ministero della Salute

Communication Activities *on Food Safety*

*Directorate General of Communication
and European and International Relations*

Health editorial production

- **Health Notebooks** (scientific monographs drawn up by experts)
- **Brochures & Leaflets** (on several subjects)

Distributed during either events organized / jointly organized by the Ministry (i.e. Woman's Day, G7 Health Meeting, Health in the Cities) or events attended by the Ministry (i.e. SANIT, Forum Risk Management, National Association of Italian Municipalities Assembly, Press Conference)

Published on the website.



Information Campaigns

Our next national and international campaign will be focused on

informed food choices

(healthy lifestyle)

and

Italian control system.

Other Initiatives

Memorandum of Understanding

between the **Italian Ministry of Health** and the **National Federation of the Italian Press** for the vocational education on health related issues (to be signed on December 18).

Main goal: ensuring the **quality** of scientific and technical information as well as providing the media with the appropriate and **validated** technical reference points.

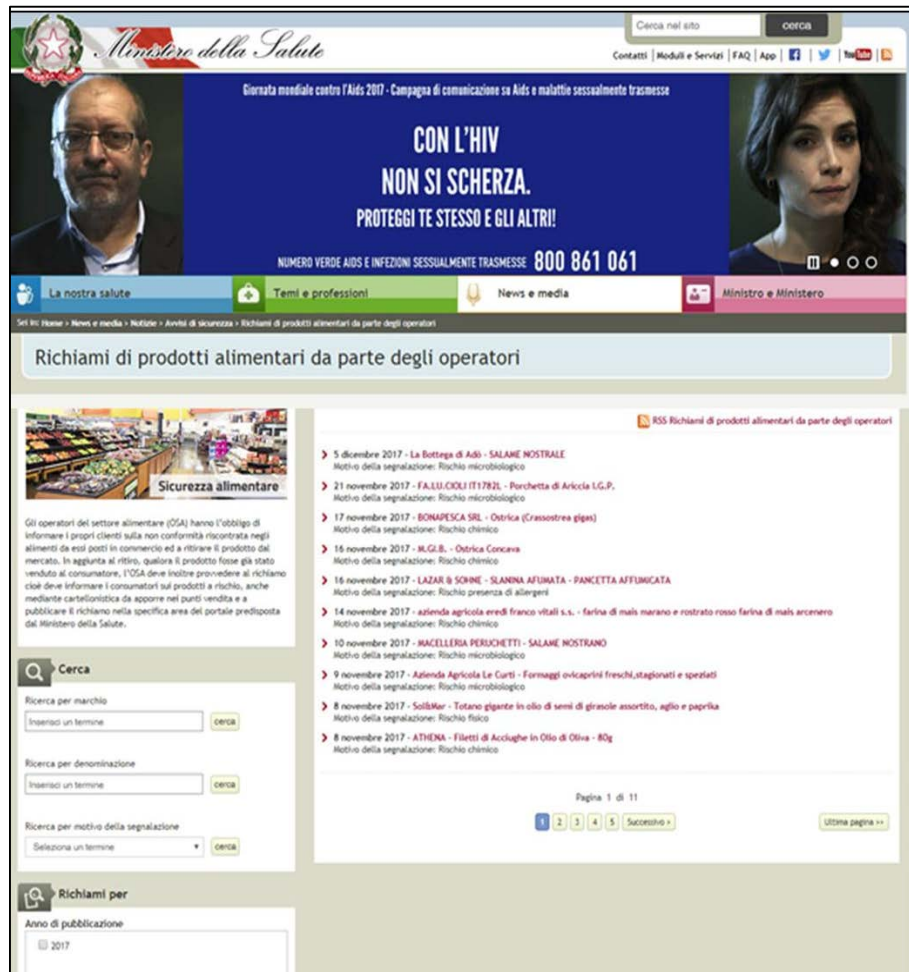
Consumers' **ONLINE** information initiatives



The initiatives on www.salute.gov.it

System of consumer information on food products recalls from the operators.

Online since January 1, 2017



The screenshot displays the homepage of the Italian Ministry of Health website. At the top, there is a search bar and navigation links. A prominent banner for World AIDS Day (Giornata mondiale contro l'Aids 2017) features the text "CON L'HIV NON SI SCHERZA. PROTEGGI TE STESSO E GLI ALTRI!" and the phone number 800 861 061. Below the banner, a navigation menu includes "La nostra salute", "Temi e professioni", "News e media", and "Ministro e Ministero".

The main content area is titled "Richiami di prodotti alimentari da parte degli operatori" (Food product recalls from operators). It includes a sub-section "Sicurezza alimentare" (Food safety) with a brief explanation of the reporting obligations for food operators. Below this, there is a search interface with three search criteria: "Cerca per marchio" (Search by brand), "Cerca per denominazione" (Search by denomination), and "Cerca per motivo della segnalazione" (Search by reason for reporting). A list of recalls is shown, including:

- 5 dicembre 2017 - La Bottega di Adù - SALAME NOSTRALE
- 21 novembre 2017 - F.A.L.U.CIOLI IT1782L - Panchetta di Ariccia I.G.P.
- 17 novembre 2017 - BONAPESCA SRL - Ostria (Crassostrea gigas)
- 16 novembre 2017 - M.G.L.B. - Ostria Concaia
- 16 novembre 2017 - LAZAR & SONNE - SLANNA AFFUMATA - FANCIETTA AFFUMICATA
- 14 novembre 2017 - azienda agricola eredi franco vitali s.s. - farina di mais marano e rostrato rosso farina di mais arcenere
- 10 novembre 2017 - RACELLERA PERUCHETTI - SALAME NOSTRANO
- 9 novembre 2017 - Azienda Agricola Le Curti - Formaggi ovicaprini freschi, stagionati e spediti
- 8 novembre 2017 - Solimor - Totano gigante in olio di semi di girasole assortito, aglio e paprika
- 8 novembre 2017 - ATHENA - Filetti di Accughe in Olio di Oliva - RQ

The page concludes with a pagination indicator showing "Pagina 1 di 11" and a "Successo" message.

The initiatives on www.salute.gov.it

News from the Health Protection Police Unit (NAS) on the activities carried out throughout the country.

- ❑ Online since January 2016.
- ❑ On the **HOMEPAGE** since September 2017

NASnotizie



Carabinieri NAS Perugia, denunciate 13 persone nell'ambito sanitario

11 dicembre 2017



Comando Carabinieri per la tutela della salute (NAS)

NASnotizie

Views
from 01/01/2017 to
the present

36.227

Views
from 26/09/2017
to the present

26.815

Trend of the views of the NASnews from January 1, 2017 to the present.



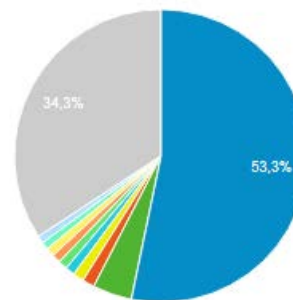
Visitors Growth

The trend from 26/09/2017 (date on which the NASnews box was published on the **homepage**) shows that the content posted on the homepage has helped the section to gain a higher number of visitors.



The latest 5 news on NASnews from 26/09/2017 to the present

| | | | |
|----|---|--------|--------|
| 1. | ■ Carabinieri NAS Milano, diete in palestra. Denunciati due personal trainer per esercizio abusivo della professione di dietologo | 14.266 | 53,25% |
| 2. | ■ Carabinieri NAS: 40 nuovi marescialli | 1.160 | 4,33% |
| 3. | ■ Carabinieri Nas Roma, sofisticazione. Sequestrati 58mila litri di vino | 358 | 1,34% |
| 4. | ■ Carabinieri NAS, operazione "Malacarne": 5 arresti per truffa ai danni di enti pubblici, frode nelle pubbliche forniture, commercio di sostanze alimentari nocive e falso | 322 | 1,20% |
| 5. | ■ Carabinieri NAS, controlli in diversi settori del comparto alimentare | 286 | 1,07% |



The initiatives on www.salute.gov.it

**New area for
food risk
assessment and
communication**

(soon to be
published)

The screenshot displays the website interface for the Italian Ministry of Health's food risk assessment and communication section. The header includes the logo and name of the 'Ministero della Salute' and a search bar. The main content area features a large banner for an 'INTERNATIONAL CONFERENCE THE BURDEN OF MYCOTOXINS ON ANIMAL AND HUMAN HEALTH' held on December 15, 2017, at the Auditorium Biagio D'Alba. Below the banner are three columns: 'Pareri CNSA' with an image of books, 'Atti scientifici EFSA' with the EFSA logo, and 'Domande e risposte' with an image of a woman in a grocery store. A secondary navigation bar contains four buttons: 'Analisi del rischio', 'Cosa fa il Ministero', 'Comitato nazionale sicurezza alimentare CNSA', and 'Autorità europea sicurezza alimentare EFSA'. The bottom section is divided into three categories: 'Opuscoli e poster' (with a date of 13 novembre 2017), 'Pubblicazioni' (with a date of 10 novembre 2017), and 'Normativa' (with a date of 26 febbraio 2014). Each category includes a representative image and a brief description of the content.

The website www.ilmiocibo.it

As a result of an **agreement** between the Ministry of Health and the Monitoring Centre for Agri-Food Crimes.

Scheduled for publication in January 2018



Fondazione



OSSERVATORIO
SULLA CRIMINALITÀ
NELL'AGRICOLTURA
E SUL SISTEMA
AGROALIMENTARE



Ministero della Salute

il mio cibo



OSSERVATORIO
SULLA CRIMINALITÀ
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AGROALIMENTARE

≡ MENU



Conscious
Eating

To know

what I am eating, consciously purchase food and discover properties and curiosities.



Serving
the Citizen

To explore

Italian agro-food system, learn how to read food labels, and be advised on healthy eating.



Food
Controls

To find out

those fighting food-agri crimes, their activities and main results.

Project goals

- **Increasing** the general public awareness on food products purchasing.
- **Organizing** and **carrying** information on agri-food crimes, illicit behaviors as well as unfair commercial practices in a simple and direct language.
- **Offering** a liaison support to the Institutions operating in the market monitoring activities.



Thank you