Committed *since 2002*
to ensuring that Europe's food is safe

How do we communicate about risks?

Laura Smillie

Communications Directorate

"Analisi del rischio sanitario legato alla modernizzazione
Della ispezione delle carni"
11 Maggio a Parma

Purpose

Provide appropriate, consistent, accurate and timely communications on food safety issues to all interested parties, stakeholders and the public at large, based on the Authority's risk assessments and scientific expertise

Growing media interest

Dow Jones Newswires

Efsa soll Anbau von MON810 neu bewerten

REUTERS

EU food pesticide residue levels fall -EFSA

FoodQuality news.com

Current EU meat inspection measures do not address human health risks - EFSA

FoodBev.com INNOVATION WINNER

EFSA report on antimicrobial resistance affecting food

AFP

FRANCE/E.COLI : L'EFSA RECOMMANDE LA CUISSON DES GRAINES GERMÉES

EL PAÍS

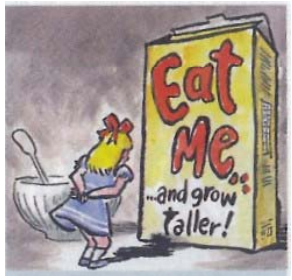
La UE rechaza el 80% de los reclamos sanitarios de los alimentos

ANSA

SALUTE: SICUREZZA ALIMENTARE; L'EFSA COMPIE 10 ANNI

The Economist

The proof of the pudding



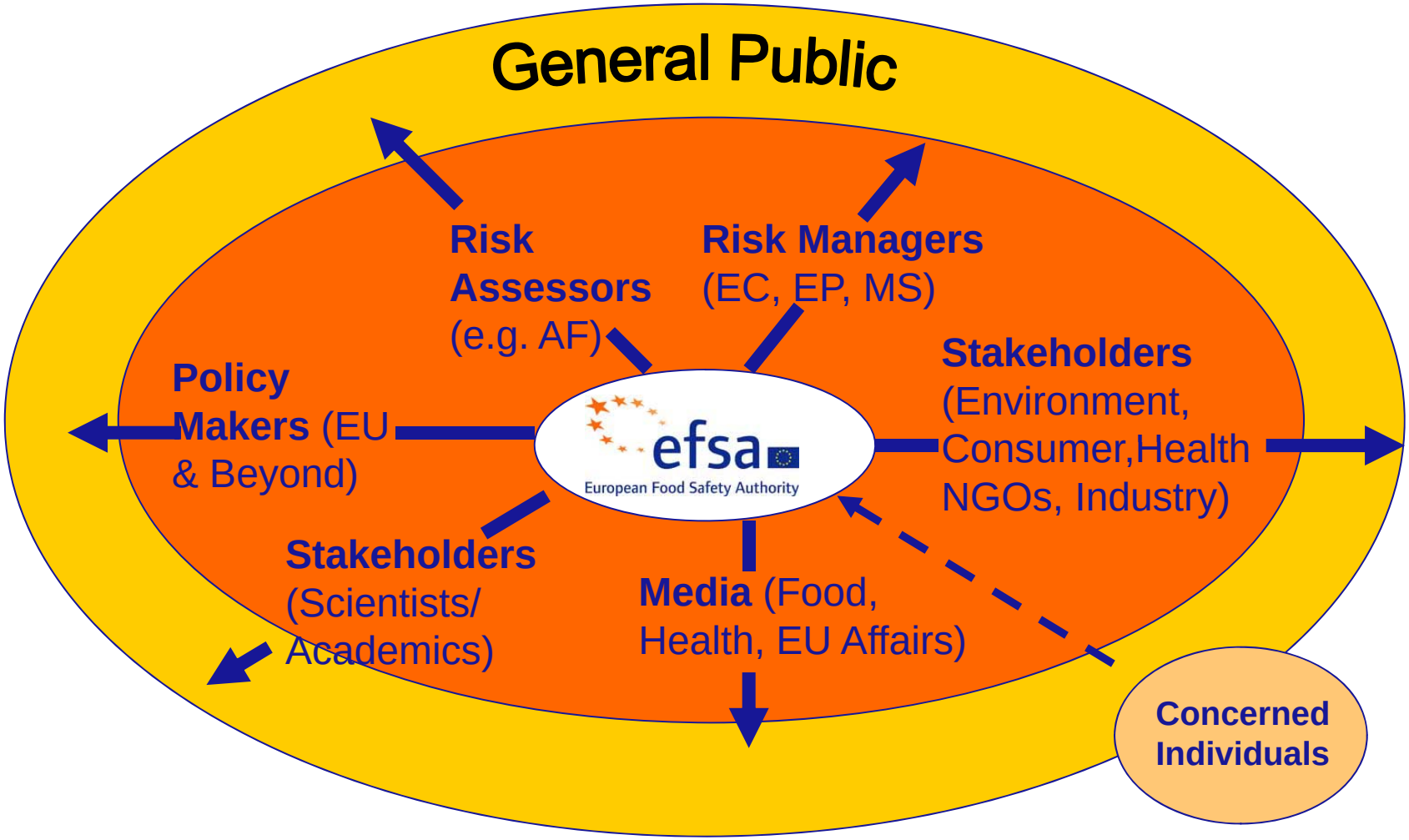
Agence Europe

SANTÉ ANIMALE: rapport de l'EFSA sur le virus de Schmallenberg

vmt

EFSA: daling salmonella, stijging campylobacter

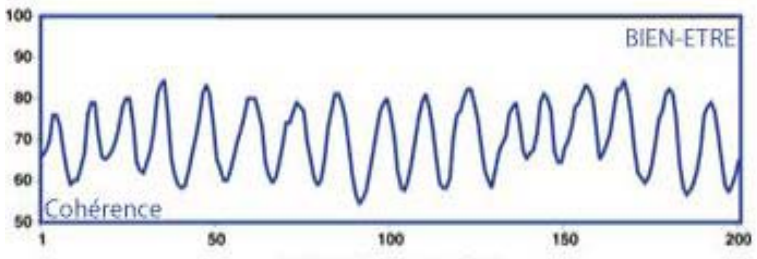
Who does EFSA communicate to?



How we work

Understand **CONSUMER PERCEPTION** of food and food safety risks
(Eurobarometer report, 2006 and 2010)

Bridge the **GAP** between science and the consumer (Advisory Group on Risk Comm)



Promote **COHERENT** risk communications (Advisory Forum WG on Comm Pre-notification of press releases)

Risk perception: Country differences

European Food Safety Authority

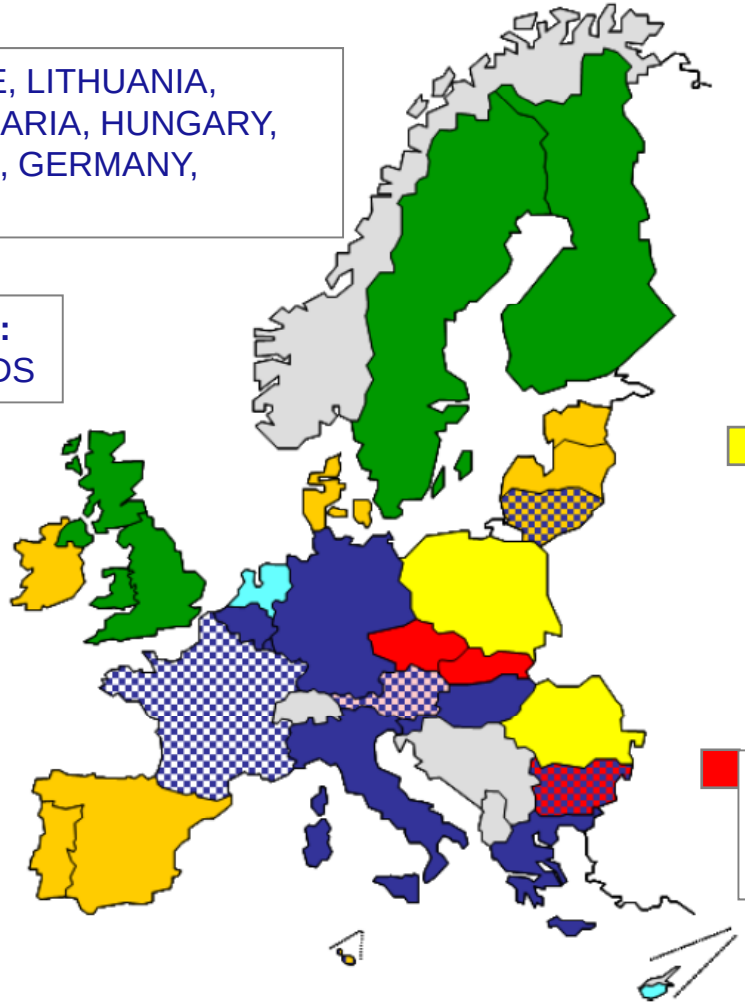
Top concerns in Member States

Pesticide residues: GREECE, LITHUANIA, ITALY, LUXEMBOURG, BULGARIA, HUNGARY, FRANCE, MALTA, SLOVENIA, GERMANY, BELGIUM, AUSTRIA

Antibiotics residues in meat: CYPRUS, THE NETHERLANDS

Pollutants like mercury: FRANCE

Quality and freshness of food: LATVIA, LITHUANIA, PORTUGAL, SPAIN, DENMARK, MALTA, ESTONIA, IRELAND



The welfare of farmed animals: SWEDEN, UNITED KINGDOM, FINLAND

Additives in food and drinks: POLAND, ROMANIA

GMOs: AUSTRIA

Food poisoning from bacteria: BULGARIA, CZECH REPUBLIC, SLOVAKIA

QF4: Please tell me to what extent you are worried or not about the following issues.

Key strategic priorities 2010-2013

- **Simplicity and transparency**: increase relevance and understanding of EFSA communications for key target audiences and informed lay audiences, in co-operation with MS
- **Independence**: augment proactive communications on the independence of EFSA's risk assessment advice
- **Visibility and outreach:** enhance outreach, in the EU and beyond (increase awareness and recognition of EFSA)
- **Coherence:** further increase… across EU and beyond
- **Dialogue:** enhance dialogue with stakeholders and increase audience interactivity

⇨ Support by continuing to **strengthen capacity** for effective risk communications

Moving forward:
Implementing a thematic approach

efsa
European Food Safety Authority

Integrated communications plans:

- across all tools and channels
- themes reflecting both consumer concerns & public health priorities
- continous “campaign” approach with key milestones (eg. zoonoses: annual report, baseline surveys, opinions of BIOHAZ, AHAW,…)
- covering all relevant aspects of EFSA’s work in an area

Thematic approach: Why Zoonoses

EFSA's work on Zoonoses is a positive story to tell.

It is:

- a very important risk to public health
- concerns all actors (risk assessors & managers, EU MS, Stakeholders)
- a crucial part of EFSA´s work
- a story where all work together to solve it

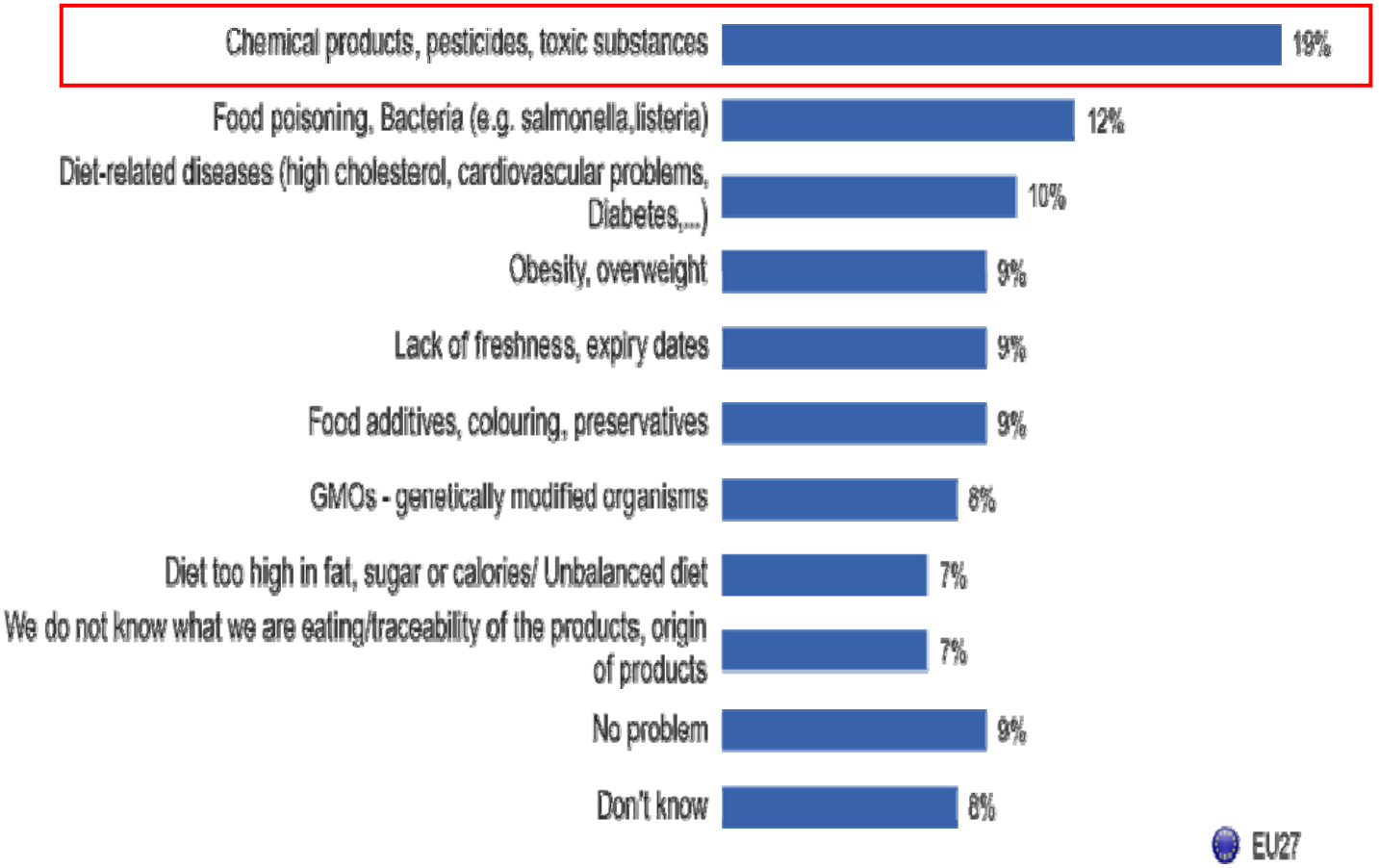
<u>The communications issue:</u>

-The positive story is not known
- Positive news travels less well
- Avoid country "league table" comparisons

EU consumers more concerned about chemical than biological hazards

efsa
European Food Safety Authority

Chemical products, pesticides and other toxic substances are the major concerns



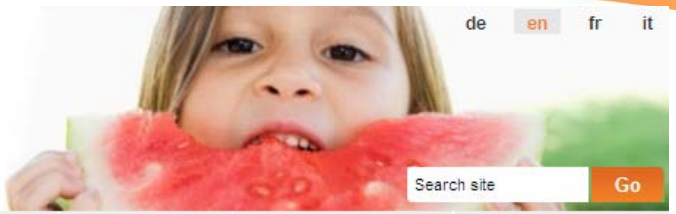
Source: 2010 Eurobarometer on Food-related Risks

QF3: Could you tell me in your own words, what are all the things that come to your mind when thinking about possible problems or risks associated with food and eating?

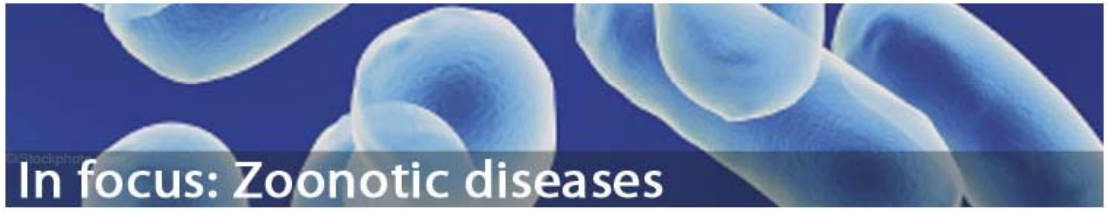
Public health: bringing the themes to life online

efsa
European Food Safety Authority

efsa
European Food Safety Authority
Committed *since 2002* to ensuring that Europe's food is safe



About EFSA | News & events | Topics A-Z | Publications | Panels & units | Cooperation | Applications helpdesk | Calls & consultations



EFSA and ECDC report on antimicrobial resistance in zoonotic bacteria

EFSA and the European Centre for Disease Prevention and Control have published the second joint report on antimicrobial resistance in zoonotic bacteria affecting humans, animals and food. The report makes an important contribution to current work being carried out at EU-level to fight antimicrobial resistance.

- Press release
- Scientific report

EFSA's work in context

News: EFSA and ECDC: *Salmonella* in humans continues to decrease, *Campylobacter* increasing
Topic: Zoonotic diseases
Topic: Antimicrobial Resistance
Factsheet: EFSA explains zoonotic diseases: Antimicrobial Resistance

Understanding science

What is antimicrobial resistance?
How is it related to food safety?

Watch: What is *Campylobacter*?
Watch: What is *Salmonella*?

News

Subscribe to our **newsletters**
- Select -

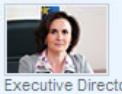
Featured Topics

- Bisphenol A
- Independence
- Zoonotic diseases
- Aspartame
- Shiga toxin-producing *E. coli* outbreak(s)

All topics

Stakeholder Consultative Platform
Call for interest - Membership

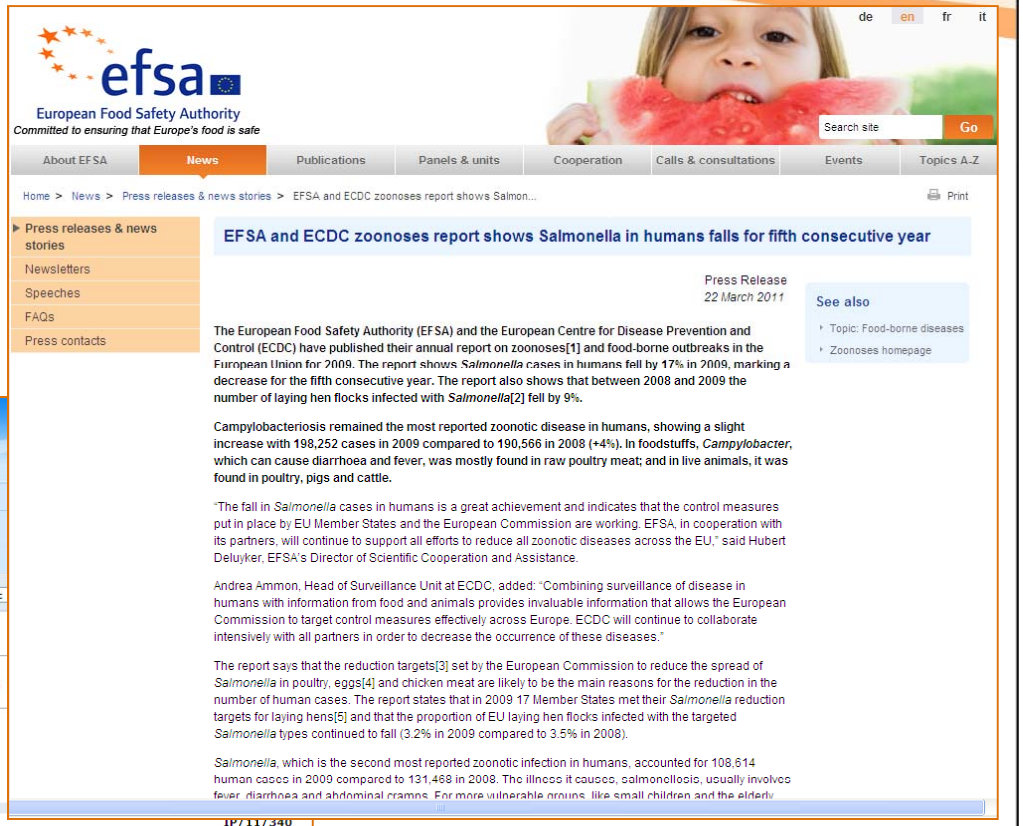
Shortcuts



Executive Director

Joint EU action to protect consumers

efsa
European Food Safety Authority



Salmonellosis : EU measures helped reduce human cases almost by half in 5 years, report confirms

Reference: IP/11/340 Date: 22/03/2011

HTML: EN FR DE
PDF: EN FR DE
DOC: EN FR DE

IP/11/340

Brussels, 22nd March 2011

Salmonellosis : EU measures helped reduce human cases almost by half in 5 years, report confirms

Human salmonellosis cases were reduced almost by half over a five-year period, from 196,000 cases in 2004 to 108,000 cases in 2009, thanks to measures introduced by the European Union, a report confirms. The 2009 EU summary report on zoonoses is published today by the European Food Safety Authority (EFSA) and the European Centre for Disease Prevention and Control (ECDC). The success story, as documented by this report, dates back to 2003 when the European Parliament and the Council adopted a Regulation which signalled the start of the implementation of enhanced Salmonella control programmes in all Member States. In flocks of poultry (e.g. laying hens, broilers, turkeys) targets for reduction of Salmonella were set, Member States introduced control programmes and restrictions on the trade of products from infected flocks were imposed.

John Dalli, Commissioner in charge of Health and Consumer Policy said: *"The EU has made great strides in its battle against Salmonella and the consistent fall in the number of cases is testament to the strong, comprehensive measures put in place by the Member States to tackle this disease. The Commission has at no point stopped monitoring or reacting to the challenge of Salmonella and the current EFSA/ECDC report clearly illustrates the improved situation and positive developments".* To conclude : *"The European consumers must rest assured that the fight against zoonotic agents will continue relentlessly, always aiming to further reduce their incidence."*

What is salmonellosis ? :

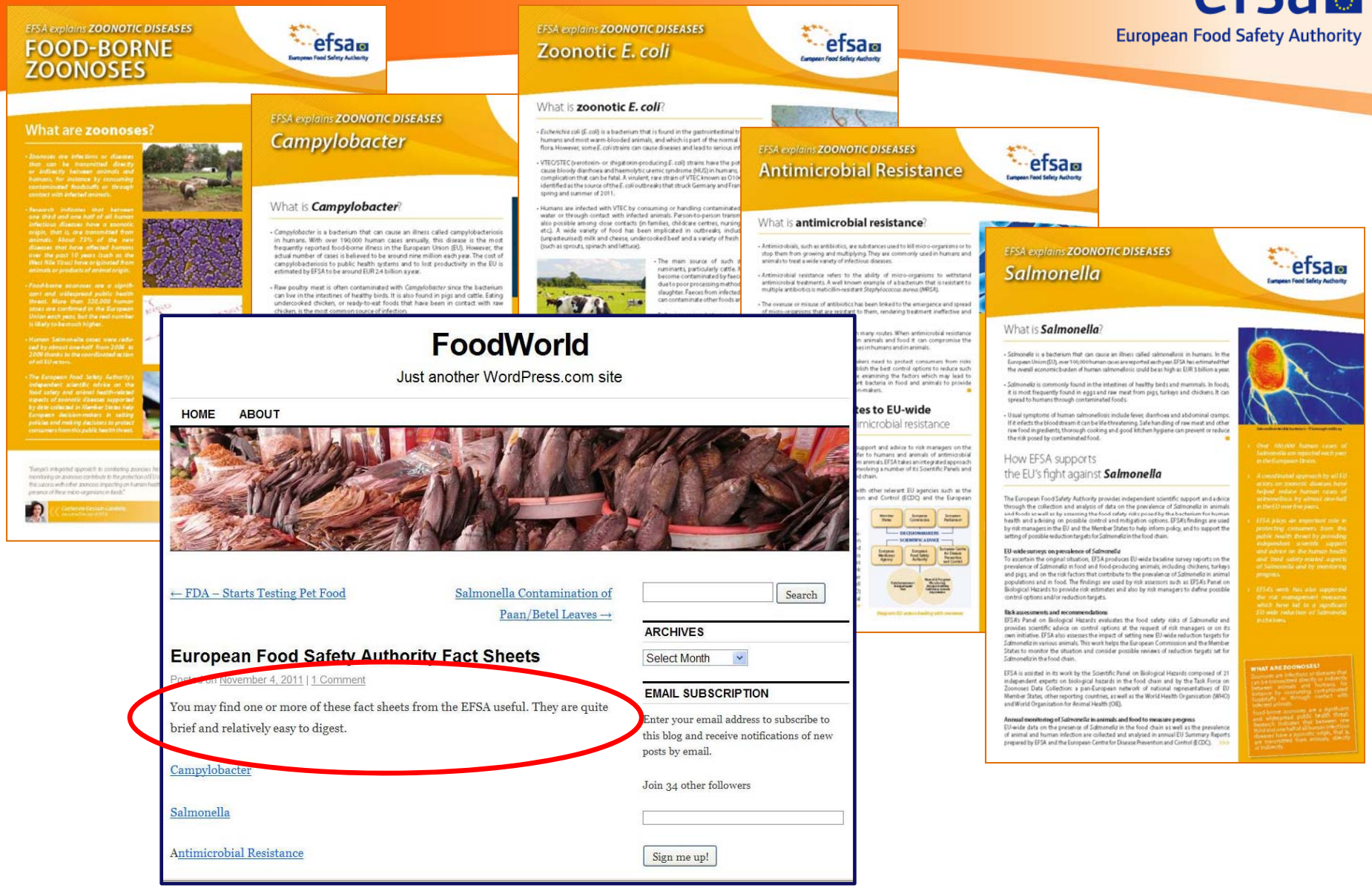
Human salmonellosis is usually characterised by the acute onset of fever, abdominal pain, nausea, and sometimes vomiting. Symptoms are often mild and most infections are self-limiting, lasting a few days. However, in some patients, the infection may be more serious and the associated dehydration can be life threatening. In 2010, EFSA estimated the **overall burden of human salmonellosis in the EU**

New Topics A-Z model

efsa
European Food Safety Authority

New information tools

European Food Safety Authority



Events 2011 - 2012

Joint EFSA-ECDC-DG Sanco event at the European Parliament

ICAHS International Conference on Animal Heath Surveillance

ESCAIDE - European Scientific Conference on Applied Infectious Disease Epidemiology

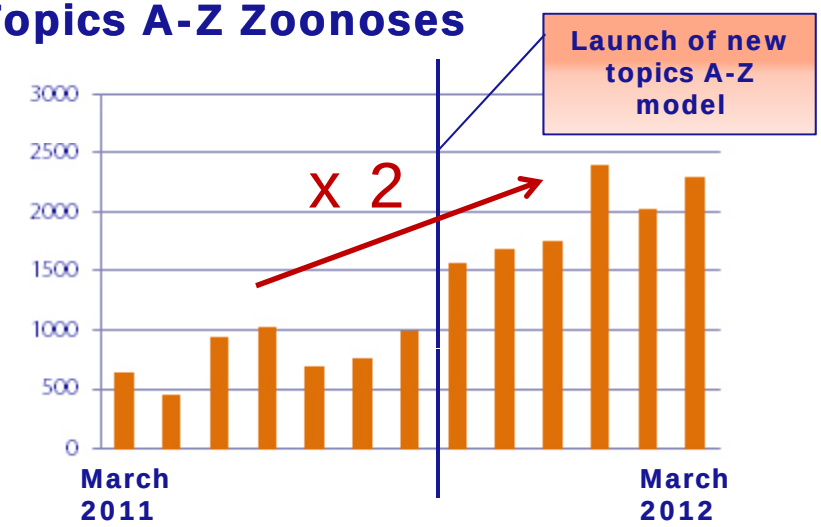
13th Conference of the International Society for Veterinary Epidemiology

Safepork 9th International Conference on the Epidemiology and Control of hazards in pigs and porks

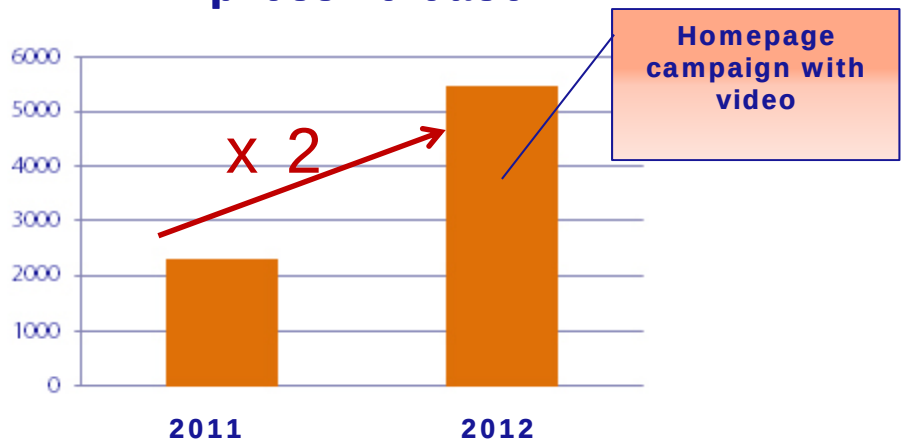
Zoonoses – what have we achieved?

efsa
European Food Safety Authority

Topics A-Z Zoonoses



AMR – press release



Share of voice zoonoses

Significant increase in share of voice for zoonoses in EFSA-related media coverage:

4⇨9 % in 2011; 27% incl *E.coli*

THANK YOU!

YOUR THOUGHTS?

QUESTIONS?