

SVETOVNI DAN VARNOSTI HRANE 2023



WORLD FOOD SAFETY DAY 2023

5. konferenca ob svetovnem dnevu varnosti hrane 2023

5th Conference On World Food Safety Day 2023

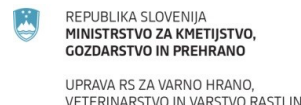
Communication Challenges in food domain / KOMUNIKACIJSKI IZZIVI NA PODROČJU HRANE

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Svetovni dan varnosti hrane 2023



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World Food Safety Day 2023



Science-based approach to communication on food-related risk using non-technical language and formats



- The audiences for risk communication and outreach activities is going through inevitable changes that are bringing new behaviors, perceptions and information needs.
- A shift from traditional information sources and communication channels will continue with increased engagement on social media.
- On the other hand, target audience may be a very specific subgroup of the population that, because of its characteristics or current situation, is particularly vulnerable to a food risk and is difficult to reach through conventional communication methods.
- Use of non-technical language in the food risk communication, that can be understood by the majority of the public, has been recognized as challenging in EU Member States with differing cultures, languages and customs.



Science-based approach to communication on food-related risk using non-technical language and formats



<https://campaigns.efsa.europa.eu/EUChooseSafeFood/#/index-si>

Together with the social and technological pressures on communication, best practice will continue to require professional communicators and we should ensure that their role evolves with the institutional and information environments within which we operate

