



How EFSA communicates about Risk

Shira Tabachnikoff
International Cooperation Adviser

Challenges of Communicating Food Safety
Ljubljana, 26 November 2015



CHALLENGES OF COMMUNICATING

About science...



STRATEGY - EFSA VISION & MISSION

Vision

Trusted science for safe food

Contributing to safe food and a trusted food chain for citizens through independent scientific advice

NEW

Mission

The Authority contributes to the safety of the EU food and feed chain by:

- providing EU risk managers with independent, up-to-date scientific advice on questions linked to the food chain;
- communicating to the public on its outputs and the information on which they are based;
- cooperating with Member States, institutional partners and other interested parties to provide consistent advice to increase trust in the EU food safety system.

BUILDING TRUST THROUGH ENGAGEMENT

Challenges and opportunities for communications

Decreasing trust in
science and public
institutions

Need for increased
engagement with the
public and other
stakeholders, improved
accessibility of
information and increased
transparency in processes

Growing cooperation
with Member States
and other international
partners

Continuous
innovation

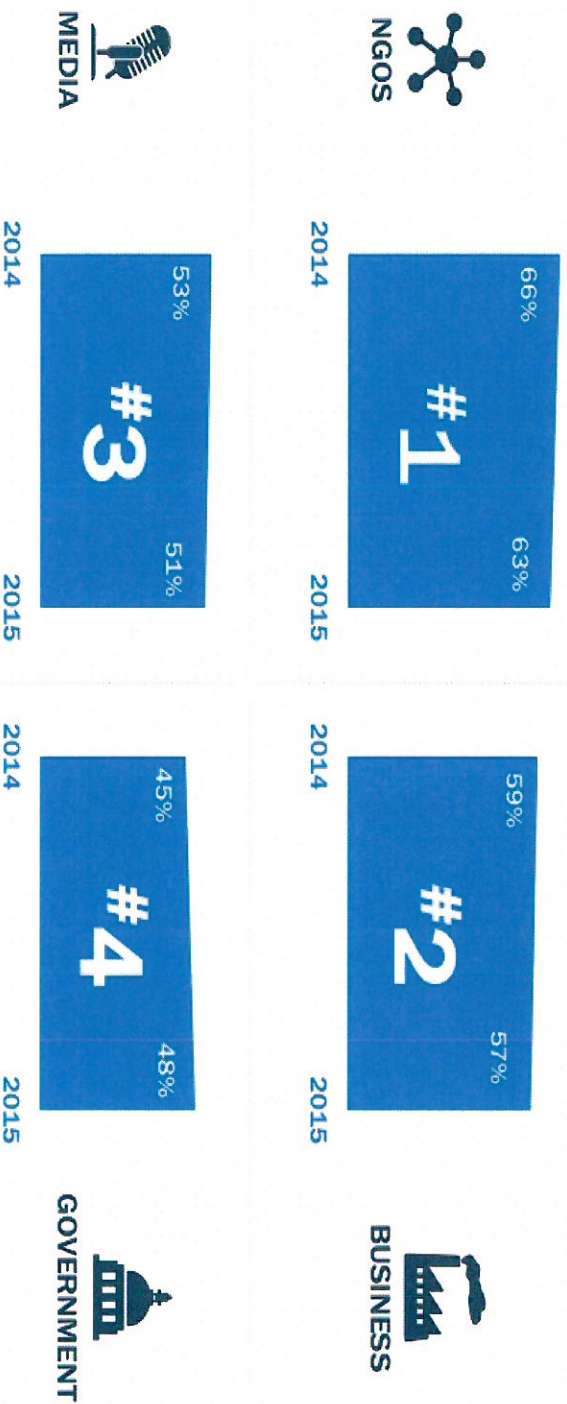
Understanding Risk
Perception and its
diversity, managing
diverging opinions and
uncertainty

For EFSA - Scope
limited to Risk
Assessment (no Risk
Management)





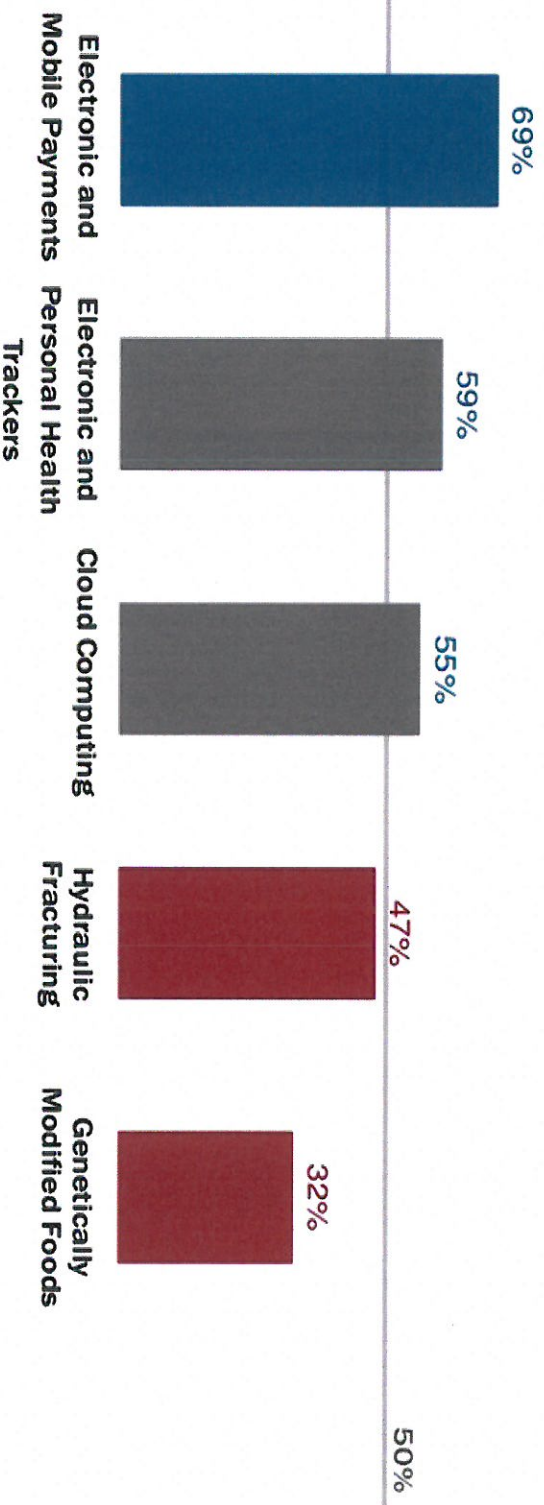
THE EVAPORATION OF TRUST: NGOS, BUSINESS, MEDIA ALL DECLINE TRUST IN THE FOUR INSTITUTIONS OF GOVERNMENT, BUSINESS, MEDIA AND NGOS, 2014 VS. 2015



C11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) Informed Public in 27-country global total.

BUSINESS INNOVATION: TRUST IN NEW DEVELOPMENTS VARIES

TRUST IN RECENT DEVELOPMENTS IN BUSINESS AND INDUSTRY



Q355-359. Below are a number of recent developments in business and industry. To what degree do you trust each of these recent developments? Informed Publics, 27-country global total.





IMPORTANCE OF UNDERSTANDING RISK PERCEPTION



Annual global fatalities
from shark attacks:
around 6



Annual global fatalities
from skin cancer:
around 48,000

Challenges of Diverging Opinions

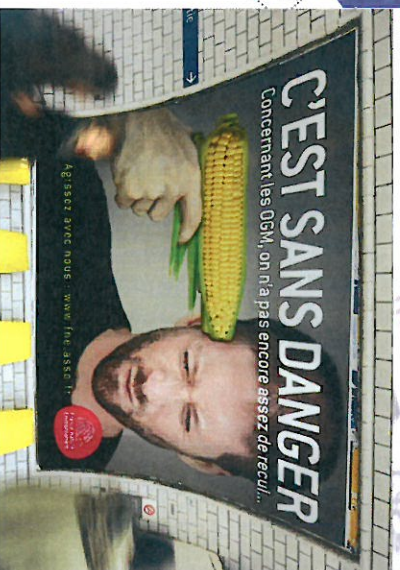
GMO

SVENSKA
DAGBLADET

"Europa behöver mer
GMO" Europe needs
more GMOs, Sweden

"Half of Europe opts out of
new GM crop scheme",
implicit satisfaction within the
article UK.

the
guardian



**Advertisements
in Paris subway,**
C'est sans danger -
Concernant les
OGM, on n'a pas
encore assez de
recul... It is safe -
Regarding GMOs,
we don't have
enough perspective

BPA

No consumer health risk
from bisphenol A exposure -
21 January 2015



Bisphénol A :
l'Anses confirme les
risques pour la santé

SCIENCES
ET
AVENIR

No health risk for consumers
from Bisphenol A exposure -
the BfR endorses the
conclusion of the new EFSA
assessment

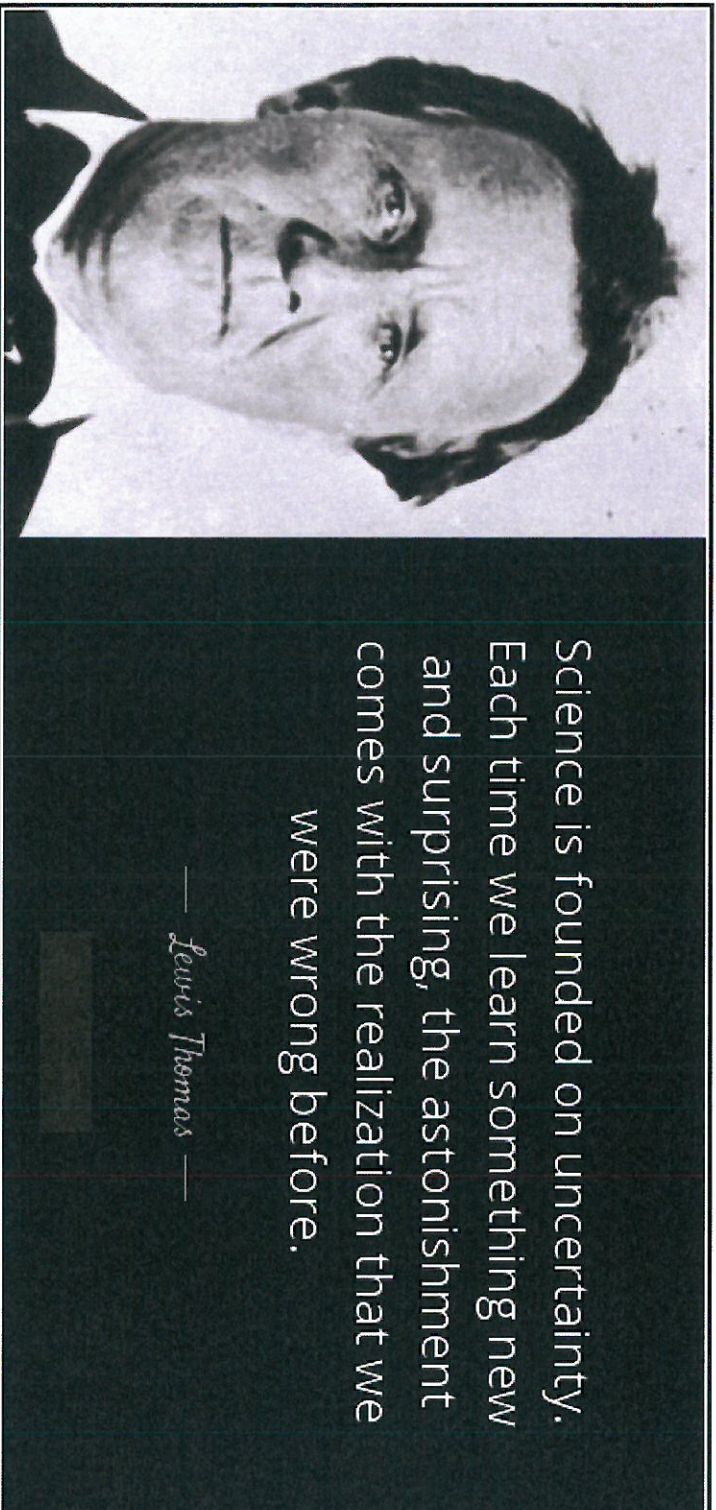


L'agence européenne de sécurité
des aliments réévalue la toxicité du
bisphénol A, France

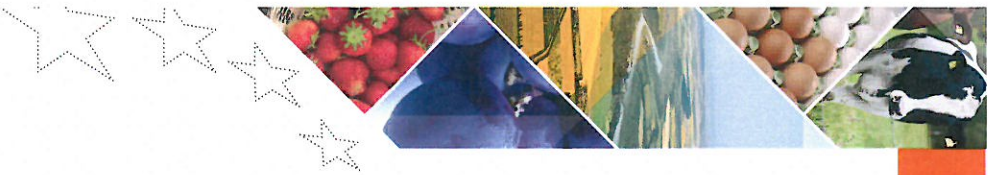


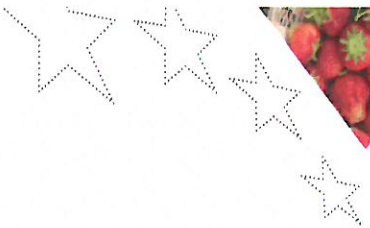
Le Bisphénol A :
interdit, il continue
pourtant ses ravages -
BPA: prohibited, yet it
continues its ravages,
France.

CHALLENGES OF COMMUNICATING UNCERTAINTY



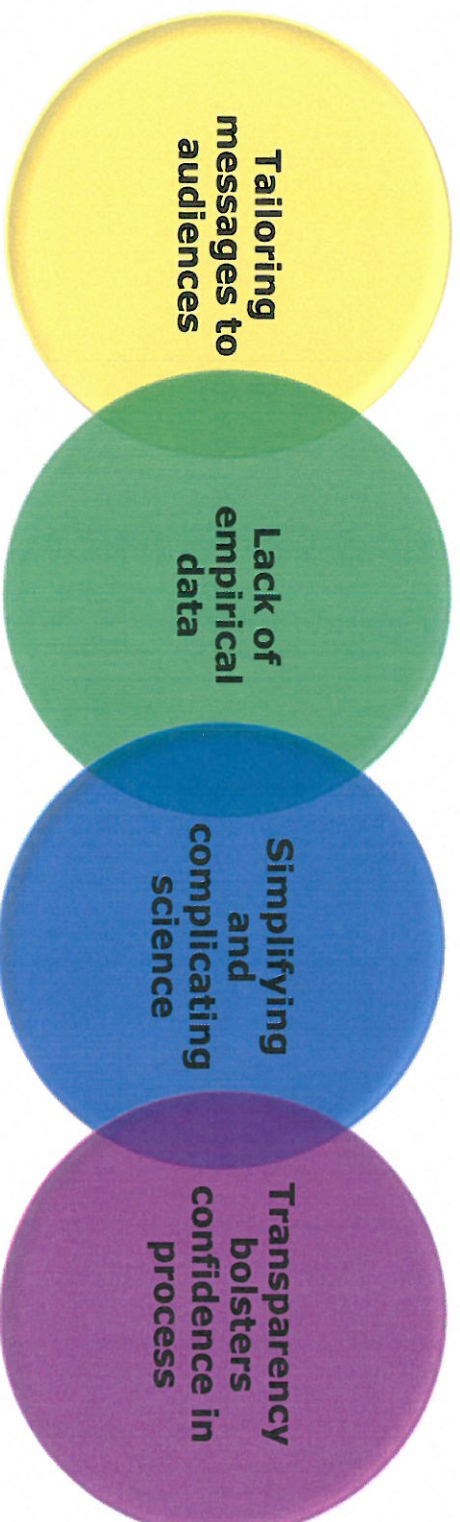
In 'On Science and Certainty', *Discover Magazine* (Oct 1980), 58.





COMMUNICATING UNCERTAINTY

Challenges of communicating uncertainty





HOW EFSA COMMUNICATES

Key activities

Best practice in Risk Communications

- Accessible, transparent, trusted
- Understanding target audiences

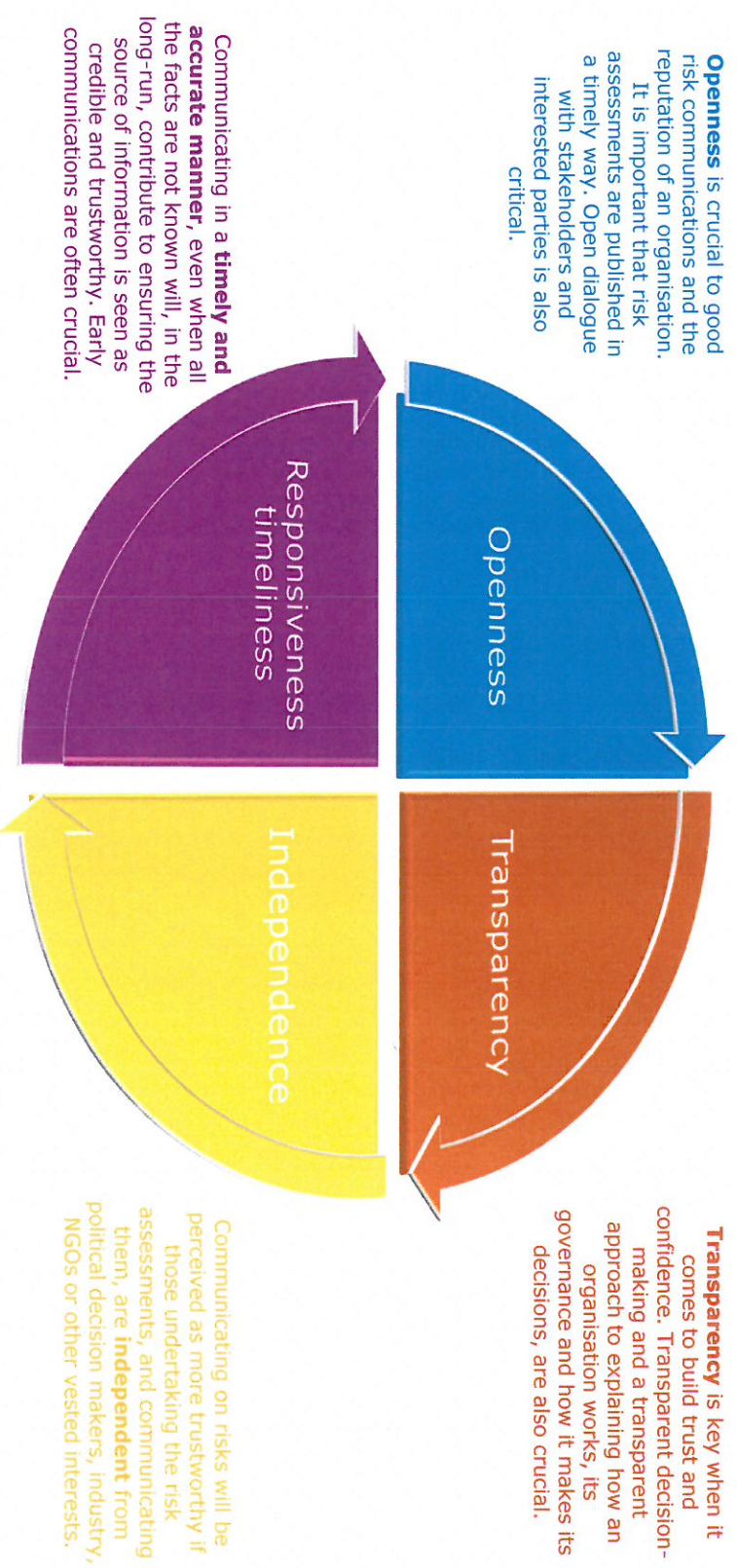
Engagement and building trust

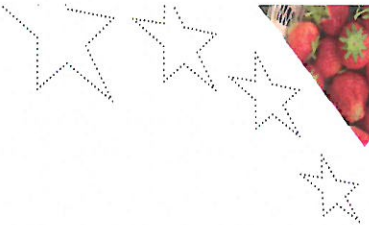
- With the EU, Member States, Stakeholders such as scientists, industry, NGO's, consumer organisations, general public, media, staff

Scientific Cooperation to strengthen partnerships

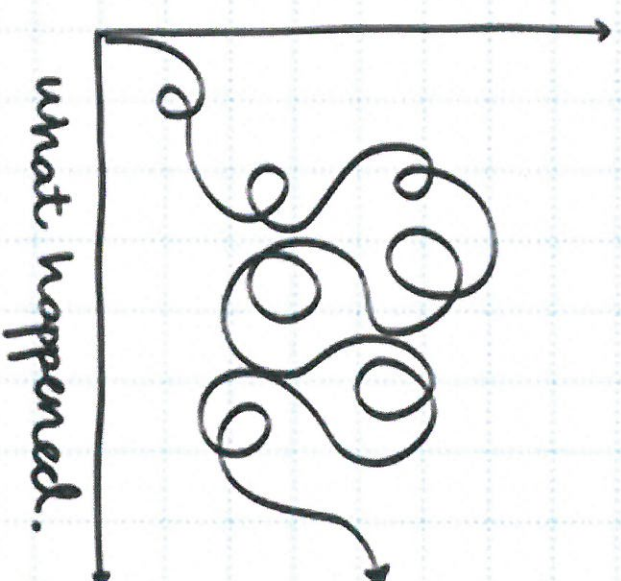
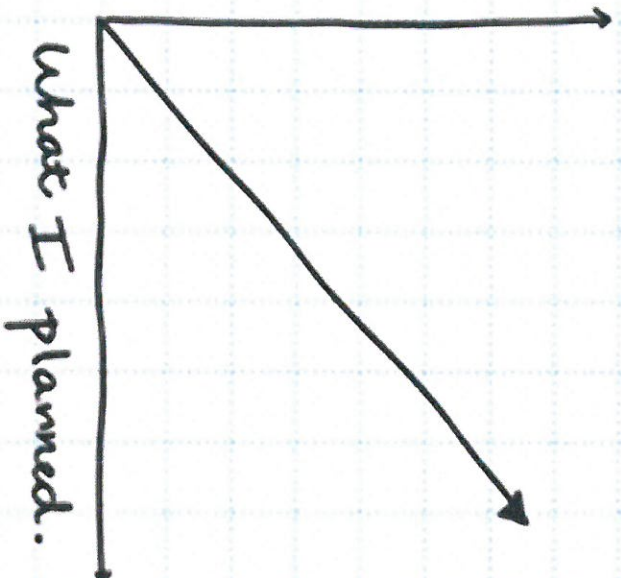
- Closer alignment with Member States, Joint projects, grants and procurements, collaborative networks, international outreach

Applying Best Practice of Risk Communications: EFSAs Guiding principles





When plan meets reality...





Who we communicate with





How we are organised : EFSA's Communications & External Relations Department (COMMS)

Risk Communication (RISKCOM)

- EFSA Journal
- Web
- Content

External Relations (EXREL)

- Media Relations
- Social Media
- Institutional relations
- Stakeholders

Advisory Forum and Scientific Cooperation (AFSCO)

- EU
- International Cooperation
- Article 36
- European Neighbourhood Programme

Risk Communication



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

ABOUT EFSA NEWS & EVENTS TOPICS PUBLICATIONS

PANELS & UNITS

COORDINATION

APPLICATIONS HELPDESK CALLS & CONSULTATIONS

EFSA@EXPO: science, innovation and society
The second plenary meeting of EFSA's scientific conference will focus on making the scientific community more visible to the public. EFSA EXPO 2013, Programme

Web

EFSA's new website

Review of the existing portals for active substance registration

Events

Calls & consultations

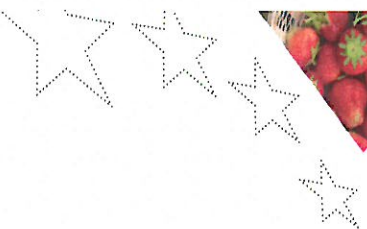
News & updates

PESTICIDES
Glyphosate: EFSA conclusion due in November

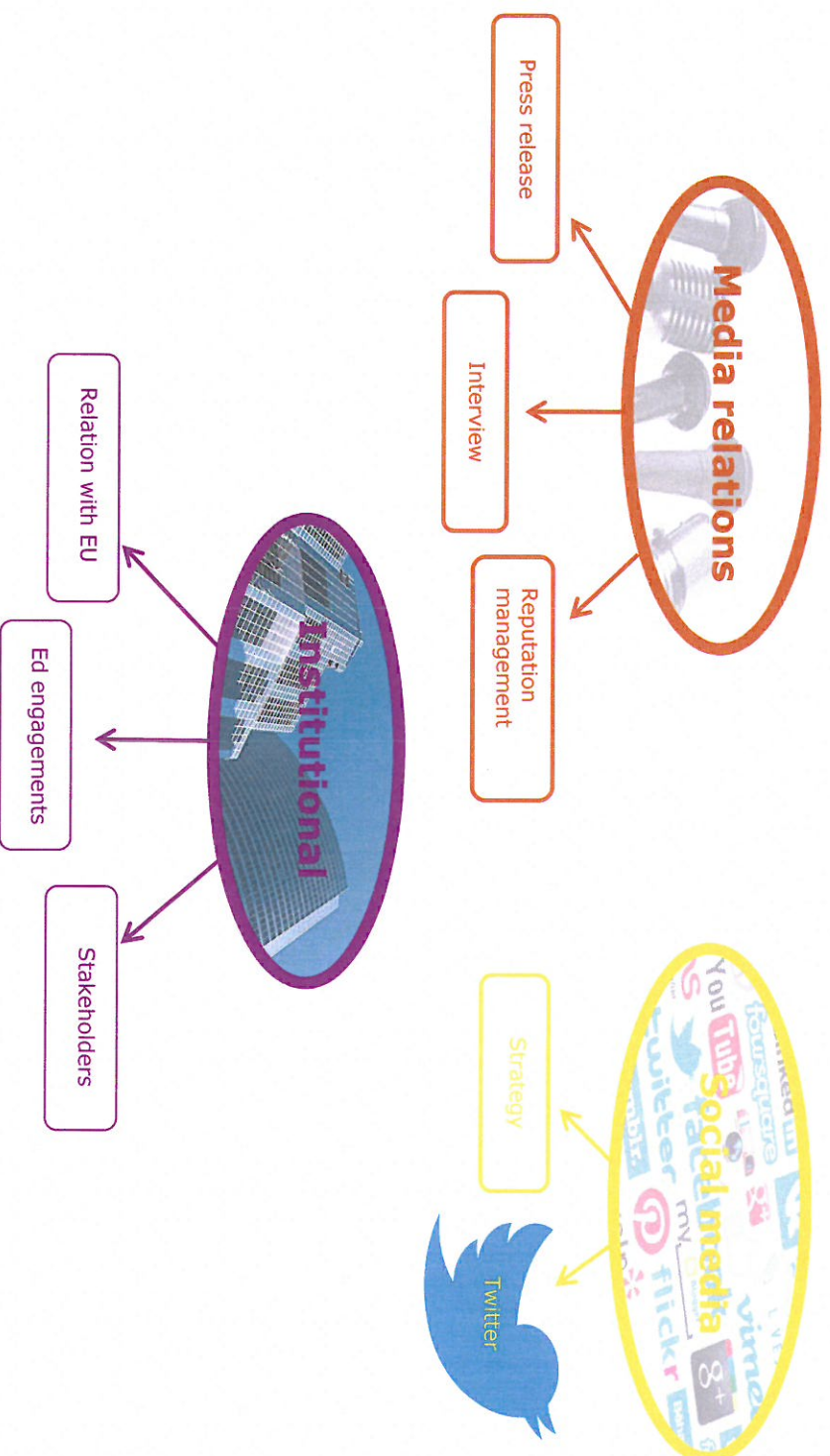
CORPORATE
Register to attend the 60th Management Board meeting

BEE HEALTH
Bees: EFSA tackles multiple stressors

Risk Assessment vs Risk Management
Risk assessment vs risk management: What's the difference?

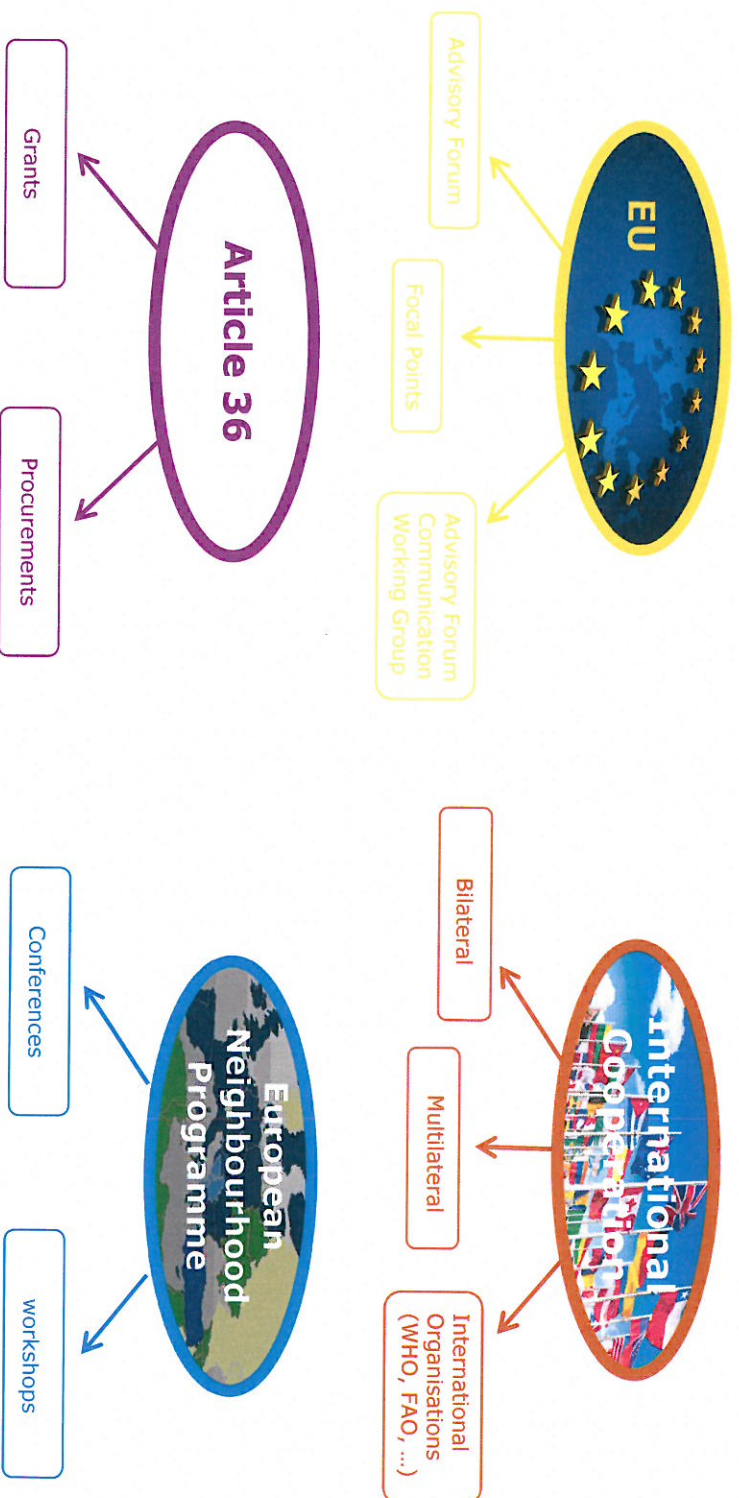


External Relations (EXREL)





Advisory Forum and Scientific Cooperation (AFSCO)





Thank you!