

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



HOW TO BE AN #EFSVOICE

Social Media Guidelines



GUIDANCE DOCUMENT

ADOPTED: 18 March 2018
doi:10.2903/j.efsa.2018.5555

Draft Document for Public Consultation

Draft Guidance on Communication of Uncertainty in Scientific Assessments

European Food Safety Authority,
Andy Hart, Laura Maxim, Michael Siegrist, Natalie Von Goetz, Cristina da Cruz,
Caroline Merten, Olaf Mosbach-Schulz, Majlinda Lahaniati,
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 locating 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



PROVEN RECIPES FOR RISK COMMUNICATIONS

PROVEN RECIPES FOR
RISK COMMUNICATIONS



RISK PERCEPTION



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




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References

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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.2016.4530 View/save citation

Cited by: 0 articles Citation tools



Requestor: European Commission

Question number: EFSA-Q-2014-00815

Panel members: Jan Alexander, Lars Barregård, Margherita Bignami, Sandra Ceccatelli, Bruce Cottrill, Michael Dinovi, Lutz Eck Kraupp, Christer Hogstrand, Laurentius (Ron) Hoogenboom, Helle Katrine Knutsen, Carlo Stefanò Nebbia, Isabelle Oswald, Vera Maria Rogiers (until 9 May 2016), Martin Rose, Alain-Claude Roudot, Tanja Schwerdtle, Christiane Vleminckx, Günter Vol Wallace


Acknowledgements: The Panel wishes to thank the members of the Standing Working Group on non-allowed pharmacological substances in food and feed and their reference points for action (2015–2018): Metka Filipić, Peter Fürst, Laurentius (Ron) Hoogenboom, Katrine Lundebye, Carlo Stefanò Nebbia, Michael O’Keeffe and Rolaf Van Leeuwen for the preparatory work on this scientific expert; Eva Persson, and EFSA staff members: Katrien Baert and Sofia Ioannidou for the support provided to this scientific opinion. The Panel acknowledges all European competent institutions and other stakeholders that provided occurrence data on malachite green in food, and supported the data collection for the Comprehensive European Food Consumption Database.

Adopted: 24 June 2016

Correspondence: contam@efsa.europa.eu

Abstract

Malachite green (MG) has been used globally in aquaculture but is not registered for use in producing animals in the European Union. The European Commission requested EFSA to evaluate whether a reference point for action (RPA) of 2 µg/kg for the sum of MG and its major metabolite leucomalachite green (LMG) is adequate to protect public health. Available occurrence data were not suitable for a reliable exposure assessment. The hypothetical dietary exposure was calculated, considering the RPA as occurrence value for all types of fish, fish products and crustaceans. Mean dietary exposure across different European dietary surveys and age classes would range from 0.1 to 5.0 ng/kg body weight (bw) per day. For high and frequent fish



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Volume 14, Issue 7
July 2016

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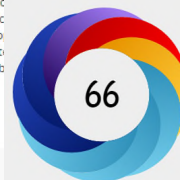
- Abstract
- Summary
- 1 Introduction
- 2 Data and methodologies
- 3 Assessment
- 4 Conclusions
- 5 Recommendations
- Documentation provided to EFSA

Wiley Online Library

What is this page? Embed badge Share

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 attention for article published in EFSA Journal, January 2015



About this Attention Score

In the top 5% of all research outputs scored by Altmetric

Mentioned by

- 5 news outlets
- 1 blog
- 1 policy source
- 12 tweeters
- 9 Facebook pages

Readers on

- 22 Mendeley

SUMMARY News Blogs Policy documents Twitter Facebook

Title 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

Published in EFSA Journal, January 2015

DOI 10.2903/j.efsa.2015.3989

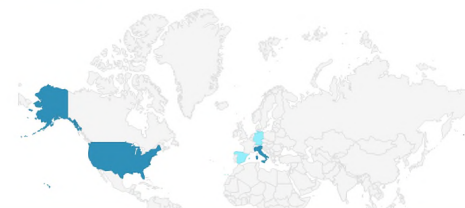
Authors EFSA Panel on Plant Health (PLH)

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TWITTER DEMOGRAPHICS MENDELEY READERS ATTENTION SCORE IN CONTEXT

The data shown below were collected from the profiles of 12 tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)





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





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Understanding science

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



EFSAchannel

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EFSAchannel

2



Listeria infections in humans

EFSAchannel

3



What are pesticides and how do they get into our food?

EFSAchannel

4



What is nanotechnology?

EFSAchannel

5



What are enzymes?

EFSAchannel



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 weekly journal of science

EU expected to vote on pesticide
ban after major scientific review

ScienceNewsline

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

Fish consumption: benefits vs risks (2015)

- 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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