

82nd Advisory Forum meeting  
Virtual meeting, 01-02 December 2021

# Crisis communication: roadmap & guidelines update

**Barbara Gallani**

Head of COMCO Department

Trusted science for safe food

# New – EFSA Crisis comms roadmap 2022-2025



## The mission

*Communicating in a crisis in a timely, clear, coordinated & transparent way helps EFSA achieve its Strategy 2027 (SO2) and enhances its reputation and credibility*

## The pillars

**Capacity  
building**

**Procedures  
and roles**

**Cooperation with Partners  
and stakeholders**

## The foundation

*Full integration of crisis communication into crisis preparedness & emergency response system*

- **External crisis communication simulation** (6,7,8 Jul. with SANTE, ECDC and ISZAM)
- **Info-session** on crisis comms with MS (28 Oct.)
- **Internal Crisis simulation exercise** (11 Nov., with SANTE, ECDC and selected CEN Members)





## Important instrument to guide EFSA and Member States' communicators in future crisis

- It provides a common approach for EFSA and MS to crisis management in communication, looking at the latest trends in digital comms
- Joint product with CEN
- To be finalised in Q1 2022



SAVE  
THE  
DATE!

HEALTH • ENVIRONMENT • SOCIETY

**21-24 JUNE 2022** - Brussels and online

[One2022.eu](https://www.one2022.eu)

[#OneEU2022](https://twitter.com/OneEU2022)