

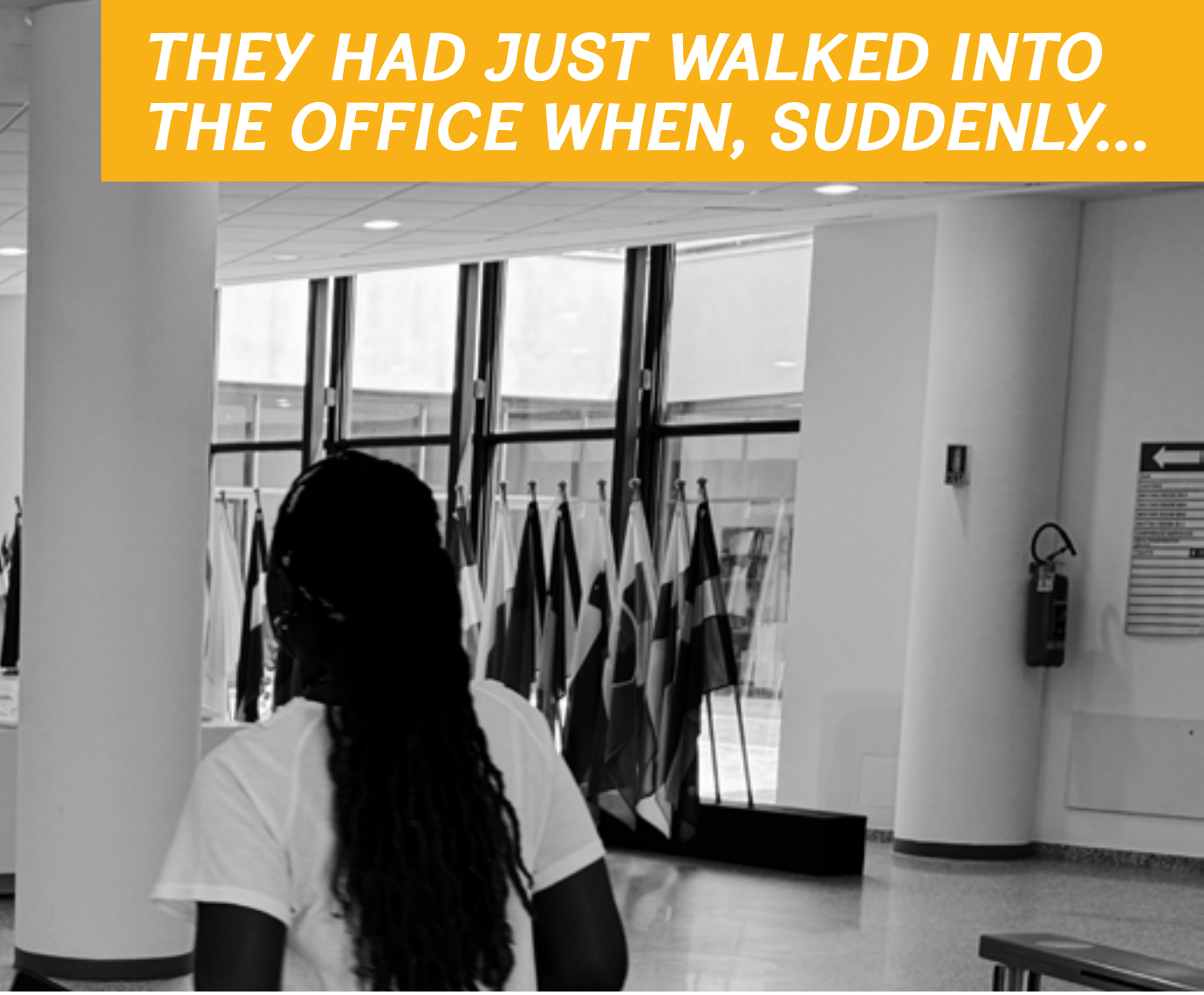
FOOD SAFETY: PREPARED FOR THE UNEXPECTED

TODAY LOOKS
LIKE A QUIET DAY!

INDEED!



THEY HAD JUST WALKED INTO THE OFFICE WHEN, SUDDENLY...



...THE EUROPEAN COMMISSION IS ON THE LINE WITH EFSA

A FOODBORNE OUTBREAK OF SALMONELLA IS MAKING PEOPLE SICK IN VARIOUS EUROPEAN COUNTRIES...! WE NEED URGENT SCIENTIFIC ADVICE FROM EFSA AND ECDC*!

OK, CLEAR

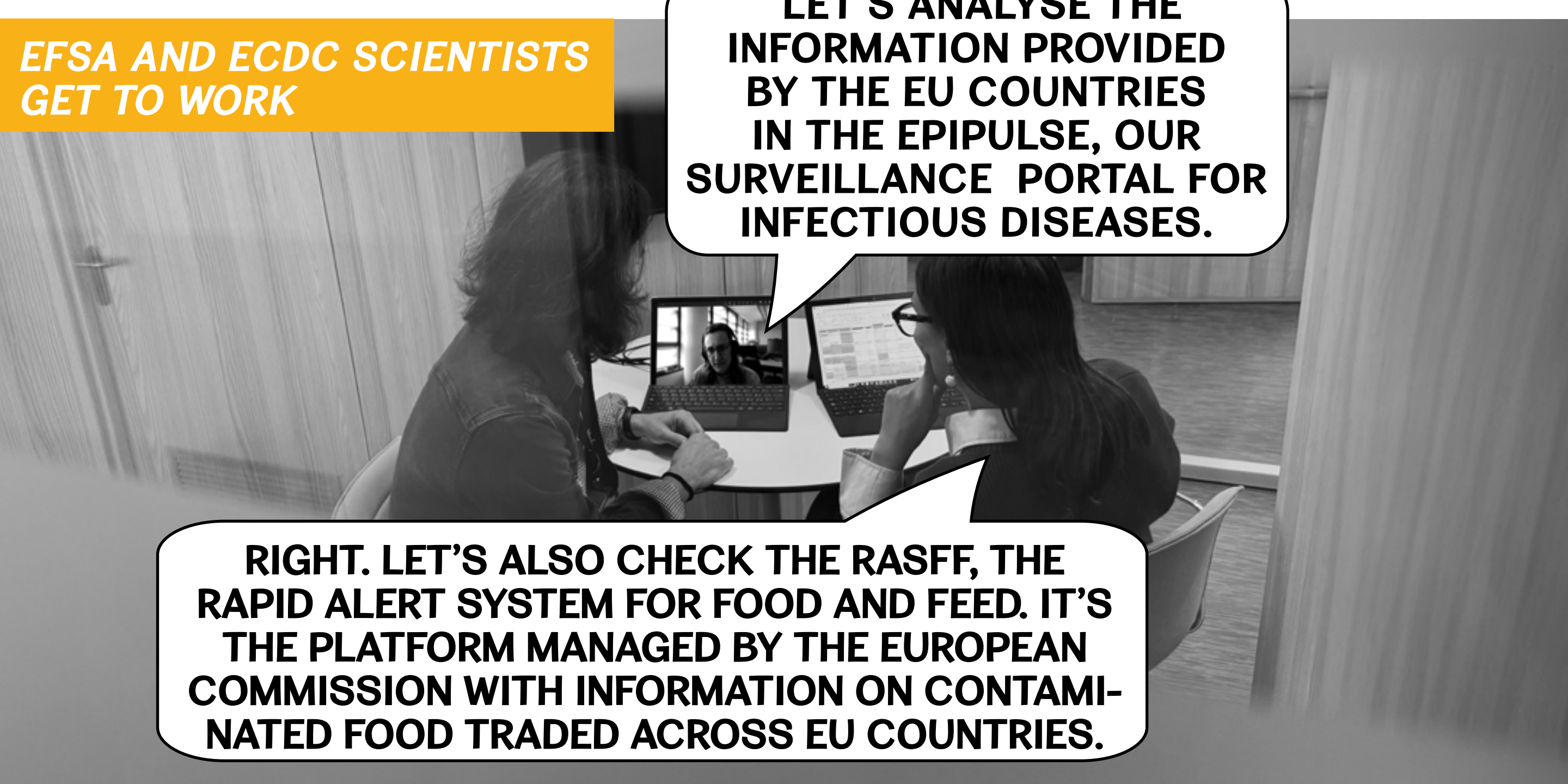


*** EUROPEAN CENTRE FOR DISEASE PREVENTION AND CONTROL**



WE NEED TO SUPPORT THE EUROPEAN COMMISSION AND NATIONAL AUTHORITIES WITH AN EVALUATION OF THE OUTBREAK! WHERE IS THIS SALMONELLA COMING FROM?

TIME TO INVOLVE OUR ECDC COLLEAGUES



LET'S ANALYSE THE INFORMATION PROVIDED BY THE EU COUNTRIES IN THE EPIPULSE, OUR SURVEILLANCE PORTAL FOR INFECTIOUS DISEASES.

RIGHT. LET'S ALSO CHECK THE RASFF, THE RAPID ALERT SYSTEM FOR FOOD AND FEED. IT'S THE PLATFORM MANAGED BY THE EUROPEAN COMMISSION WITH INFORMATION ON CONTAMINATED FOOD TRADED ACROSS EU COUNTRIES.

EFSA AND ECDC SCIENTISTS GET TO WORK

**TIME FOR A
JOINT RAPID
OUTBREAK
ASSESSMENT**

**LOOKING AT THE TRACEABILITY AND
GENOMIC DATA, THE CONTAMINATED
FOOD RESPONSIBLE FOR THE
INFECTIONS APPEARS TO BE THESE
EGG PRODUCTS!**

**WE HAVE IDENTIFIED THE
DISTRIBUTION OF THE
CONTAMINATED FOOD
PRODUCTS ACROSS THE
EU COUNTRIES!**

**WE NEED TO INFORM ALL
COUNTRIES AND THE
EUROPEAN COMMISSION
SO THAT THEY CAN TAKE
CONTROL MEASURES AND
IDENTIFY THE POINT OF
CONTAMINATION ALONG
THE FOOD PRODUCTION
LINE.**

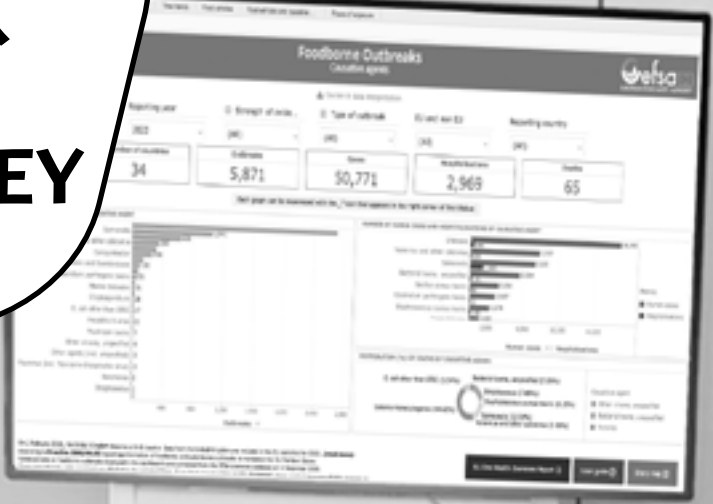


MEANWHILE, AT THE CRISIS COMMUNICATIONS TEAM MEETING...

I'M SHARING UPDATES ON THE OUTBREAK WITH ALL THE EU MEMBER STATES. THEY ARE IN THE LOOP!

GOOD IDEA!

I AM IN TOUCH WITH THE MEDIA! WE ARE GETTING SO MANY REQUESTS. LET'S HOLD A PRESS CONFERENCE!






WE HAVE GATHERED AND ANALYSED THE DATA IN COLLABORATION WITH ECDC

LET'S SHARE THIS RAPID OUTBREAK ASSESSMENT (ROA) WITH THE EUROPEAN COMMISSION RIGHT AWAY!

AT THE EUROPEAN COMMISSION HEADQUARTERS



WITH THIS ASSESSMENT, WE CAN NOW DECIDE TOGETHER WITH THE NATIONAL AUTHORITIES WHAT MEASURES WE SHOULD TAKE

WE CAN USE THIS DATA TO REASSURE CONSUMERS AND INFORM THEM ABOUT WHAT WE ARE DOING TO PROTECT THEIR HEALTH!

INFORMATION IS KEY IN A CRISIS

**LUCKILY, OUR ADVICE
HELPED MAKE SURE THE
CONTAMINATED FOOD WAS
IMMEDIATELY IDENTIFIED
AND REMOVED FROM THE
MARKET**

**YES, THE RISK OF NEW
INFECTIONS WITH
SALMONELLA
FROM THESE FOOD
PRODUCTS IS NOW LOW**



THE CRISIS IS NOW OVER. EU CITIZENS CAN ALL KEEP ON ENJOYING THEIR FOOD, TAKING ACCOUNT OF ANY RECOMMENDATIONS, AND KNOWING THAT...

IT IS SAFE TO EAT!



TO BE CONTINUED...