



Update on EFSA's Communications Activities
State of play & key initiatives 2012
Thematic approach

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Stakeholder Consultative Platform
Parma, 20-21 March 2012

Key strategic priorities 2010-2013

- **Simplicity and transparency:** increase relevance and understanding of EFSA communications for key target audiences and informed lay audiences, in co-operation with MS
- **Independence:** augment proactive communications on the independence of EFSA's risk assessment advice
- **Visibility and outreach:** enhance outreach, in the EU and beyond (increase awareness and recognition of EFSA)
- **Coherence:** further increase... across EU and beyond
- **Dialogue:** enhance dialogue with stakeholders and increase audience interactivity

⇒ Support by continuing to strengthen **capacity** for effective risk communications



- Chemicals in food
 - FAQ
 - *Understanding Chemical Risk Assessment backgrounder, Understanding science video*
- GMO
 - *Revised web section; Understanding science videos*
- Independence
 - Revised web section; EFSA "answers back"
 - Stakeholder workshops (Policy – October 2011; implementing rules – March 2012)

- Innovation
 - APDESK creation (online section, media relations...)
- Pesticides
 - *Revised web section; Understanding science videos*
- Zoonoses
 - Suite of new A-Z topics published
 - Fact sheets
 - EP event (2011)
 - Understanding science videos

New Topics A-Z model

► Zoonotic diseases

Food-borne zoonotic diseases

Non-food borne zoonotic diseases

Zoonotic diseases

► Food-borne zoonotic diseases

Campylobacter

Salmonella

Parasites in food

Monitoring and analysis of food-borne diseases

Non-food borne zoonotic diseases

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Zoonotic diseases

Food-borne zoonotic diseases

► *Campylobacter*

Salmonella

Parasites in food

Monitoring and analysis of food-borne diseases

Non-food borne zoonotic diseases

Campylobacter



Campylobacter is a bacterium that can cause an illness called campylobacteriosis in humans. With over 190,000 human cases annually, this disease is the **most frequently reported food-borne illness** in the European Union (EU). However, the actual number of cases is believed to be around nine million each year. The cost of campylobacteriosis to public health systems and to lost productivity in the EU is estimated by EFSA to be around EUR 2.4 billion a year.

To protect consumers from this public health threat, the EU has adopted an **integrated approach to food safety** from the farm to the fork. The approach consists of both risk assessment and risk management measures involving all key actors: EU Member States, European Commission, European Parliament, EFSA and the European Centre for Disease Prevention and Control (ECDC). The approach is supported by timely and effective risk communication activities.

EFSA plays an important role in protecting consumers from this public health threat by providing independent scientific support and advice on the human health and food safety-related aspects of *Campylobacter*.

Campylobacteriosis is a **zoonosis** – a disease or infection that can be transmitted directly or indirectly between animals and humans. Usual symptoms are fever, diarrhoea and abdominal cramps. Raw poultry meat is often contaminated with *Campylobacter* since the bacterium can live in the intestines of healthy birds. It is also found in pigs and cattle. Eating undercooked chicken, or ready-to-eat foods that have been in contact with raw chicken, is the most common source of infection. In its assessments,

See also

- Biological Monit...
- Panel on Biolog (BIOHAZ)



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Public health: bringing the themes to life online



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EFSA and ECDC: *Salmonella* in humans continues to decrease, *Campylobacter* increasing

EFSA and the European Centre for Disease Prevention and Control (ECDC) have published their annual report on zoonoses and food-borne outbreaks in the EU for 2010. The report shows that *Salmonella* cases in humans fell by almost 9%, marking a decrease for the sixth consecutive year.

- ▶ Press release
- ▶ Scientific report

EFSA's work in context

Topic: Zoonotic diseases
Feature story: EU measures help reduce human *Salmonella* cases

Understanding science



What are food-borne zoonotic pathogens?
Why are they important for public health?

- ▶ Watch: What is *Salmonella*?
- ▶ Watch: What are non-food-borne zoonotic diseases?

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Featured Topics

- ▶ Bisphenol A
- ▶ Independence
- ▶ Zoonotic diseases
- ▶ Aspartame
- ▶ Shiga toxin-producing *E. coli* outbreak(s)

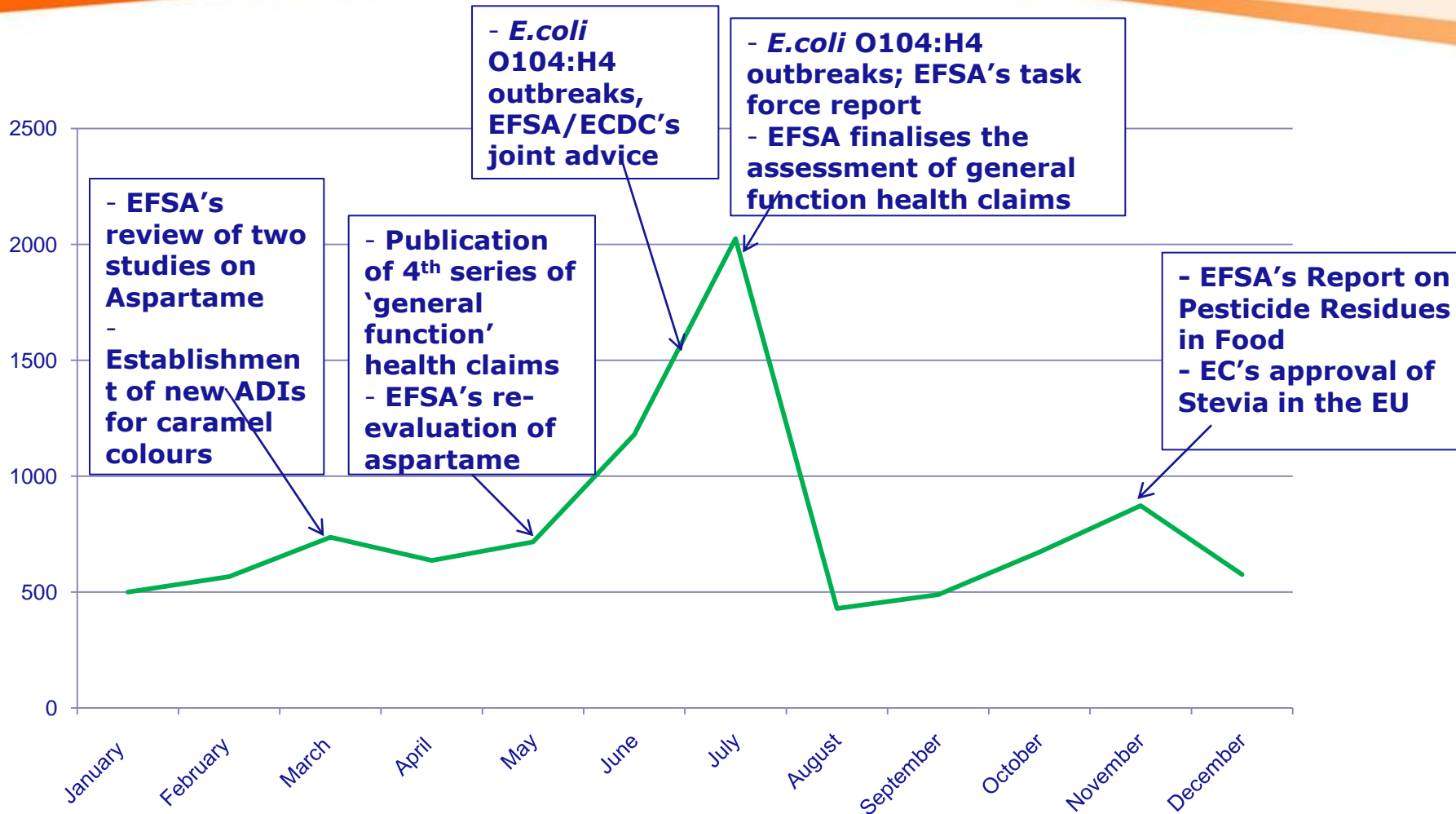
▶ All topics

Committed since 2002 to ensuring that Europe's food is safe

Stakeholder Consultative Platform
Call for interest - Membership

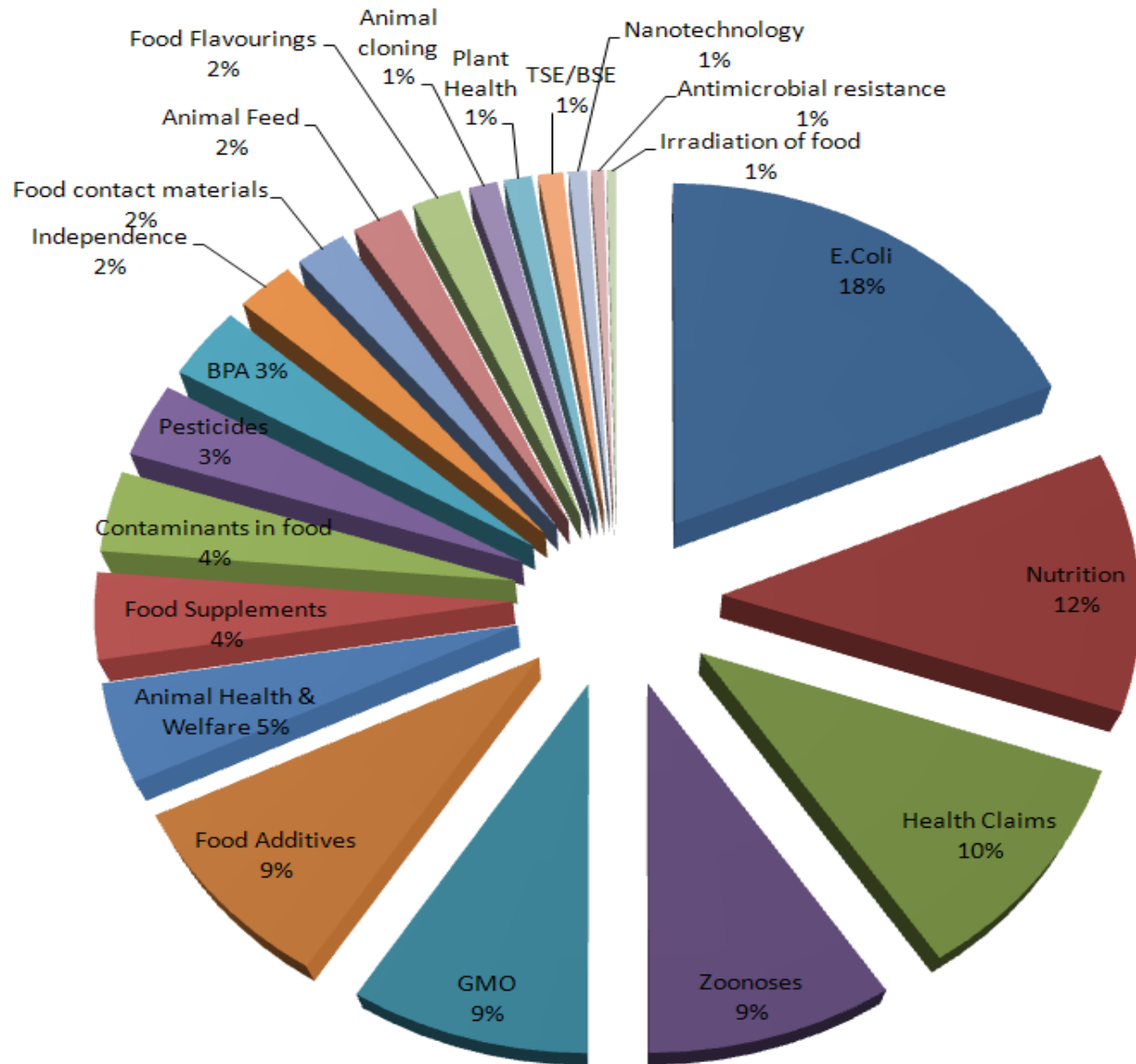
Shortcuts

Growing interest in EFSA's work: media coverage (2011)



Total = 9397 articles (+11% vs 2010)

Overall EFSA coverage in 2011 per topic



- Further roll-out of the thematic approach
- Creation of Understanding Science videos
- Development of new topics & FAQs
- Web content - implementing lessons learned from usability testing e.g. search engine optimisation
- Media relations – more proactive outreach & background briefings

Understanding science is EFSA's scientific white board video series. In these video clips, EFSA staff or experts explain scientific concepts in an easily accessible way.



New communication tool:

- In line with the thematic approach - support communication on key areas
- Contributes to key strategic priorities such as simplicity and outreach.

Understanding science videos



efsa
European Food Safety Authority
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Videos

In this section you can watch *Understanding Science* video clips. Understanding scientific white board video series in which EFSA staff explain scientific concepts

RISK ASSESSMENT
HEALTH CLAIMS
PESTICIDES
CONTAMINANTS
GM ANIMALS
GM PLANTS
SALMONELLA
understanding SCIENCE
CAMPYLOBACTER

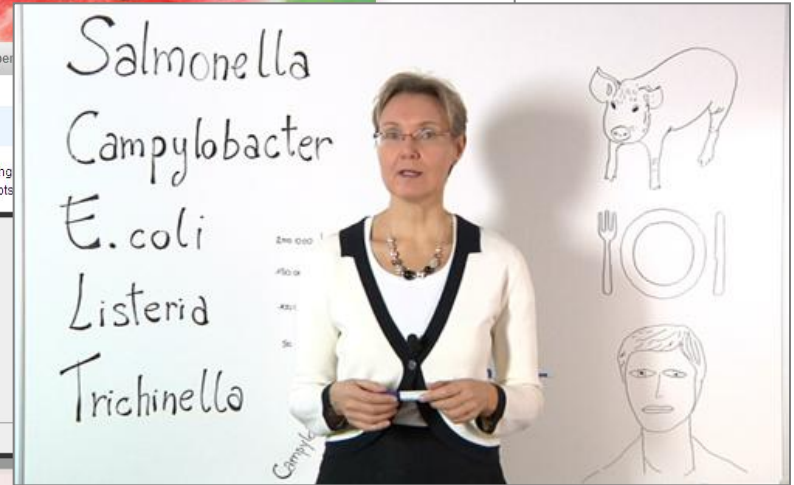
What are food-borne zoonotic pathogens?
Why are they important for public health?

What is Salmonella?
How can we control and reduce it?

Independent science

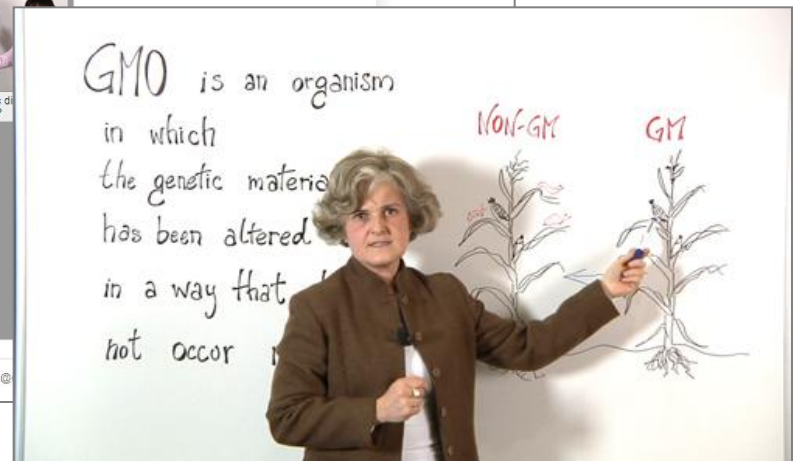
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Salmonella
Campylobacter
E. coli
Listeria
Trichinella

Salmonella
Campylobacter



GMO is an organism
in which
the genetic material
has been altered
in a way that
does not occur naturally

Non-GM
GM

- Implementation of social media strategy
 - Twitter
- Media relations
 - Opinionated Editorials with AFCWG
- Optimisation of newsletter suite
 - Merging online and offline publications
- Events
 - 10 year anniversary
 - Scientific speaking platforms
- Features
 - 10 year case studies
 - EFSA journal editorials

Social media outreach: Twitter



The screenshot shows the EFSA Twitter profile page. At the top, the Twitter logo and search bar are visible. The profile header includes the EFSA logo, the name 'EFSA', the handle '@EFSA_EU', and the bio 'Committed to ensuring that Europe's food is safe'. A 'Follow' button is present, along with statistics: 15 TWEETS, 0 FOLLOWING, and 559 FOLLOWERS.

Stay in touch with EFSA
Join Twitter today

Full name

Email

Password

Sign up

Tweets

- EFSA @EFSA_EU** 23h
Engage with #EFSA. Call for expression of interest for membership in EFSA's #Stakeholder Consultative Platform efsa.europa.eu/en/stakeholder...
- EFSA @EFSA_EU** 13 Mar
#Antibiotic Resistance – an Increasing Threat to #Health is the topic of an @eu2012dk conference tomorrow in Copenhagen eu2012.dk/en/NewsList/Ma...
- EFSA @EFSA_EU** 8 Mar
#Campylobacteriosis keeps increasing. #EFSA & @ECDC_EU report supports #EU risk managers on control measures efsa.europa.eu/en/press/news/...
- EFSA @EFSA_EU** 8 Mar
Data for 2010 on 15 #zoonotic diseases across #EU analysed in joint #EFSA and @ECDC_EU: efsa.europa.eu/en/press/news/...
- EFSA @EFSA_EU** 8 Mar
#Salmonella cases in humans dropped by 9% in 2010 thanks to #EU level control measures: read @ECDC and #EFSA report efsa.europa.eu/en/press/news/...
- EFSA @EFSA_EU** 8 Mar
#EFSA and #ECDC publish joint annual report on #zoonoses and food-borne #outbreaks in 2010 in the EU efsa.europa.eu/en/press/news/...
- EFSA @EFSA_EU** 7 Mar
#EFSA opens up scientific meetings to observers in pilot project

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- Press release
- Case studies on EFSA's achievements
- Anniversary brochure
- Corporate video
- Media activities

Main events:

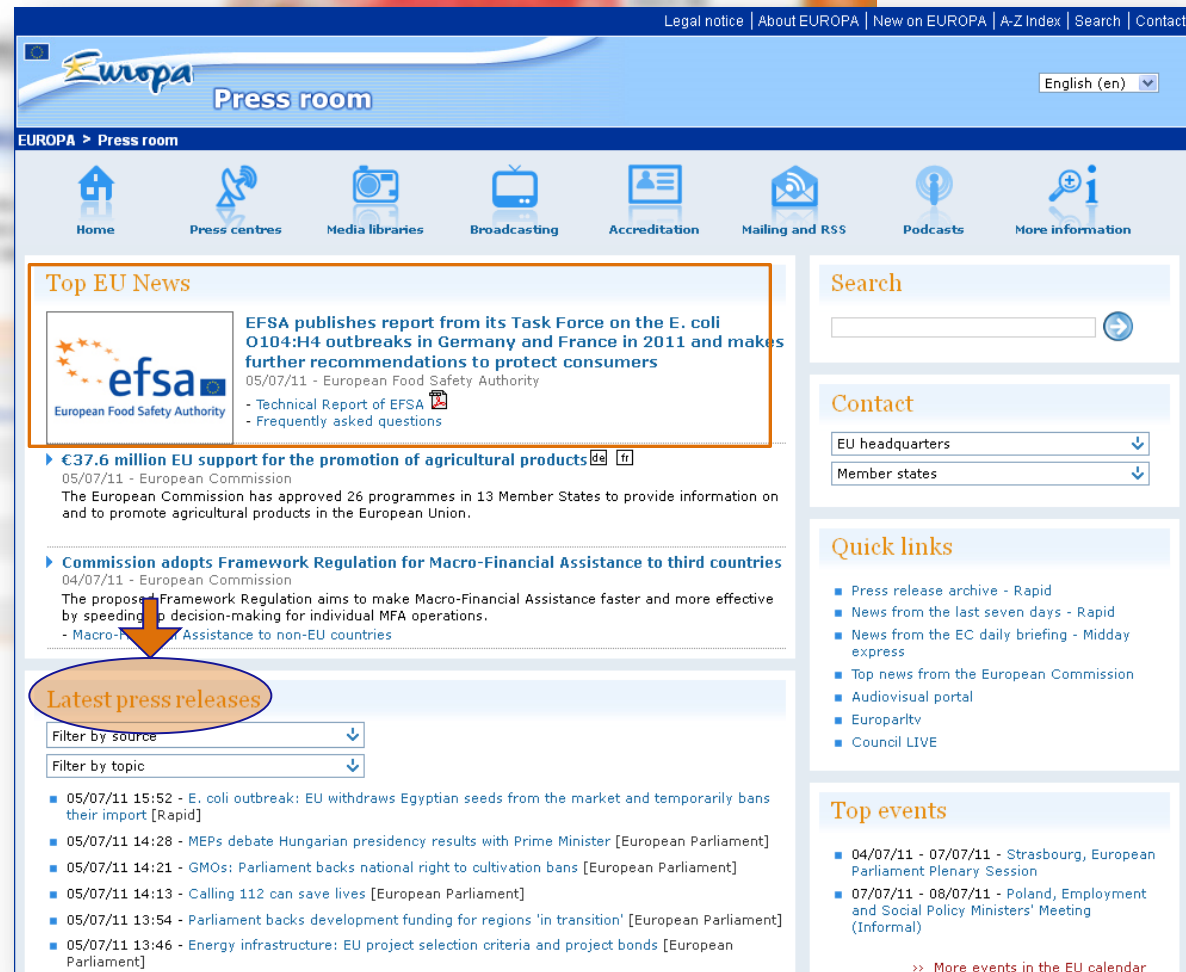
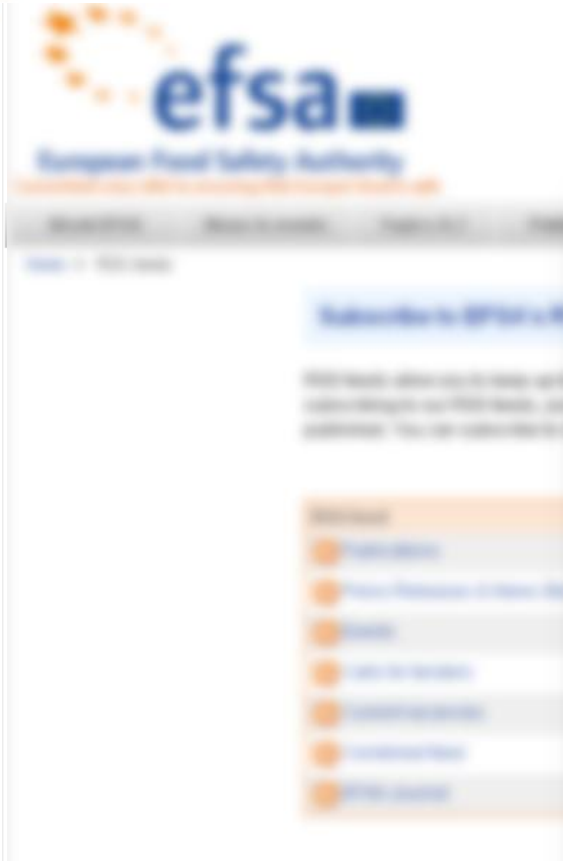
- Scientific conference, 7-8 November, Parma
- EFSA/DG SANCO conference in November, Parma (taking stock and looking to the future)

Dedicated Web Section



The screenshot shows the EFSA website's navigation menu with 'About EFSA' selected. The breadcrumb trail is 'Home > About EFSA > 10th Anniversary'. A left-hand navigation menu lists: 'Who we are', 'What we do', 'How we work', 'Who we work with', 'Corporate documents', '10th Anniversary' (highlighted), 'Achievements', 'Jobs', and 'Contact us'. The main content area features a blue header: 'EFSA: Committed since 2002 to ensuring that Europe's food is safe'. Below this is an 'In the spotlight' section with the text: 'EFSA's commitment to ensuring that Europe's food is safe – 10 years and going from strength to strength. EFSA has played a key role in EU risk assessment regarding food and feed safety since 2002. During its 10th anniversary year, EFSA will be highlighting how its scientific work has contributed to the protection of European consumers and will also be looking to shape the future.' A paragraph follows: 'EFSA has been the keystone of European Union (EU) risk assessment regarding food and feed safety since 2002. Throughout its 10th anniversary year, EFSA will be highlighting the contribution its scientific work has made to the protection of European consumers. During the anniversary, the Authority will also be looking to the future. The world has changed since EFSA was set up. In the second decade of the 21st century new trends and emerging issues are affecting the nature and volume of the Authority's work, with increased focus on multidisciplinary scientific advice, development of new risk assessment methodologies and further national and international cooperation.' Another paragraph states: 'To mark the occasion of its 10th anniversary, EFSA has developed this dedicated section on its website. This section will be updated throughout the year and we suggest that you return regularly to get the most up-to-date information. You can also follow our anniversary year on Twitter @efsa_eu.' Below this is an orange box titled 'EFSA's work in the past 10 years' containing a bullet point: '• A decade of achievements'. Another orange box titled 'Anniversary events' contains the text: 'During the anniversary year, EFSA will organise different events for key partners and stakeholders as well as...'

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Top EU News

 **EUFSA publishes report from its Task Force on the E. coli O104:H4 outbreaks in Germany and France in 2011 and makes further recommendations to protect consumers**
05/07/11 - European Food Safety Authority
- Technical Report of EFSA
- Frequently asked questions

▶ **€37.6 million EU support for the promotion of agricultural products**
05/07/11 - European Commission
The European Commission has approved 26 programmes in 13 Member States to provide information on and to promote agricultural products in the European Union.

▶ **Commission adopts Framework Regulation for Macro-Financial Assistance to third countries**
04/07/11 - European Commission
The proposed Framework Regulation aims to make Macro-Financial Assistance faster and more effective by speeding up decision-making for individual MFA operations.
- Macro-Financial Assistance to non-EU countries

Latest press releases

Filter by source

Filter by topic

- 05/07/11 15:52 - E. coli outbreak: EU withdraws Egyptian seeds from the market and temporarily bans their import [Rapid]
- 05/07/11 14:28 - MEPs debate Hungarian presidency results with Prime Minister [European Parliament]
- 05/07/11 14:21 - GMOs: Parliament backs national right to cultivation bans [European Parliament]
- 05/07/11 14:13 - Calling 112 can save lives [European Parliament]
- 05/07/11 13:54 - Parliament backs development funding for regions 'in transition' [European Parliament]
- 05/07/11 13:46 - Energy infrastructure: EU project selection criteria and project bonds [European Parliament]

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- News from the EC daily briefing - Midday express
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Top events

- 04/07/11 - 07/07/11 - Strasbourg, European Parliament Plenary Session
- 07/07/11 - 08/07/11 - Poland, Employment and Social Policy Ministers' Meeting (Informal)

>> More events in the EU calendar

A dedicated **Press release RSS feed** delivers all EFSA Press Releases directly to the Europa Press room



Recent Important Communications

EFSA published a preliminary analysis of the likely scenarios for spread of “Schmallenberg” virus in ruminants in the coming months. The report also provides technical specifications for data collection on the virus in Member States. EFSA will continue its work regarding Schmallenberg in the coming months.

Published on 8 February

Communication activities:

- Web news story

Annual zoonoses report for 2010 was published in cooperation with the European Centre for Disease Prevention and Control (ECDC).

Salmonella is decreasing for the 6th consecutive year, while campylobacteriosis remains the most reported zoonotic disease since 2005 and has been increasing for the past 5 years.

Published on 8 March

Communication activities:

- Joint press release with ECDC
- Online campaign including links to related material and understanding science videos on zoonoses

Annual EU Summary Report on Antimicrobial Resistance

Annual antimicrobial resistance report for 2010 was published in cooperation with ECDC.

Resistance to several antimicrobials is commonly detected in zoonotic bacteria (*Salmonella* and *Campylobacter*). Occurrence of resistance in animals and food remained similar to that of previous years.

Published on 14 March

Communication activities:

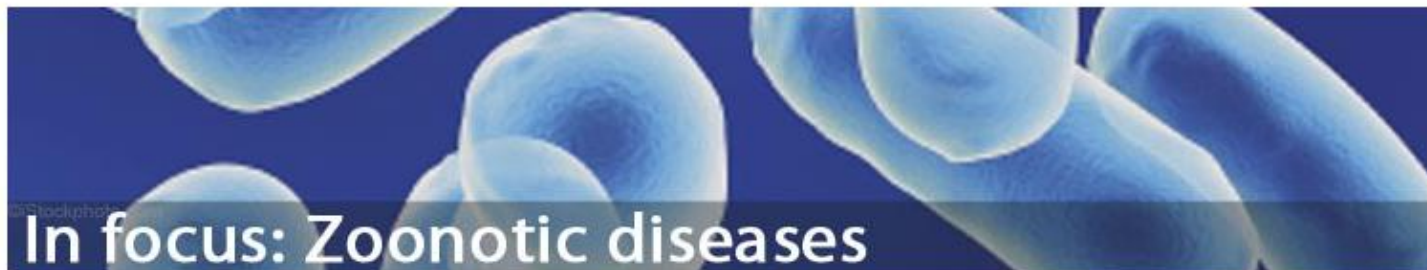
- Joint press release with ECDC
- Online campaign including links to related material and understanding science video on antimicrobial resistance



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In focus: Zoonotic diseases

EFSA and ECDC report on antimicrobial resistance in zoonotic bacteria

EFSA and the European Centre for Disease Prevention and Control have published the second joint report on antimicrobial resistance in zoonotic bacteria affecting humans, animals and food. The report makes an important contribution to current work being carried out at EU-level to fight antimicrobial resistance.

- ▶ Press release
- ▶ Scientific report

EFSA's work in context

News: EFSA and ECDC: *Salmonella* in humans continues to decrease, *Campylobacter* increasing

Topic: Zoonotic diseases

Topic: Antimicrobial Resistance

Factsheet: EFSA explains zoonotic diseases: Antimicrobial Resistance

Understanding science



What is antimicrobial resistance?
How is it related to food safety?

- ▶ Watch: What is *Campylobacter*?
- ▶ Watch: What is *Salmonella*?

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- ▶ Bisphenol A
- ▶ Independence
- ▶ Zoonotic diseases
- ▶ Aspartame
- ▶ Shiga toxin-producing *E. coli* outbreak(s)

▶ All topics



Stakeholder Consultative Platform
Call for interest - Membership

Shortcuts



Executive Director

Dietary reference values for protein

EFSA published population reference intakes (PRIs) for protein, completing the latest stage of its work on dietary reference values (DRVs). DRVs can be used as a basis for reference values in food labelling and for establishing food-based dietary guidelines.

Published in February.

Communication activities:

- Web news story

EFSA publishes Implementing Rules for Independence Policy

Important document related to Declarations of Interest (Dols) and one of the cornerstones of EFSA's recently adopted Policy on Independence and Scientific Decision-Making Processes.

Published 5 March 2012 with other independence-related content and activities:

- Information session in Brussels
- 'EFSA answers back' section on EFSA website
 - Various FAQs
- Understanding science video ('Independent science')
- Independence topic update
- Media briefing organised with Brussels Press Corps

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▶ EFSA answers back

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EFSA answers back



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EFSA is mandated to provide independent scientific advice in a wide range of areas concerning the safety of the EU food chain. All of EFSA's activities are guided by a set of key values: openness and transparency, excellence in science, independence, responsiveness. EFSA, its scientific experts and its staff are all committed to upholding these values in all areas of its work.

In recent years, science has come to play an increasingly important role in informing regulatory decision-making and, thus, has become the focus of greater public attention. Public authorities providing scientific advice, particularly in relation to EU food safety where regulatory decisions are based on scientific risk assessment, have responded to this increase in public scrutiny by making the scientific decision-making process more open and transparent. In EFSA's case, the Authority welcomes this scrutiny as an opportunity to explain its work as well as the structures and mechanisms it has put in place to uphold its key values and the quality of its scientific advice.

EFSA answers back

In recent years, EFSA has received criticism sometimes through the media that industry influences the Authority's activities through alleged ties to members of its Scientific Committee, Panels and Management Board. The following series of frequently asked questions (FAQ) reveal how these allegations are often ill-informed or based on factual errors and misunderstandings; at worst, they can be a misrepresentation of the work of a European public authority acting in the interests of EU citizens.

- [FAQ on common criticisms of EFSA's independence](#)
- [FAQ on EFSA's new rules on Declarations of Interest](#)
- [FAQ on Threshold of Toxicological Concern](#)
- [FAQ on establishment of working groups at EFSA](#)

EFSA explains: independent scientific advice



Independent science

EFSA applies a robust set of internal mechanisms and working processes to safeguard the independence of the scientific work of its Scientific Committee and Panels. These concern a balanced governance structure, clear and precise rules on the selection of experts, good risk assessment practices and collective adoption of scientific opinions, demanding declaration of interests (DOIs) requirements, and clear rules on the role and responsibilities of EFSA staff.

See also

- ▶ [Key values](#)
- ▶ [Interviews and correspondence](#)
- ▶ [EFSA corporate documents](#)

EFSA opens up scientific meetings to observers in pilot project

Underpinning EFSA's commitment to openness and transparency, this new initiative aims to promote better understanding of how scientific risk assessment works at EFSA and to provide a new opportunity for interaction with EFSA's scientific experts.

Announcement published in March 2012.

Meetings scheduled to be open to observers:

- Panel on Plant Health, 21 March 2012
- Scientific Committee, 17-18 April 2012
- Panel on Biological Hazards, 18-19 April 2012
- Panel on Plant Protection Products and their Residues, 18-19 April 2012



Upcoming Communications



EFSA will publish several assessments in 2012:

- An analysis of available epidemiological data by 31 March
- An overall assessment of the impact of the virus on animal health, animal production and animal welfare together with a characterisation of the pathogen by 31 May
- Regular updates on the epidemiological situation by 31 May, 31 July and 30 September

Communication activities:

- Press releases / web news stories
- Epidemiological updates on EFSA's website
- Topic on Schmallenberg
- Newsletters

Public health impact of setting new targets for *Salmonella* in turkeys

EFSA has assessed the public health impact of setting new reduction targets for the prevalence of *Salmonella* in breeding flocks of turkeys.

Publication expected at the beginning of April

Communication activities:

- Web news story
- Topic update
- Food newsletter
- Pitch to interested / specialist media

Public health hazards to be covered by meat inspection of poultry

As part of its ongoing work on meat inspection, EFSA will publish its second opinion on the public health hazards – biological and chemical – to be covered in the inspection of poultry.

Adoption foreseen at April/May

Communication activities:

- Press release/web news story
- Topic update

Scientific opinion on the development of a risk ranking tool for biological hazards

Foreseeing that the number of mandates requiring risk ranking will increase in the future, the BIOHAZ Panel has decided to apply a consistent and transparent approach to ranking risks according to their public health impact.

Adoption foreseen April/May

Communication activities:

- Web news story / Press release
- Newsletters

Hygiene criteria for clean sea water

EFSA has assessed the minimum hygiene criteria for clean sea water, and the public health risk and hygiene criteria for bottled sea water intended for domestic use.

Publication of opinion in early April

Communication activities:

- A topic on water has been foreseen to be published at a later stage which would explain EFSA's remit with regards to water.

Composite products containing food of animal origin

EFSA will assess the public health risks represented by certain composite products ; products containing both processed food of animal origin (meat, milk...) and food of non-animal origin.

Products covered are those that are currently excluded from import controls such as biscuits, bread, meat extracts and soup stocks.

Adoption foreseen in April

Communication activities:

- Web news story (tbc)

Scientific opinion on use of animal-based measures to assess the welfare of broilers

Third opinion of a series looking at welfare indicators for all farm animals (follows dairy cows and pigs published earlier in 2012). It will look at the use of animal-based measures to assess welfare as opposed to resource-based or management measures.

Likely publication in June; opinions for remaining species due by end of 2012

Communication activities:

- Web news story
- Topic update
- Newsletter

Launch of public consultation for draft guidance on the environmental risk assessment of GM animals

Follows guidance on risk assessment of food and feed derived from GM animals and related animal health and welfare aspects, published in January

Possible consultation launch in May

Communication activities:

- Web news story
- Animals Newsletter

- **Assessment of the post-market environmental monitoring (PMEM) report for MON810 maize for 2010 cultivation season**
 - publication expected in April

- **Scientific assessment** of information package submitted by French authorities in relation to safeguard clause to prohibit cultivation (possible adoption in June)

Communication activities:

- Web news story
- Topic update

Guidance on methodology for evaluating options to reduce the risk of introduction to the EU of organisms harmful to plants

Further guidance to ensure a transparent and consistent approach to the identification and evaluation of pest risk management options.

To be published in June

Communication activities:

- Web news story
- Plants newsletter

Guidance on the scientific requirements for health claims related to appetite ratings, weight management, and blood glucose concentrations

Latest guidance on the scientific requirements for the substantiation of health claims in selected areas, to further assist applicants in preparing and submitting their applications

Published in March

Communication activities:

- Web highlight

Update of compendium on botanicals

EFSA will update the compendium on botanicals reported to contain toxic, addictive, psychotropic or other substances of concern.

Adoption expected in April

Communication activities:

- Web news story
- Update of topic on botanicals
- Plants newsletter

Opinion on the science behind the development of an assessment of the risks posed by plant protection products to bees

Issues to be addressed: acute and chronic effects of plant production products on bees including colony survival and development; estimation of long term effects due to exposure at low concentrations; development of methodology to assess cumulative/synergistic effects...

Opinion precedes adoption and publication of the guidance document later in 2012.

Publication in May

Communication activities:

- Web highlight
- Development of a Bee Topic

Opinion on Threshold of toxicological concern (TTC) approach

The TTC approach organises and applies a large body of existing toxicological data to gauge the likely toxicity of an untested substance. It establishes generic human exposure threshold values (TTC values) below which the probability of adverse effects on human health is considered to be very low.

The approach can be used for chemicals for which there is lack of toxicological data and human exposure is low/very low. It is not intended for use by EFSA for regulated substances for which toxicological data are required (eg pesticides).

Scheduled publication in February was postponed pending outcome of discussion with the non-food Scientific Committees of the EC, which are finalising an opinion on the same subject.

Communication activities:

- Web news story
- Food newsletter
- Editorial in EFSA Journal

Mineral oils in food

Some oil contaminants may be present in recycled paper used in packaging. This mainly concerns aromatics used in mineral oils (but prohibited from use as food additives) that migrate into the recycled paper packaging. Some inks may also be an issue but of lesser significance.

A recent FSA report stated there were no health concerns. Opinion expected to be adopted in March.

Communication activities:

- Web news story
- Food newsletter

Mercury and methyl mercury in food

Revision of the 2004 EFSA opinion in the light of new information (more data available on occurrence and consumption are available)

High priority for risk managers.

Deadline for Opinion: 30 June 2012

Communication activities:

- Web news story
- Understanding Science video – ‘Chemical contaminants in food’
- Topic update (Metals as contaminants in food)
- Food newsletter

Safety evaluation of PET recycling processes

EFSA has received some 90 applications for PET recycling processes. First 2 opinions (one for a single process, another for a group of processes) using scientific criteria for safety evaluations that were adopted in July 2011. Likely to be adopted at 20-22 March CEF Plenary.

Expected publication: April 2012

Communication activities:

- Web news story (aimed at specialist readership)
- Food contact materials topic - revamp (new sub-topic on 'recycled plastics')

THANK YOU!

QUESTIONS?

