

Management Board
20 June 2024



COORDINATED COMMUNICATIONS

WORKING WITH MEMBER STATES FOR THE BENEFIT OF EU CITIZENS

Barbara Gallani

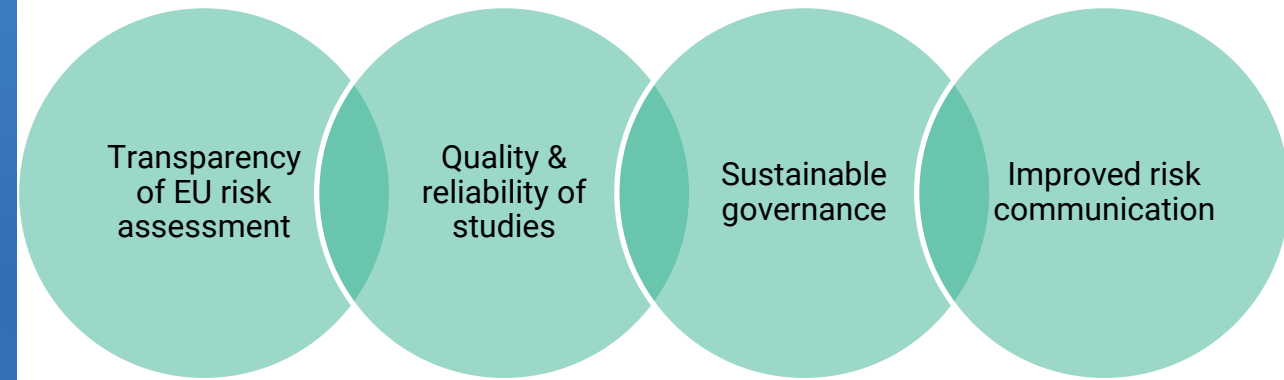
Head of Communication and Partnership Department

A golden megaphone is positioned on the left side of the slide, pointing towards the right. It has a coiled cord and a handle. The background is a bright yellow color with a large, semi-transparent green circle on the right side containing the text.

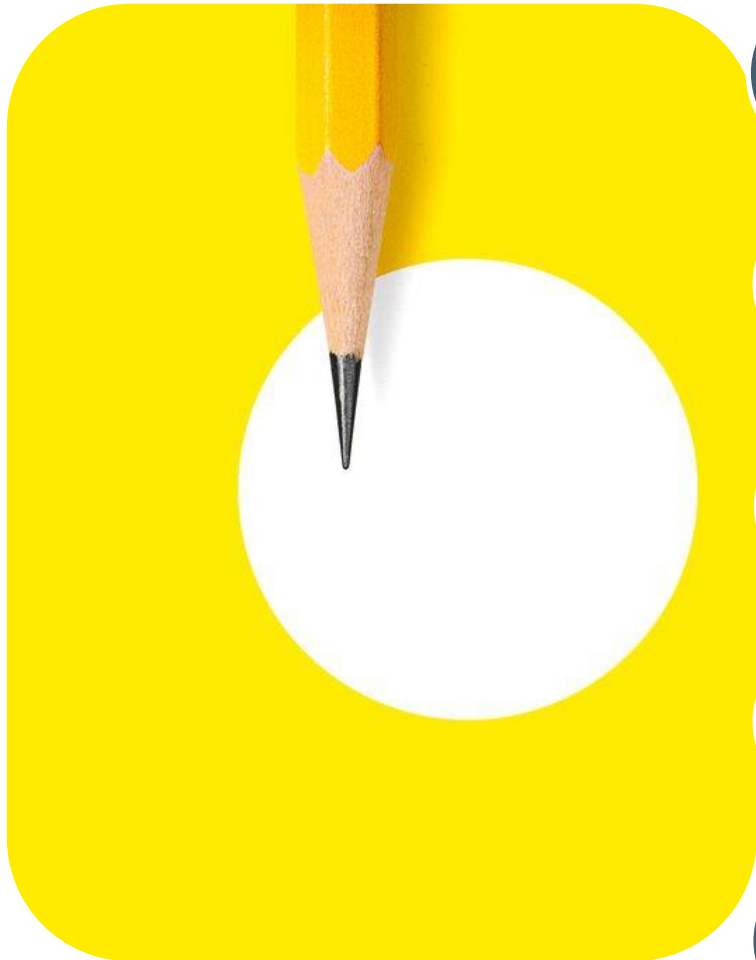
**EFSA's mandate is to
communicate food and
feed safety advice to its
partners, stakeholders
and the public in a clear
and accessible way**



TRANSPARENCY REGULATION – FOUR PILLARS



TRANSPARENCY REGULATION & RISK COMMUNICATION | REQUIREMENTS & SOLUTIONS



- Integrate risk communication between EU and MS levels
- Present RA findings for informed RM decisions
- Develop coordinated networks for coherent risk communication
- Define activities and tools focusing on audience needs
- Establish open dialogue for food risk communication



A community of communication professionals working together for coordinated, accessible and localised food safety information for European citizens

EU COORDINATED COMMUNICATION APPROACH



COORDINATED COMMUNICATION THE JOURNEY SO FAR

EU Framework – Informing a future
General Plan on Risk Communications

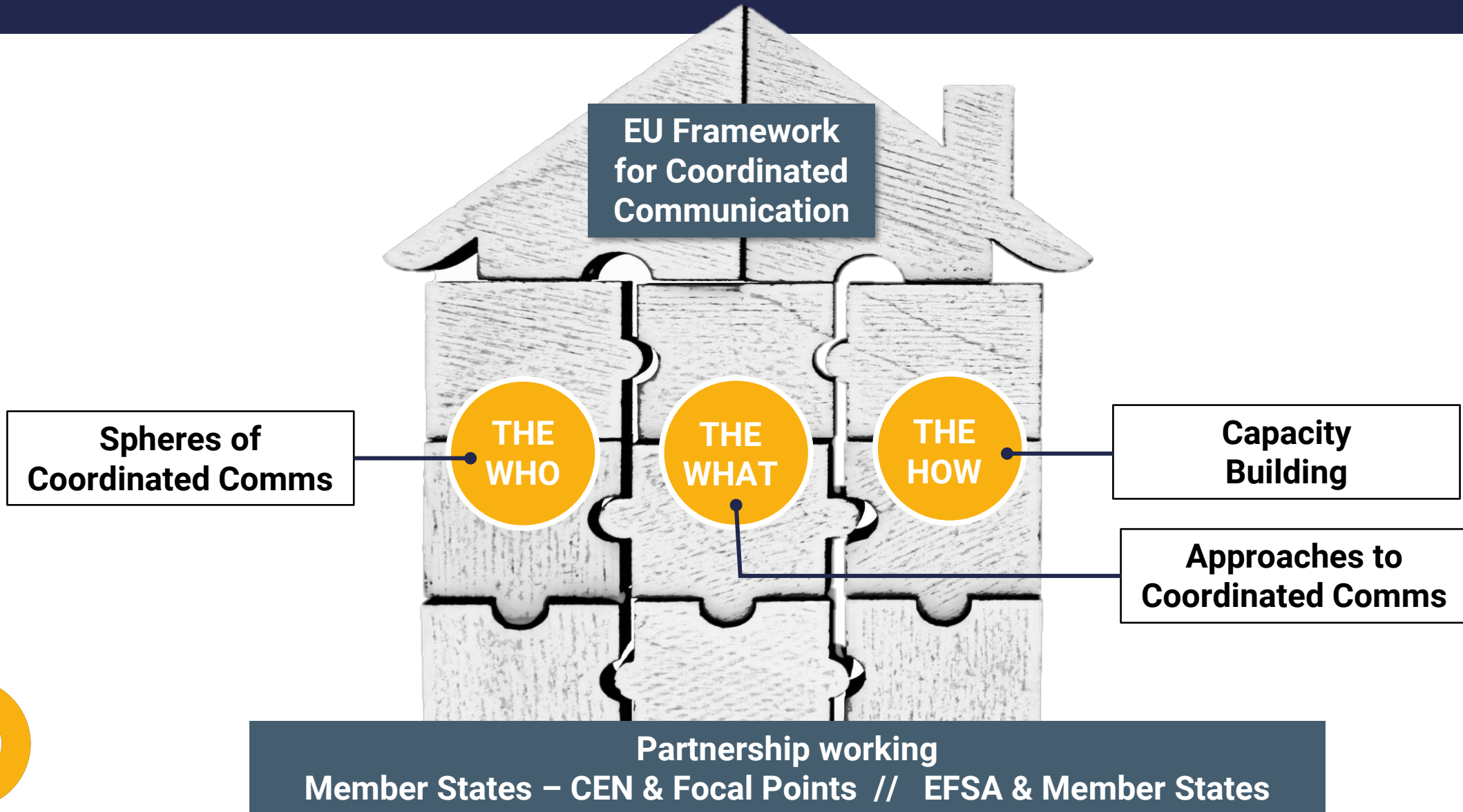
**Member State Communication
Coordinator (MSCC)** - a resource dedicated
to the implementation of the Framework

Joint EFSA/MS comms products: 2023

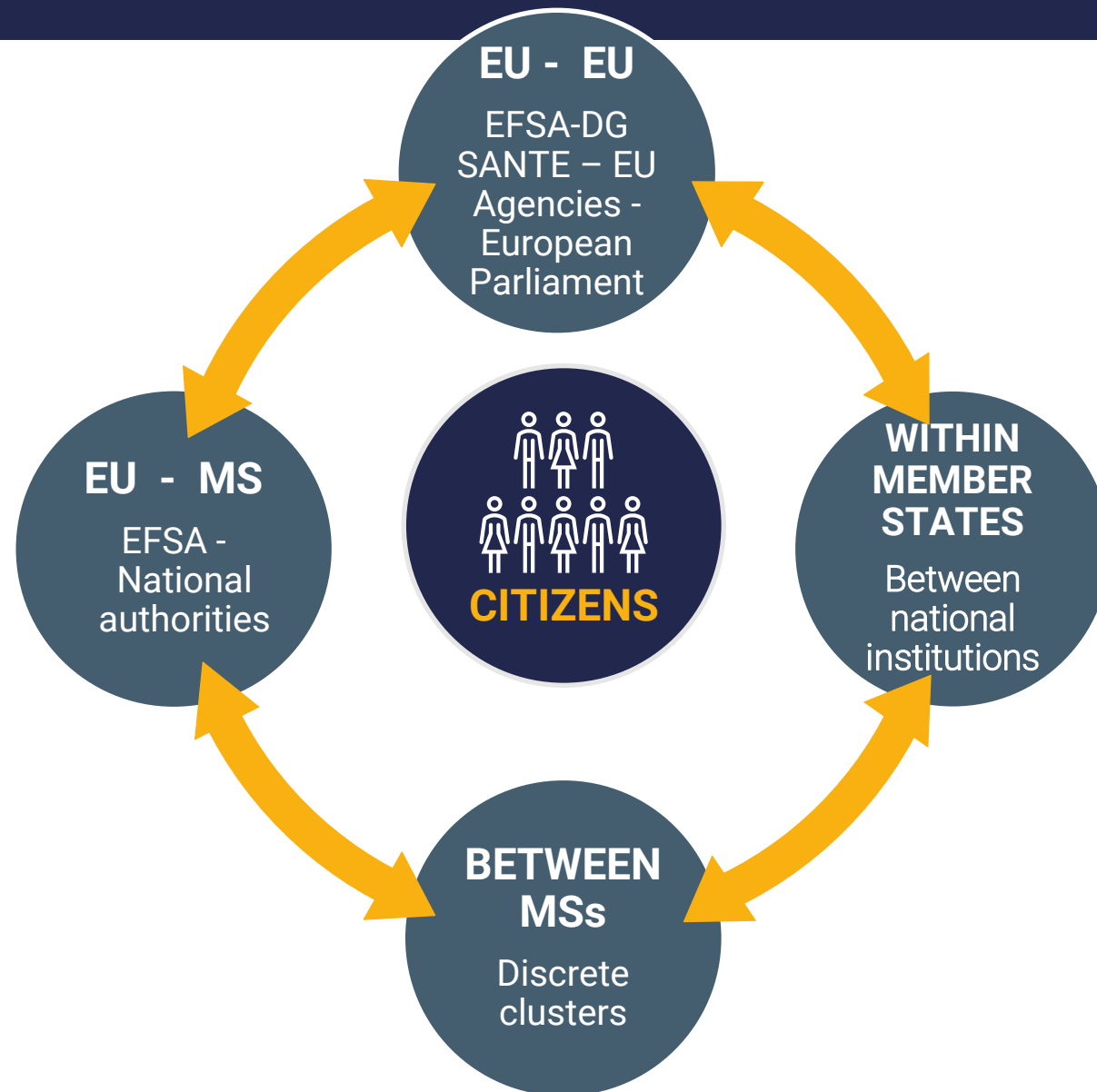
Joint campaigns with MS since 2020
ongoing

Next: Multi-year implementation, capacity building activities

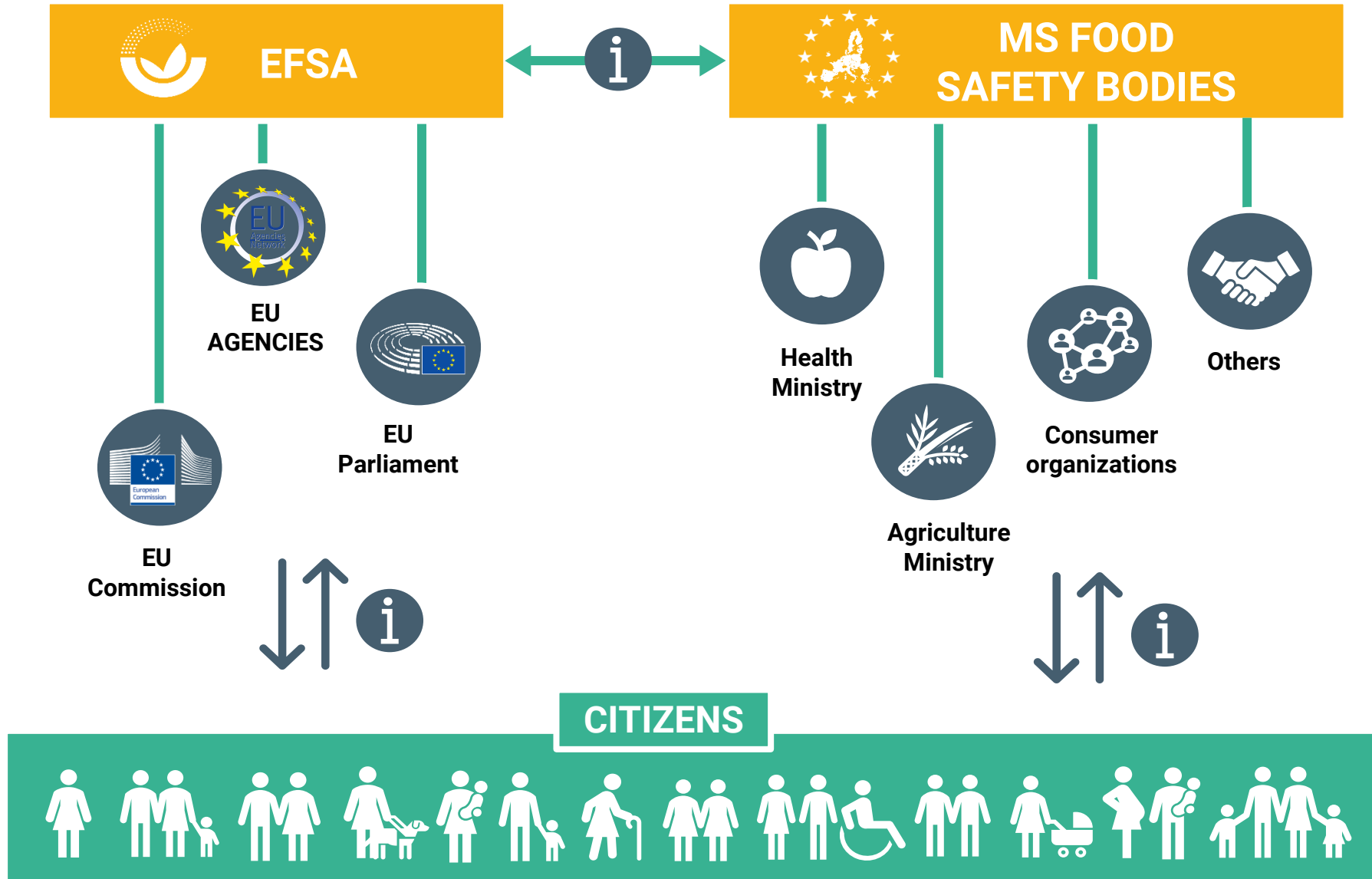
EU FRAMEWORK FOR COORDINATED COMMUNICATION



EU FRAMEWORK FOR COORDINATED COMMS – THE WHO



EU FRAMEWORK FOR COORDINATED COMMS – THE WHAT



CAPACITY BUILDING

The HOW



MS COMMUNICATION COORDINATORS (MSCC) 2024-2017

21

MSCCs in 2024

1.6

mio EUR
Multi-annual commitment

Creation of national plans for
coordinated comms

Supporting CEN network and activities





LEARNING AND DEVELOPMENT PROGRAMME for MSCC

Dedicated training opportunities for MSCCs supporting Coordinated Communications

Focus on strategic, theoretical and practical learning objectives (modular approach)

Mix of in-person and remote learning

NL Summer School continued in 2024/25

EFSA to offer access to in-house training courses (e.g. media relations, social science) beginning in 2024





JOINT EFSA/MS COMMS PRODUCTS: 2023



STRENGTHENING COORDINATED COMMUNICATION | EU RISK ASSESSMENT COMMUNITY (FRAE)

efsa EUROPEAN FOOD SAFETY AUTHORITY

Search

JOURNALS ▾ SUBJECTS ▾

FOOD RISK ASSESS EUROPE OPEN ACCESS

Online ISSN: 2940-1399
Print ISSN: 2940-1399

HOME | ABOUT ▾ | BROWSE ▾

Journal Overview

Food Risk Assess Europe (FRAE) is an open access repository of selected scientific articles from the national food safety agencies of the EU Member States. The articles are selected to inform the work of the European risk assessment community for food and feed safety and to leverage the knowledge generated by the national agencies for the benefit of all.

Sign up for email alerts

Enter your email to receive notifications when new articles and publications are published.

Email address*

Enter email

26

Articles published by:
Belgium, Bulgaria, Ireland, Croatia, Norway and Spain

**More contributions incoming*



- Leverage existing EU scientific knowledge
- Increase visibility, reach and impact of Member States publications
- Promotes synergies and engagement with national agencies
- Strengthen EU risk assessment community



MS JOINT COMMS PRODUCTS (1) – CONTAMINANTS INFOGRAPHICS



**GRILL SMART
A GUIDE**

Grilling meat, meat products and fish can lead to the formation of cancer-causing chemicals formed from:

- smoke, burnt meat and fat
- food additives such as nitrites and nitrates

WATCH THE HEAT
control the grilling temperature and time, flip food frequently, use a grill with indirect heat

WATCH THE COLOUR
do not eat black or charred parts and grill food with less fat and no skin

WATCH YOUR DIET
eat more fresh vegetables, fruits and herbs and less grilled meat and meat products

REDUCE THE RISK TO YOUR HEALTH AND GRILL SMART

with the support of 



**GRILL SMART
EN GUIDE**

Grillet kjøtt, kjøttprodukter og fisk kan danne kreftfremkallende kjemikalier fra:

Norway

VKM

Vitenskapskomiteen for mat og miljø
Norwegian Scientific Committee for Food and Environment



**GRILLEZZ OKOSAN!
ÚTMUTATÓ**

A húсок, húскészítmények és halak grillezése rákot okozó vegyületek képződését eredményezheti

Hungary

nébih



**GRILUJTE CHYTŘE
PRŮVODCE**

Grilování masa, masných výrobků a ryb může vést ke vzniku rakovinotvorných látek tvořených z:

Czechia

 MINISTERSTVO ZEMĚDĚLSTVÍ



MS JOINT COMMS PRODUCTS (2) - PESTICIDE INFOGRAPHIC

PESTICIDES

How the EU protects our health and the environment



WHAT ARE PESTICIDES?

Pesticides protect cultivated plants against **diseases, insects and weeds**. They contain one or more active substances – made of either:

- chemicals
- minerals
- microorganisms (a bacterium or virus)

These could be **harmful** to humans and the environment.

THE SOLUTION

Assessment and control of active substances and their potential side effects.



PESTICIDES AND OUR HEALTH

Pesticide residues can find their way into our food through:

- migration to edible parts of plants (crops, fruits and vegetables)
- ground water
- animal feed

They can be harmful to our health if they exceed certain levels.



THE ROLE OF THE EUROPEAN FOOD SAFETY AUTHORITY AND EU MEMBER STATES

The European Food Safety Authority:

- advises the European Commission on the risks of pesticide residues
- reviews the renewal of the approval of active substances
- proposes **maximum residue levels**
- works with Member States to **assess** pesticides based on shared rules
- works with scientists across the EU to **collect and evaluate data** on pesticide residues in food and feed.

The European Commission and Member States decide if:

an active substance is **approved** for use or is **not approved**

Member States **authorise** pesticides for specific uses, depending on various factors.

EU legislation:

- regulates use and marketing of pesticides
- establishes the role of risk assessment in the authorisation process
- sets residue limits for food and animal feed.

MONITORING AND REEVALUATION

Active substances are monitored and reevaluated with new methods, if any, and the **latest scientific knowledge**. This ensures they remain safe for:

- humans
- animals
- the environment.

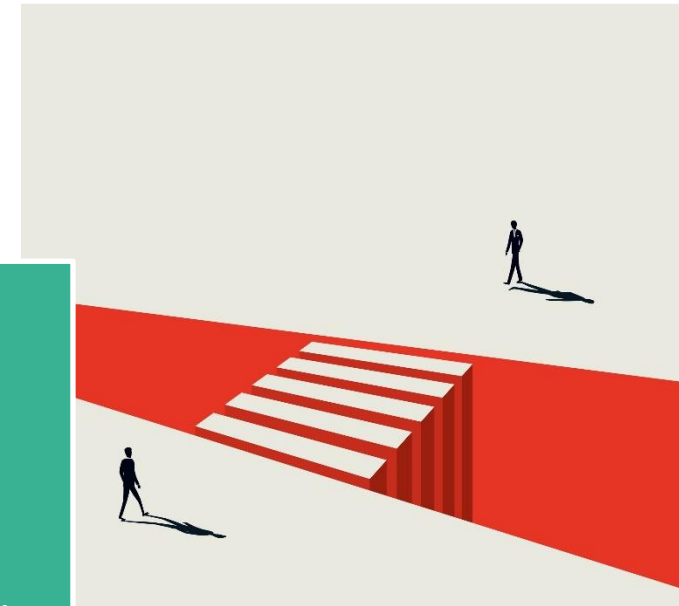
Find out more 



with the support of 

Comms approach

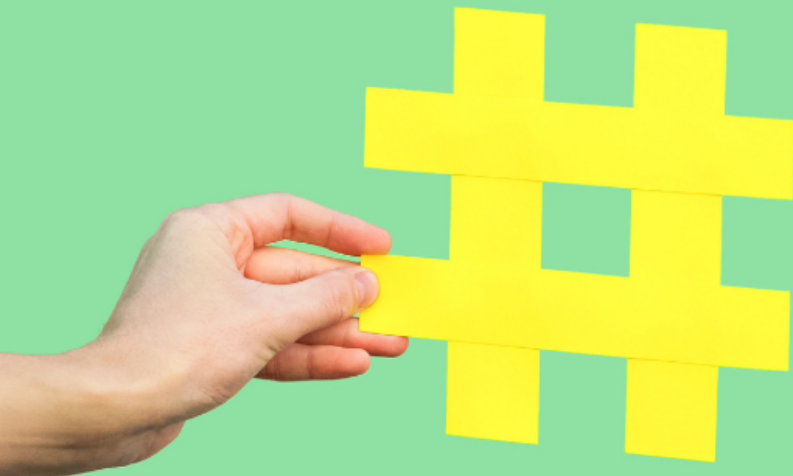
- Target audience
- Communication objectives
- Translation
- Dissemination plan



Czechia, France, Italy & Romania



DISSEMINATION - SOCIAL MEDIA - INSTAGRAM



Norway



PASS PÅ VARMEN

kontroller temperaturen og tidsbruken på grillingen, snu maten ofte, bruk en grill med indirekte varme

Med støtte fra **VKM** Vitenskapskontrollen for mat og miljø **efsa** AZ ELSKES OG BEVÆRER

Bildet er tatt av: Sissel Mathiesen

Hungary



FIGYELJ A SZÍNRE!

Ne edd meg a megégett részeket, válassz olyan húsokat a grillezéshez, melyekben nincs felesleges zsírréteg!

Az EFSA támogatásával **nébih** **efsa** AZ ELSKES OG BEVÆRER

Czechia



HLÍDEJTE SI JÍDELNÍČEK

jezte více čerstvé zeleniny, ovoce a bylinek a méně grilovaného masa a masných výrobků

za podpory **efsa** MINISTERSTVO ZEMĚDĚLSTVÍ PRŮMYSLU A VÝVOJE KRAJIN

CAMPAIGNS

17
countries



Safe 2 Eat

18
countries



STOP ASF

23
countries



Plant Health
for Life



#Safe2Eat campaign

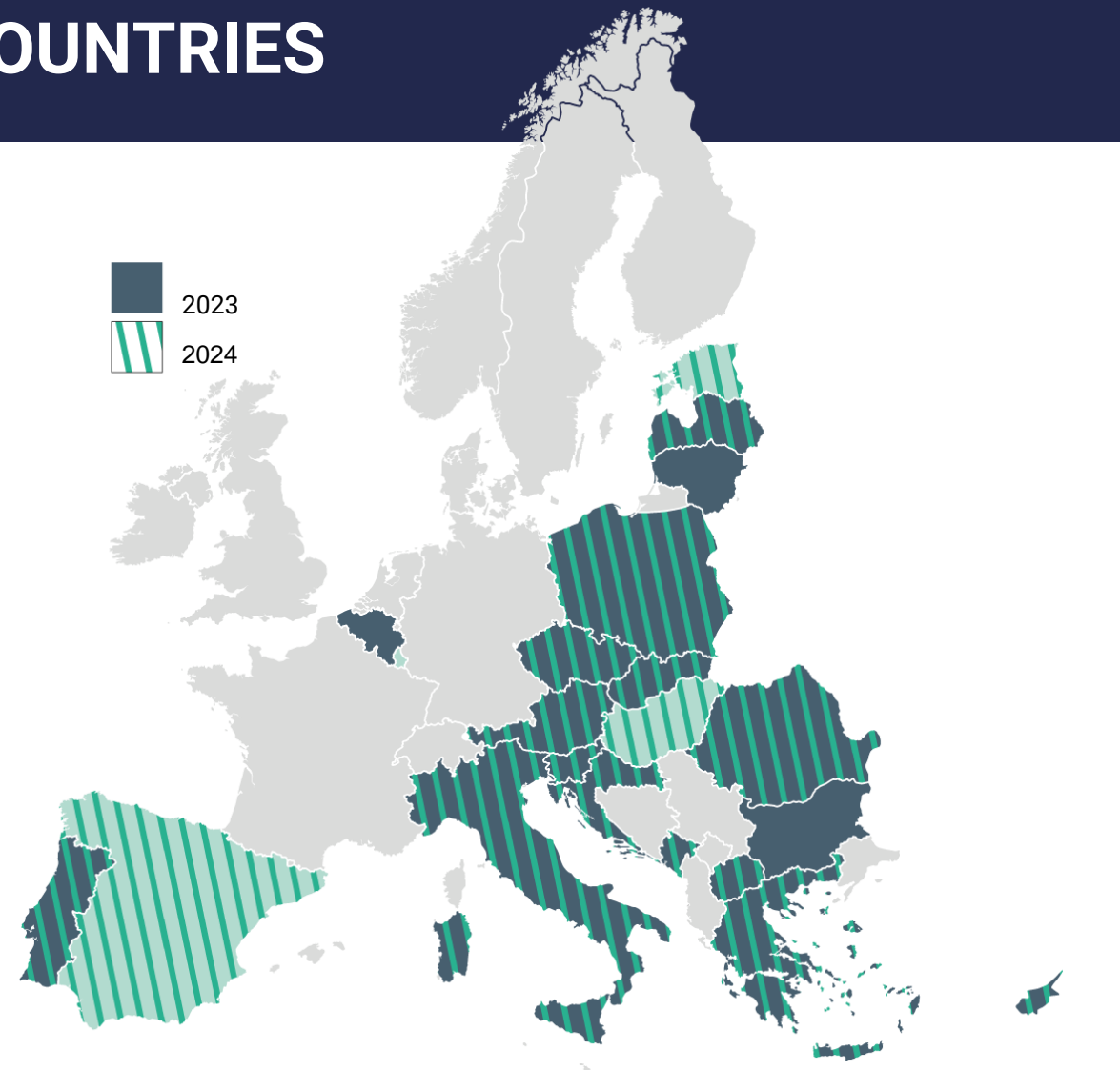


OBJECTIVES + PARTICIPATING COUNTRIES

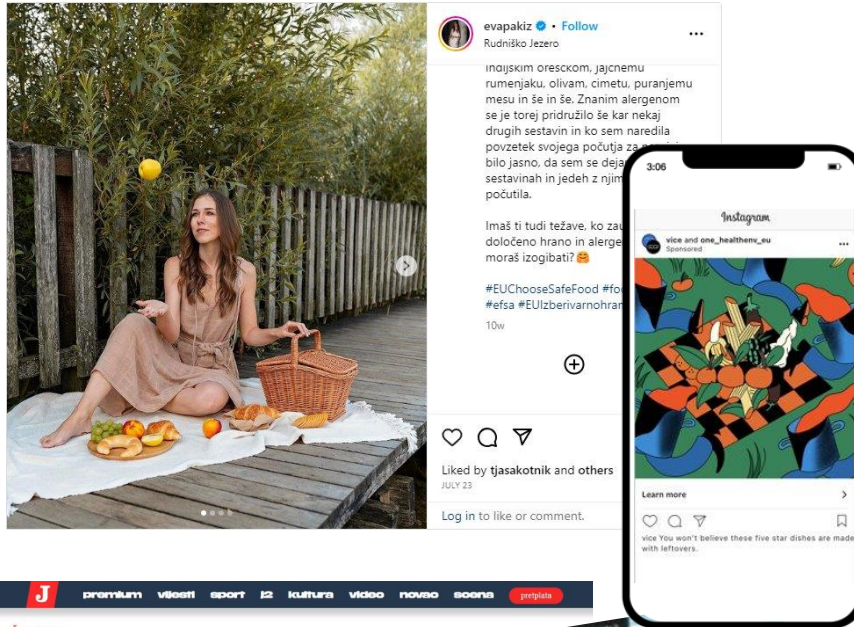
COMMUNICATION OBJECTIVES:

- Increase **awareness and trust** in EU food safety system, drawing on fact safe food is backed by EU science
- Encourage **critical thinking and promote audience engagement** on food safety

From 16 participating countries in 2023 to 18 in 2024



S2E - Y3 KEY ACHIEVEMENTS



IMPACT:

- Reach jumped from a planned 86 M to **114 M**
- **70%** of those in the target audience **found the campaign clear**
- Men and younger audiences now think more critically about their food choices

MAIN ACTIVITIES:

- **52 media partnerships** established in 15 countries
- **45 influencers** engaged
- **858 articles published**, exceeding initial KPIs by 244%
- Support of **112 national stakeholder organisations**
- Collaboration with **VICE media**



2024 - NEW VISUALS



Culinary delight?
Your choice

Safe to eat?
Our priority

Trusted science, safe food



Locally produced?
Your choice

Safe to eat?
Our priority

Trusted science, safe food



Nutritious snack?
Your choice

Safe to eat?
Our priority

Trusted science, safe food



Seasonal and sustainable?
Your choice

Safe food handling tips?
Our priority

Trusted science, safe food



#PLANTHEALTH4LIFE CAMPAIGN



OBJECTIVES + PARTICIPATING COUNTRIES

COMMUNICATION OBJECTIVES:

- #PlantHealth4Life aims to raise collective awareness about risks to plant health and about the role each one of us has to play to protect plants

From 12 participating countries in 2023 to 22 in 2024

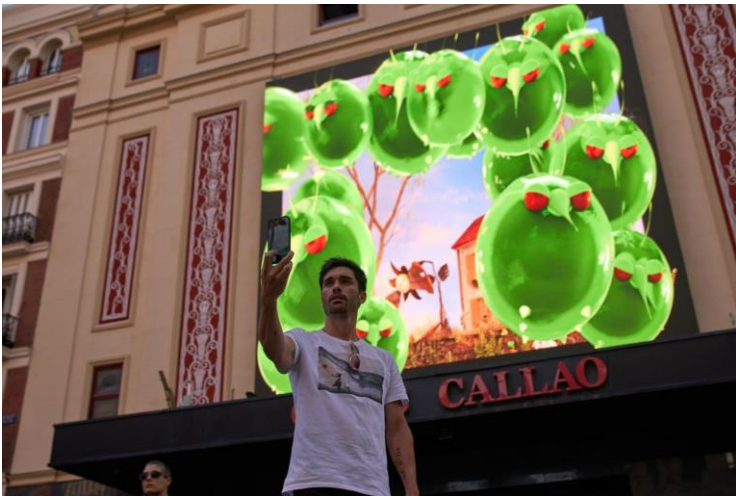


ACTIVITIES AND IMPACT IN 2023



Wide outreach: 16 mio contacts reached via out-of-home advertising, 71 mio via media relations (plus SoMe, collaboration w Brussels Airlines, digital, ...)

High impact: up to 8/10 interviewed recognized the campaign messages





#StopASF

STOP AFRICAN SWINE FEVER

Detect the signs

- Fever
- Loss of appetite
- Lack of energy
- Bleeding
- Vomiting
- Redness of the skin
- Death

Report suspicious cases to your veterinarian

STOP AFRICAN SWINE FEVER

Do not bring food into this farm.



STOP AFRICAN SWINE FEVER

Disinfect your equipment after hunting.



STOP AFRICAN SWINE FEVER

Pigs sick? Act quick! Contact your vet.



RESULTS IN 2023

REACH

- **Earned media:** 520 results in online and print media **+138%**
- **Stakeholders engaged:** 114 **+7%**
- **Activities performed by stakeholders:** 212 **+52%**
- **Paid media:** 27 publications from media partnership **+93%**
- **National events:** 5
- **Out-of-home campaign:** 1 pilot in Romania **NEW**

IMPACT

- **Awareness raising:** 89% **+34%**
- **Understanding of detect-prevent-report:** 86% **+36%**
- **Recall of campaign materials:** 57% **+17%**



WHAT'S NEXT



Introduction

Know the signs

Communication toolkit

Discover the campaign posters

African swine fever (ASF) is a disease that affects domestic and wild pigs. Although it is harmless to humans, it can be deadly for pigs and has serious socio-economic consequences for affected countries. In recent years it has spread across Europe and worldwide.

ENHANCING COORDINATED COMMUNICATION | PLATFORMS ACCESSIBILITY & USABILITY

Accessibility statement

Last reviewed date: 21 December 2023

This is an accessibility statement for efsa.europa.eu from the European Food Safety Authority, first published on 19 October 2022.

MORE ACCESSIBLE

For expanded reach and broadened access

Ongoing and regular Accessibility Improvements (updated Accessibility Statement [here](#))

Top tasks	Selected by % of respondents
1. Publications (EFSA Journal's scientific outputs)	40.22%
2. Guidance documents	29.86%
3. Access scientific data (download, dashboards, ...)	22.52%
	22.09%
	18.85%
	16.40%
	14.24%
	13.60%
	13.38%
	13.31%

USERS INSIGHTS ANALYSIS

To prioritise improvements according to feedbacks from real users

In-depth analysis: + 1,300 users' and stakeholder's Top Tasks and Satisfaction measured

efsa JOURNAL
Wiley Online Library

Full article:

[Read online at EFSA Journal](#) | [Full article \(online viewer\)](#)

OPTIMISED USER JOURNEYS – in progress

For easier access and findability

Focus on scientific outputs and guidance documents

MULTILINGUAL

For amplified coverage & augmented audience

From 5 to 24 EU languages

+ 72,4% clicks

+ 212% impressions

*average on top countries

Select your language

Many pages on this website have been translated using automatic translation. All reasonable efforts have been made to provide an accurate translation. The reference text is the English version.

български	latviešu
español	lietuvių
čeština	magyar
dansk	Malti
Deutsch	Nederlands
eesti	polski
ελληνικά	português
English ✓	română

HARMONIZATION OF USER INTERFACE DESIGN

Rollout of harmonized guidelines to improve usability of all digital platforms of EFSA, increasing cross-platform user experience

COMPATIBILITY AND PERFORMANCE: MOBILE

German version not optimized

Switching from one language to another creates bugs

Font size too small and not responsive

IMPLEMENTING COORDINATED COMMUNICATION | PLAN

