



**BFR 20th Anniversary International Symposium**

3-4 November 2022

# **Risk communication and EFSA**

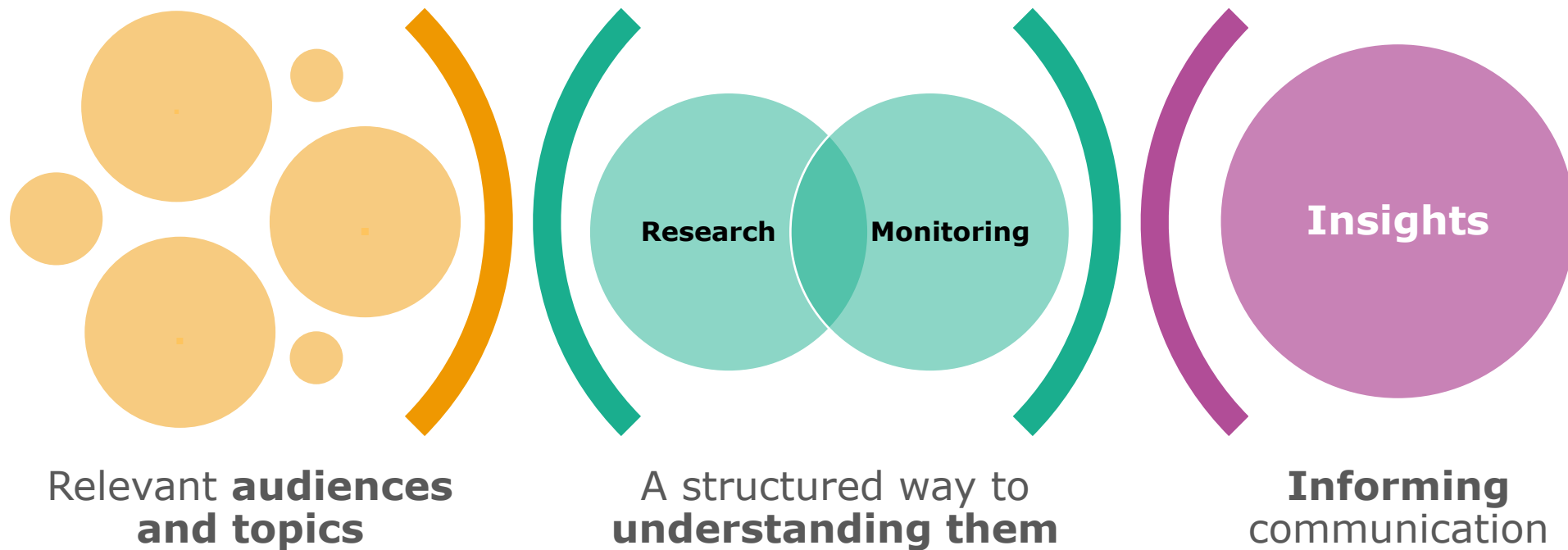
An audience-first and coordinated approach

**Barbara Gallani**

Communication and Partnership Department

Trusted science for safe food



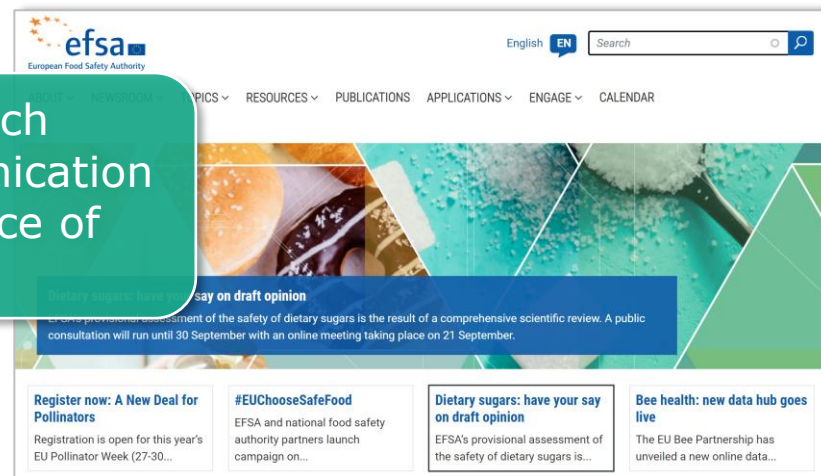


## Which topics concern Europeans most?

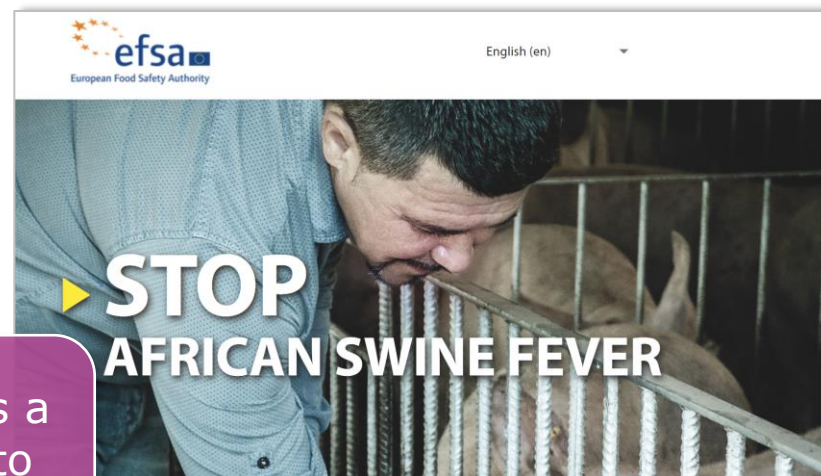
- PESTICIDE RESIDUES
- ADDITIVES
- ANIMAL DISEASES
- ANTIBIOTICS, HORMONES OR STEROIDS
- FOOD HYGIENE
- BACTERIA POISONING



“Strategic” research helps us inform communication planning and the choice of topics




“Targeted” research explores a specific topic or an audience to best frame the communication



- Introduction of the **Spanish website version** to complement EN, FR, DE and IT > 2020
- Investments in **hybrid solutions (human + neural machine)** ongoing > in March 2022 **added 5 languages** to the website (**EL, NL, PL, PT, SV**)
- **Remaining EU languages** translation and **full website multilingualism** > by Jan 2023
- Further investments in **translating also scientific work (primary communication products)** in the context of **EFSA 2027**



EFSA explains **draft scientific opinion on a tolerable upper intake level for dietary sugars**



### Index


- ▶ Introduction
- ▶ What is a Tolerable Upper Intake Level (UL)?
- ▶ What was EFSA asked to do?
- ▶ How did EFSA conduct its assessment?
- ▶ Risk for consumers
- ▶ Why was it not possible to establish a UL?
- ▶ Main sources of sugars in the diet
- ▶ Have your say - what happens now?

### Introduction

There are different kinds of sugars in our diet. Some are added to food, others are naturally present in foods like fruit, vegetables, honey and milk. Sugars are a source of energy. Some types of sugar (e.g. glucose) are needed by organs such as the heart and brain to function properly.

Sugar consumption is known to cause **dental caries**. Also, excess sugars in the diet are stored in the body, for example, as fat for later use. If these stores are not used, they can build up over time and lead to **health problems**.

Total sugars can be divided into **sub-categories**:



**Figure 1: Categories and sub-categories of dietary sugars**

### What is a Tolerable Upper Intake Level (UL)?

The UL is a dietary reference value (DRV, – see box on the next page). It establishes the maximum level of long-term daily intake of a nutrient (e.g. sugars) from all sources that is judged unlikely to pose a risk of adverse health effects to humans.


If there are no, or insufficient, data on which to base a UL (i.e. no “threshold” can be identified), then a **safe level of intake** could be set. This requires the identification of a level of sugars intake up to which no adverse health effects are observed.

**The UL is not a recommended level of intake.** Rather, it is a scientifically-derived ‘threshold’ below which the risk of adverse health effects for the general population is negligible, but above which the intake is proven to be linked to adverse health effects, including disease.

### Summary

- ▶ EFSA was asked by five European countries to set a science-based Tolerable Upper Intake Level (UL) for dietary sugars from all sources.
- ▶ While it was not possible to set a UL, EFSA’s scientists concluded that the intake of added and free sugars should be as low as possible.
- ▶ EFSA is publicly consulting on this draft opinion and welcomes new scientific insights that can contribute to its finalisation by the end of 2021.

Trusted science for safe food

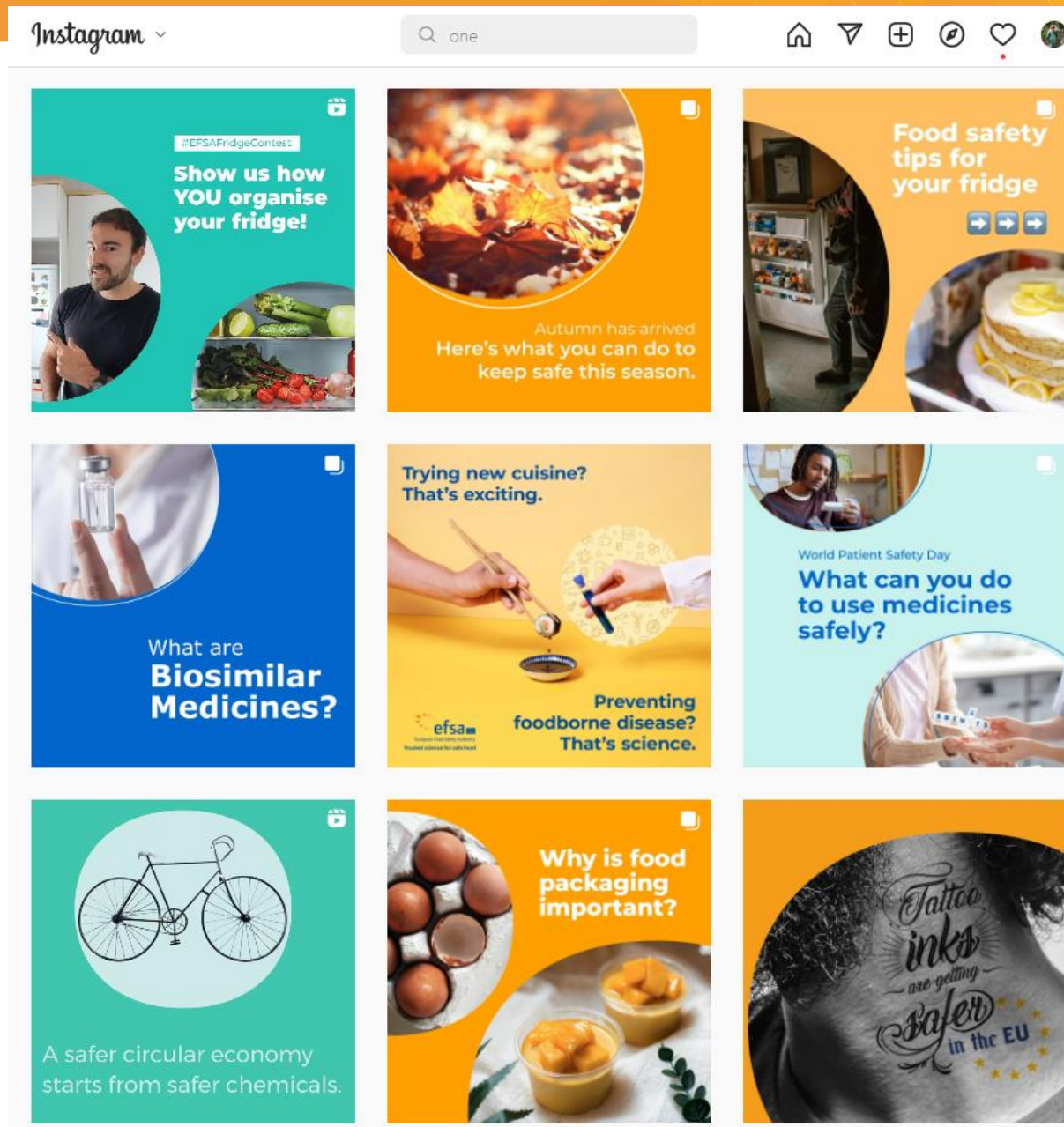


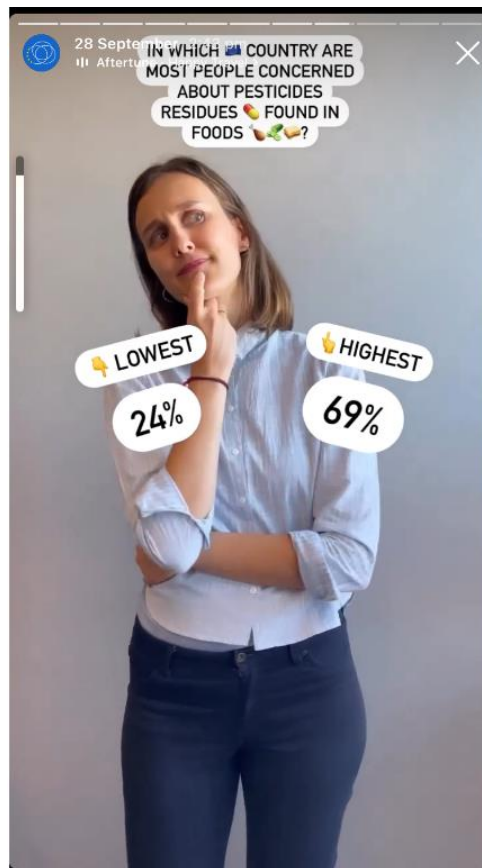
## Adding Plain Language Summaries (PLS) to our publication toolkit

Work ongoing with external contractor to **implement PLS in a structured way across EFSA’s scientific work:**

- First PLS published under current pilot, generally receiving positive feedback and media uptake: **100 to be published by end of pilot**
- New contract in Nov 2022 and feedback collection through **focus group** with target audiences in 2023
- In the context of EFSA 2027, **PLS to become part of EFSA’s communication “package”** with more prominence given to visual abstracts and summaries

# Making it relevant | Joint ONE Health Instagram account

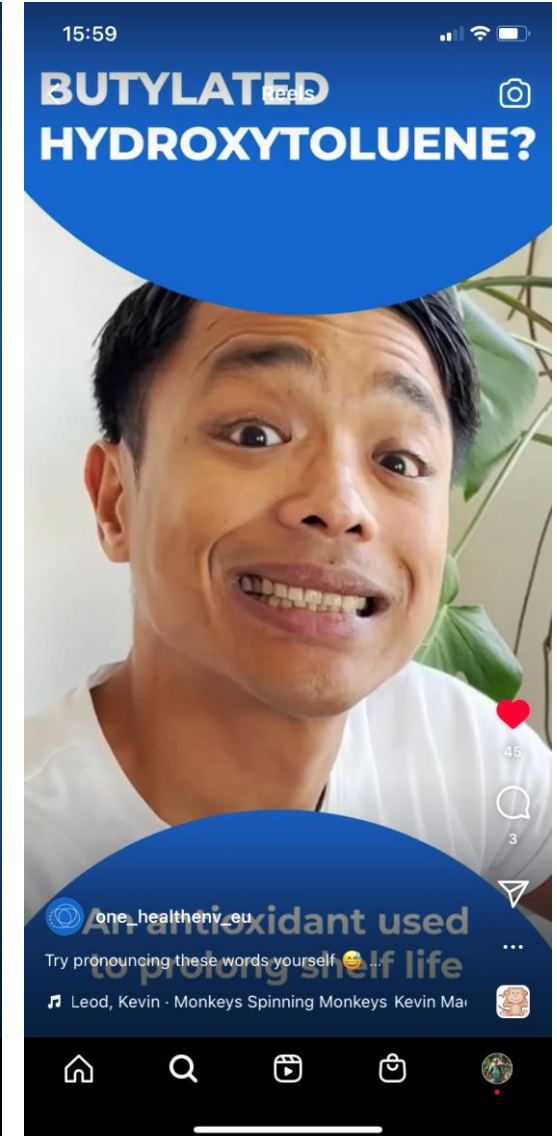
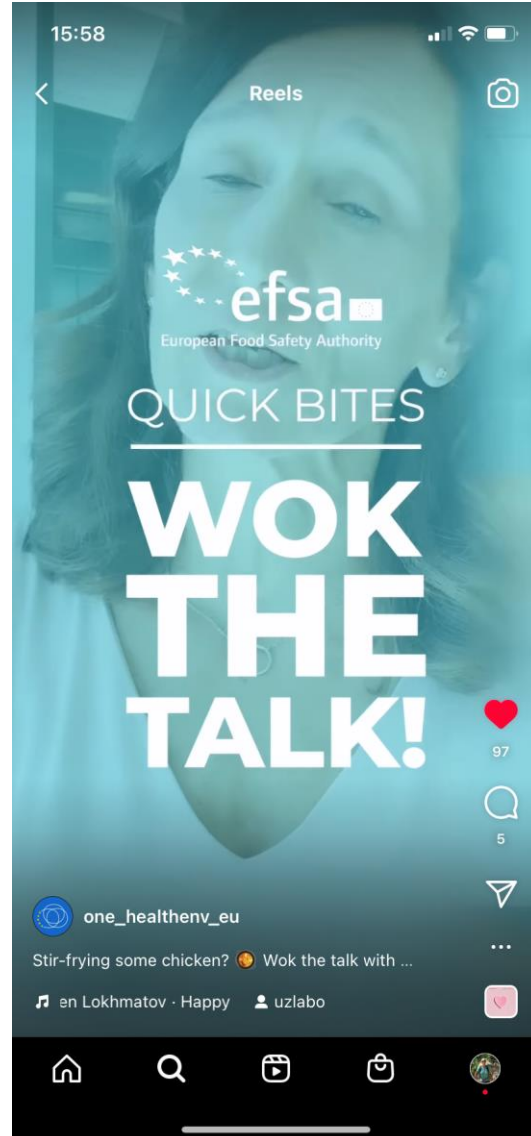




Stories on Instagram to communicate results of the 2022 EB

#ScienceCooks video

# Making it relevant | #EUChooseSafeFood campaign







**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

www.efsa.europa.eu/StopASF #StopASF




**STOP AFRICAN SWINE FEVER**

**Prevent spread**

- Clean your footwear
- Disinfect your equipment
- Keep wild boar away from your pigs
- Ensure that your feed and pigs come from trustworthy sources

**Report** suspicious cases to your veterinarian

www.efsa.europa.eu/StopASF #StopASF




**STOP AFRICAN SWINE FEVER**

**Prevent spread**

- Disinfect your equipment before leaving the hunting area
- Avoid visiting pig farms after hunting
- Do not leave wild boar offal and waste in forests and fields
- Keep your distance if you come across a dead boar
- Do not feed game meat to animals

**Report** sick or dead boar to local authorities

www.efsa.europa.eu/StopASF #StopASF




**STOP AFRICAN SWINE FEVER**

**Prevent spread**

- Clean your footwear
- Disinfect your equipment

**Detect the signs**

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**Report** suspicious cases to your veterinarian

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**STOP AFRICAN SWINE FEVER**

**Do not bring food into this farm.**




**STOP AFRICAN SWINE FEVER**

**Pigs sick? Act quick!**

**Contact your vet.**




**STOP AFRICAN SWINE FEVER**

**Are your pigs dying?**

**Contact the authorities.**



# Making it relevant | Examples of content formats



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Some of our attendees voiced their opinion on the #OneEU2022 Conference and here's what they've said: ...see more

How are you finding the ONE Conference so far?



64

1 comment · 3 shares



5

EFSA @EFSA\_EU · Jun 23  
Day 2 of the #OneEU2022 Conference came to an end with many fruitful discussions!

From #Nutrition and #SustainableDiets to #AI and #FoodInnovation: participants explored solutions to today's food-related challenges.

website news: [bit.ly/3HJCS3a](https://bit.ly/3HJCS3a)  
video highlights



2

EFSA @EFSA\_EU · Jun 23  
The third day of the #OneEU2022 Conference has just started!

This morning, we'll discuss:

- Bridging #EUresearch and #EUpolicy
- #InfectiousDiseases
- #PlantHealth threats
- New methodologies beyond #AnimalTesting

Follow live [one2022.eu/programme/agen...](https://one2022.eu/programme/agen...)



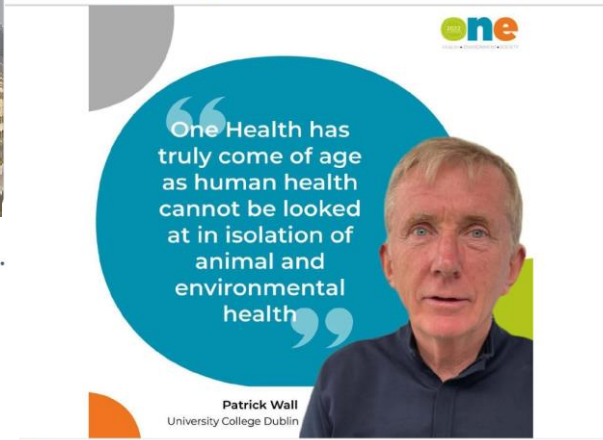
7

European Food Safety Authority (EFSA)  
146,542 followers  
3w ·

#OneEU2022 Conference

Professor Patrick Wall from the University College Dublin is presenting "One Health as integrative approach. No more walls: why we must go forward together"

Follow live <https://lnkd.in/gNb8ktmP>



141 9 comments · 11 shares

3

EFSA @EFSA\_EU · Jun 20  
The #OneEU2022 Conference is starting tomorrow  
This 4-day event will bring together experts from many fields to explore:  
#FoodSafety  
#RiskAssessment in Science  
#Sustainable #FoodSystems  
Join us:  
21-24 June  
Bxl & online  
Register here [one2022.eu](https://one2022.eu)



1

#OneEU2022

Food policy is central to accelerate and incentivize the transformation of food systems that is required to feed humanity within planetary boundaries. All actors at all levels of the food chain should be involved.

ONE LIFE | Human nutrition on a finite planet: securing sustainable and healthy diets for all

8

#OneEU2022

Either we collaborate or we will become irrelevant, whoever we are.

ONE SOCIETY | Advancing engagement in an evolving food safety ecosystem: opportunities and challenges

#OneEU2022

AI is a promising reality and robust testing will help improve the validity of AI systems used in risk assessment. Enhanced AI literacy will help society to build understanding and trust in those systems. Global awareness will help the deployment of more sustainable AI solutions.

MANY WAYS | Augmenting human minds: artificial intelligence and big data in risk assessment

#OneEU2022

Sustainability assessment frameworks will need to embrace complexity, uncertainty and flexibility, which will require the integration of tools, approaches and partners.

ONE PLANET | Safeguarding our future: creating a framework for sustainability assessments

6

European Food Safety Authority (EFSA)  
149,002 followers  
2mo · Edited ·

The #OneEU2022 Conference has officially kicked off and our sessions #OneLife #OneSociety #OnePlanet #ManyWays are underway 🎉👏

1162 registered to join in Brussels  
4272 registered to join online

Looking forward to four fantastic days in Brussels! You can sign up to participate online and watch it livestream <https://www.one2022.eu/>

You and 414 others 7 comments · 31 shares

Like Comment Share Send

## Aim and objective

- Involving CEN, Focal Points (FP) and EFSA
- Creation of community of dedicated comms professionals – “Communication Coordinators” – in the MS
- Built around existing structures – CEN and FP networks
- Clearly defined roles and responsibilities
- Expected continuous professional development
- Underpinned by contractual agreements and financed via EFSA (FP operational framework)

## Expected benefits

- Harmonised framework and approach for risk (assessment) comms on food safety in the EU
- Better coordination (!) - messages, comms materials, information sharing, best practice etc.
- Less overlap and duplication between CEN and FP members
- More opportunities for joint/joined up comms activities with EFSA and all or several MS
- Wider outreach and dissemination
- Adequately resourced to relieve current burden on MS with limited time to invest in coordinated comms activities

# Communication coordinator – expected roles and responsibilities

Single point of contact in Member States

Proactively share comms plans and materials

Disseminate info generated by network among MS actors

Create joint comms materials

Play active role in EFSA campaigns

Attend training as part of Continuous Professional Development

# Where things stand and next steps



CEN / FP workshop May 2022 - agreement reached on need for Coordinated Comms Function



EFSA and MS to define *modus operandi* and guidelines for Function and Coordinated Communicators (Q3 2022 – Q2 2023)



MS to propose “tailored” activities for risk comms as part of the new FP operational framework (October 2022)



Work begins under umbrella of Coordinated Comms Function in 2023