



EFSA's work on communications

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RISK COMMUNICATION IS

Bridging **the gap**
between science and
the consumer

Promoting and
disseminating
consistence messages

Understanding
consumer perception
of food and food safety
risks



EFSA'S MANDATE IS TO



Food and feed safety
advice to its principal partners,
stakeholders and the public at large
in a clear and
accessible way.

RECENT COMMS ACTIVITIES

EFSA holds call to renew Scientific Committee and Panels



1 June – 8 September

Bee groups embrace new EU partnership: trust is the key



27 June 2017

Hepatitis E: raw pork is main cause of infection in EU



11 July 2017

RECENT COMMS ACTIVITIES

JIACRA report on link between antibiotic use and antibiotic resistance



27 July 2017

Transparency and data quality: new cross-cutting EFSA guidance in a nutshell



3 August 2017

Training the next generation of food safety risk assessors

7 September 2017



MEDIA HIGHLIGHTS



ANSA

Food safety body:
pork, liver Hep E danger

Nasce una piattaforma Ue
per aiutare a salvare le api



FoodQuality
news



FARMINGUK

More evidence on link between
antibiotic use and resistance,
report finds

derStandard.at

Der Kampf zwischen Aufklärung und alternativ-
faktischer Verdunkelung

theguardian

EU report on weedkiller safety copied text
from Monsanto study

Irish Independent 

'Contaminated feed' most likely
source of isolated BSE cases

EL PAÍS

Lo que se sabe sobre los huevos
contaminados en Europa



AFP

Glyphosate: l'agence européenne de
sécurité des aliments défend son
rapport

AMR CASE STUDY

Case study – Antimicrobial resistance

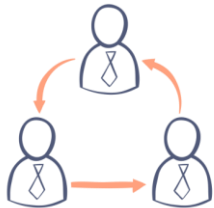
AMR – INTERACTIVE INFOGRAPHIC



Objective:

Illustrate main findings of the EMA/EFSA scientific opinion (RONAFA) in a simple, clear way.

Cooperation message

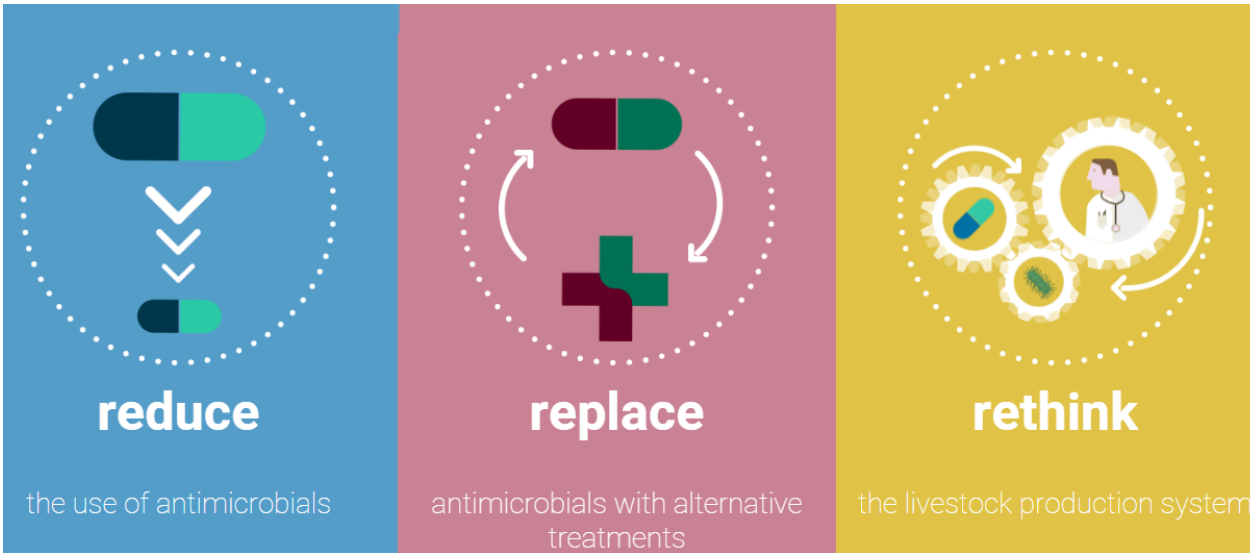


Target audience:

Journalists, policy makers, concerned citizens, vets, farmers, consumer organisations.

AMR – REDUCE, REPLACE, RETHINK

How can we reduce the use of antimicrobials in food-producing animals?



AMR – REDUCE, REPLACE, RETHINK – MEDIA HIGHLIGHTS



New European report shows UK farming 'on the right track' to reduce antibiotic resistance

Efsa-Ema, ridurre uso antibiotici in allevamenti



ANSA.it



SZ.de Zeitung Magazin

24. Januar 2017, 18:51 Uhr Antibiotika

Nur in Ausnahmefällen

Zwei EU-Behörden äußern sich zum Einsatz von Antibiotika in der Tiermast und kritisieren, dass die Mittel noch immer viel zu häufig eingesetzt würden. Sie sollten künftig, so die Forderung, nur in Sonderfällen verwendet werden.

Von Kai Kupferschmidt

Antibiotika sollten in der Tierhaltung künftig nur noch eingesetzt werden, wenn es unvermeidlich ist, um erkrankte Tiere zu behandeln. Das fordern die europäische Arzneimittelagentur EMA und die europäische Lebensmittelsicherheitsbehörde EFSA in einem gemeinsamen Bericht, der am Dienstag veröffentlicht wurde.



Farmers need to be involved in antimicrobial use strategy

Innovative solutions called for to curb antimicrobial resistance



meat
info.co.uk



new food

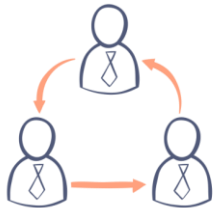
It's time to reduce, replace and re-think the use of antimicrobials in animals

AMR – DATA VISUALISATION



Objective:

Give easy and user-friendly access to results of the AMR report and an overview on current situation.



Target audience:

Journalists, policy makers, concerned citizens, vets, farmers, consumer organisations.

AMR – DATA VISUALISATION



EUSR ON AMR – MEDIA HIGHLIGHTS



'Alarming' superbugs a risk to people, animals and food, EU warns



AMR report prompts further calls to curb use of antibiotics in farming

POLITICO

Superbugs are defeating more drugs, EU warns

La France Agricole

L'antibiorésistance reste élevée dans l'UE

La Unión Europea detecta en cerdos resistencia a antibióticos usados como última opción



Independent.ie

Common Salmonella types now showing extremely high multi-drug resistance, says EU report

NTB

EU slår alarm om antibiotikaresistent salmonella



Antibiotikaresistenzen bleiben in der EU ein Problem

ANSA.it

Studio Efsa: 25mila morti all'anno in Europa per la resistenza dei batteri agli antibiotici

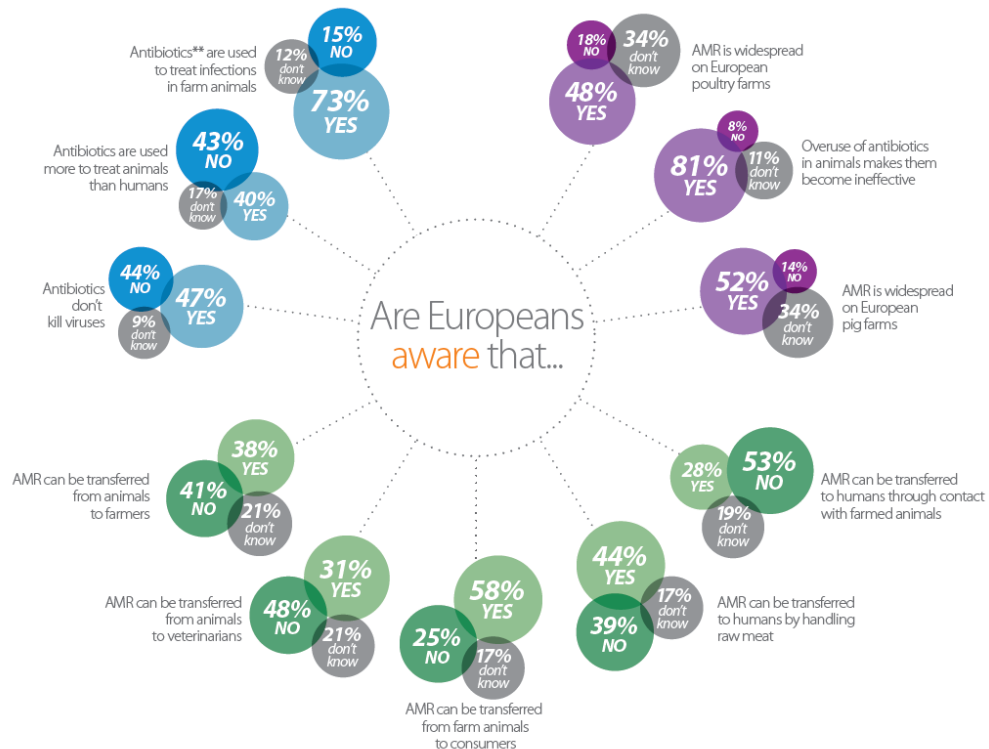


Resistente bacterie vermoedelijk via vlees naar Europa

AMR – CONSUMERS INSIGHTS INFOGRAPHIC

- **EU Insights survey** – Survey on the human health impact of antimicrobial resistance (AMR) in animals across the EU
- **online survey of consumers** in 12 EU countries (Belgium, Denmark, France, Germany, UK, Italy, The Netherlands, Poland, Slovakia, Spain, Estonia, and Romania)
- **interviews with farmers and vets** in 6 countries (pig production in Denmark, Poland and Spain & poultry farming in Romania, Spain and UK)

AMR – CONSUMER INSIGHTS INFOGRAPHIC

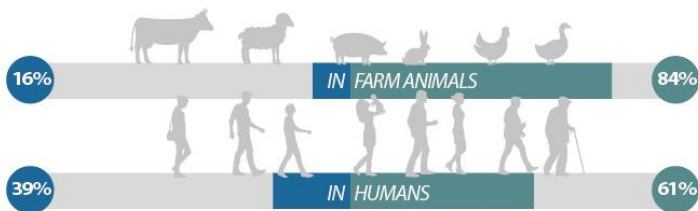


AMR – CONSUMERS INSIGHTS INFOGRAPHIC

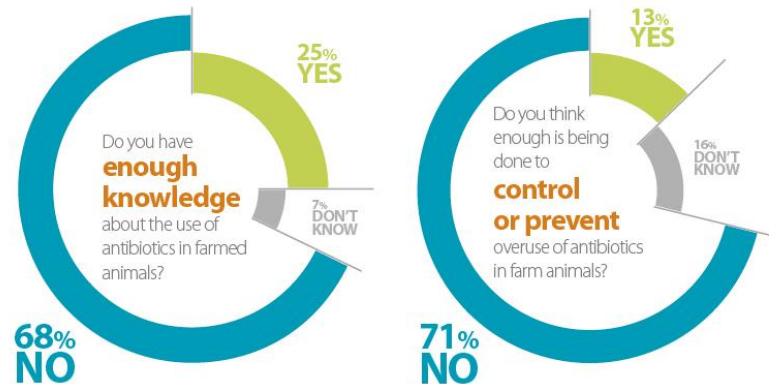
EU survey about **consumers'** perception of **antimicrobial resistance**

In the last **12 months** did you **acquire any information** about resistance to **antibiotics**?

YES 43% **NO 57%**



EU survey about **consumers'** perception of **antimicrobial resistance**



JIACRA – MEDIA HIGHLIGHTS

 new food

More evidence on link between agricultural antibiotic use and antibiotic resistance

 Independent.ie 

Resistance to drugs used to fight salmonella linked to farm use

 The Pig Site

EU Report: More Evidence on Link Between Antibiotic Use, Antibiotic Resistance

 Farminguk

More evidence on link between antibiotic use and resistance, report finds

 20 minutos

Terminar los tratamientos con antibióticos puede suponer un riesgo para la salud

 top agrar ONLINE

EU-Behördenbericht zu Antibiotikaresistenzen



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