



2. Risk communication activities

In collaboration with risk management bodies, FSC exchanges information and opinions with stakeholders including consumers through nation-wide meetings for sharing results of risk assessments and other relevant information on food safety.

Many different views exist, however, as to why and how risk communication should be held; still many issues remain to be resolved for its improved role. To this end, the Risk Communication Expert Committee developed a new strategy entitled “Improving Food Safety Risk Communication” in November 2006, which proposed some areas of consideration:

- (1) Role of risk communication,
- (2) How to provide information and ensure transparency in deliberation process,
- (3) Cooperation with local governments,
- (4) Collaboration with foreign authorities, and
- (5) Promotion of good nutrition education.

- “Improving Food Safety Risk Communication” (November 2006)

http://www.fsc.go.jp/senmon/risk/riskcom_kaizen.pdf

○ Training leaders for food safety in local communities

In FY2006, FSC launched a new education program entitled “Community Food Safety Leader Development Course” to heighten awareness of food safety in local communities. In collaboration with local governments, representatives of FSC give public talk about food safety issues and provide basic instruction of risk communication during the course.

Since FY2007, FSC has held nation-wide extra training course targeted at the students who participated in the abovementioned course, so that they may step up to skillful risk communicators in local communities. With the cooperation of the participants of these courses, the FSC will continue to help provide them with information needed for the promotion of food safety risk communication activities in local communities.

○ Food Safety Hotline

The “Food Safety Hotline” was established to receive information, inquiries and opinions related to food safety from general public. Frequently asked questions are posted on the website in a Q&A format .

In 2007(Jan-Dec), the hotline received 937 inquiries about such matters as BSE, trans-fatty acids and other hazardous agents.

Food Safety Hotline
Phone +81-3-5251-9220 or +81-3-5251-9221
10:00-17:00, Monday-Friday
(excluding public holidays and the year-end and new-year period)

○ Food Safety Monitors

In order to accept a wide scope of public opinion on food safety issues, FSC calls for “food safety monitors” made up of 470 volunteers from various regions in Japan. They are requested to submit questionnaires and reports, and provide information to help FSC to recognize public awareness of food safety. The monitors may be also requested to cooperate with FSC to provide information for local community. FSC looks for new monitors around January to February each year.