



EFSA's experiences and future vision of risk communication

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International Seminar on Risk Communication in Food Safety
Japan, 12 November 2014

食品安全委員会 仮訳

リスクコミュニケーション —EFSAの実績と今後の展望—

ローラ・スマイリー
上席コミュニケーション・アドバイザー、EFSA

食品安全分野におけるリスクコミュニケーションに関する
国際セミナー
2014年11月12日・東京

THIS PRESENTATION

1. EFSA's vision
2. Risk Communications role
 - Risk Communications achievements
3. Strategy
4. Lessons learnt
5. The Future

講演の概要

1. EFSAのヴィジョン
2. リスクコミュニケーションの役割
 - リスクコミュニケーションの業績
3. EFSAのコミュニケーション戦略
4. 経験から得た教訓
5. 今後の目標

1. EFSA's vision

1. EFSAのヴィジョン

Vision

scientific advice



food related risks



decision-making



dietary choices



ヴィジョン

科学的アドバイスの提供



食品関連のリスクからの防御



意思決定への助言



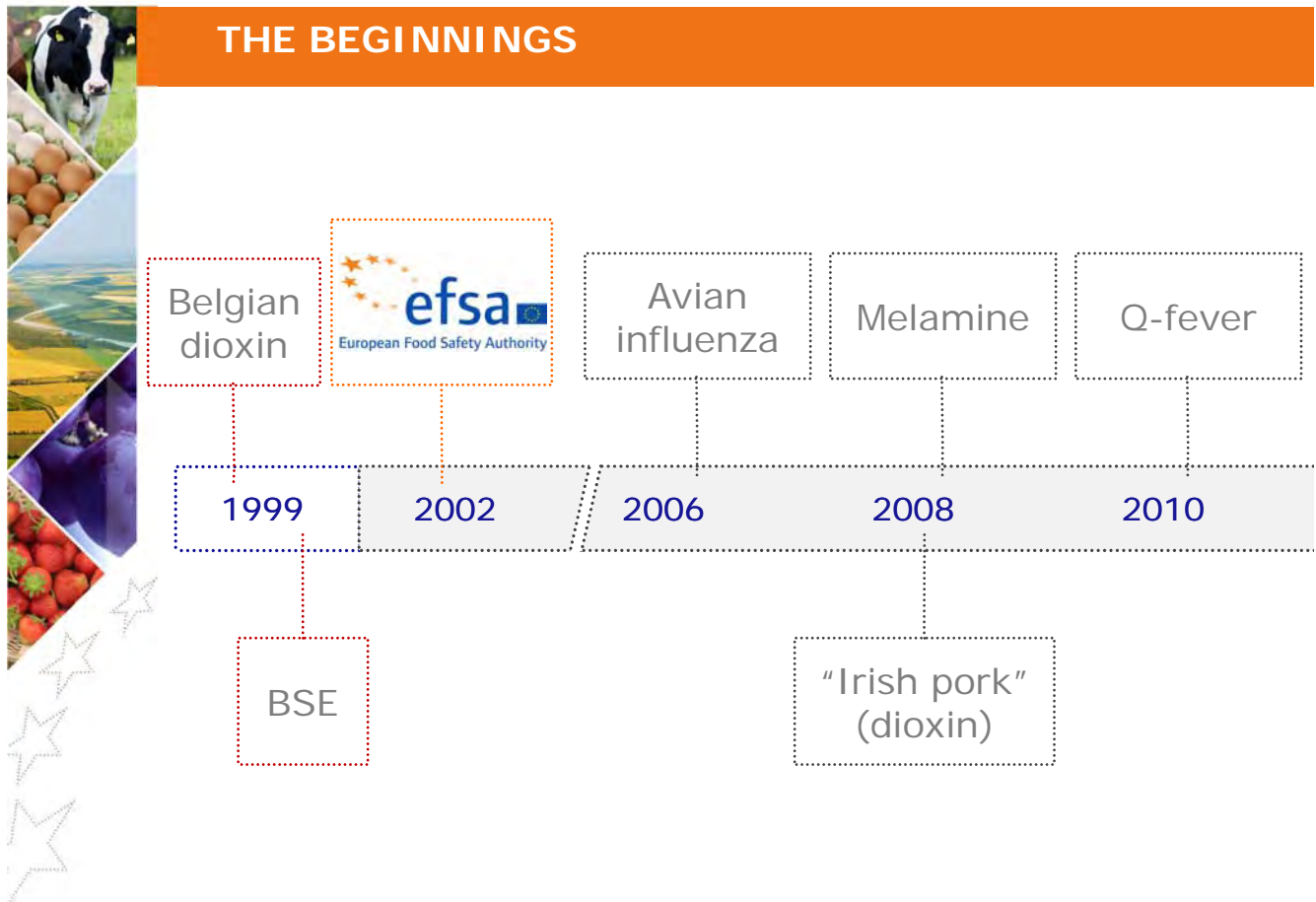
健康な食物選択の支援



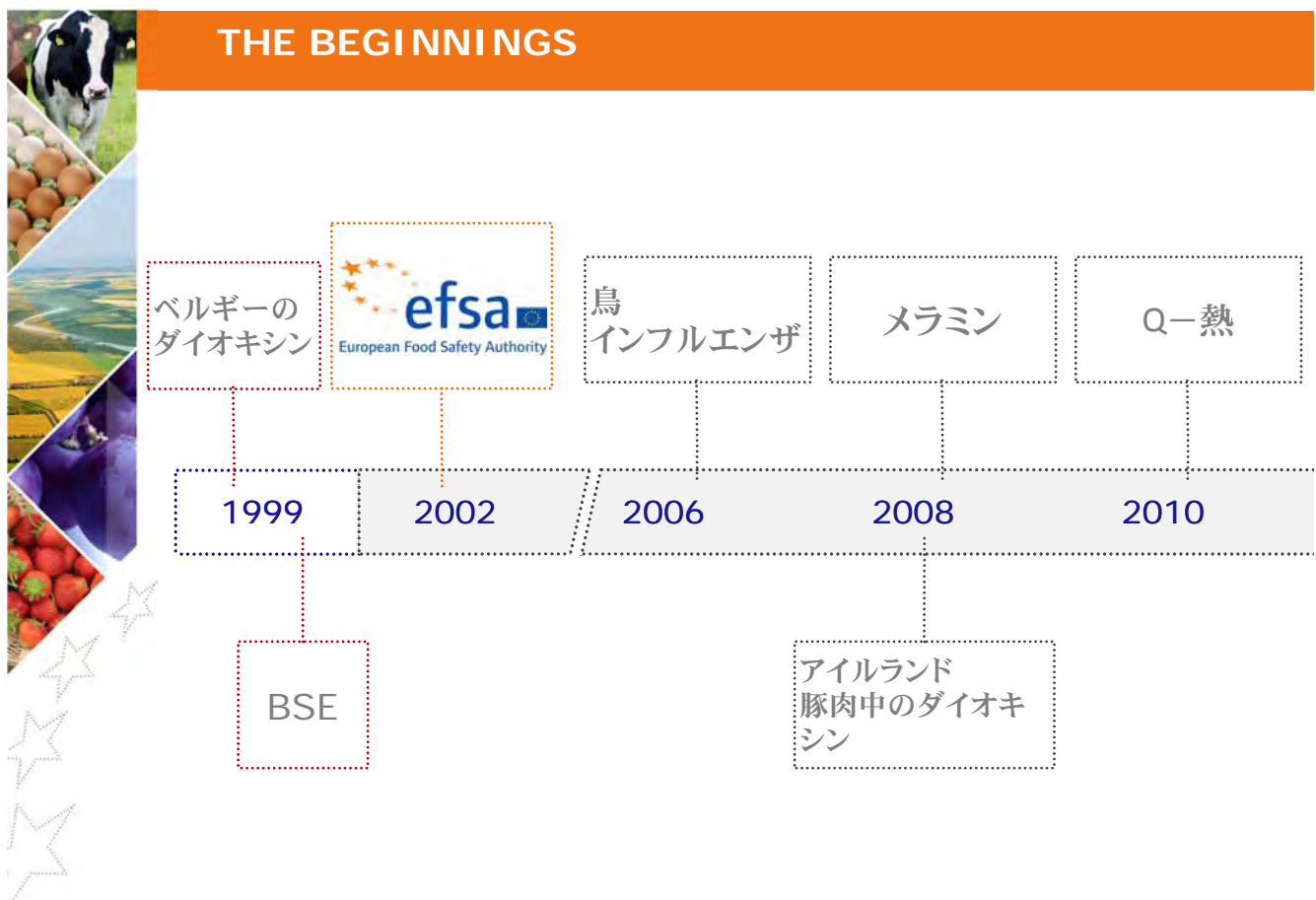
2. EFSA' s Risk Communications role

2 . EFSA がリスクコミュニケーションにより果たした役割

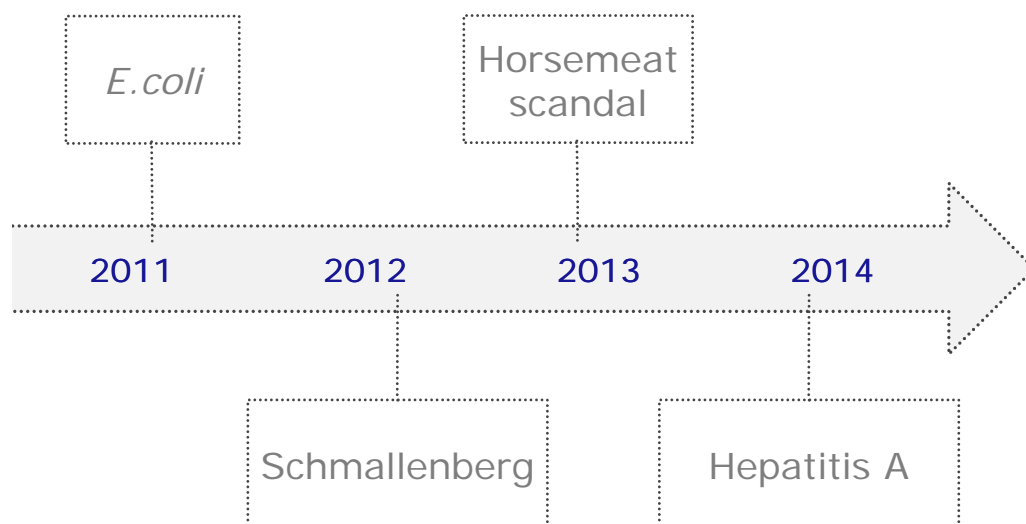
THE BEGINNINGS



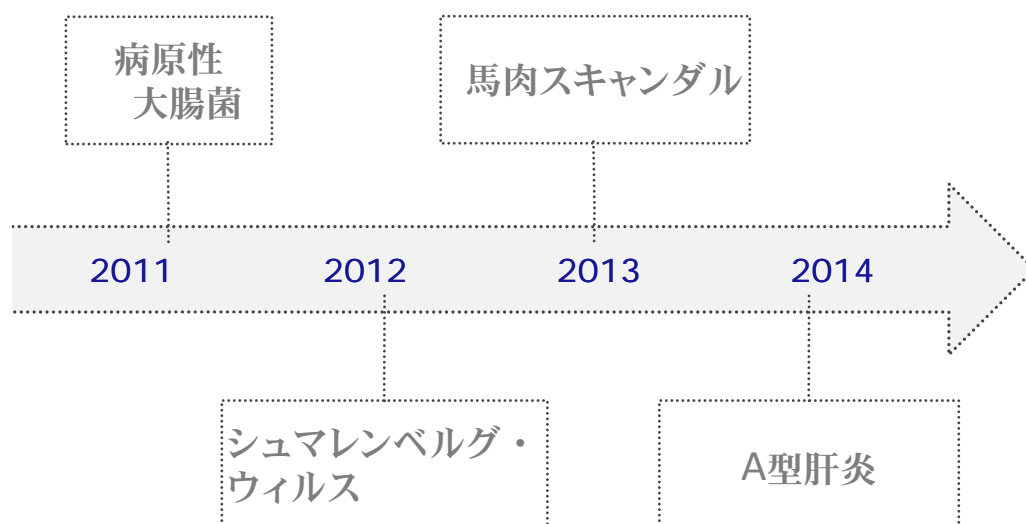
THE BEGINNINGS



AND TODAY



2011年以降、今日まで



THROUGH COOPERATION...

Co-ordinates with



Supports



INDEPENDENT

OPEN

TRANSPARENT

他機関との協力を通して・・・

連携機関



支援活動



独立性

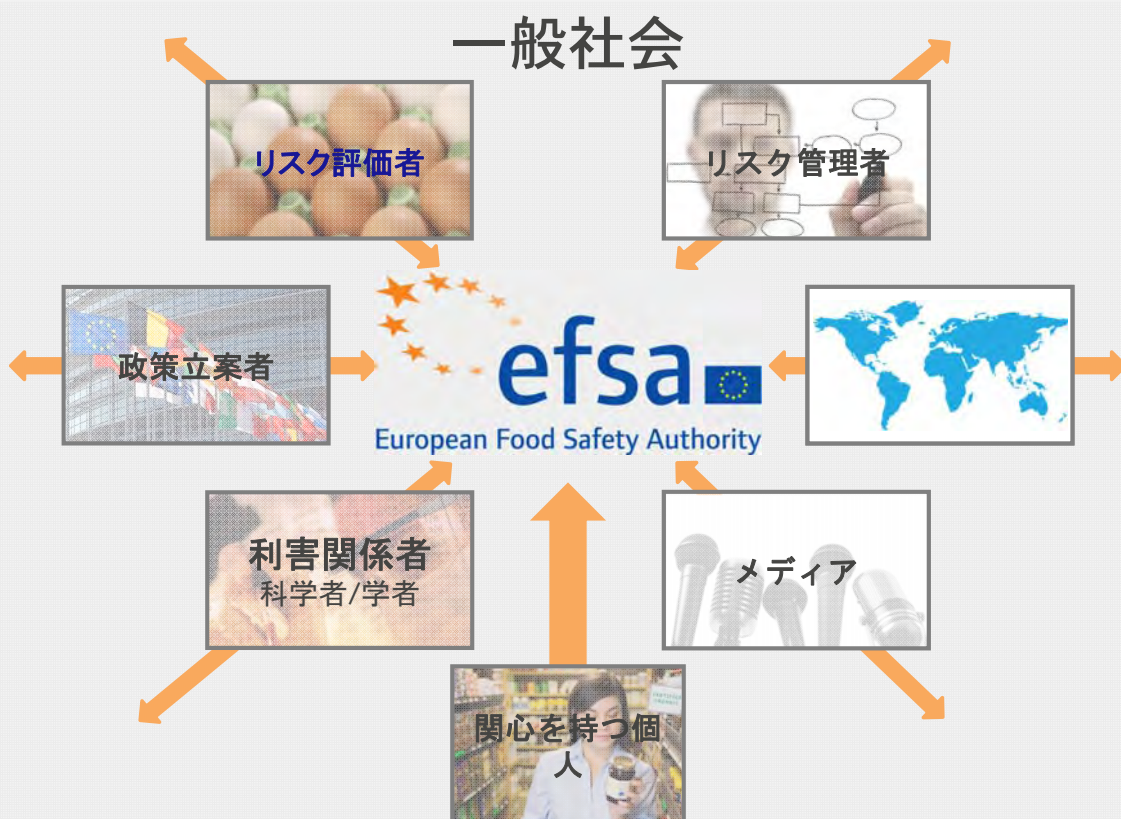
公開性

透明性

... AND COMMUNICATION WITH



コミュニケーションを保ちながら



2. EFSA' s Risk Communications role

- **Risk Communications achievements**

2. リスクコミュニケーションの役割

- **リスクコミュニケーションの業績**

PROTECTING EUROPE'S 500M CONSUMERS

Biological hazards, incl. zoonoses

- Led BSE crisis, reducing cases from thousands to a few dozen
- ↓50% in # of Salmonella cases across Europe

Chemicals in food

- Risk assessments of:
 - food additives & flavourings
 - aspartame, BPA & acrylamide
- EFSA's Data collection and analysis of safe levels of pesticide residues

ヨーロッパの消費者5億人を守っている

人獣共通感染症を含めた生物学的ハザード

- BSE 発症例を数千から数ダースに低減させて、BSE危機の克服を先導した。
- ヨーロッパ全体のサルモネラ菌中毒例数を50%低減させた。

食品中の化学物質

- 下記の化学物質についてリスク評価を実施：
 - 食品添加物および香料
 - アスパルテーム, BPA および アクリルアミド
- 残留農薬の安全レベルに関するEFSAのデータ収集と分析

PROTECTING EUROPE'S 500M CONSUMERS

Nutrition

- Evaluated >3,000 health claims
- Set dietary reference values for macronutrients and micronutrients

Animal health and welfare

- Scientific reports: welfare of animals during transport; slaughter methods; meat inspection guidelines
- Evaluations of animal disease outbreaks (avian flu), and vector-borne diseases (West Nile virus)

Pesticides

- Reviewed safety of all existing "active substances" on market before 1993

ヨーロッパの消費者5億人を守っている

栄養物

- 3,000件以上の栄養物について保健機能評価を実施した。
- 多量栄養素及び微量栄養素について、食品中の基準値を設定した。

動物衛生と福祉

- 科学レポート：輸送中の動物福祉；屠殺方法；食肉検査の指針を作成した。
- 家畜伝染病集団発生（鳥インフルエンザ）、及びベクター媒介性疾患（ウェストナイルウイルス）の評価を実施した。

農薬

- 1993年以前に市場に出て、今なお流通している全ての“有効成分”について、その安全性再評価を実施した。

2. Strategy

3. EFSAのコミュニケーション戦略

STRATEGY

**Provide appropriate,
consistent, accurate
and timely
communications**

EFSAのコミュニケーション戦略

**食品安全上の問題に対応して、
適切な、矛盾しない、正確な
コミュニケーションを、タイムリーに
発信すること**

STRATEGY

**appropriate, consistent, accurate and
timely communications**

stakeholders

public at large

EFSAのコミュニケーション戦略

**適切な、矛盾しない、正確な、そしてタイムリーな
コミュニケーション**

利害関係者に向けて

広範な社会に向けて



STRATEGY

stakeholders

Strengthening clarity,
improving information
delivery

Cooperation with
national food safety
agencies

Promoting coherence in risk communications with
EU and international partners

public at large

Better understanding &
meeting target
audience needs

Building awareness,
and recognition of EFSA
in the EU and beyond



EFSAのコミュニケーション戦略

利害関係者に向けて

内容の明解さを高め、
情報配信の効率を向上させる

各国の食品安全機関
と連携

EU及びインターナショナル・パートナーと
リスクコミュニケーションにおいて協調を図る

広範な社会に向けて

聴衆のニーズを理解し、
合わせる

EUの内外にEFSAの
活動を知ってもらい再認識
してもらう

4. Lessons learnt

4. 経験から得た教訓

CASES STUDY: ASPARTAME

ADDRESSING RISK PERCEPTION

2011

May

2013

December

EFSA accepted new
mandate for re-
evaluation

EFSA published its
first full risk
assessment

ケーススタディー：アスパルテーム

リスクが認知されたことへの取り組み

2011

5月

2013

12月

EFSAは、
アスパルテームの再評価を
求める新たな諮問を受理

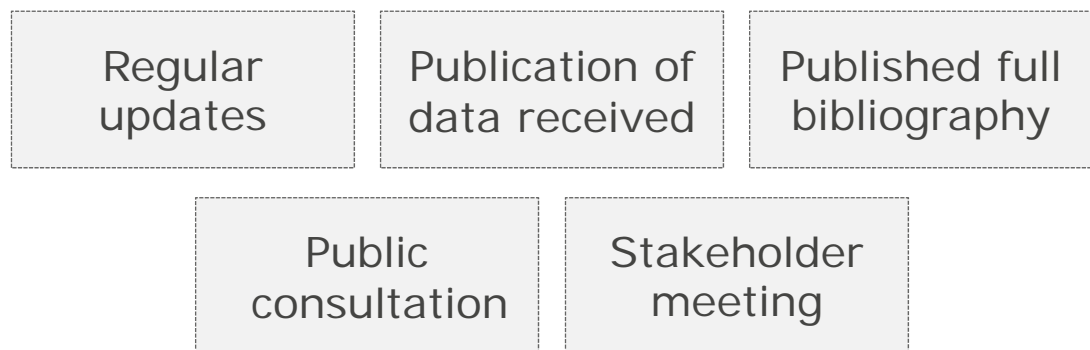
EFSAは、
アスパルテームに関する
最初の完全なリスク評価を
公表

CASES STUDY: ASPARTAME

ADDRESSING RISK PERCEPTION



Open and transparent approach

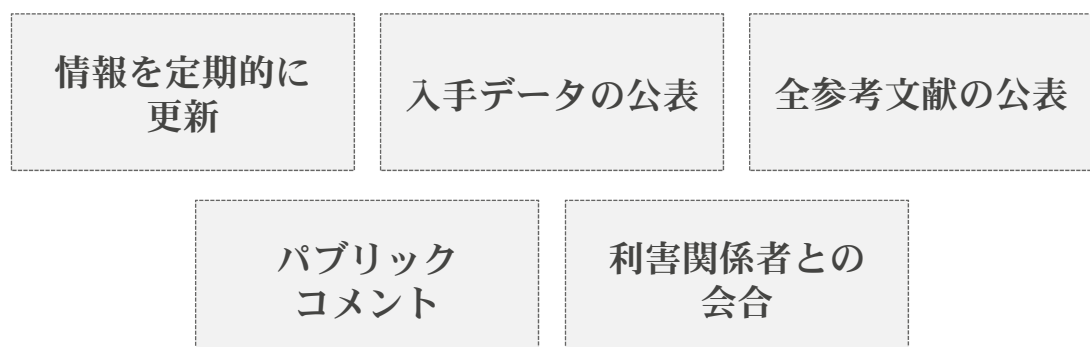


ケーススタディー：アスパルテーム

リスクが認知されたことへの取り組み



公開性と透明性のあるアプローチ



CASES STUDY: ASPARTAME

COMMUNICATIONS OUTPUTS

2011
Oct

publication of all unpublished data received following 1st call for all scientific data

2012
Oct

publication of unpublished data on DKP and other degradation products of aspartame following 2nd call for data

2013
Jan

launch of public consultation on draft scientific opinion

2013
Jan

public consultation follow-up meeting and media briefing

+ Regular Topic & FAQ development on website

ケーススタディー：アスパルテーム

コミュニケーションの発信

2011
10月

第1回目の科学的データ提供の呼びかけによって入手した未発表データすべてを公表した。

2012
10月

第2回目のデータ提供呼びかけで入手したDKPおよび他のアスパルテーム代謝物に関する未発表データを公表。

2013
1月

EFSAの科学的意見に対して、一般からの助言受付を開始。

2013
1月

一般からの助言に関する検討会議とマスコミへの説明会を開催。

+ ウェブサイトに、「レギュラートピックとFAQ」ページを開設



WE HAVE LEARNT THE IMPORTANCE OF...

1. Understanding and addressing differences in risk perception
2. Need for ongoing, proactive communications
3. Focusing on impact
4. Addressing uncertainties clearly
5. Responding rapidly on urgent issues
6. Co-operating closely with other actors
7. Being open and transparent



我々はこの事例から、以下の点が大切だということを学んだ

1. リスク認識の違いを理解し、その違いに対応すること
2. 現在実施中及び事前対策となるコミュニケーションが必要であること
3. コミュニケーションの影響力に注意すること
4. 不確かな点に対して、はっきりと示すこと
5. 緊急の問題に対しては迅速に応えること
6. 他の機関と密接に協調すること
7. オープンで透明であること

3. The Future

3. 将来について



1

building an
open EFSA

2

building a risk
assessment
community

3

clear
communication



1

開かれたEFSA
の構築

2

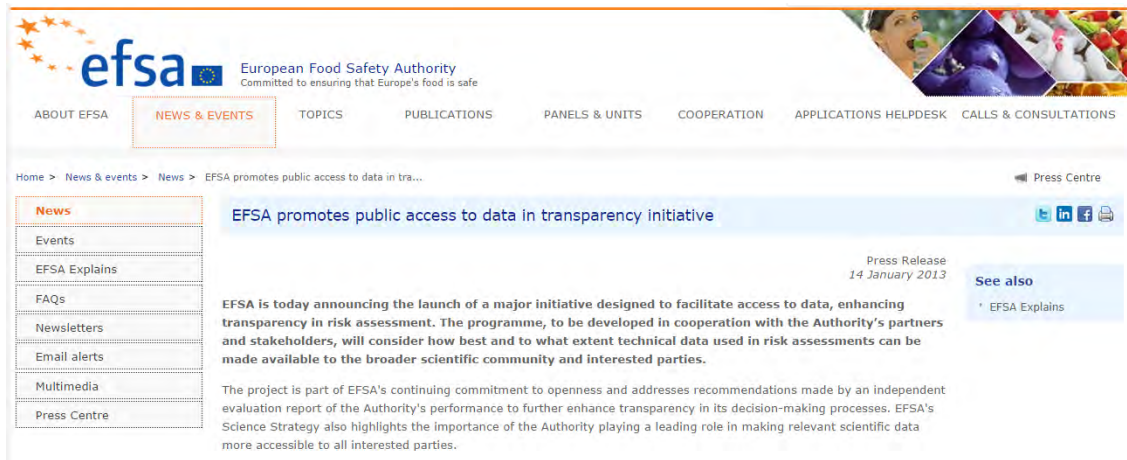
リスク評価共同体の
構築

3

明解な
コミュニケーション

1: BUILDING AN OPEN EFSA

Public Access to Data



The screenshot shows the EFSA website with the following elements:

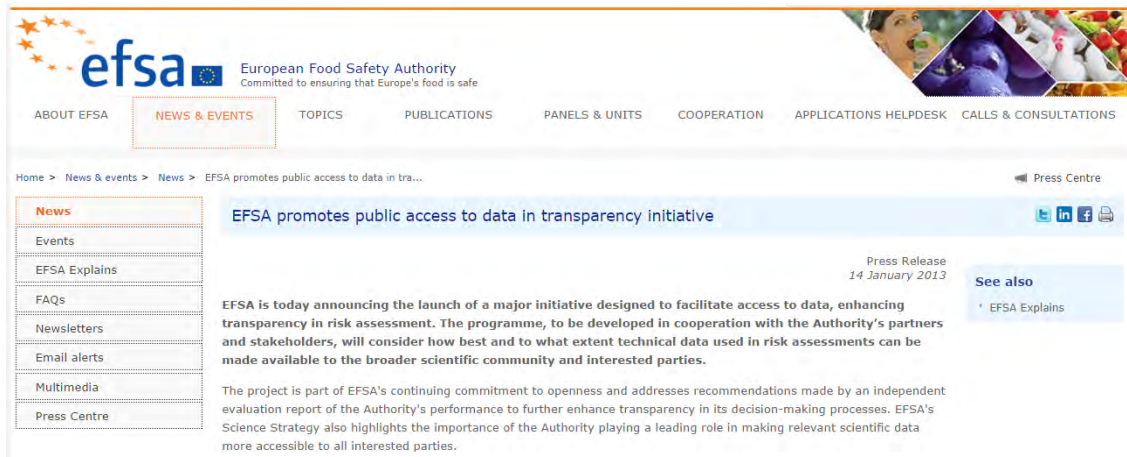
- Header:** EFSA logo, "European Food Safety Authority", and the tagline "Committed to ensuring that Europe's food is safe". Navigation links include ABOUT EFSA, NEWS & EVENTS (highlighted), TOPICS, PUBLICATIONS, PANELS & UNITS, COOPERATION, APPLICATIONS HELPDESK, and CALLS & CONSULTATIONS.
- Breadcrumbs:** Home > News & events > News > EFSA promotes public access to data in tra...
- Left Sidebar:** A menu with links to News, Events, EFSA Explains, FAQs, Newsletters, Email alerts, Multimedia, and Press Centre.
- Main Content:**
 - Title:** EFSA promotes public access to data in transparency initiative
 - Date:** Press Release 14 January 2013
 - Text:**

EFSA is today announcing the launch of a major initiative designed to facilitate access to data, enhancing transparency in risk assessment. The programme, to be developed in cooperation with the Authority's partners and stakeholders, will consider how best and to what extent technical data used in risk assessments can be made available to the broader scientific community and interested parties.

The project is part of EFSA's continuing commitment to openness and addresses recommendations made by an independent evaluation report of the Authority's performance to further enhance transparency in its decision-making processes. EFSA's Science Strategy also highlights the importance of the Authority playing a leading role in making relevant scientific data more accessible to all interested parties.
 - See also:** A link to "EFSA Explains".
- Right Sidebar:** A "Press Centre" link and social media icons for Twitter, LinkedIn, Facebook, and YouTube.

1: 開かれたEFSA の構築

誰でもデータを閲覧できること








This is an identical screenshot to the one above, showing the EFSA website with the following elements:

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2: BUILDING A RISK ASSESSMENT COMMUNITY

-  Forging closer links with Member States
-  Expanding the role of the Advisory Forum & AF Communications Working Group
-  Synchronising communications activities
-  More customer-oriented approach
-  Strengthening interaction with MEPs

2. リスク評価共同体の構築

-  EU加盟国間に、より緊密なリンクを築くこと
-  アドヴァイザリー・フォーラムおよび、そのコミュニケーション・ワーキンググループの役割を拡大すること
-  コミュニケーション活動を同期させること
-  顧客 (ECHA, ECDC等)のニーズをより重視した姿勢
-  MEPs との相互関係を強化すること

3: COMMUNICATING CLEARLY

Scientific reports:

- short
- well-structured
- easy to understand

SCIENTIFIC OPINION

Scientific Opinion on the essential composition of infant and follow-on

EFSA Panel on Dietetic Products, Nutrition and Allergies (NDA)^{1,2}
European Food Safety Authority (EFSA), Parma, Italy

This scientific output, published on 05 August 2014, replaces the earlier version published on 24 July 2014*

ABSTRACT

Following a request from the European Commission, the EFSA Panel on Dietetic Products, Nutrition and Allergies (NDA) was asked to deliver a scientific opinion on the essential composition of infant and follow-on

Communications: address societal concerns

1. What is *Salmonella*?

Salmonella is a bacterium that can cause an illness called salmonellosis in humans. In the European Union over 90,000 salmonellosis cases are reported every year. EFSA has estimated that the overall economic burden of human salmonellosis could be as high as EUR 1 billion a year.

In foods, it is most frequently found in eggs and raw meat from pigs, turkeys and chickens. It can spread to humans through

Focus on the **impact** of EFSA's work,
„How did EFSA help that happen?“

3. 明解なコミュニケーションのためには

科学的レポート

- 短く
- 論文構成が良く考えられ
- 容易に理解できること

SCIENTIFIC OPINION

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コミュニケーション: 社会的な関心事に取り組む

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EFSAの働きの影響（インパクト）を考える,
„EFSAはどのような役割を果たしたか?“



Which means, in practice...



具体的には

WEBSITE

2010



efsa
European Food Safety Authority
Committed to ensuring that Europe's food is safe

de en fr it

Search
Go

About EFSA News Scientific Documents Panels & Units Networks Calls & Consultations Events Topics A-Z

News

Overview of acrylamide levels in 2008

EFSA has published a summary of acrylamide levels in different types of food sampled in 2008. The report is based on over 3,400 results provided by 22 European Union Member States and Norway.

Full Story

EFSA issues scientific advice on Q fever

Following a significant increase of human cases of Q fever in the Netherlands, the European Food Safety Authority has provided scientific advice on this animal disease which can also be transmitted to humans. The opinion addresses the significance of Q fever in animals and humans, different risk factors involved in the occurrence and spread of the disease, and the effectiveness of possible control measures at the EU level.

Scientific documents

Yestimun® and immune responses
Published: 26 May 2010 Adopted: 30 April 2010

FGE 94
Published: 26 May 2010 Adopted: 23 September 2009

Events

EFSA Member State and Stakeholder Technical Meeting - Practice of harvesting feathers in live geese for down production
Parma, 28 May 2010

Technical meeting with stakeholders on recent developments related to health claims
Parma, 1 June 2010

EFSA JOURNAL

Featured Topics

- Dietary reference values and dietary guidelines
- Genetically Modified Organisms
- Nutrition and Health Claims
- Q fever

All topics

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STRATEGIC PLAN 2009-2013

ウェブサイト

2010



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All topics

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STRATEGIC PLAN 2009-2013

WEBSITE

2012



Thematic approach

European Food Safety Authority
Committed since 2002 to ensuring that Europe's food is safe

Search site
Go

About EFSA | News & events | Topics A-Z | Publications | Panels & units | Cooperation | Applications helpdesk | Calls & consultations

In Focus: bisphenol A

EU and national experts discuss latest work

On 29-30 October, EFSA together with national experts, Member States and other European scientific advisory bodies met to exchange information and experiences about each other's previous or ongoing work related to the safety assessment of bisphenol A. EFSA frequently promotes dialogue with its national and international partners so that its advice is based on the most up-to-date and reliable information. The discussions will feed into EFSA's ongoing assessment of human health risks associated with BPA, and its new scientific opinion scheduled for completion in May 2013.

News story: Bisphenol A: EFSA launches full re-evaluation focussing on exposure and possible low dose effects
Topic: Bisphenol A

EFSA's work in context

Understanding science

Chemicals in food: establishing safe levels

Challenging boundaries in risk assessment - sharing experiences
EFSA@EU 7-8 Nov 2012

ウェブサイト

2012



テーマを明確にしたアプローチ

European Food Safety Authority
Committed since 2002 to ensuring that Europe's food is safe

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Go

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WEBSITE

2014



ウェブサイト

2014



WEBSITE

2014

New website

WEBSITE

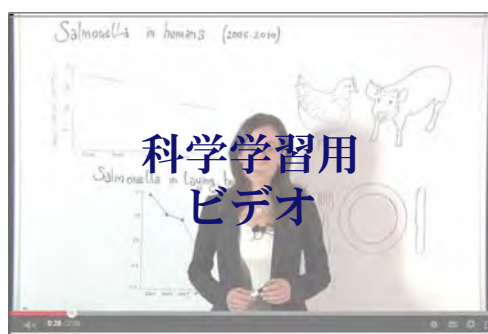
2014

新しいウェブサイト

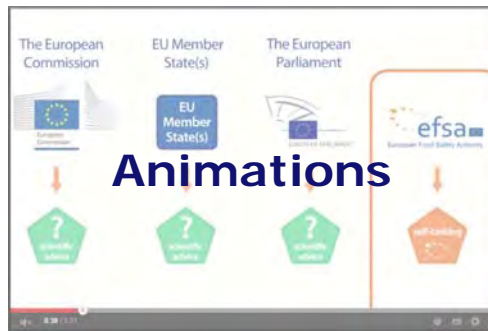
COMMUNICATIONS PRODUCTS



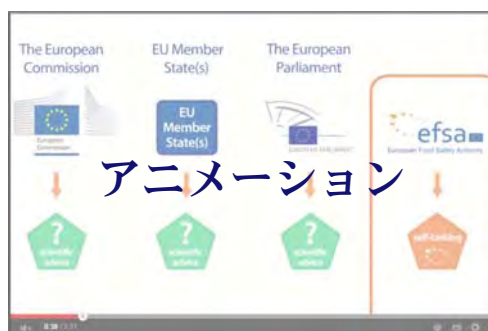
コミュニケーションの手段となる製品



COMMUNICATIONS PRODUCTS



コミュニケーションの手段となる製品



SOCIAL MEDIA



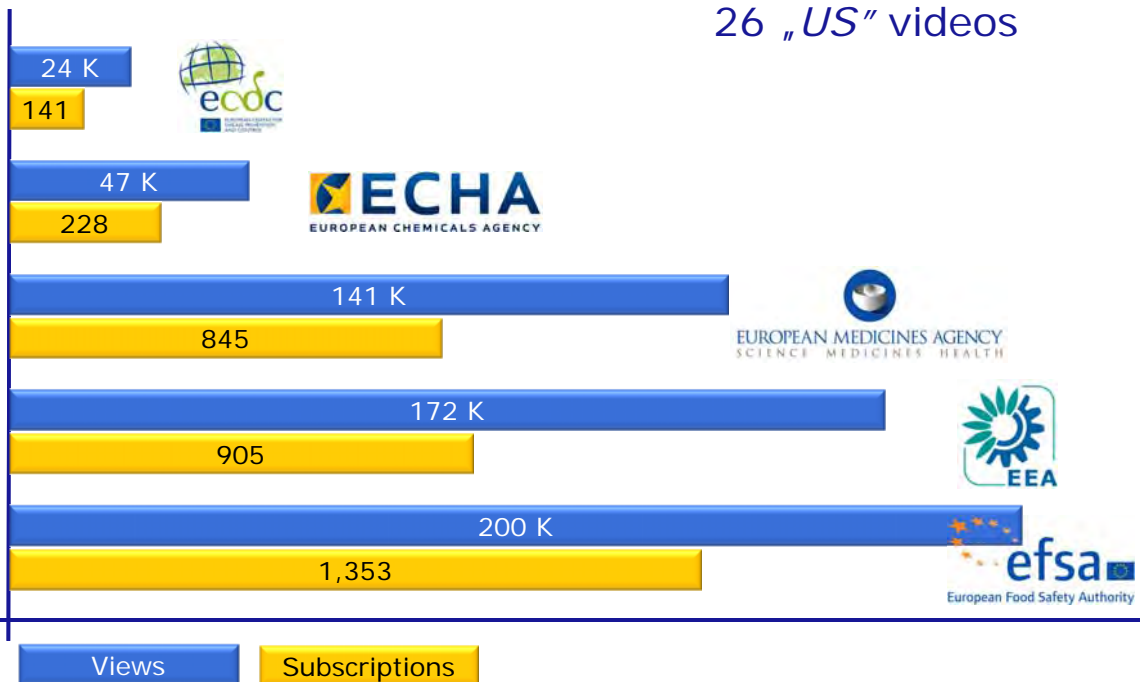
ソーシャル メディア



YOUTUBE



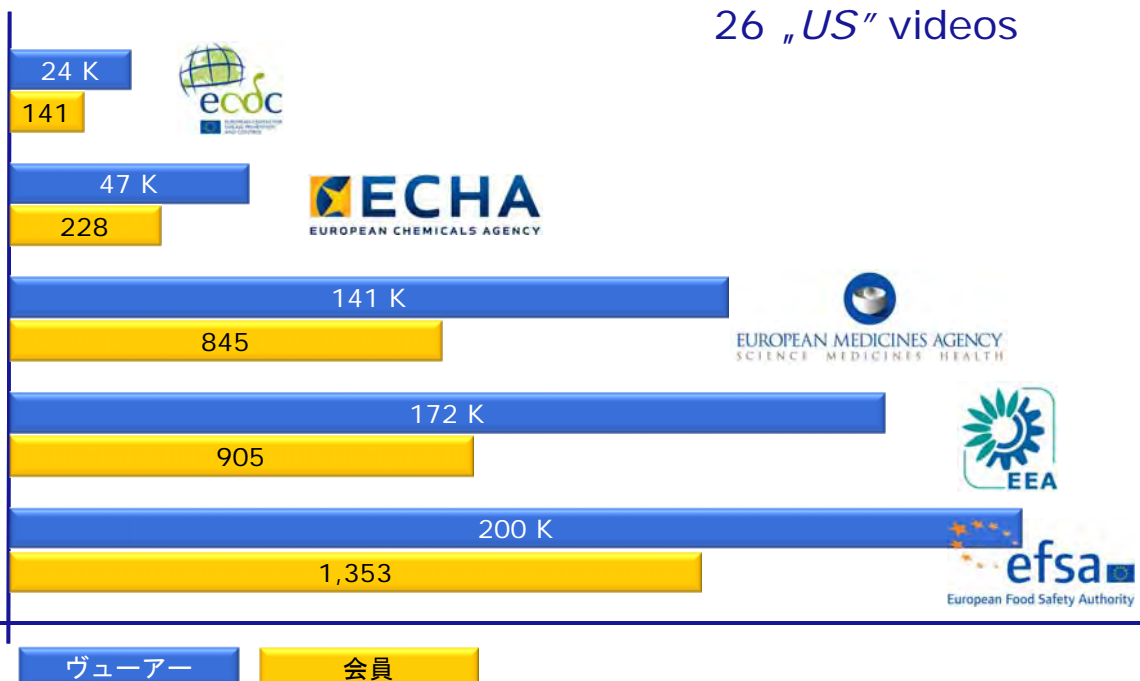
50+ videos on line
26 „US“ videos



YOUTUBE



50+ videos on line
26 „US“ videos



LINKEDIN

Linked in™

EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

2,300



2,300



5,300



6,500



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EUROPEAN MEDICINES AGENCY
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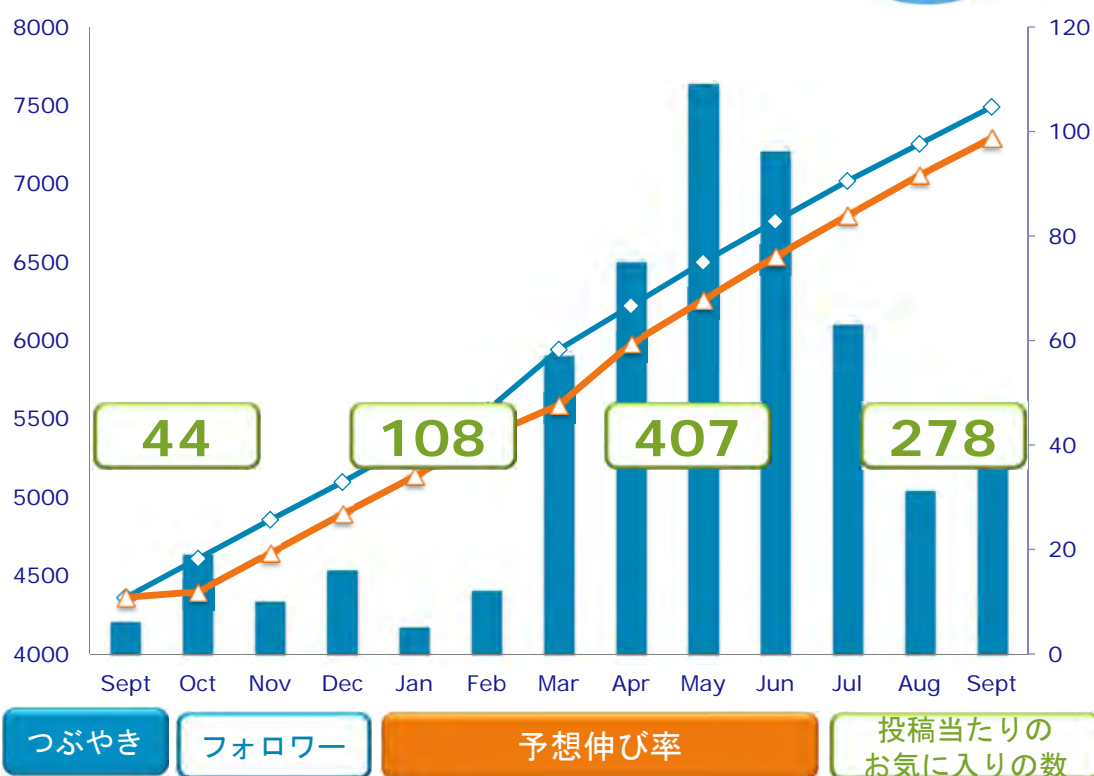




TWITTER



TWITTER



COMMS IN THE NEW DIGITAL AGE



Transformation from a
“noticeboard” service
to an interactive hub



“Open risk assessment”
Data Warehouse,
access to methods,
experts, models,
assumptions

新デジタル世代のコミュニケーション



“掲示板”サービスから
インタラクティブハブへ
変換



“公開されたリスク評価”
データウェアハウス、
方法、専門家、
モデル、仮説への
アクセスを提供



**And then...
Smart EFSA?
Crowd sourcing?**

Watch this space...



**そして これから...
スマートEFSA?
クラウドソーシング?**

このスペースをご覧ください...



THANK YOU!

Your questions please



ご清聴ありがとうございました。

ご質問をどうぞ。