Communication and stakeholder engagement

Barbara Gallani
Head of Department
Communications & External Relations

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efsa
European Food Safety Authority

EFSA COMMS…

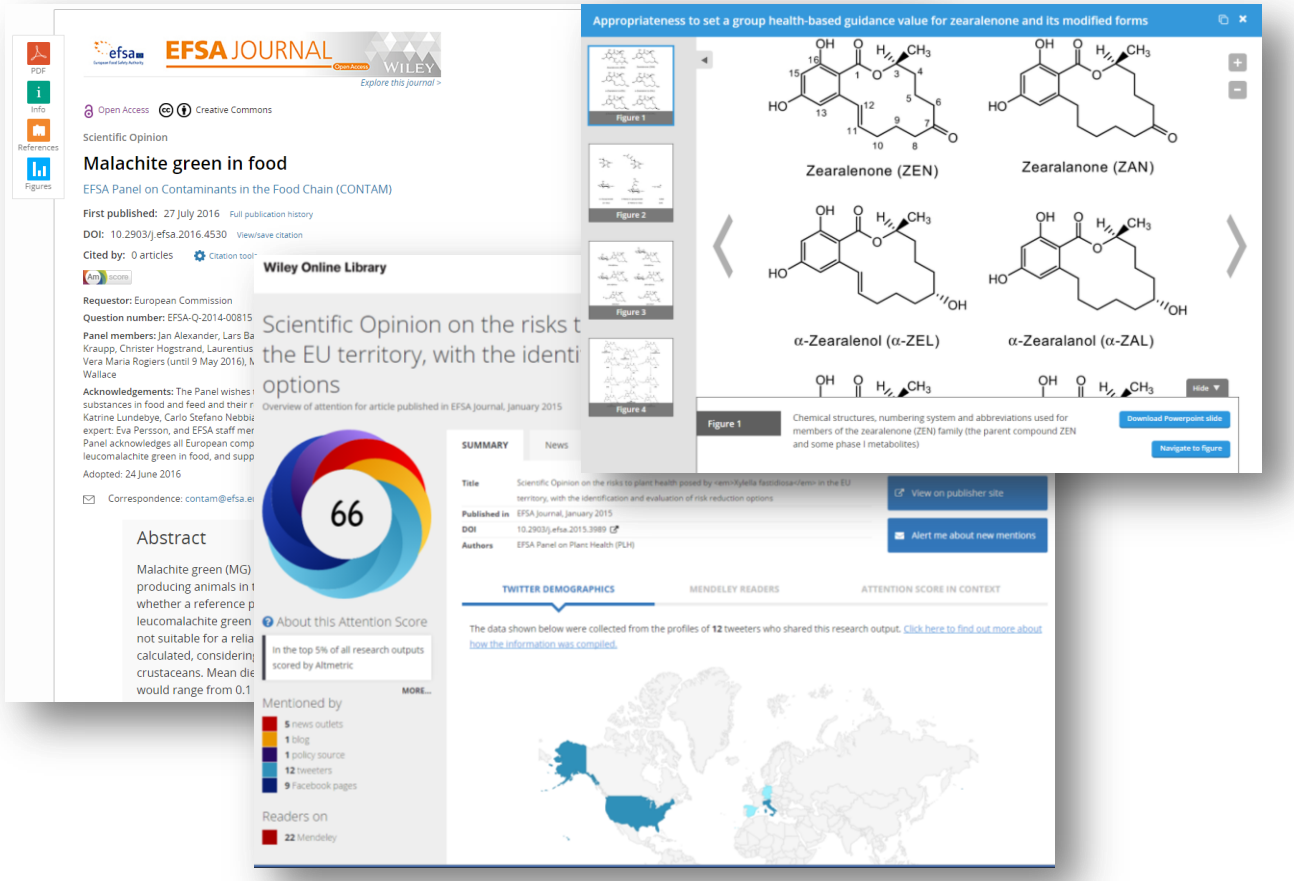
"Science isn't finished until it's communicated."

Sir Mark Walport,
UK Government Chief Scientific Adviser.

EU RISK ANALYSIS PRINCIPLE

EVERYBODY IS A FOOD EXPERT…

EFSA JOURNAL



WEBSITE

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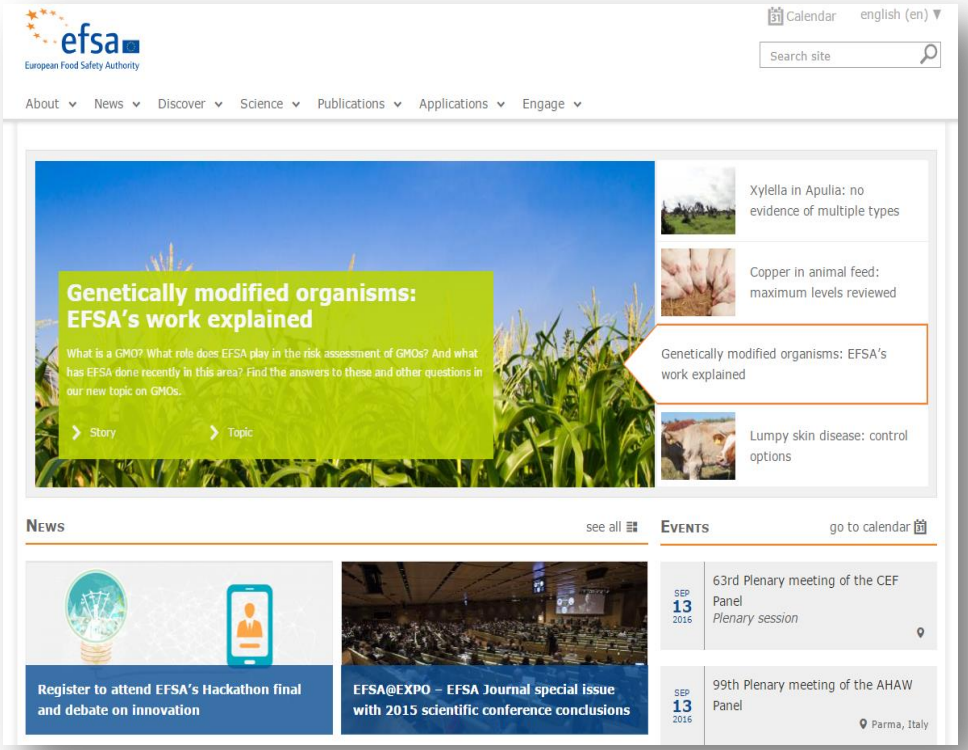

VIDEOS


efsa
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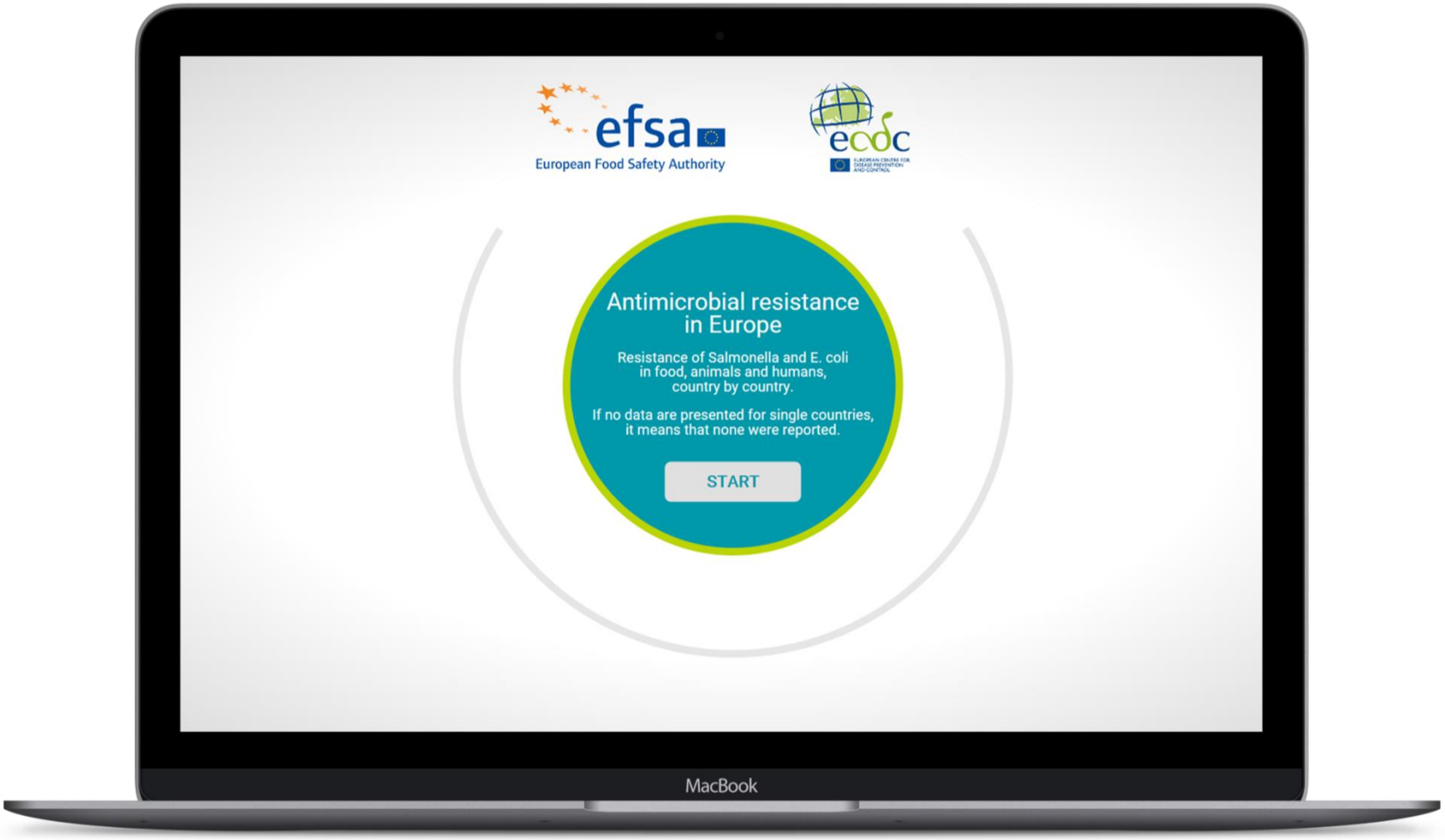
Presents:
Understanding Science
0:08 / 3:53
MacBook

DATA VISUALISATION



LAY SUMMARIES

Lay Summaries

EFSA explains **risk assessment**

Caffeine

- What is **caffeine**?
- How does the **body process** caffeine?
- What are the **risks**?
- Why did EFSA carry out its **risk assessment?**
- What does the assessment **cover?**
- **How much** caffeine do we consume?
- How much caffeine is it **safe** to consume?
- **How much caffeine** is there in…
- Does caffeine have an **adverse effect** when consumed with other constituents of "energy drinks" and/or with alcohol?

What is **caffeine**?

Caffeine is a naturally occurring chemical compound found in plant constituents such as coffee and cocoa beans, tea leaves, guarana berries and the kola nut, and has a long history of human consumption. It is added to a variety of foods, such as baked pastries, ice creams, sweets, and cola drinks. Caffeine is also found in so-called energy drinks, alongside other ingredients such as taurine, and D-glucurono-γ-lactone. It is also present in combination with *p*-synephrine in a number of food supplements that are marketed for weight loss and sports performance. Some medicines and cosmetics contain caffeine.

When consumed by humans, caffeine stimulates the central nervous system, and in moderate doses increases alertness and reduces sleepiness.

Caffeine is also found in so-called energy drinks, alongside other ingredients such as taurine, and D-glucurono-γ-lactone.

How does the **body process** caffeine?

Taken orally, caffeine is absorbed rapidly and completely by the human body. The stimulatory effects may begin 15 to 30 minutes after ingestion and last a number of hours. In adults the half-life of caffeine – the time it takes for the body to eliminate

50% of the caffeine – varies widely, depending on factors such as age, body weight, pregnancy status, medication intake and liver health. In healthy adults, the average half-life is approximately four hours, with a range of two to eight hours.

What are the **risks?**

Short-term adverse effects on adults and children can include issues related to the central nervous system such as interrupted sleep, anxiety and behavioural changes. In the

longer term, excessive caffeine consumption has been linked to cardiovascular problems and, in pregnant women, stunted foetus development.

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EFSA ON SOCIAL MEDIA IN 2016

MEDIA RELATIONS

1,000 queries per year from media

200 interviews per year

+ 10,000 articles mentioning EFSA per year

Le Monde nature The Economist theguardian

MAIN TOPICS COVERED BY MEDIA – LAST 6 MONTHS

June 2017 EL PAÍS

¿Qué está ocurriendo con las abejas?

June 2017 SCIENCES AVENIR

Un million de signatures contre le glyphosate

January 2017 REUTERS

Nutella maker fights back on palm oil after cancer risk study

February 2017 BBC

What future for E numbers after Brexit?

February 2017 Berliner Morgenpost

Mineralöle – versteckte Gefahr in unseren Verpackungen

February 2017 Independent.ie

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

April 2017 adnkronos

Xylella, l'olivo 'Favoloso' resiste al batterio

March 2017 theguardian

Europe poised for total ban on bee-harming pesticides

June 2017 Le Monde

Le bisphénol A considéré « extrêmement préoccupant » par l'Europe

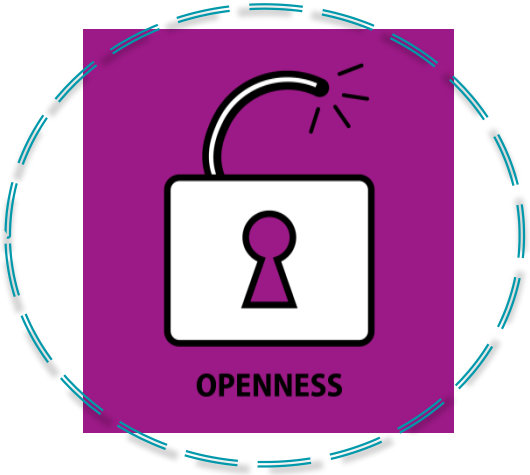
February 2017 EURACTIV

Report: Commission criteria on endocrine disruptors should not be limited to pesticides

May 2017 deVolkskrant

Pesticiden moet je van groente en fruit wassen: klopt dit wel?

EFSA 2020 STRATEGY AND STAKEHOLDER ENGAGEMENT



TRANSPARENCY
&
ENGAGEMENT

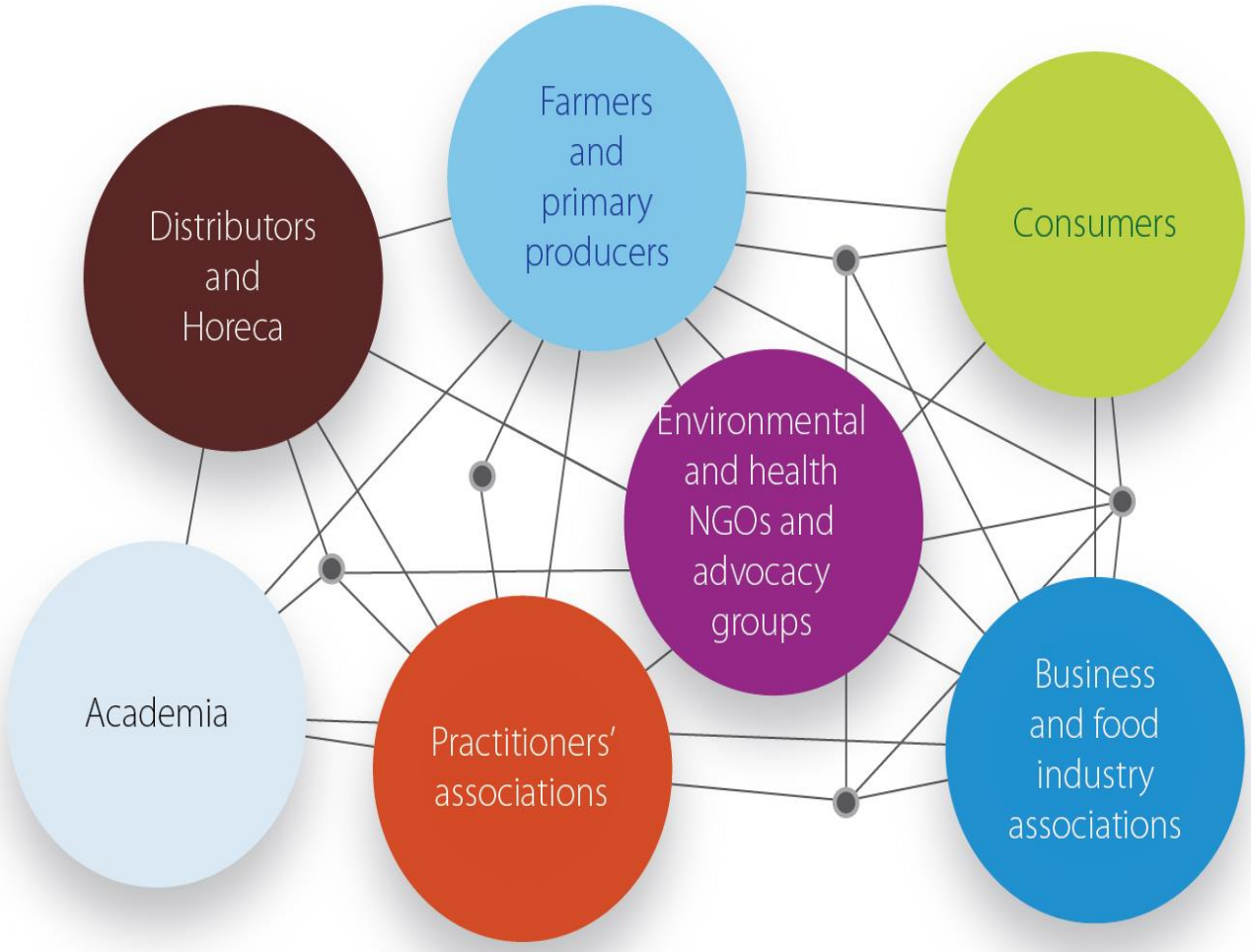
OUR JOURNEY TO STAKEHOLDER ENGAGEMENT

STAKEHOLDER ENGAGEMENT – OBJECTIVES

Prioritise public and stakeholder engagement in the process of scientific assessment

- Possibility for stakeholders to provide recommendations on strategic planning, horizontal processes, and the review of how the various engagement platforms function
- Improve the opportunities SH have to contribute to the different stages of scientific assessment, ensuring balanced representation of views
- Gather knowledge, views and concerns from stakeholders as early as possible in the risk assessment process

EFSA'S STAKEHOLDERS



Video report

https://youtu.be/b048MOMLEZ4

EFSA'S EXPERIENCE WITH DISCUSSION GROUPS

- Discussion Groups act as "learning systems" that allow EFSA to capitalise on stakeholders' specialist knowledge in specific areas,

- Examples of successful EFSA stakeholder Discussion groups;

  Emerging Risks, Chemical Occurrence Data, GMO Allergenicity, MATRIX – electronical submission of applications for regulated products, Endocrine Disruptors, Feed Additives

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