



International Workshop

22-23 Nov. 2017

Palácio Conde de Penafiel
Rua de S. Mamede (ao Caldas), 21
1100-533 Lisboa

CRISIS & EMERGENCY RISK COMMUNICATION



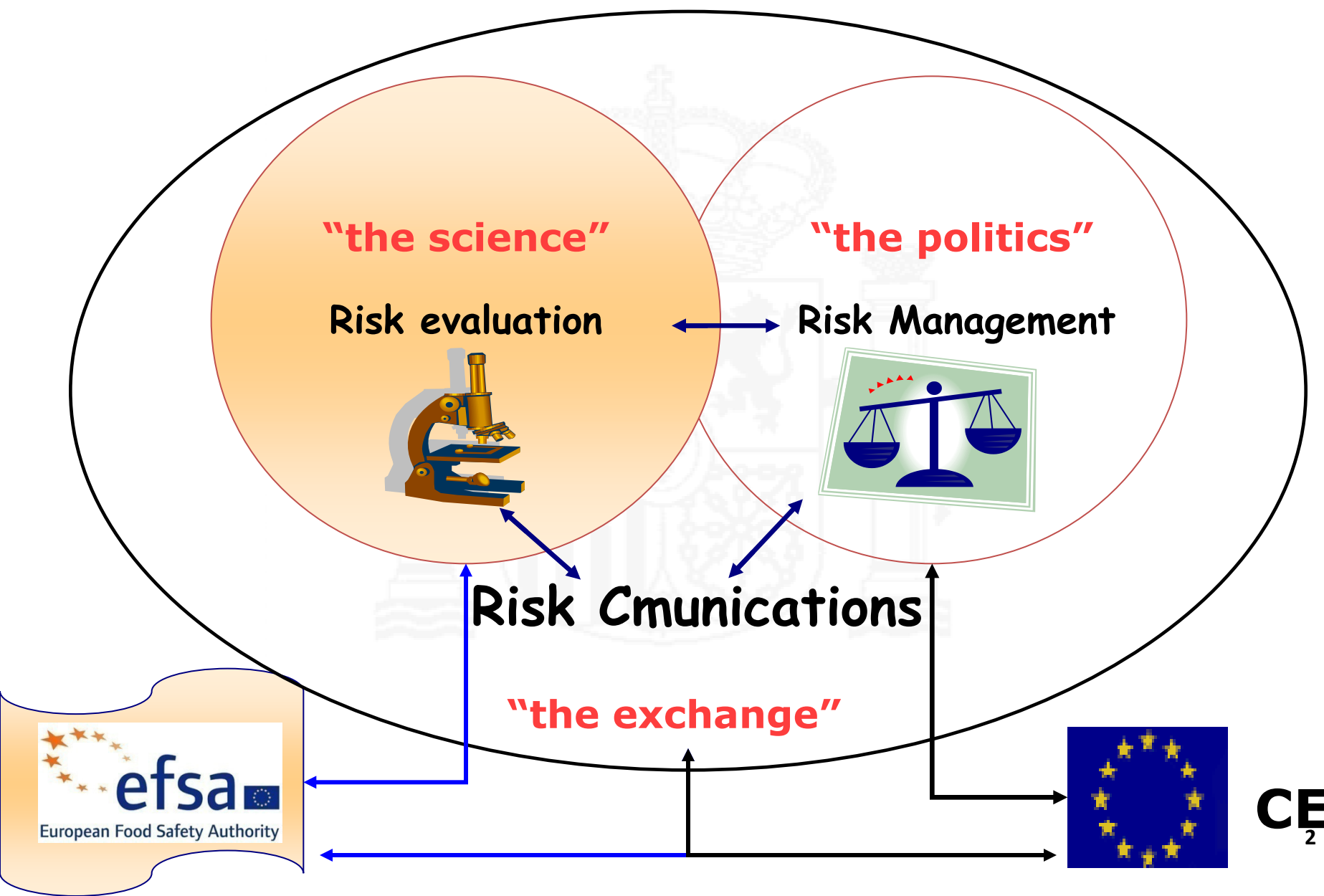
Speaker:

Ana Canals



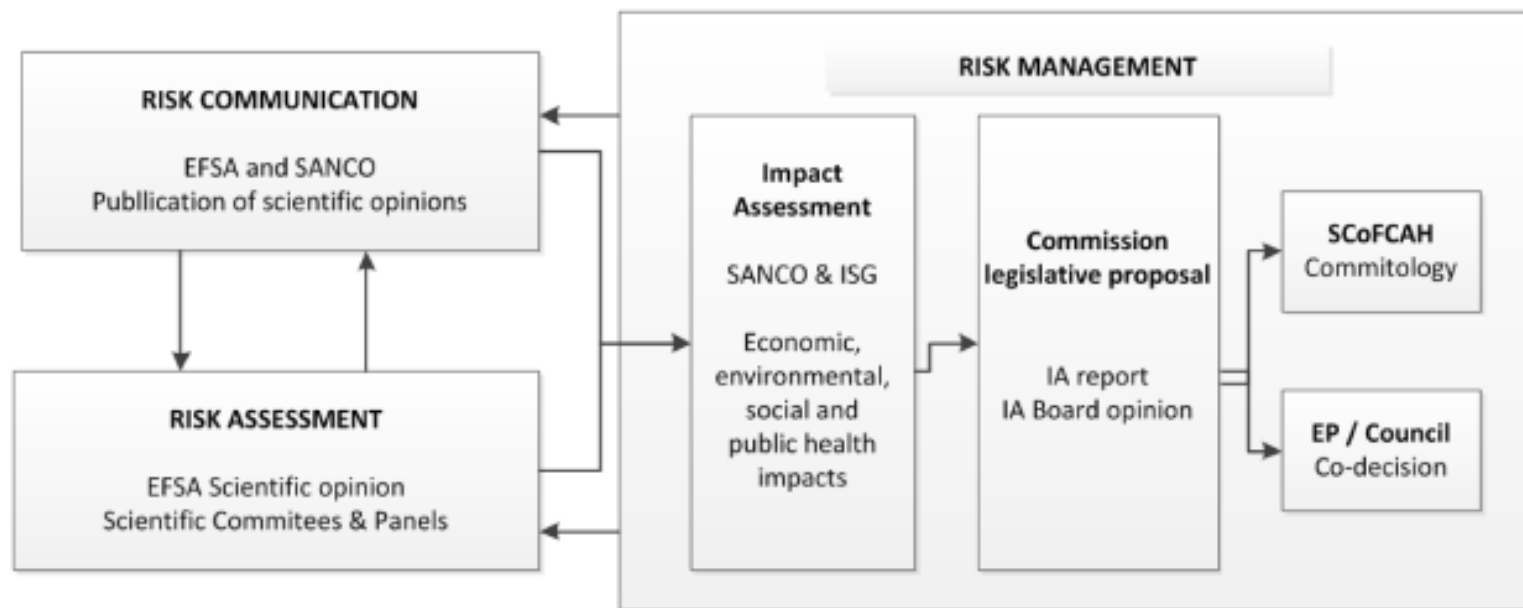
Workshop on Crisis & Emergency Risk Communication

22-23 November, Lisboa



RISK COMMUNICATION IN REGULATION 178/2002

Graph 4: Risk analysis (Compilation on basis of Regulation (EC) No 178/2002, OJ L 031, 1 February 2002)



- (17) Where food law is aimed at the reduction, elimination or avoidance of a risk to health, the three interconnected components of risk analysis — risk assessment, risk management, and risk communication — provide a systematic methodology for the determination of effective, proportionate and targeted measures or other actions to protect health.

Regulation (EC) n° 178/2002

13. 'risk communication' means the interactive exchange of information and opinions throughout the risk analysis process as regards hazards and risks, risk-related factors and risk perceptions, among risk assessors, risk managers, consumers, feed and food businesses, the academic community and other interested parties, including the explanation of risk assessment findings and the basis of risk management decisions;

➤ **COMMUNICATION AND RISK ANALYSIS**

Regulation (EC) n° 178/2002

TRANSPARENCE

Article 10

Public information

Without prejudice to the applicable provisions of Community and national law on access to documents, where there are reasonable grounds to suspect that a food or feed may present a risk for human or animal health, then, depending on the nature, seriousness and extent of that risk, public authorities shall take appropriate steps to inform the general public of the nature of the risk to health, identifying to the fullest extent possible the food or feed, or type of food or feed, the risk that it may present, and the measures which are taken or about to be taken to prevent, reduce or eliminate that risk.

➤ **GENERAL PUBLIC**



COMMUNICATING ON RISKS ASSOCIATED WITH THE FOOD CHAIN

- Providing appropriate, accurate and timely information on food safety issues to raise awareness and explain the implications of our scientific work.
- Scientific results cannot always be easily converted into simple guidelines and advice that non-scientists can understand. One of EFSA's tasks, therefore, is to communicate clearly not only to its principal partners and stakeholders but also to the public at large, to help bridge the gap between science and the consumer.



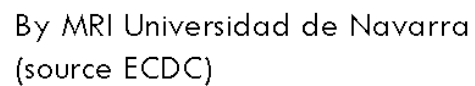
MEP Francisco Sosa-Wagner demands compensation for Spain's farmers

WHAT IT WENT WRONG???

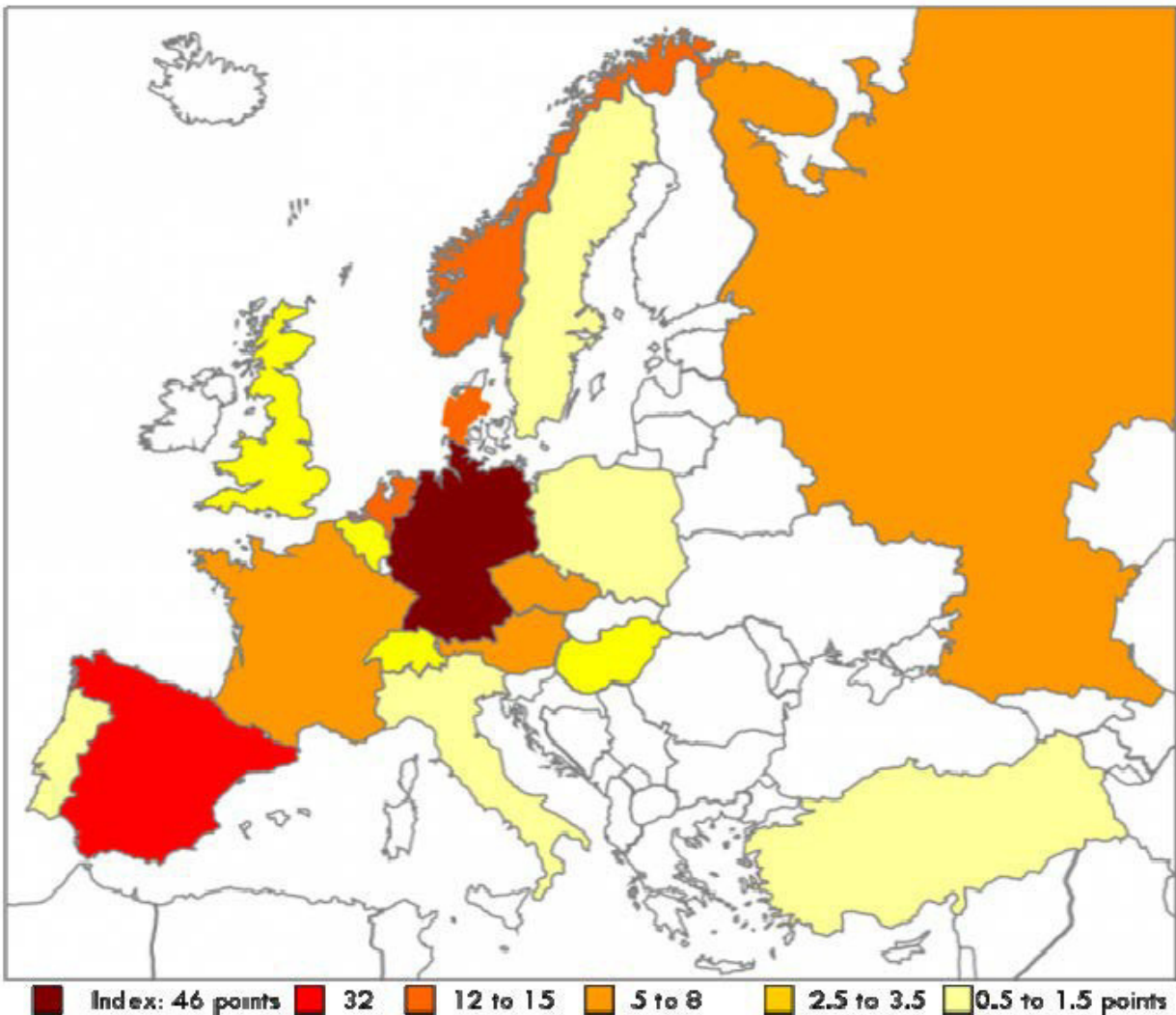
How to Kill Innocent Cucumbers from Spain



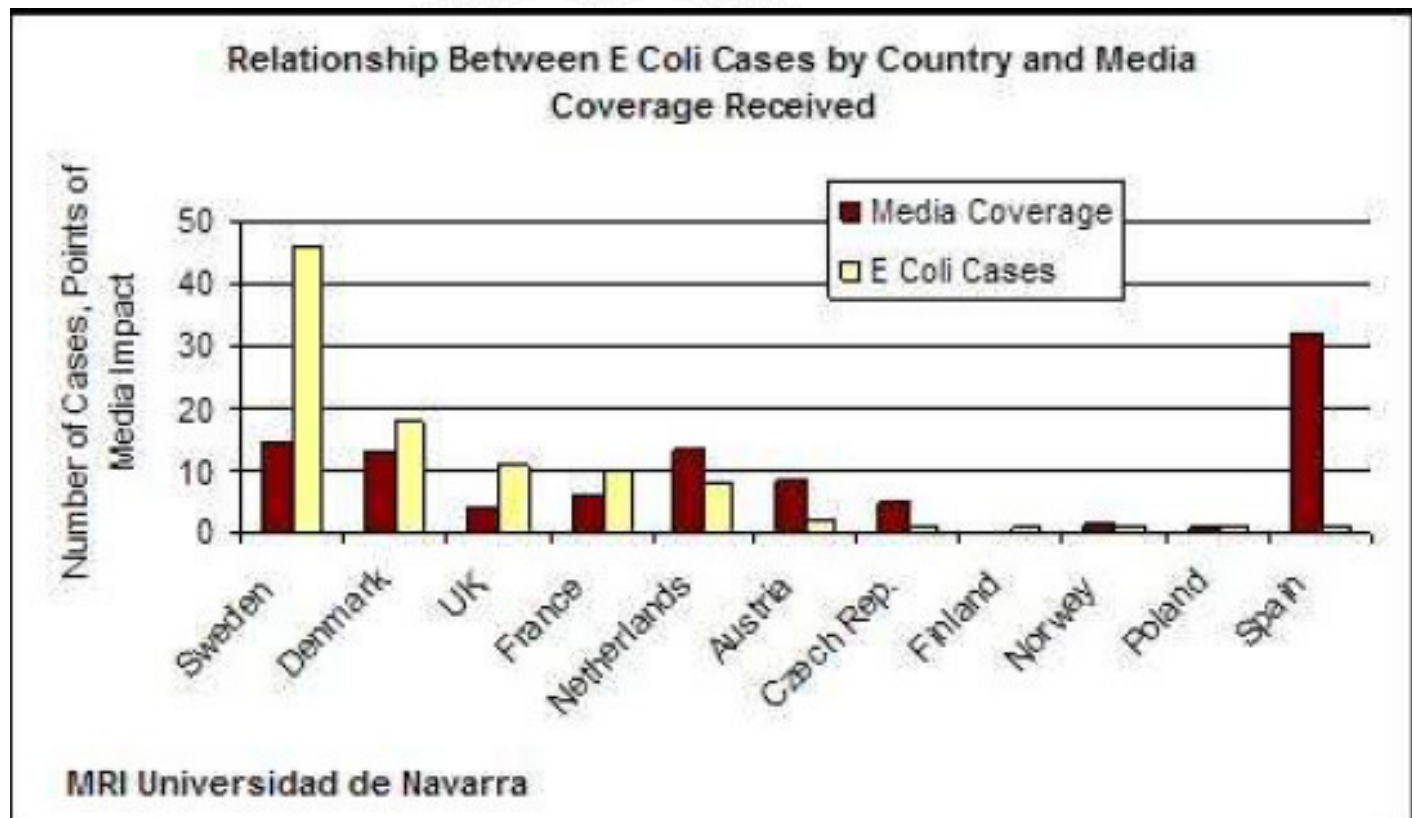
A map of Europe showing the distribution of the three main language families. The map uses three colors to represent different language groups: yellow for Indo-European, orange for Uralic, and dark red for Caucasian. The Indo-European languages (yellow) are the most widespread, covering most of Western and Southern Europe, as well as Northern Europe (Scandinavia). The Uralic languages (orange) are concentrated in the British Isles (Irish and Scottish Gaelic) and in France (Breton). The Caucasian languages (dark red) are found in a small area in the Caucasus region, primarily in Georgia.



E Coli Crisis by Media Impact Index (2 June 2011)



By MRI Universidad de Navarra



HEADS OF FOOD SAFETY AGENCIES



HOA HEADS OF FOOD SAFETY AGENCIES

- About us
- Plenary Meetings
- Working groups**
- Events
- Publications
- Links



WORKING GROUPS

On going:

- Influencing behaviour
- Measuring Outcome
- Open data - Use of industry lab data in governmental food safety control
- Transparency of Official Controls
- Value of Private Assurance Schemes
- Network for food chain analysis

Finalized:

- Food and Feed incidents
- Transparent use of Risk Assessment in decision making

Food and Feed incidents

Printable version | Last update on 26.09.2016



» Sharing Protocols, Experiences and Knowledge on Management and Communication during Food Crisis

Date : November 2013
Number of pages : 32 pages
File format : PDF

SHARING KNOWLEDGE AND EXPERIENCES

Sharing protocols, experiences and knowledge on management and communication during food crisis

Heads of European Food Safety Agencies (HoA)

2014



FAO/WHO guide for developing and improving national food recall systems

Marco FAO/OMS para desarrollar planes nacionales de intervención en situaciones de emergencia relativas a la inocuidad de los alimentos



FAO/WHO guide for application of risk analysis principles and procedures during food safety emergencies



**Food Standards Agency
Incident Response Protocol**
(Revised May 2012)



European Food Safety Authority

Supporting Publications 2012:EN-276

TECHNICAL REPORT

Annual report on EFSA's food and feed safety crisis preparedness and response 2011¹

European Food Safety Authority^{2,3}

European Food Safety Authority (EFSA), Parma, Italy

“Guidelines for Management and Communication during Food/Feed Safety Incidents”

✓ **ADDED VALUE:**
DEFINITIONS
INFORMATION FILE
CLASSIFICATION
INDICATORS
COMMUNICATION

Working group
members:
19 MS



Guidelines for Management and
Communication during Food and Feed
Safety Incidents

EMERGENCY:

“Serious, unexpected, and often dangerous situation requiring immediate action”

(OXFORD DICTIONARY)

“Something dangerous or serious, such as an accident, which happens suddenly or unexpectedly and needs fast action in order to avoid harmful results”

(CAMBRIDGE DICTIONARY)

“an emergency exit”

CRISIS:

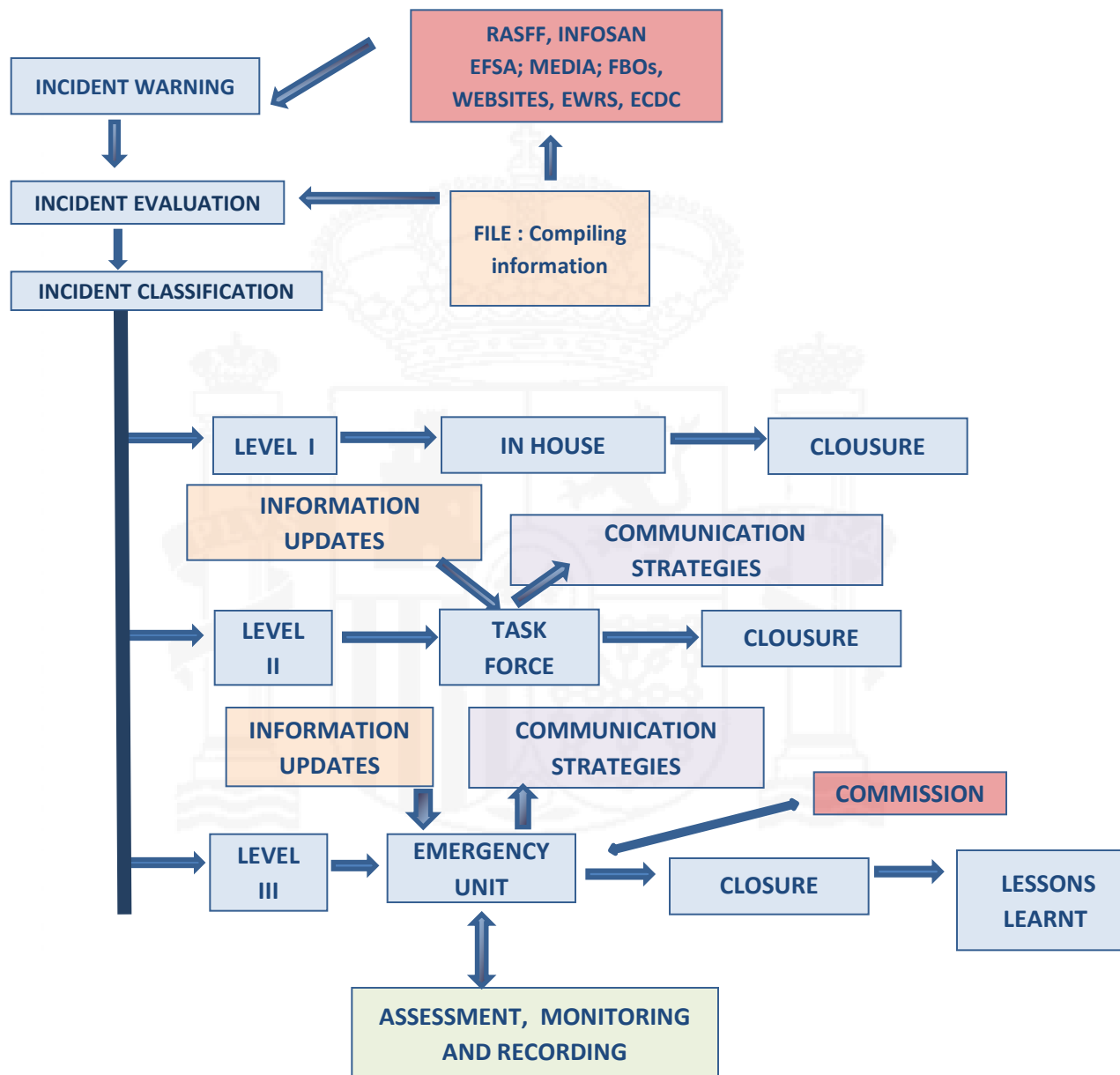
“A time of intense difficulty or danger”

(OXFORD DICTIONARY)

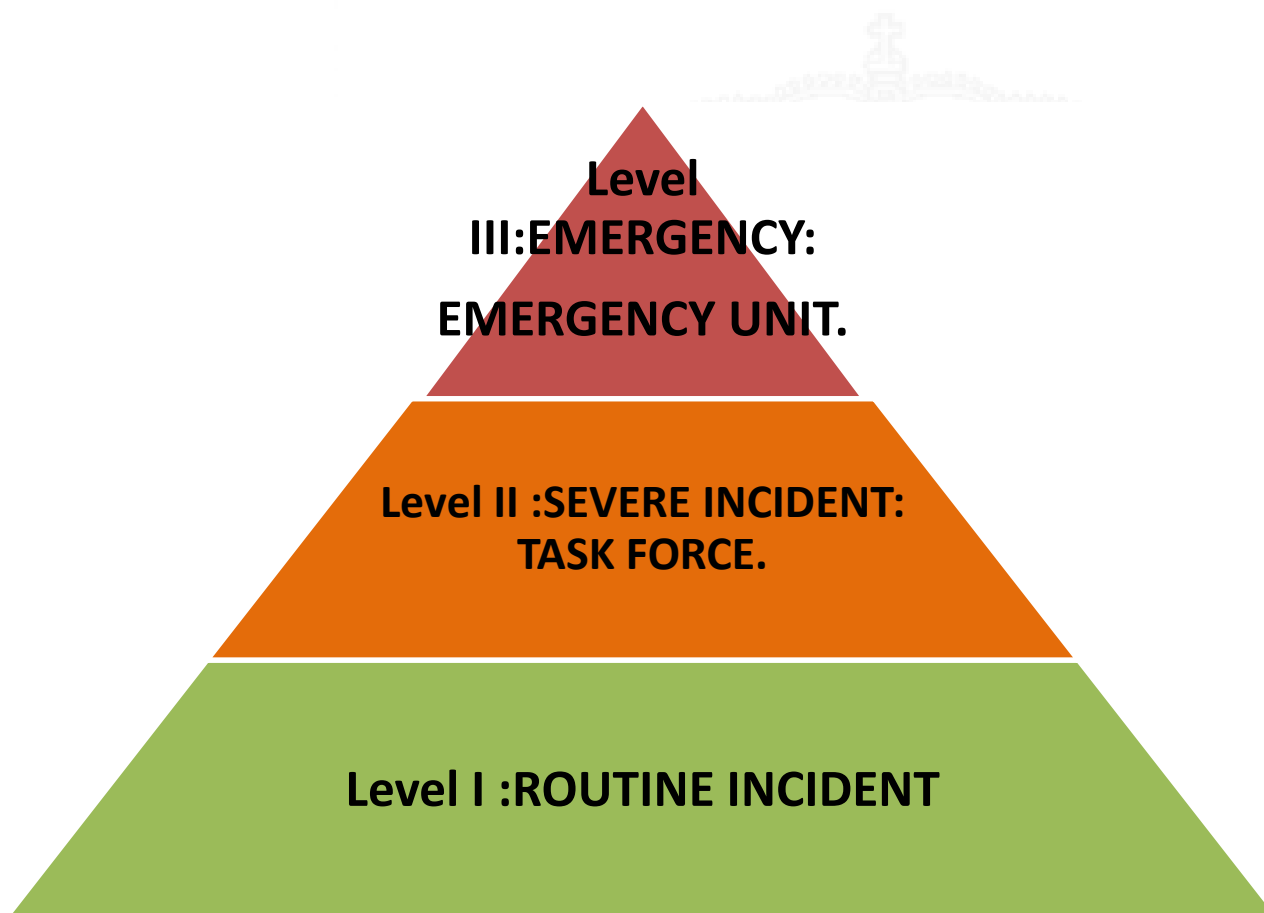
“A time of great disagreement, confusion or suffering”

(CAMBRIDGE DICTIONARY)

“economic crisis”



SCALATING PRINCIPLE



INCIDENT INFORMATION FILE

Information	DATA	SOURCES
Health effects	<ul style="list-style-type: none"> Symptoms Illness description 	<ul style="list-style-type: none"> Hospital reports Patients ECDC National Health System EWRS
Affected people	<ul style="list-style-type: none"> Sick people /deaths Epidemiological reports 	<ul style="list-style-type: none"> National Health System Hospital information ECDC
Risk Assessment	<ul style="list-style-type: none"> Laboratory reports Scientific opinions 	<ul style="list-style-type: none"> EFSA National Scientific Committee National Risk Assessment Agencies Other relevant scientific information.
Risk perception	<ul style="list-style-type: none"> Surveys Reports 	<ul style="list-style-type: none"> Media Consumer associations Consumer complaints Social Media
Media impact	<ul style="list-style-type: none"> Media and press articles Searches 	<ul style="list-style-type: none"> Media (print and electronic..) Websites
Distribution along the food/feed chain	<ul style="list-style-type: none"> Traceability 	<ul style="list-style-type: none"> RASFF National Alert System TRACES INFOSAN FBOs
Extension /complexity:	<ul style="list-style-type: none"> Food/feed Items/Batches Location (local, regional, national, European or international) Industries Traceability 	<ul style="list-style-type: none"> RASFF National Alert System OIE, TRACES INFOSAN FBOs
Economic impact	<ul style="list-style-type: none"> Trade Sales 	<ul style="list-style-type: none"> FBOS WTO Economic statistics
Other information	<ul style="list-style-type: none"> Information gathered from the stakeholders involved (food sector, consumers, ...) Information on similar cases and the actions taken in those situations 	<ul style="list-style-type: none"> ??????

RISK PERCEPTION



“The basic reality is that the risks that scare people and the risks that kill people are very different.”

Sandman, 2001

“People respond only to percieved risks”

Slovic P. Fischhoff B., Lichstenstein S. **Facts and Fears: understanding perceived risk.** 1980

GENERAL GUIDELINES FOR COMMUNICATING IN LEVEL II AND III INCIDENTS

PEACE TIME ➡ TRUST

EMERGENCY ➡ AWARENESS

- ✓ **Coordination** and **collaboration** in the communication strategy to avoid diverging messages.
- ✓ Possible impact: Risk profiles.
- ✓ Risk perception assessment tools.
- ✓ Communicating uncertainties.
- ✓ Timely Communication.
(Transparency/Confidentiality)

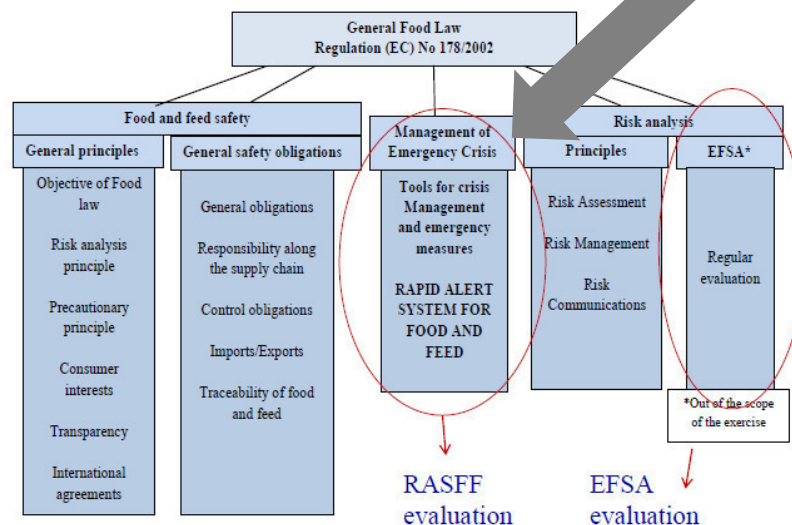
INFLUENCING HOW TO MANAGE AND COMMUNICATE EMERGENCIES IN EUROPE

Best practice for crisis communicators

How to communicate during food or feed safety incidents



Fitness check of the GFL



EUROPEAN PILOT EXERCISE

WORKING GROUP MEMBERS:

- BvL, Germany
- ASAE, Portugal
- AECOSAN, Spain
- FSA, United Kingdom
- FSAI, Ireland



- DESIGNING OF JIFEE: October 2015 – May 2016
- 2 MEETINGS (Madrid, Lisbon), Audioconferences.



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elPeriódico

SOCIEDAD > **SANIDAD** CASTELLERS CIENCIA MEDIO AMBIENTE TIEMPO SUCESOS PRIMERA PLAN@ PERSONAS

ALERTA ALIMENTARIA

Euskadi detecta 20.000 unidades de huevo contaminado con fipronil

El producto había sido enviado desde Francia a una empresa vizcaína

Sanidad insiste en que no hay riesgo de que el huevo ha entrado en la cadena alimentaria

Aitor Ubarretxena

Sábado, 12/08/2017 | Actualizado el 15/08/2017 a las 20:30 CEST



Anuncio

Barcelona - Warsaw

LOT Polish Airlines

Huevos envasados para la venta en una granja de Wortel (Bélgica), ayer. / REUTERS /

EL PAÍS

INTERNACIONAL

EUROPA EE.UU. MÉXICO AMÉRICA LATINA ORIENTE PRÓXIMO ASIA ÁFRICA FOTOS OPINIÓN BLOGS TITULARES >

ALERTA ALIMENTARIA >

Lo que se sabe sobre los huevos contaminados con fipronil

La crisis provocada por el uso de un pesticida afecta a 17 países, según

ISABEL FERRER

La Haya - 12 AGO 2017 - 12:52 CEST



Lo que se sabe sobre los huevos contaminados en Europa

Una caja de huevos en Dresde (Alemania). FILIP SINGER (EFE) / ATLAS

La crisis provocada por el fraude de los huevos contaminados con fipronil, un

EL MUNDO

SALUD PÚBLICA • En 2014, en España se vendieron casi 79.000 toneladas de pesticidas

Expuestos a pesticidas día a día

MARÍA PÉREZ ÁVILA • Madrid 28 AGO. 2017 03:29



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Food safety

Eggs contaminated with insecticide may have entered UK, EU warns

UK food safety inspectors trying to trace 21,000 eggs imported from affected Dutch farms but experts say that may be difficult

757

Daniel Boffey in Brussels and Kate Connolly in Berlin

Monday 7 August 2017 18:27 BST



Home | Politics | **Business** | Society | **DutchNews.nl**

Contaminated egg scandal rumbles on, fipronil found in Romanian eggs

Business Health f t in August 31, 2017



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Food safety

Eggs contaminated with insecticide may have entered UK, EU warns

UK food safety inspectors trying to trace 21,000 eggs imported from affected Dutch farms but experts say that may be difficult

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RIVM Committed to health and sustainability

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In this subject

Fipronil in eggs

> [Questions and answers about fipronil](#)

Fipronil in eggs

RIVM provides background information to the Netherlands Food and Consumer Product Safety Authority (NVWA) about the toxicity of the substance fipronil and its possible health effects. This is general information about the substance itself, and the available information about possible short-term and long-term health effects. RIVM has based this information on scientific publications about fipronil and reports by the European Food Safety Authority (EFSA) and the World Health Organisation (WHO).

About fipronil

Fipronil is a substance that is used in veterinary medicines to combat fleas, mites and ticks in dogs and cats. Fipronil is not permitted for use in animals that are intended for the food chain, such as chickens. In Europe, fipronil is also authorised for use as plant protection product in products for seed



See also

Bienvenidos Benvinguts Ongi etorri Benvidos Benvinguts Welcome Bienvenue



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Presencia de Fipronil en Huevos (actualizado a 31.08.2017)



102

Fecha: 31 agosto 2017

31/08/2017

Con fecha 20 de julio la Agencia Española de Consumo, Seguridad Alimentaria y Nutrición (AECOSAN) tuvo conocimiento a través del Sistema Europeo de Alerta Rápida para Alimentos y Piensos (RASFF), de la detección de fipronil en huevos efectuada por Bélgica.

El fipronil es un producto, no autorizado para su uso en animales de producción de alimentos. En este caso, ha sido utilizado para tratar la presencia de un ácaro denominado *Dermanyssus gallinae* en gallinas de puesta.

A través del Sistema Europeo de Alerta Rápida para Alimentos y Piensos (RASFF) han comunicado a la AECOSAN que existe distribución de huevos, ovoproductos,

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Update on Fipronil in eggs



Last updated: 10 August 2017

Investigations into the Fipronil incident in Europe continue. We have now established that more eggs from affected farms than previously identified came to the UK. It is very unlikely that these eggs pose a risk to public health, but as Fipronil is unauthorised for use in food-producing animals we have acted with urgency to ensure that consumers are protected.



The products affected are processed foods in which egg is one ingredient among many others, mostly used in sandwich fillings or other chilled foods. While in some European countries eggs containing Fipronil residues have been sold as fresh eggs, in the UK this is not the case. Many of the eggs involved were mixed with other eggs which have not come from affected farms so Fipronil residues will be highly diluted. It is likely that the number of eggs that have come to the UK is closer to 700,000 than the 21,000 we previously believed had been imported. However, as this represents 0.007% of the eggs we consume in the UK every year, it remains the case that it is very unlikely that there is any risk to public health from consuming these foods.



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26 September Ministers meetings

The screenshot shows the European Commission website with the 'FOOD' section highlighted. The main heading is 'Fipronil Incident'. Below it, a summary states: 'On 26 September 2017 a **high-level meeting** on the follow-up to the Fipronil incident was held in Brussels.' A list of key documents is provided, including a press release, conclusions, a video, and an opening speech. A sidebar on the left contains links to the RASFF portal, RASFF consumers' portal, and other resources. A 'Share' button and 'RELATED LINKS' section are also visible.

The screenshot shows the European Parliament News page. The article title is 'Fipronil in eggs: EU needs faster information exchange'. The text states: 'The EU must improve information-sharing on food safety risks and sanction fraudulent pesticide producers, Agriculture MEPs said in a debate on Thursday.' It mentions that many MEPs criticised national authorities for delays in notifying the EU's Rapid alert system for food and feed (RASFF) and called for improved information-sharing. A 'Further information' box links to the Committee on Agriculture and Rural Development.

The screenshot shows the EFSA website with the title 'Conclusion regarding the peer review of the pesticide risk assessment of the active substance fipronil'. It includes a 'Subject area' section with 'Pesticides' selected. The text provides the following details: 'First published in the EFSA Journal: 3 May 2006', 'Approved: 3 March 2006', 'Last Updated: 4 May 2006. This version replaces the previous one/s.', and 'Type: Conclusion on Pesticides'. A banner at the bottom encourages reading the article on the Wiley Online Library, with links for Article, HTML, PDF, and a PDF icon.

2006 Scientific opinion

Conclusions from the Ministerial Conference on the follow up of the fipronil incident Brussels, 26 September 2017

- **Risk communication** should be improved via upstream coordination between Member States and the Commission on the basis of a common factual and accurate information line to be used through the appropriate channels (in particular **social media and press**) to ensure it reaches the general public in a harmonized and prompt way;
- Cooperation and **communication** is needed in order to prioritize coordinated efforts that will ensure trust and a harmonised approach during incidents or crises. The Commission is invited to develop a management plan for food and feed incidents (in line with the crisis management plan). In doing so the Commission should pay attention to reinforce its early coordinating role, including defining the criteria when the coordination at EU level should be triggered by Member States;
- Priority will also be given to **bridging the gap** between the use of the Rapid Alert System for Food and Feed (RASFF) and of the Administrative and Cooperation (AAC) systems, in order to maximise their potential.
- The way of establishing a '**food safety officer**' acting as an experienced and trustworthy contact person in relation to food and feed safety issues should be considered. The exchange of information on **fraud suspicions within the EU Food Fraud Network will be done on a confidential and restricted basis**;

COMMUNICATION CHAINS

***“By failing to prepare,
you are preparing to fail”***

**Benjamin Franklin
1706-1790**



CONCLUSSIONS

- MORE PROACTIVE COMMUNICATION INVOLVING EUROPEAN INSTITUTIONS
- MORE COORDINATION OF COMISSION AND EFSA ON INCIDENTS
- MORE PROACTIVE COMMUNICATION TO MEDIA INCLUDING SOCIAL MEDIA
- FOOD AND FEED “MEDIA CRISIS” **ARE** CRISES
- MORE COORDINATION BETWEEN FRAUD AND FOOD SYSTEMS

Spanish Agency for Consumer Affairs, Food Safety and Nutrition

We promote your rights, protect your health and we ensure your safety as a consumer and user.



Presentation of the Agency
Duratin 6 minutes

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7 November 2017

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