

**27TH ADVISORY FORUM COMMUNICATIONS WORKING GROUP MEETING
MADRID, 26-27 MAY 2010**

VENUE: Ministry of Health and Social Policy, 18-20 c/Paseo del Prado, Madrid

DRAFT AGENDA

DAY 1: 26 MAY 2010 - 14H00 - 17H45

1. **Welcome** by Juan Julián García Gómez – Technical Advisor of the Agencia Española de Seguridad Alimentaria y Nutrición (AESAN)
2. **Adoption of agenda** by Anne-Laure Gassin (Doc AF Comm WG 26 05 10 – 1)
3. **Minutes of the meeting 25-26 02 2010 and matters arising** by Anne-Laure Gassin (Doc AF Comm WG 26 05 10 – 2)
4. **Presentation of key target audience research on EFSA image** by Frederic Paeps, research consultant
5. **Update on EFSA's work and communications activities** by Anne-Laure Gassin followed by a discussion
 - **Draft EFSA Communications Strategy 2010-2013**
 - **EU Menu** by Lucia de Luca
 - **2010 Eurobarometer: Consumer Perception on Food-related Risks** by Christoph Buller

Coffee break

6. **How to communicate science to consumers**
 - **Perspective of a scientist** - Dr. Juan Jose Badiola - Vice president of the Spanish Scientific Committee and Director of the Research Centre on Prionic and Emerging Diseases
 - **Perspective of a journalist** - Beatriz García - journalist from Spanish national TV Channel 4 covering health related topics
7. **Key points arising from the Advisory Forum meeting (19-20 May in Cyprus)** by Gianluca Bonduri
 - **Aspartame update** by Karen Talbot

8. “Key Topics” – discussion about food safety topics in Europe

(Doc AF Comm WG 27 05 10 – 3)

- **Science Journalism Conference** held in Madrid on 10-14 May – debrief by Nuria Molinero – Director of the Institutional Communication Department of the Spanish Foundation of Science and Technology.
- **Emerging issues in MS:**
 - **France:** Critical blood concentration levels for PCB
 - **Cyprus:** Exposure assessment – Initiatives from the perspective of small MS
 - **Hungary:** Energy drinks and Hungarian food consumption debate
 - **Lithuania:** Pine nuts
- **Q fever debate**
 - Experiences and approach in Netherlands by Chris Krikken
 - EFSA's work by Lucia de Luca

9. **Communications: information exchange and forward planning:**

- **EFSA: overview of upcoming scientific issues** and related communication activities by Lucia de Luca
- **Update on publications and events** by Christoph Buller
- **EFSA website design upgrade and user survey** by Yenny Gamming

Coffee break

10. **Common project to strengthen relations with media** – a follow-up debate

11. **Follow up of the debate on Risk Communications Guidelines** – an update followed by a discussion led by Karen Talbot

12. **Co-operation in communications** by Christoph Buller

- **Focal Points: Update on current activities and cooperation with AFCWG**
 - Recruitment of new panel members and panel reserve list

13. **Any other business**