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Risk-based meat inspection and integrated meat safety assurance

Introducing the concepts of risk communication

Prof.Ph.D. Boris Antunovic, D.V.M.

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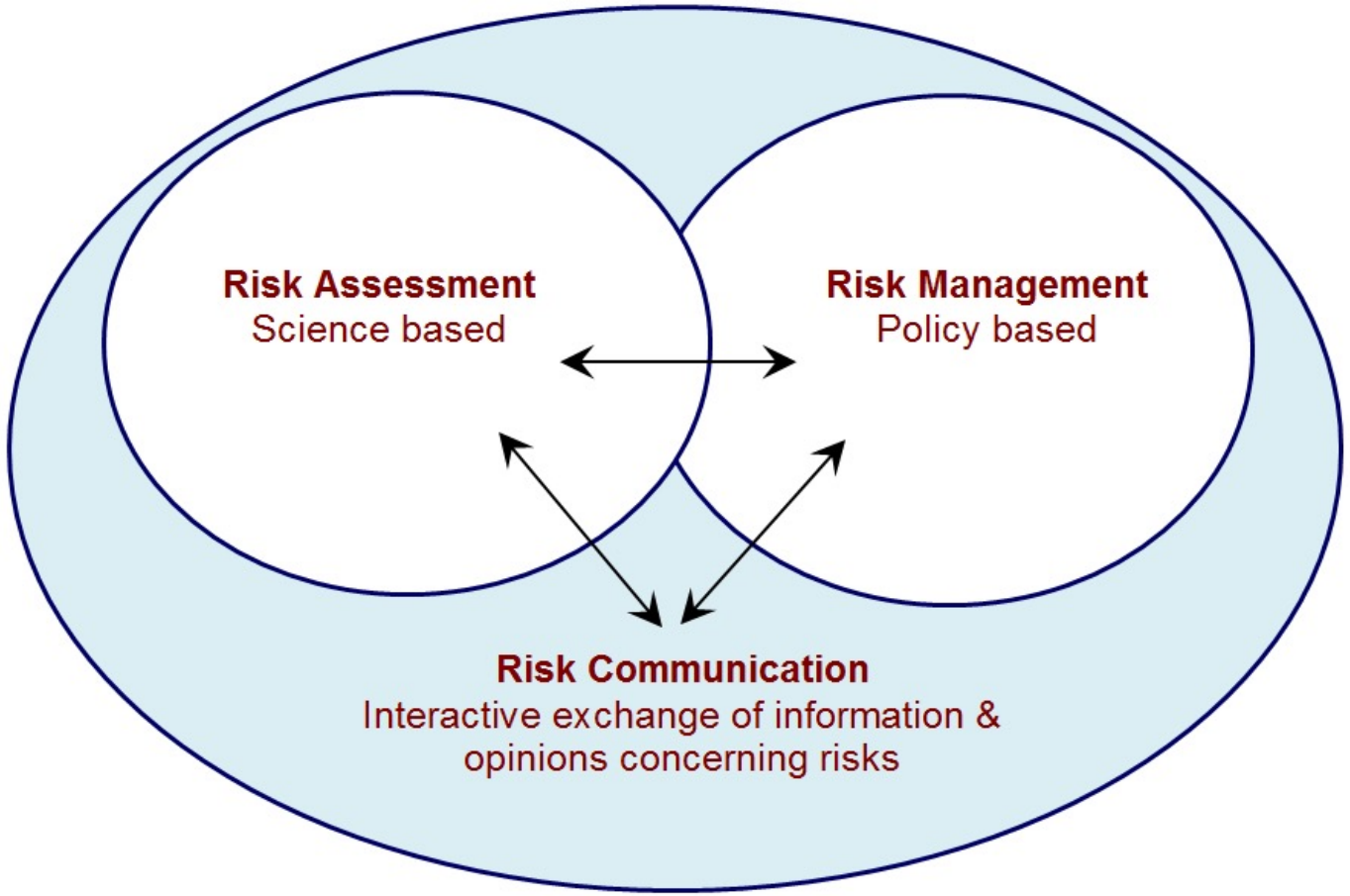
RC - the main issues to be considered

- Misunderstanding regarding risk
- Risk & hazard
- Acceptability of risk
- Consumer perception of risk

What is risk communication?



Who is doing what on the EU level… your national level?

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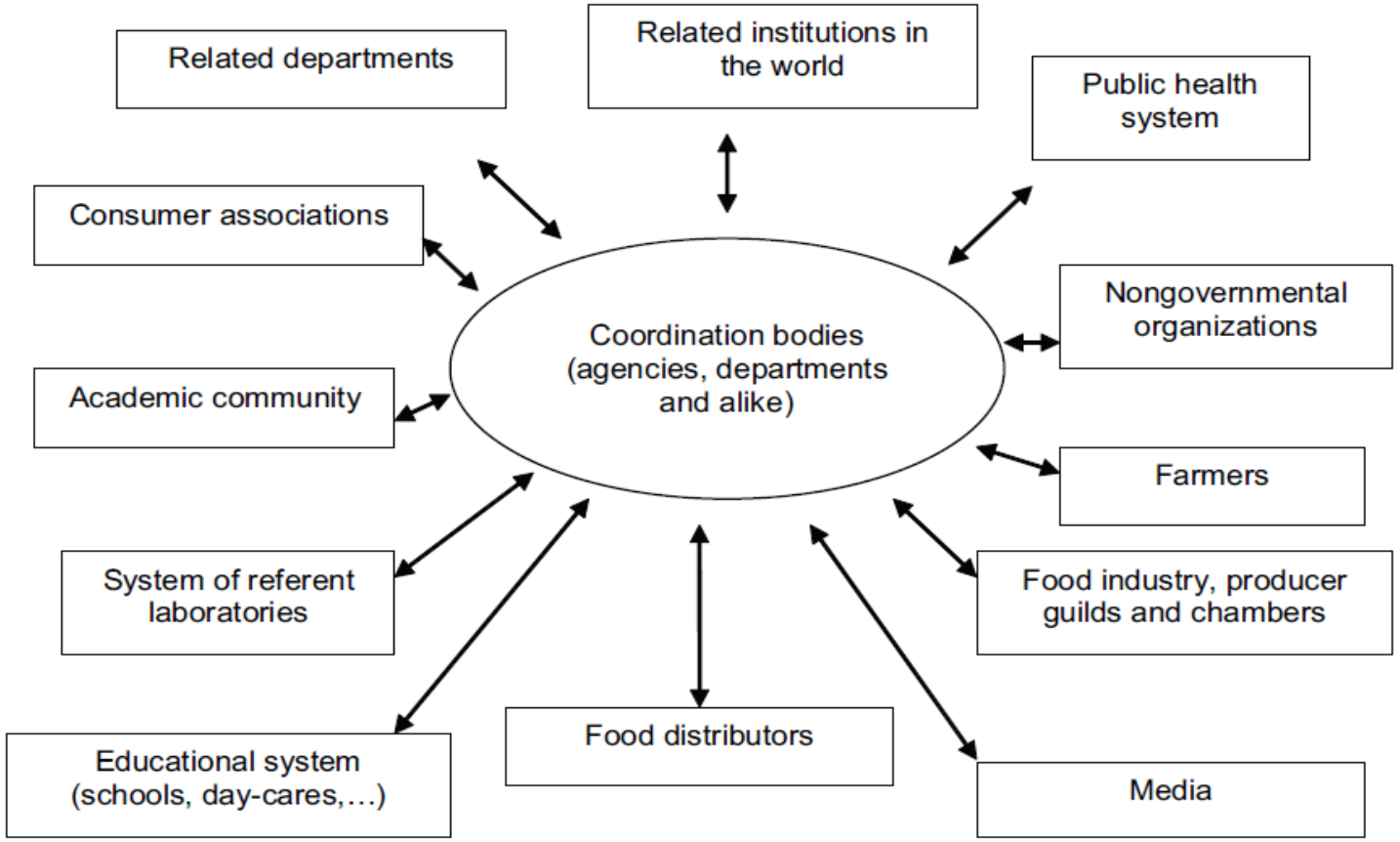
Traditional Risk Communication

- Traditional models of risk communication rest on three assumptions (Scherer, 1991, pp. 91-93):
  - Science alone can provide 'objective' truths.
  - Scientific and technical experts are the only possible sources of 'correct' risk information.
  - The public is a passive receiver of risk information.

Interactive communication

Scheme 1. Model of the interactive communication of the risks in food – a coordination body collects, processes, analyzes and interprets data, and makes the information available to the interested parties



Which players do you recognise in your country?

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B.Antunović et al. (2008): INTERACTIVE COMMUNICATION - A NEW MODEL OF COMMUNICATION ON RISKS IN FOOD https://hrcak.srce.hr/index.php?show=clanak&id_clanak_jezik=71104

Internal risk communication

- takes place within the team among team members.
- is ordinary an essential part of any organization.

External risk communication

- takes place among the team and the stakeholders in a risk analysis.
- is the open, two-way exchange cited in the formal characterizations.

What is risk?

Risk estimation:
- low
- moderate
- high

Let us try to roughly calculate some risk… from salmonella… GMO… flying by plane…

Risk has two elements: chance and a bad thing

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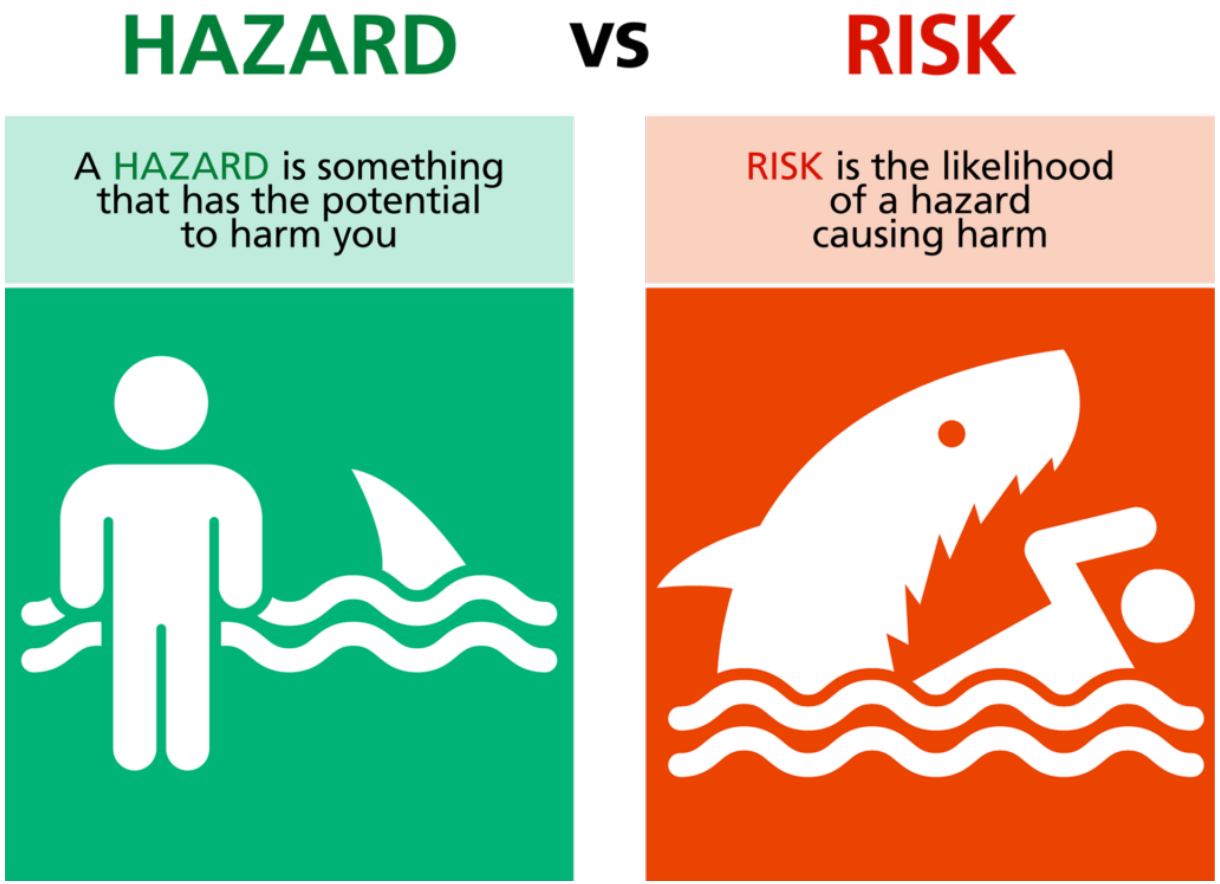

Which hazards and risks can you think of in food safety?

http://www.reidmiddleton.com/reidourblog/hazards-vs-risks-whats-the-difference/

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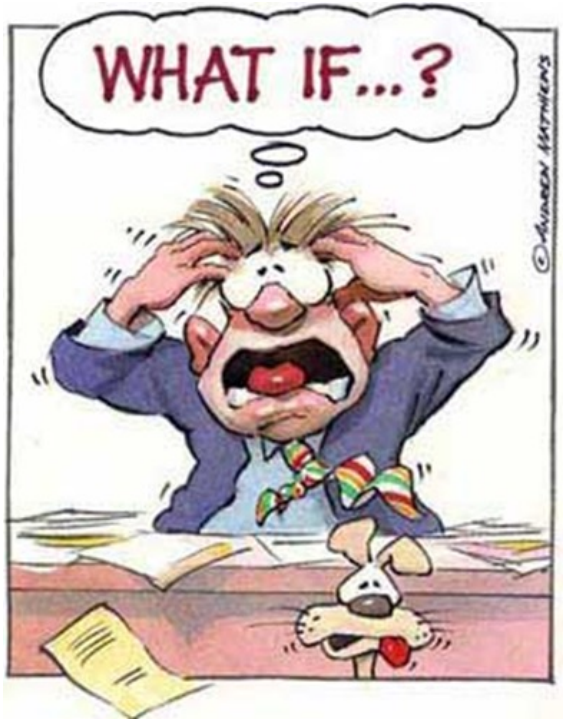
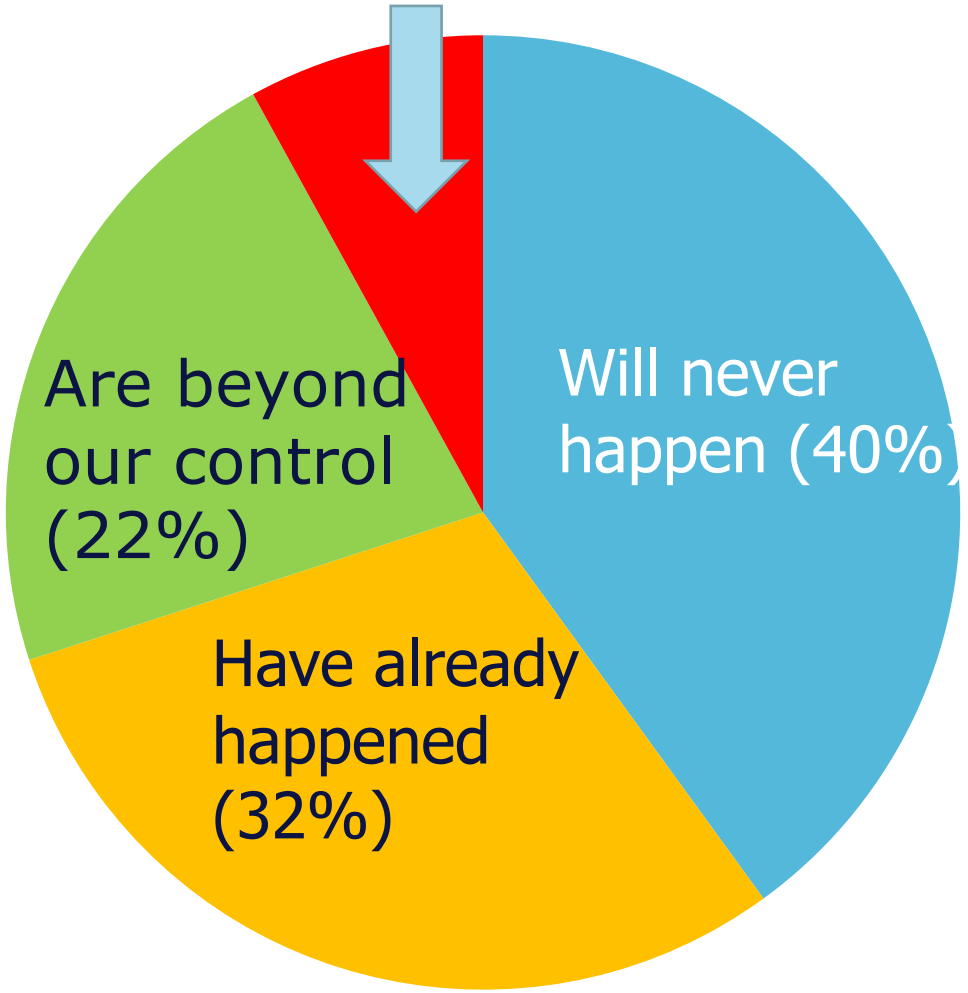
The risks that we worry about…

Are worth to be worried about (we can influence!) (8%)





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Perceived risk formula (by P. Sandman)

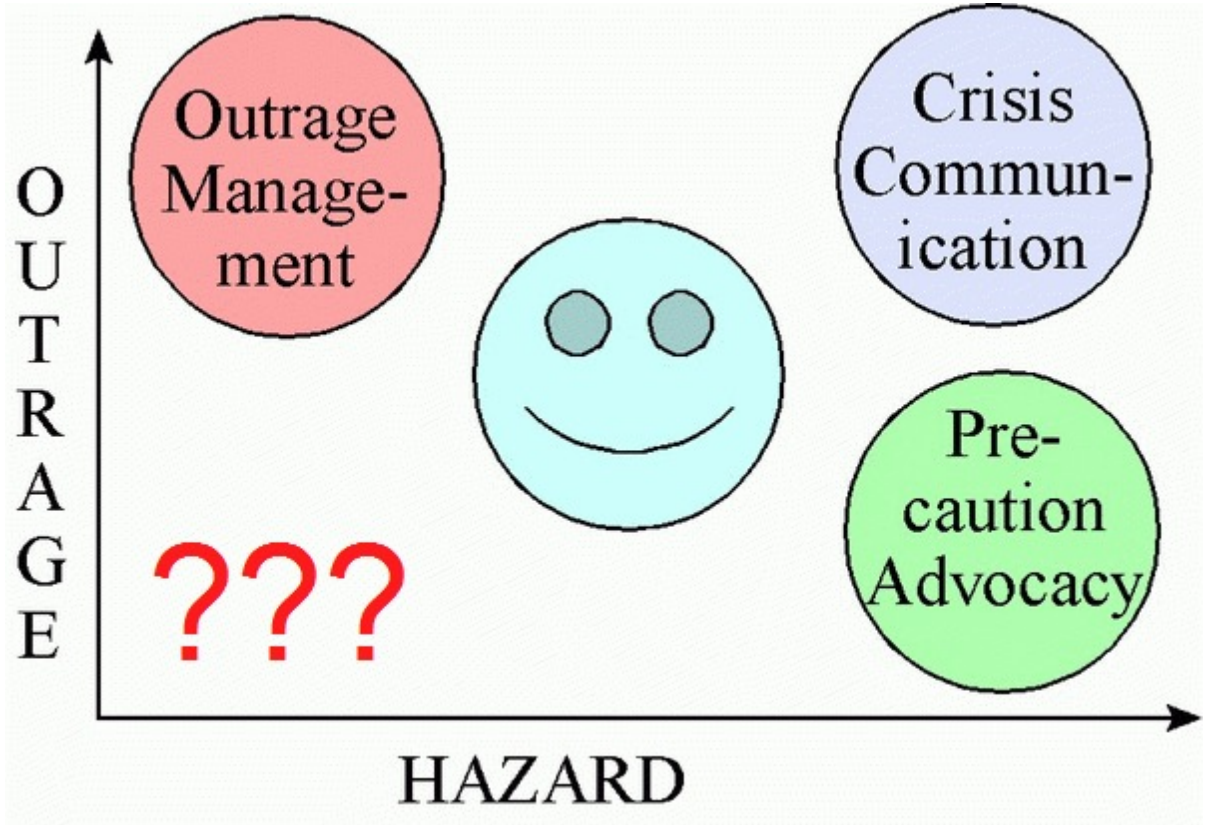
Risk

=

Hazard + Outrage

Safety/risk assessments

Emotional responses



https://www.psandman.com/col/lower-left.htm

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Risk formula

Risk

=

Likelihood x Impact

+

Perceived risk (hazard + outrage)

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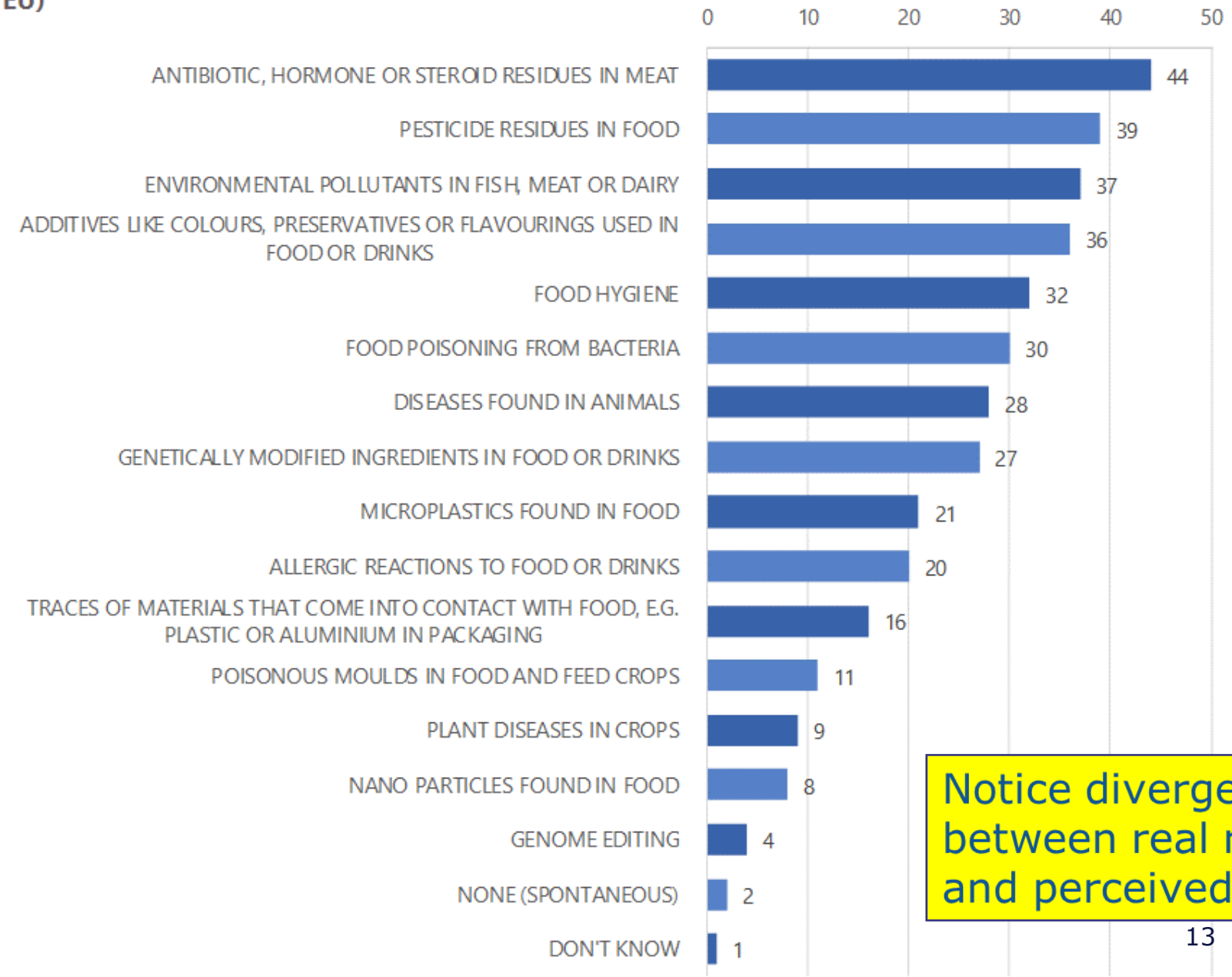
Special Eurobarometar (EFSA, EC, 2019)

QD4T Please tell me which of these topics you have heard about concern you most when it comes to food? Firstly? And then? TOTAL (MAX. 5 ANSWERS)

(% - EU)



Notice divergence between real risk and perceived risk.

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Brain storming - online survey ☺

- Take your smartphone
- Go to **mentimeter.com**
- Use the code indicated on the screen
- Read the question and vote for your opinion

Brain storming - online survey ☺

- Questions:
  - What is the main aim of a communicator?
  - What drives risk communication?
  - It is possible to satisfy the public's concerns with a single well-designed risk communication message?
  - Who is better reacting to risk communicators' messages by changing behavior?

Facts vs. beliefs

- When facts conflict with our beliefs we are **more likely to ignore the facts than to change our beliefs.**

https://me.me/i/you-really-expect-me-to-believe-that-hasahotdog-com-by-be-66db62a295ed4a8fa970faee607d70a7

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Take away points

- Risk assessment is to be based ON FACTS.
- Risk management is to be based on risk assessment, consequently, on facts.
- But risk managers must also take OTHER VALUES into account and these other values need not be based on facts.

Risk Communication Science

- 8000 articles in peer reviewed scientific journals
- 2000 books
- Reviews of the literature by major scientific organizations (e.g., Royal Society of Great Britain; US National Academy of Sciences)

References:

- Antunović, B., Rubil, R., Poljak, V. Dobranić, V. (2008): Interactive communication – a new model of communication on risks in food. Meso, 6(10), 474-479. Available on: https://hrcak.srce.hr/index.php?show=clanak&id_clanak_jezik=71104

European Food Safety Authority

EFSA Journal 2012;10(5):2664

SCIENTIFIC OPINION

Scientific Opinion on Risk Assessment Terminology[1]

EFSA Scientific Committee[2, 3]

European Food Safety Authority (EFSA), Parma, Italy

1 On request from EFSA, Question No EFSA-Q-2010-00705, adopted on 18 April 2012.

2 Scientific Committee members: Boris Antunovic, Susan Barlow, Andrew Chesson, Albert Flynn, Anthony Hardy, Michael-John Jeger, Ada Knaap, Harry Kuiper, David Lovell, Alicja Mortensen, Birgit Nørrung, Iona Pratt, Josef Schlatter, Vittorio Silano, Frans Smulders and Philippe Vannier. Correspondence: scientific.committee@efsa.europa.eu.

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Thank you for you attention ☺

Any questions?

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