

**SAVE THE DATE**



Towards the **EU FOOD SAFETY FORUM**  
The new sustainability regulation: how to integrate it  
into food safety?

**15th December 2022**

**h. 09:30 - 13:00 CET**

 **Copa - Cogeca | European Farmers European Agri-Cooperatives**  
Room A 61, Rue de Trèves  
Brussels



Grant Agreement No. 101000613

[www.foodsafety4.eu](http://www.foodsafety4.eu)





# WORKSHOP

## The 'Salmonella in chocolate' crisis: what can we learn about effective food safety communication?



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**Celine Meerpoel**

Ghent University

# Workshop to test methods for engagement of the public

WORKSHOP hosted by UGENT

## The "Salmonella" in chocolate crisis: what can we learn about effective food safety communication?

Co-design and pitch your ideas to experts to improve the risk communication!

**14 DECEMBER 2022**

Faculty of Pharmaceutical Sciences  
Ghent University

16.00-18.00 CET



[www.foodsafety4.eu](http://www.foodsafety4.eu)



Specific case on Salmonella in chocolate



The King 🏆 · 4-16

Salmonella is OP 🤢🤢

**Legit Found a Worm**

#salmonella #kinder #typ #viral

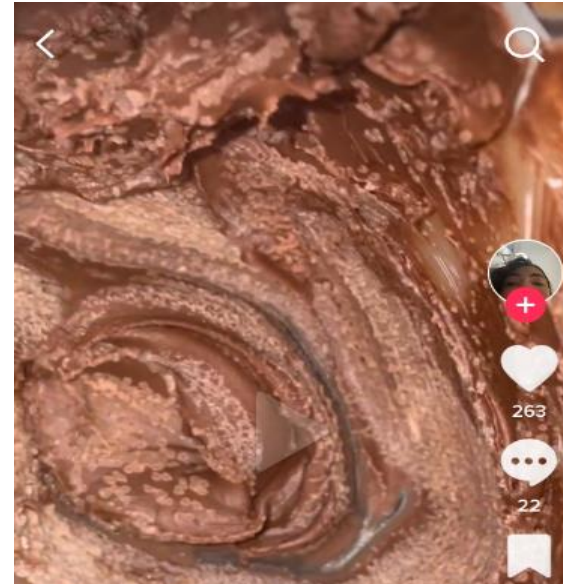
Vertaling bekijken

Bro I'm Never Eating Kinder

Buenos Again 🤢🤢🚨🚨

3453 likes, 419 comments, 317 shares, 1315 reposts

Food safety communication in the context of false information



Leah · 5-20

Got to the bottom of the jar to find this 🤢 #nutella #salmonella

**That's me not eating Nutella again**

Vertaling bekijken

origineel geluid - ourlyrics (B...

263 likes, 22 comments, 30 shares, 17 reposts

# Workshop to test methods for engagement of the public

- Students at Ghent University with an interest in food safety
- Workshop of 2 hours
  - **Part 1:** Presentation of experts in the field
    - Spokeswoman Belgian Food Safety Authority (AFSCA)
    - Journalist, editor RetailDetail
    - Expert in crisis communication and reputation
  - **Part 2:** Creative brainstorm in groups to develop a communication strategy
  - **Part 3:** Pitching of the ideas of each group
  - **Part 4:** Voting for the best idea



# Output of the workshop

## Guidelines for the activity:

Develop an innovative food safety communication campaign

1. In your group, pick/agree on the main communication challenge for food safety related to crisis communication; consider role, mission & values of the actor you've chosen (food safety authority, influencer, supermarket, industry, professor, journalist...).
2. Decide on your main target audience (think, who is affected by the issue?)
3. Agree on the message you want to communicate to them.
4. What is the material you will produce for the campaign?
5. What are the primary communication channels (think about how/where you will disseminate the materials produced)?
6. Appoint 1 person to present the proposal to the plenary (5 mins max).

### GROUP 1 We are looking through the eyes of: Industrie

<b>Challenge</b> transparantie, snelheid en inhoud van communicatie	<b>Target audience</b> consument overheid → RAS (rapid alert system) Verplichting om bij consumptie die overheden (hier bijvoorbeeld FAVV) in te lichten
<b>Message and materials</b> interview, klar en duidelijke communicatie, sociale communicatie, video, infographic, interview door vertegenwoordiger op nationale televisie en radio	<b>Communication channels</b> sociale media's, televisie, radio, krant

### GROUP 2 We are looking through the eyes of: Research institute/University

<b>Challenge</b> Communicate in a clear way + educate about complex scientific issues, reaching the target audience efficiently	<b>Target audience</b> General public
<b>Message and materials</b> who and what are likely to be affected; to what extent; what are the consequences; but don't scare people; more focus on education of what is happening at the moment, not focussed solely on the company in question	<b>Communication channels</b> via news messages on television (also Kamwiet); via news paper; via social media; via website of university (might specific research surrounding the topic of the crisis which is already ongoing at the university)

### GROUP 3 We are looking through the eyes of: Policy maker

<b>Challenge</b> time lag between measuring and public action taken	<b>Target audience</b> (food) companies
<b>Message and materials</b> Stricter regulations inform FSA regardless of internal/external issues; Time lag is detected in production; It refers to (RASFF) or (RA) when decision depending on scale of impact; 40 minutes when risk analysis is performed	<b>Communication channels</b> RASFF - like portal (but confidential?)

### GROUP 4 We are looking through the eyes of:

<b>Challenge</b> There is a contamination of drug residues in the production of milk	<b>Target audience</b> Regulating authority → Clients → Consumers
<b>Message and materials</b> Regulatory agencies need to be informed about the contamination so that they can start to inform the public; We want to inform the clients for a withdrawal; Product recall is needed when the consumer already bought it	<b>Communication channels</b> Regulatory agencies need to be informed about the contamination so that they can start to inform the public; Regulatory agencies need to be informed about the contamination so that they can start to inform the public; Regulatory agencies need to be informed about the contamination so that they can start to inform the public; Regulatory agencies need to be informed about the contamination so that they can start to inform the public

4 groups were discussing the communication strategy idea by using MIRO

← Winning team

## Output of the workshop

- Students learned in a short workshop (2h) the basic principles of food safety crisis communication
- Some important points for improvement of crisis communication were raised:
  - Well-designed social media campaigns to inform the public are needed
  - Food producing companies should invest in their own communication unit with effective internal communication and direct contact with the national food safety authority
  - Rapid information sharing is key to manage crisis effectively
- Very interactive: a lot of questions were asked to the speakers

## Output of the workshop

- The participants were encouraged to think about a communication campaign, based on what they have just learned
- Good model to stimulate interaction between experts and the public
- Tool to bring together experts and non-experts to generate innovative ideas
- Useful ideas came out of the brainstorm (e.g. More extensive use of social media by companies, rapid information sharing system...)
- Interactive model to further exploit for public engagement!



**THANK TO ALL**



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