

MOOC: Risk communication



Week 4

Design risk messages

Case 1: food safety

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An example: designing message for food safety

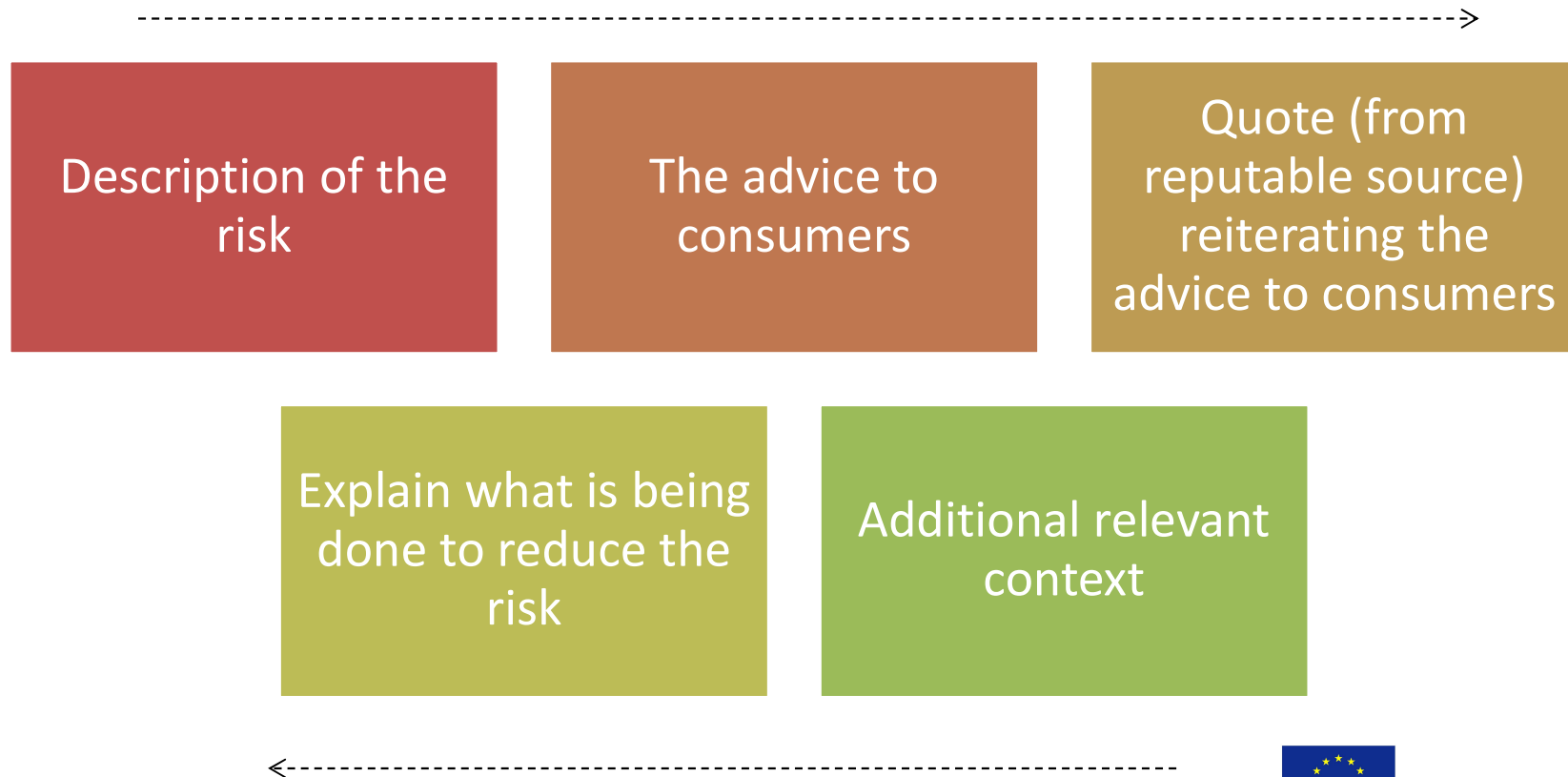
(WHO, Food and Agriculture Organization of the United Nations, 2014)



- What is the food safety issue?
- What is the risk to the target audience(s)?
- Which concerns and perceptions does the target audience(s) have about the risk?
- What can the target audience(s) do about the risk to protect themselves?
- What is not known or uncertain about the risk?
- What is being done to reduce the uncertainty?
- What is being done to manage the risk?
- What other context is relevant to the target audience(s)?

Template for risk communication messages

(WHO, Food and Agriculture Organization of the United Nations, 2014)



An example. Public Health Notice - E. coli O157:H7 illness related to cheese produced by Gort's Gouda Cheese Farm



Check: <http://www.phac-aspc.gc.ca/fs-sa/phn-asp/2013/ecoli-0913-eng.php>

Why you should take note

Outbreak Summary

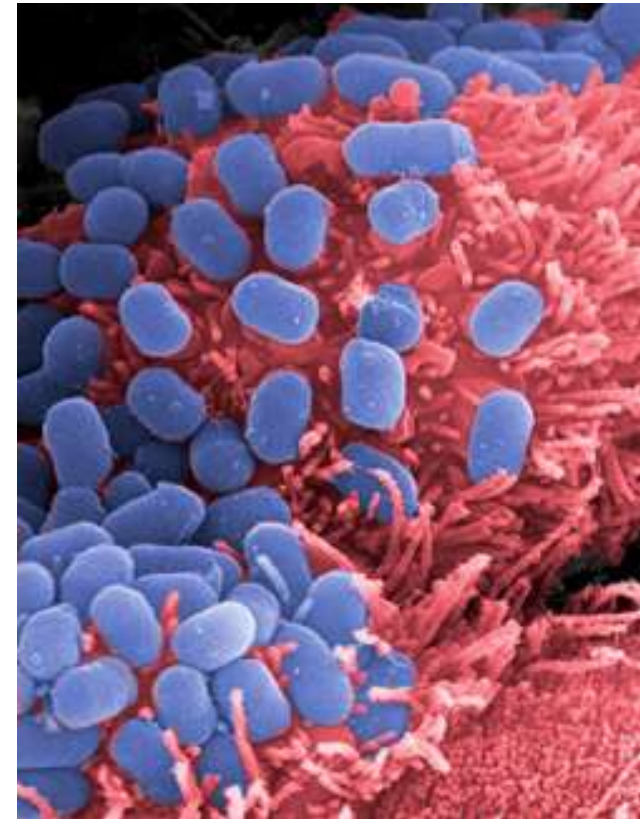
What you should do

Symptoms of an *E. coli* O157:H7 infection

Who is most at risk?

How to protect yourself

General food safety



Food safety message example



WHO/F G Revilla

Fact 2: Contaminated food can cause long-term health problems

The most common symptoms of foodborne disease are stomach pains, vomiting and diarrhoea. Food contaminated with heavy metals or with naturally occurring toxins can also cause long-term health problems including cancer and neurological disorders.

Use of message mapping approach

Key message

Supporting facts

Source: WHO: 10 facts on food safety. Access: http://www.who.int/features/factfiles/food_safety/en/



Food safety message example



Use of 5Ws approach

EU egg scandal: Eggs are being recalled in Germany and the Netherlands, and blocked in Belgium

Millions of eggs are being recalled from shops and warehouses in Germany and the Netherlands and being blocked from sale in Belgium, after high levels of a toxic insecticide - Fipronil - were found.

Fipronil is banned from use in the production of food for human consumption.

The contaminated eggs have been traced and withdrawn from the market and the situation is under control

Anna-Kaisa Itkonen, EU spokeswoman

WHEN

WHAT

WHERE

WHO

WHY

Source: Express, Fri, Aug 4, 2017. Access: <http://www.express.co.uk/life-style/food/836905/egg-scandal-eu-fipronil-safe>



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Sources



- WHO, Food and Agriculture Organization of the United Nations (2014). *A handbook on risk communication applied to food safety.*

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