



An Introduction to the APEC Food Safety Risk Communication Framework and its Development



Trade Facilitation through the Development of
an APEC Food Safety Risk Communication Framework



Australian Government
Department of Foreign Affairs and Trade



FOOD STANDARDS
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Te Mana Kounga Kai - Ahitereiria me Aotearoa

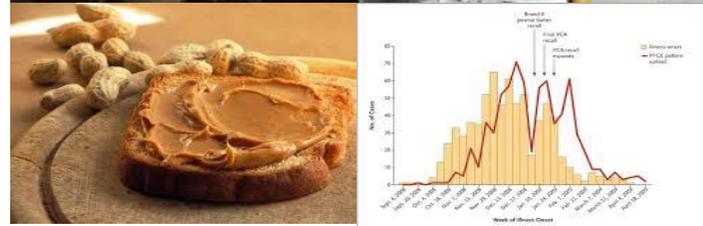


Rationale for the Development of an APEC FSRC Framework



Food safety crisis management communication

Everyday food safety risk communication



- Uncertainties...
- Perception?
- Misinformation...
- Social media...
- Trust and confidence

➤ **Food safety risk communication (FSRC) from competent authority (CA) to the public and between plays an important role in maintaining the public's trust and confidence in the safe food supply, the country's food safety regulatory system, and minimising disruptions to food trade.**

➤ **How to best manage FSRC during a food safety crisis and in everyday FSRC?**

Extract international best practices in FSRC

Identify

challenges through real life FSRC examples

Analyse

to find the causes to imperfect risk communication

Develop

a set of principles to illustrate world best practices



In this Framework, **FSRC** is defined as an interactive exchange of information and opinions between food safety regulatory authorities and the public and food industry about food safety matters.

Principles of Effective FSRC

Principle 1	Protection of consumer health
Principle 2	Transparency and timeliness
Principle 3	Two-way communication
Principle 4	Credible information based on science and evidence
Principle 5	Food safety is a shared responsibility
Principle 6	Audience orientated and inclusive
Principle 7	Consultative, consistent, systematic and preventative
Principle 8	Food safety communication is iterative and requires continuous improvement

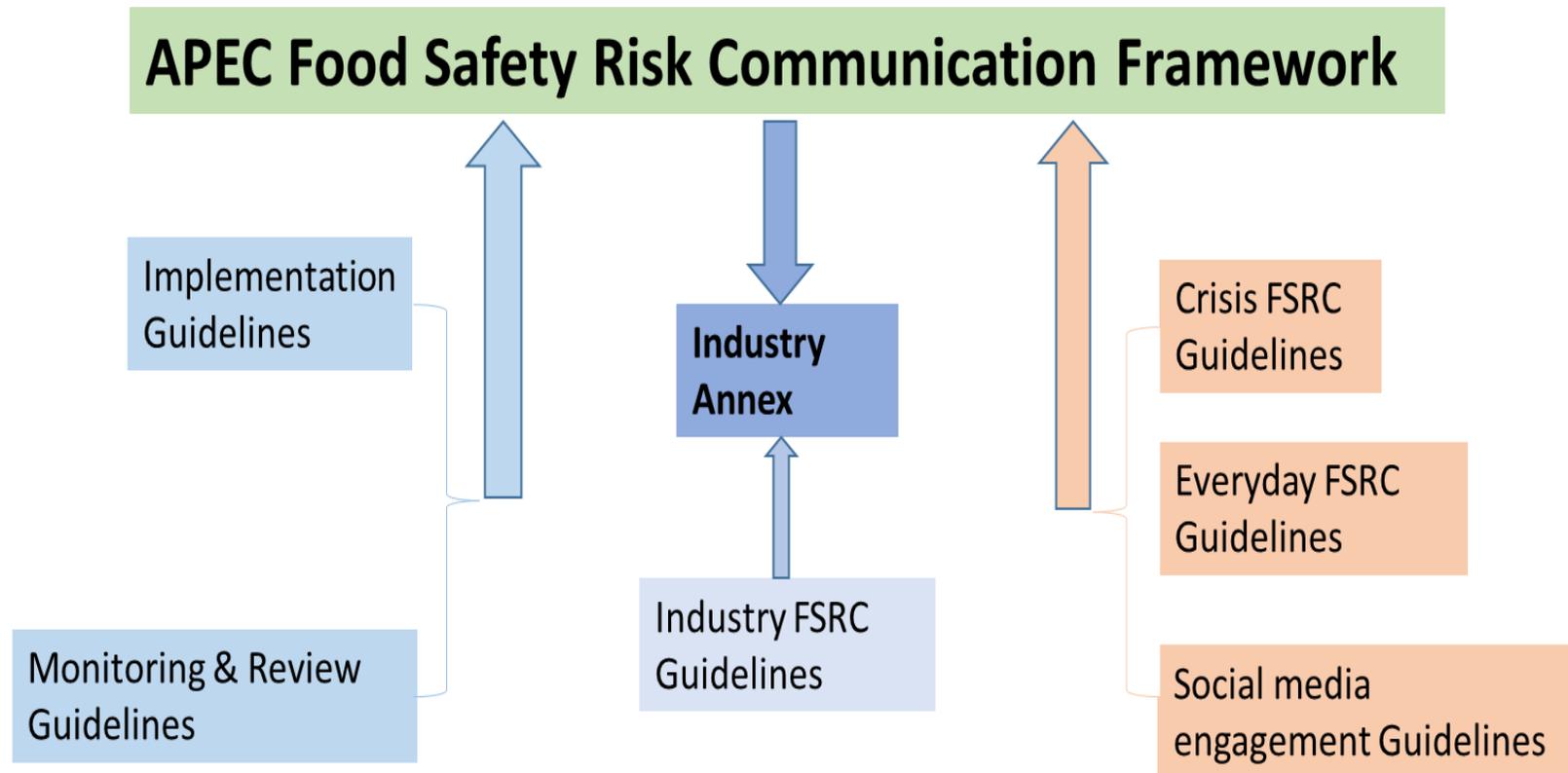
- **PRINCIPLE 1 PROTECTION OF CONSUMER HEALTH**

APEC member economies' food safety risk communication systems should be developed and implemented with the primary goals of protecting consumers' health and fostering public trust and confidence in the safety of the food supply.

- **PRINCIPLE 4 CREDIBLE INFORMATION BASED ON SCIENCE AND EVIDENCE**

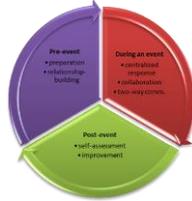
APEC member economies' food safety risk communication systems should disseminate only credible information based on science and evidence. In conveying the credible information to the public, competent authorities should consider the nature of the hazard, the associated culture and socioeconomic status of the stakeholders involved, and any other relevant factors. The spokespersons should have recognised competency or expertise, be trustworthy, fair, transparent, lack bias, be factual and knowledgeable on the subject matter. Spokespersons should act in the interest of the public, be responsible, emotionally intelligent, and culturally competent, truthful and preferably have a good 'track record' in food safety risk communication. It is important that credible information, factual statements and risk communication messages be repeated multiple times by multiple sources. This will lead to improvement of public's trust in the economy's food safety regulatory system.

The APEC FSRC Framework and Associated Guidelines



Key Features of the Framework

- The Framework is designed for CAs
- FSRC in this Framework and its supporting guidelines, focuses on risk communication about food safety matters from CA to the public and industry, and between CA and the public and industry, but is not about risk communication under the food safety risk analysis paradigm
- The Framework and its supporting guidelines are designed to enable CAs to improve their future FSRC, i.e., making their FSRC with the public to be more effective, therefore to enhance public's trust and confidence in the economy's food safety regulatory system
 - The Framework has taken a holistic approach to look into the entire RC process cycle and collaboration working mechanism among different stakeholders (CAs and industry) instead of working in silos
- The Framework and its supporting guidelines take into consideration of the different status of country's economic development, and are applicable to both developed and developing economies
- Most of the real life examples quoted in the Framework and its supporting guidelines came from APEC member economies
- The development of the Framework and its supporting guidelines incorporated capacity building as one of the key objectives
- The Framework's principles are particularly salient to industry's food safety communication. As a result appropriate interpretative examples have been provided in an Industry Annex
- The Framework has also explored modern RC approaches (i.e. social media) by providing guidance on how CAs may utilise these tools in maximising and optimising the FSRC process
- As a next step, it will be important to promote the finalised framework with CAs and industry to help improve the current FSRC practice. Such promotion can be conducted through capacity building programme, workshop & training.



A Snapshot of the Guidelines



- **A Guide to the Implementation of the APEC FSRC Framework**

- Is a guide to CAs on how to implement the APEC FSRC Framework, specifically on the planning for the implementation of the Framework; describes **the Framework; the APEC Perspective; Self-assessment; and Implementation**

- **Guideline on Monitoring and Review of Competent Authority's FSRC System**

- is a guide to CAs about Monitoring and Review (M&R) of their own FSRC systems and approaches to ensure they are current and reflect Principle 8 of the Framework; describes **Why; How** and **How Often** to do M&R

- **Guideline on FSRC under a Food Safety Incident, Emergency or Crisis**

- guide FSRC from CAs to the public during a food safety incident, emergency or crisis; describes the lifecycle of FSRC under a food safety event, **Pre-event phase; During phase; and After phase**

- **Guideline to Everyday FSRC**

- guides CAs on everyday FSRC; describes the unique roles that can be played by everyday FSRC, and emphasises the “preventative” nature of everyday FSRC; describes everyday FSRC provides the opportunity to **Build and strengthen stakeholder relationship; promote Food Safety as a shared responsibility; to review past successes and failures in FSRC**

- **Guideline on Using Social Media for FSRC**

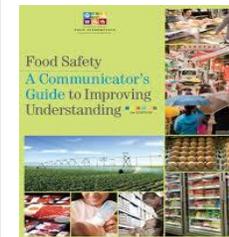
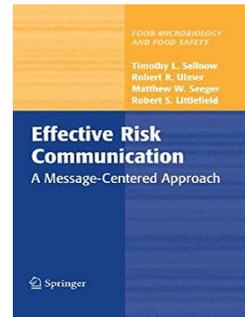
- provides general guidance on social media engagement by CAs regarding FSRC; describes how to **selecting a social media platform; develop a social media policy; use social media; respond to misinformation (wrong info) and disinformation (deliberately false information); and how to use social media as an FSRC tool**

- **Guideline on Industry FSRC**

- Designed to complement and reinforce the existing guidelines developed by or for the APEC region's food industry; illustrate practical ways industry can plan and use FSRC to conduct research to better understand its audiences; analyse its goals, audience-specific objectives, strategies; and communicate messages, tactics, activities, as well as evaluate its FSRC

Safe Food for Everyone in the APEC Region

Questions?



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