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Committee on Sanitary and Phytosanitary Measures

Original: English

**THEMATIC SESSION ON RISK COMMUNICATION,
MISINFORMATION AND DISINFORMATION**

SUBMISSION FROM THE UNITED STATES OF AMERICA

Revision

The following communication, dated 21 June 2023, is being circulated at the request of the Delegation of the United States of America.

Building on the successful workshop on Risk Assessment, Risk Management, and Risk Communication that was held on 12-13 July 2021, the United States of America proposed a thematic session to further focus on SPS risk communication, with an emphasis on public perceptions of issues concerning food, technology, health, and the environment. This is a topical, relevant theme for discussion by the SPS Committee, as regulators around the world are increasingly exposed to information from a multitude of sources, some of which may have specific biases or objectives that are not science-based or risk-based and do not contribute to the development of justified SPS measures. The session will explore the concepts surrounding information manipulation and their relevance within the context and implementation of the SPS Agreement. Speakers will focus on the evolution of misinformation and disinformation, including its possible effect on policy decisions, how it is being deployed around agricultural food safety issues, and how Members can identify and address it at early stages.

Members are invited to submit any inputs on the program and speakers by 18 August 2023.

**SPS COMMITTEE THEMATIC SESSION 2023
RISK COMMUNICATION, MISINFORMATION AND DISINFORMATION
DRAFT AGENDA**

1. What is disinformation/misinformation?
 2. Relevance to SPS: Current issues linked to consumer risk perception, disinformation/misinformation, and SPS risk management.
 - a. Perspectives from Members
 - b. Perspectives from Industry
 - c. Perspectives from Consumers
 - d. Perspectives from Academia
 3. How did we get here and what do we do now? Examples of the evolution and effects of SPS misinformation and disinformation and strategies for addressing these issues, including roles and responsibilities, communicating with factcheckers, weaponization of information, social media influencers, and communicating proactively.
 - a. Perspectives from Members
 - b. Perspectives from Industry
 - c. Perspectives from Academia
 4. Discussion – Next Steps
 - a. For Members
 - b. For the Committee
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