Committee on Sanitary and Phytosanitary Measures

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RISK COMMUNICATION: IDENTIFYING RESOURCES OF PRACTICAL USE TO MEMBERS

COMMUNICATION FROM THE UNITED STATES OF AMERICA

The following communication, received on 7 October 2015, is being circulated at the request of the Delegation of the United States of America.

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Members of the SPS Committee exchanged experiences on risk communication at the Committee's Workshop on Risk Analysis held in October 2014.[1] At its meeting in July 2015, the SPS Committee held its first Thematic Session on Risk Communication. Experts from a variety of institutions, including Codex, OIE and IPPC, introduced existing risk communication frameworks and related tools. Additionally, several Members shared practical experiences in implementing risk communication strategies.[2] The workshop and the thematic session enabled Members to become acquainted with some of the core principles of risk communication and introduced recent advances in the evolving and dynamic field of risk communication.

The thematic session provided an opportunity to exchange experiences -- both challenges and successes -- in implementing risk communication strategies. In addition, experts at the thematic session shared insights regarding factors that can increase the ability of communicators to understand, and to take account of, the ways in which individuals take in and absorb information. This understanding can contribute to the success of risk communication strategies. From the US perspective, implementation of communication strategies that instill confidence in science-based risk assessments as a basis for risk management decisions can strengthen our ability to protect human, animal and plant health more effectively, while facilitating trade in food and agricultural products.

As stressed by Dr Andrijana Rajic of the Food and Agriculture Organization in the thematic session, there is a significant amount of unmet demand by national authorities for training and information on the development and deployment of effective risk communication strategies. As a first step, therefore, we have compiled a short bibliography of resources available on the internet to enable Members to explore further the principles of risk communication, as well as the new and emerging concepts in the field of risk communication. In addition to the tools, strategies and resources developed by international organizations, we have included some developed by US government agencies, as well as universities and research institutions. We are interested in the experiences and resources of other Members, and invite Members to share them with the Committee.

1 INTERNATIONAL ORGANIZATIONS

1.1. Codex Alimentarius, *Working Principles for Risk Analysis for Food Safety for Application by Governments* (CAC/GL 62-2007), 2007
http://www.codexalimentarius.org/standards/list-of-standards/en/?provide=standards&orderField=fullReference&sort=asc&num1=CAC/GL

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[1] The proposal for a workshop on decision making and communication during the risk analysis process is contained in G/SPS/W/275. The agenda for the workshop held 13-14 October 2014 is contained in G/SPS/GEN/1358, and the Secretariat's summary is found in G/SPS/R/77.
[2] The proposal for the thematic discussion is contained in G/SPS/GEN/1401. The agenda for this thematic discussion is contained in G/SPS/GEN/1428 and the Chair's summary is contained in G/SPS/R/79.

1.2. Food and Agriculture Organization of the United Nations, *A Handbook on Risk Communication Applied to Food Safety (forthcoming)*
http://www.auv-ks.net/repository/docs/Final_version_Handbook_28-11-2014.pdf

1.3. Food and Agriculture Organization of the United Nations (FAO), *Report on Regional Training on Enhancing Risk Communication in Food Safety*. Thailand, 2015
http://www.fao.org/3/a-i4850e.pdf

1.4. Organization for Economic Cooperation and Development, *Working Papers on Public Governance: The Use of Social Media in Risk and Crisis Communication*, 2013
http://www.keepeek.com/Digital-Asset-Management/oecd/governance/the-use-of-social-media-in-risk-and-crisis-communication_5k3v01fskp9s-en#page2

1.5. World Organization for Animal Health, *Terrestrial Animal Health Code, Chapter 2 –Risk Analysis*, 2015
http://www.oie.int/fileadmin/Home/eng/Health_standards/tahc/2010/chapitre_import_risk_analysis.pdf

2 UNITED STATES GOVERNMENT AGENCIES

2.1. US Center for Disease Control and Prevention, *Crisis and Emergency Risk Communication*, 2014
http://emergency.cdc.gov/cerc/resources/pdf/cerc_2014edition.pdf

2.2. US Center for Disease Control and Prevention, *The Health Communicator's Social Media Tool*kit, 2011
http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf

2.3. US Food and Drug Administration, *Communicating Risks and Benefits: An Evidence-Based User's Guide*, 2011
http://www.fda.gov/AboutFDA/ReportsManualsForms/Reports/ucm268078.htm

2.4. US Food and Drug Administration, *Strategic Plan for Risk Communication*, 2009
http://www.fda.gov/AboutFDA/ReportsManualsForms/Reports/ucm183673.htm

2.5. US National Academy of Sciences, *The Science of Science Communication II: Summary of a Colloquium*, 2013
http://www.nasonline.org/programs/sackler-colloquia/completed_colloquia/SSC2-agenda.html

3 UNIVERSITIES, RESEARCH INSTITUTES AND OTHER ORGANIZATIONS

3.1. American Association for the Advancement of Science, *Communication 101: Communication for Scientists and Engineers*
http://www.aaas.org/pes/communication-101-communication-basics-scientists-and-engineers

3.2. Center for Food Integrity: *Consumer Trust Research*
http://www.foodintegrity.org/research/consumer-trust-research/past-research/

3.3. Institute for Electronic and Electrical Engineers: Risk Communication: *A Handbook for Communicating Environmental, Safety, and Health Risks*
http://ir.nmu.org.ua/bitstream/handle/123456789/138542/03cb6bb95ad1ee0b4244fe46e2a1cd2c.pdf?sequence=1

3.4. International Center of Excellence in Food Safety Communication: *Risk Communication Tools*
http://www.foodriskcommunications.org/node/22

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