



**FAO/WHO Regional Workshop Programme**  
**“Enhancing Risk Communication Capacity in Food Safety”**  
**03-06 June 2014, Budapest, Hungary**

**Venue: Hotel Benczur, Benczur street**

8:00-8:30	<b>Registration of the participants</b>	
<b>03 June 2014/Morning session</b>		<b>Lecturers</b>
8:30-10:00	<p>Welcome address</p> <ul style="list-style-type: none"> <li>• Mr Vladimir Rakhmanin FAO Assistant Director General, Regional Representative for Europe and Central Asia</li> <li>• Ms Eleonora Dupouy, Food Safety and Consumer Protection Officer for Europe and Central Asia</li> <li>• Ms Françoise Fonatannaz-Aujoulat, WHO-Geneva</li> <li>• Ms Zsófia Puzstai, Head of WHO Country Office of Hungary</li> </ul> <p>Round Introduction</p> <p>Food Safety Capacity Building Workshop objectives, program overview/expectations</p>	<p>Dr. William Hallman</p> <p>Dr. Andrijana Rajic, Food Safety Officer, FAO HQ – Rome</p>
10:00-10:30	<b>Group Photo/Coffee break</b>	
10:30-13:00	<p><b>Lecture 1</b> (35 min) What is food safety risk communication (RC) and why it is important?; Goals of RC; Risk perception; Use of RC in food safety</p> <p><b>Hands-on exercise 1</b> (45 min): Risk perception (<b>journal article</b>)</p> <p><i>Food safety risks analysis in the region of Europe and Central Asia and challenges in risk communication – 15 min</i></p> <p><i>Importance of RC in food safety policy and decision making – 15 min</i></p> <p>Discussion – 30 min</p>	<p>Lecturer: William Hallman</p> <p>Group discussion</p> <p>Presenter: Dr. Eleonora Dupouy</p> <p>Presenter: Dr. Antoon Opperhuizen, The Netherlands</p>
13:00-14:30	Lunch	
<b>03 June 2014 /Afternoon session</b>		

14:30-17:30 Coffee break : 15:15-16.30	Lecture 2 (35 min) The importance of trust; Principles of RC: openness, transparency, responsiveness, timeliness; Planning  Group work exercise 2 (75 min): Assessing countries' abilities to respond rapidly in case of emergency / Group reporting on main strengths and gaps  Summary of Day 1/Instructions for group homework and presentation on the last day	William Hallman  Facilitators: William, Melinda and Andrijana  Andrijana and Melinda
<b>04 June 2014 /Morning session</b>		
8:30-12:00  Coffee break 10.30-11.00	<i>Overview of Day 2</i>  <i>Lecture 3 (1 hour)</i> <i>Key considerations: Understanding the Nature of the Food Safety Issue</i> <i>Risk and benefits; hazard; quality and certainty of data; what can be done about risk?; unintended consequences; level of communication required (level of health impact and public interest)</i>  <i>Group work exercise 3 (2 hours): When and what to communicate?</i>  <i>Group reporting and discussion</i>	Andrijana Rajic  William Hallman  Facilitators: William and Andrijana
12:00-13:30	Lunch	
<b>04 June 2014 /Afternoon session</b>		
13:30-17:00  Coffee break 15:30-16:00	Lecture 4 (35 min) Key considerations: Target audience needs; perceptions of risk; knowledge gaps; socio-cultural and economic factors; how to reach target audiences; historical, political and media environments  Group work exercise 4 (2 hours): Target audience needs / Group reporting and discussion  Summary of Day 2/Kind reminder for group homework and presentation on the last day	Lynn Frewer  Lynn and Bill  Andrijana Rajic
<b>Group supper</b> 18:30 – Departure by bus from Benczur Hotel for a joint dinner at Trofea Restaurant. Dinner: 19.00-22.00		18:30 – Departure by bus from Benczur Hotel 21:50- Return by bus to Benczur Hotel
<b>05 June 2014/Morning session</b>		

8:30 – 12:00 Coffee break TBD	<p>Overview of Day 3 Lecture 5 (35 min) Good practices:</p> <ul style="list-style-type: none"> <li>• Knowing and understanding your target audience</li> <li>• Stakeholder interactions</li> <li>• Media interactions</li> </ul> <p>Hands-on exercise 5 (2 hours): Media interaction role play</p>	<p>Andrijana Rajic Lynn Frewer</p> <p>Lynn, Bill, Melinda, Francoise, Eleonora</p>
12:00-12:30	<p><i>Sharing protocols, experiences and knowledge on management and communication during food crisis</i></p> <p><b>(including questions)</b></p>	<p>Presenter: Juan Julián García Gómez, Spain</p>
12:00-13:30	Lunch	
<b>05 June 2014/Afternoon session</b>		
13:30-16:30	<p>Lecture 6 (40 min) Good practices:</p> <ul style="list-style-type: none"> <li>• Message development</li> <li>• Monitoring and evaluation</li> </ul>	<p>William and Melinda</p>
Coffee break 15:30-16:00	<p>Group work exercise 6 (90 min): Message development / Group reporting</p> <p>Summary of Day 3/Finishing group homework and presentations (use of separate rooms)</p>	<p>Facilitators: William, Melinda and Lynne</p> <p>Andrijana and Melinda</p>
<b>06 June 2014/Morning session</b>		
8:30-13:30	<p>Brief overview of the Day 4</p>	<p>Andrijana Rajic</p>
Coffee break 10:30-11.00	<p>Country presentations/alphabetic order (20 min presentation + 10 min group discussion)</p> <p><b>Presentation scope:</b></p> <ul style="list-style-type: none"> <li>-Responsibility for food safety (national level) and key food safety issues</li> <li>-Summary of capacity assessment (homework Day 1-3)</li> <li>-Main strengths, main gaps/needs</li> <li>-Proposal (2-3 ideas) for improving food safety risk communication capacity</li> </ul> <p>Workshop evaluation and wrap-up (certificates)</p>	<p>Facilitators: William and Lynne</p> <p>Andrijana and Eleonora</p>
13:30	Lunch	