



food facts for
healthy choices

Communicating with consumers: how to talk about food risk

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World Mycotoxin Forum, October 2023



Who we are

A consumer-oriented
non-profit founded to
**make the science behind
food and health more
accessible and easier to
understand.**



Our vision

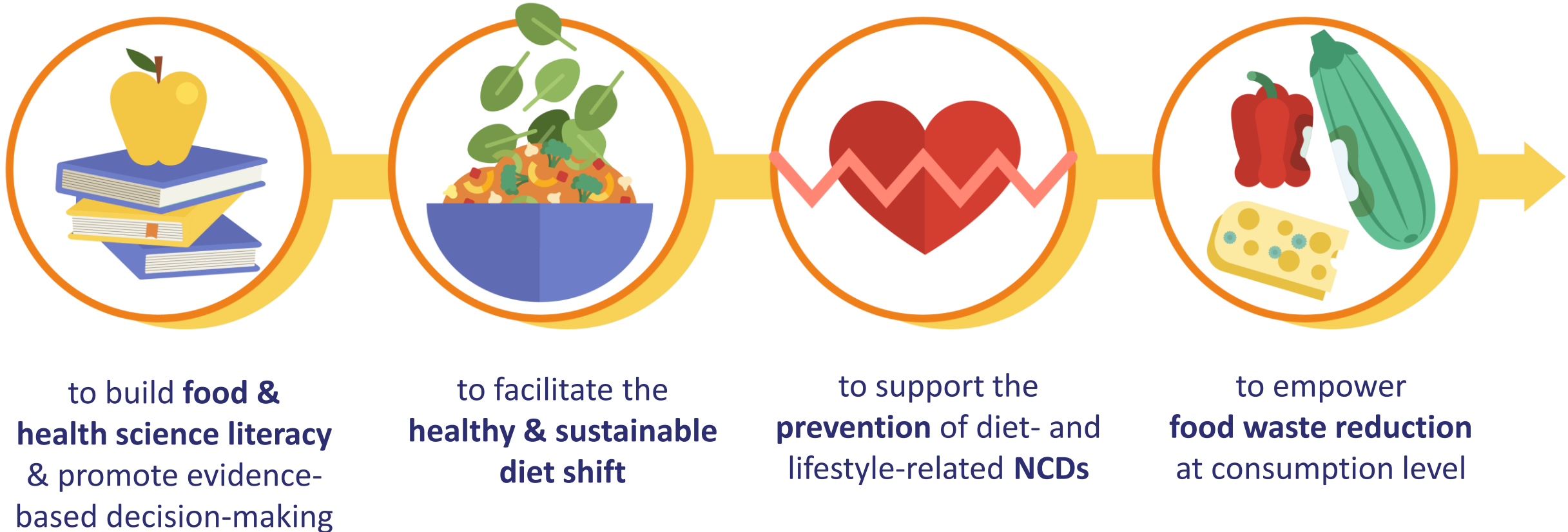
A world where we live healthier and more sustainable lives because we all know how to.



Our Mission

We empower and facilitate **healthier and more sustainable diets** and lifestyles through science-based information and activities.

Our long-term goals



What do we do?



translate complex food
& nutrition science into
**accessible, relevant and
trustworthy content**, for
European citizens



counter
misrepresentation
of science and
**encourage critical
thinking**



gather, use and
communicate
pan-European
consumer insights



promote
**evidence-based
decision making**

Our audiences

Consumers



Multipliers



Science Communication

What is it and why should I care?

What is science communication?

- More than just scientists talking about their science

*“use of **appropriate skills, media, activities, and dialogue** to produce one or more of the following personal responses to science [...] Awareness, Enjoyment, Interest, Opinion-forming, and Understanding”*

(Burns, O'Connor & Stocklmayer, 2001)



***Science is not finished
until it is communicated***
- Mark Walport, Royal Society-

The challenges of science communication

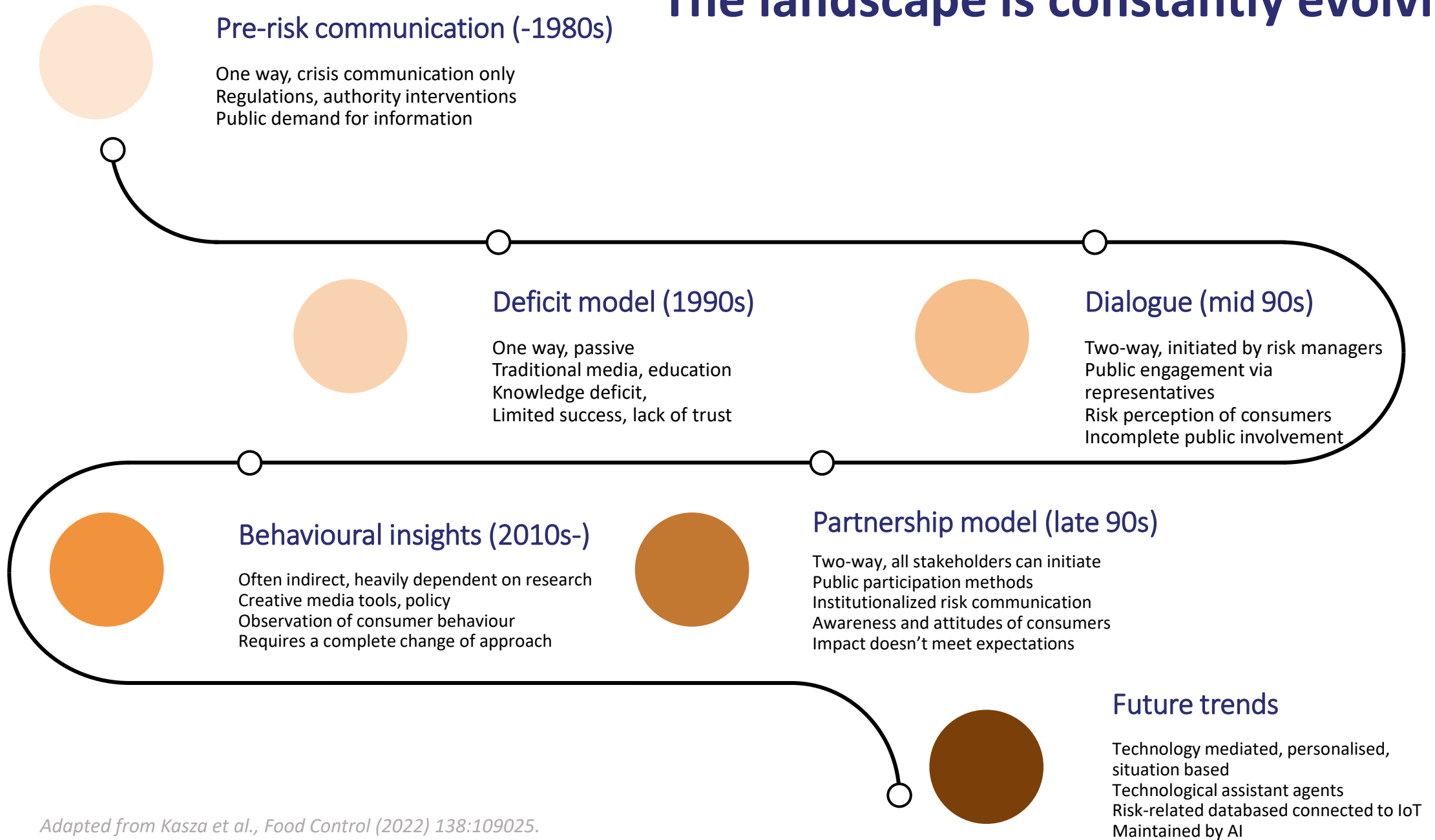
We don't always speak the same language

- We (as human beings) tend to look for **simple answers** to complex questions.
- Scientists can rarely give simple answers because science rarely offers them!
- So, as a scientist, you need to learn **how to “translate” your science.**

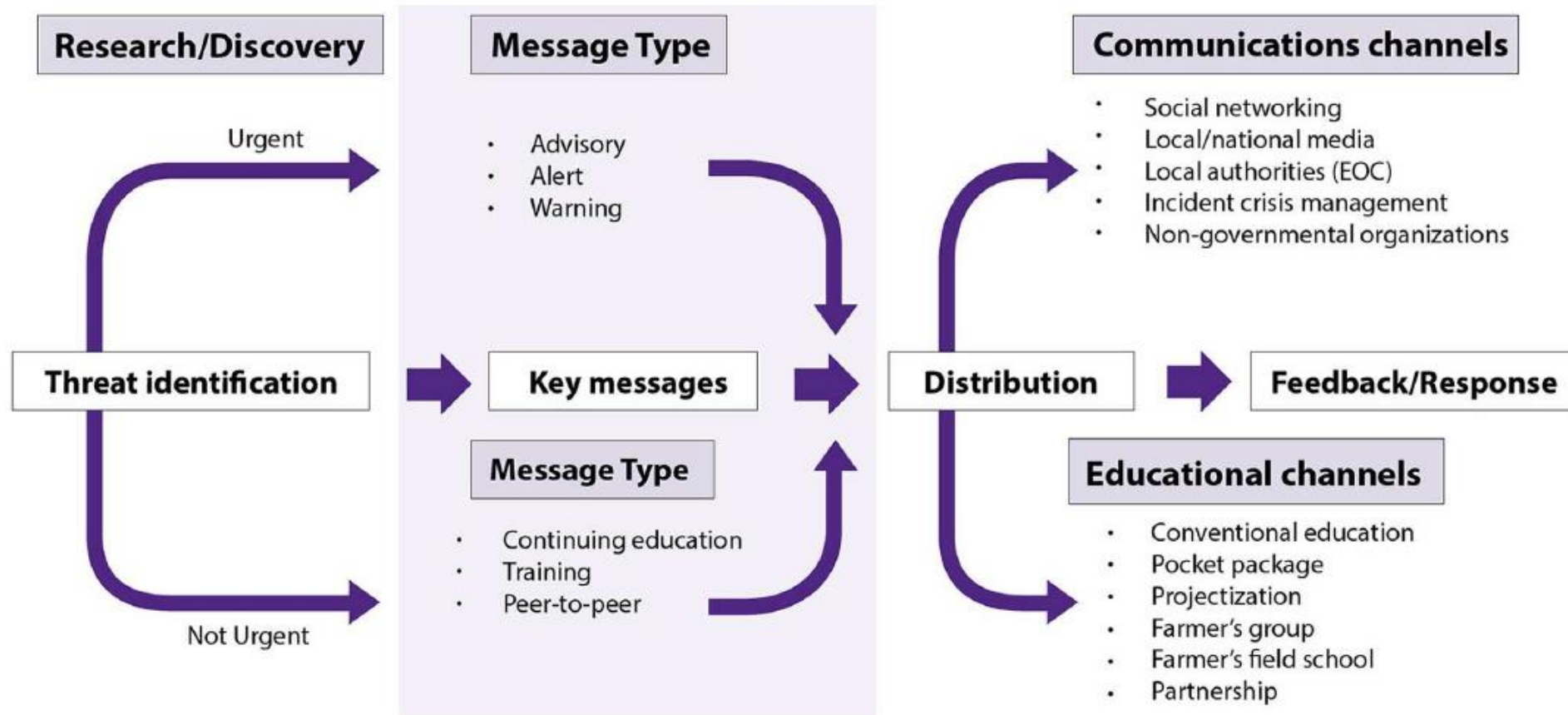
Doctors be like.. “Go buy this..”



The landscape is constantly evolving



Time sensitive vs time agnostic



What is good science communication?

Good science communication is...

1. Informed by research and data, just like good science

Insights about:

- The mechanisms at work during communication
- Target groups and their specific characteristics
- “What works and what doesn’t”



Inform

- The way scicomms is currently conducted
- The way target groups are addressed
- The planning of future scicomms

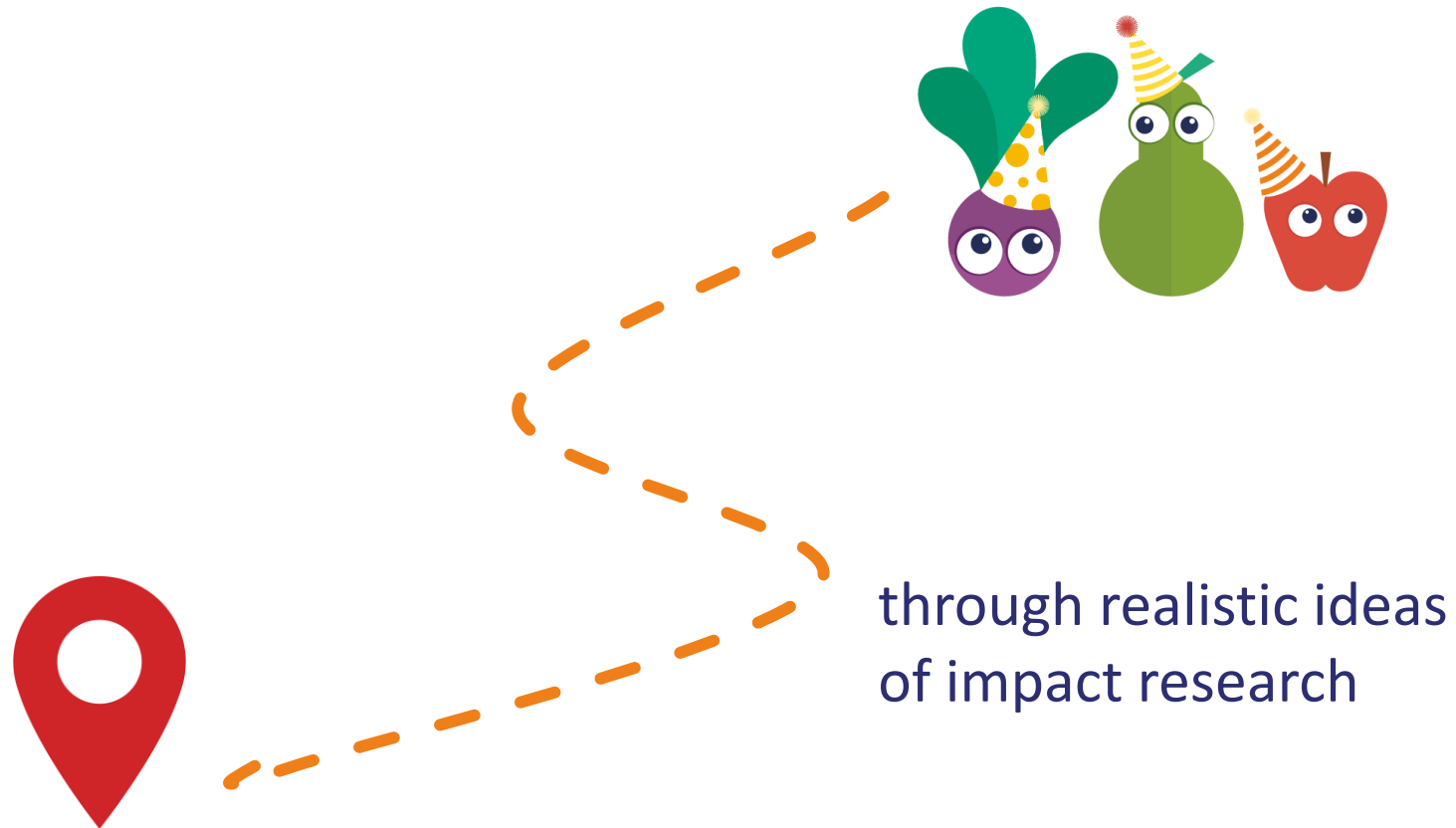
Good science communication is...

2. Planned strategically



Good science communication is...

3. Designed in an impact-oriented way



through realistic ideas
of impact research

Good science communication is...

4. Evaluated meaningfully.

Not only focus on
showcasing success

Rather:

- Provide insights into the workings of projects
- Allow room for improvement
- Provide a learning opportunity for the whole community

Best practices in food risk communication

Sacred principles of food risk comms

1. Know your **audience**
2. Know **why** you're communicating
3. Have a **clear** message
4. **Cooperate** with others

Know your audience

- Whom do you want to reach and communicate with?
 - **Perception:** What do they already know and understand?
 - **Concerns:** What are their concerns?
 - **Needs:** What information? How do they want to receive it? How do they want to interact?



Know your audience – techniques you can use

 <p>WELL BEINGS®: 20%</p> <p><i>Most health pro-active</i></p> <p>Market leaders and influencers, driven to health for prevention, utilize all means, including food, supplements, and other products and services, including alternative healthcare.</p> <p>Healthy eating a priority</p>	 <p>FOOD ACTIVES®: 17%</p> <p><i>Mainstream healthy</i></p> <p>Dedicated to health through inherently healthy eating and managing weight.</p> <p>Driven by a desire for balance of exercise, nutrition, and weight management.</p> <p>Self-directed balance</p>	 <p>MAGIC BULLETS®: 21%</p> <p><i>Lower commitment to healthy lifestyle</i></p> <p>High belief in and usage of supplements for health, and less concern with food.</p> <p>Weight managers; high level of health issues.</p> <p>Quick, easy solutions</p>	 <p>FENCE SITTERS®: 24%</p> <p><i>'Wannabe' healthy</i></p> <p>Young families and singles in relatively good health.</p> <p>Attitudinally idealistic strivers, whose behaviors often contradict their attitudes.</p> <p>Health strivers</p>	 <p>EAT, DRINK & BE MERRY®: 18%</p> <p><i>Least health active</i></p> <p>Least concerned about health and healthy eating; least knowledgeable about health-related benefits.</p> <p>Lack concern for healthy eating and health issues.</p> <p>Little health motivation</p>
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- Segmentation
- Personas
- Focus groups
- Interviews
- Online deliberation research
- Observational research
- Surveys
- Experiments
- Social media research
- Etc..

Needs are more important than demographics!

What's your purpose?

For example:

- Funding and grants
- Public awareness and education
- Behaviour change
- Finding collaborations
- Informing policy and decision making
- Sharing knowledge

Have a clear message

Ensure that for each key message, you cover all these points:

1. here's what we know
2. here's what's new
3. here's why it matters
(aka "why you should care"?)
4. the new finding/solution
5. the implication for scientists or society

Cooperation is key

- Engage with all stakeholders to build formal communication networks
 - Gather audience concerns, test messages
 - Fuller understanding of risk perception
 - Enhanced reach
 - Avoid conflicting or incoherent messages
 - Higher public trust
 - Greater willingness to take action
- The time for getting organised is **before** a crisis

Let the “w questions” guide you

- **What** are you communicating?
- **Why** are you communicating?
- **To whom** are you communicating?
- **How** are you communicating?
- Try to communicate **with** people more than just **to** people
 - Keep an approach of active listening
 - Never be condescending

Thank you!

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