

There is no such thing as risk-free food which means that risk communication should be a major aspect of food safety management.

**EUFIC** 





# **General Perception of Food**

- The public has become more concerned about food related risks than ever before.
- Disease related Food (Mad Cow, Avian Flu Chickens, etc.)
- Media amplifications
- Health consciousness
- Conflicting information
- The majority of the public believes that regulators and the food industry did not do enough to address their concerns or keep their food supply safe.
- Food safety scares have led to an inherent distrust of food regulators.



## The Process of Risk Analysis





### **Define Risk Communication**

An interactive exchange of information and opinions concerning risk and risk-related factors among risk assessors, risk managers, consumers and other interested parties.

(Codex Alimentarius Commission, 1997 & FAO/WHO Expert Consultation 1998)



### **Goals of Risk Communication**

- Provide meaningful, relevant and accurate information
- in clear and understandable terms
- targeted to a specific audience,
- with trust, transparency and consistency, and
- facilitating a higher degree of consensus, support and efficiency
- by all interested parties for the risk management options being proposed.

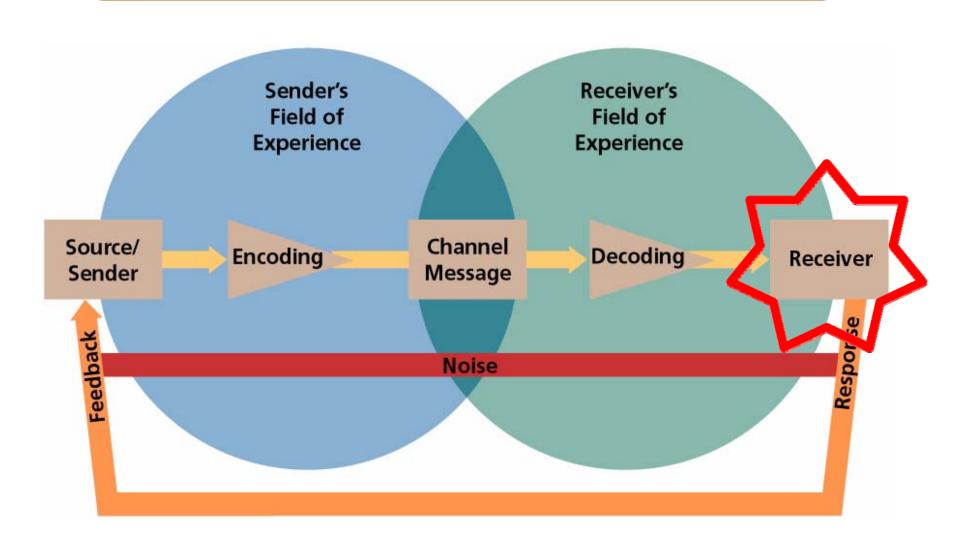


### **Define Communication**

Communication is the passing of information, the exchange of ideas, or the process of establishing a commonness or oneness of thought between a sender and a receiver.

Belch & Belch, 2011

## **A Typical Communication Model**





# **Experiential Overlap**

**Different Worlds** 

**Sender's Field of Experience** 

**Receiver's Field of Experience** 



# **Experiential Overlap**

**Moderate Commonality** 

Sender's Field of Experience Receiver's Field of Experience

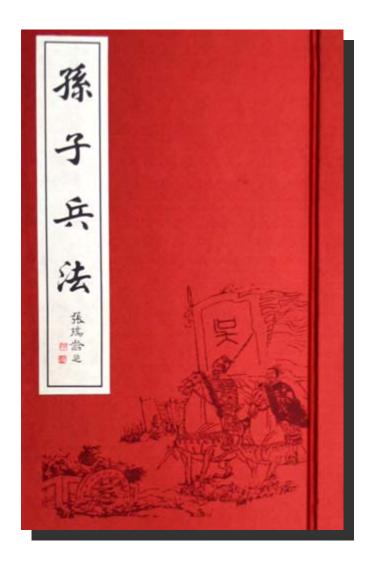


# **Experiential Overlap**

**High Commonality** 

Receiver's Field of Experience Sender's Field of Experience

### **Know Your Audience**



- 知彼知己,百戰不殆;不知彼而知己,一勝一負;不知彼,不知己, 每戰必敗
- So it is said that if you know your enemies and know yourself, you will not be imperiled in a hundred battles; if you do not know your enemies but do know yourself, you will win one and lose one; if you do not know your enemies nor yourself, you will be imperiled in every single battle.

Sun Tzu's Military Strategy 孫子兵法



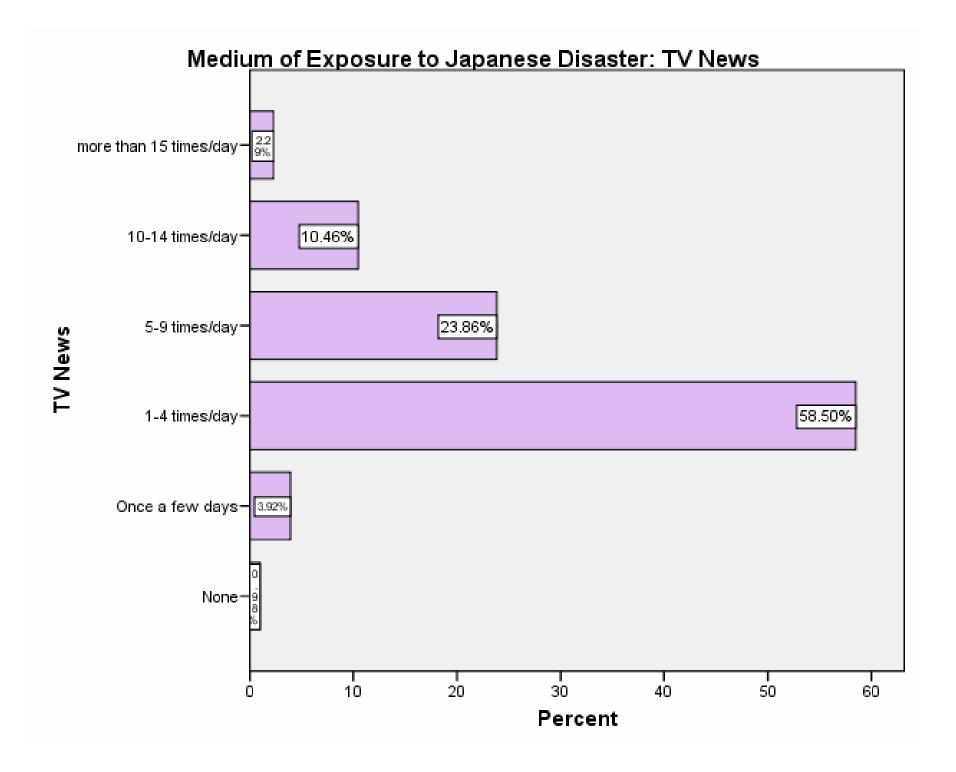
### **Know Your Audience**

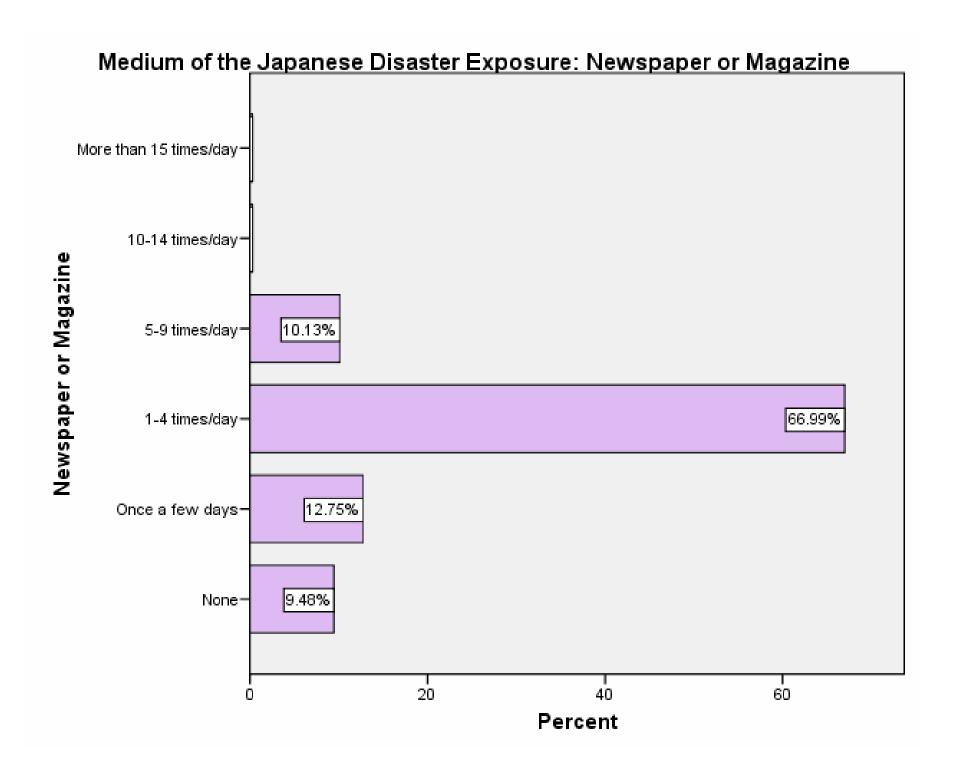
- The core of communication is the target audience, the people who listen to your risk reports.
- Listening to all interested parties is an important part of risk communication.
- In formulating risk communication messages, the audience should be analyzed to understand their motivations and opinions.
- Beyond knowing in general who the audience is, it is necessary to actually get to know them as groups and ideally as individuals to understand their concerns and feelings and to maintain an open channel of communication with them.

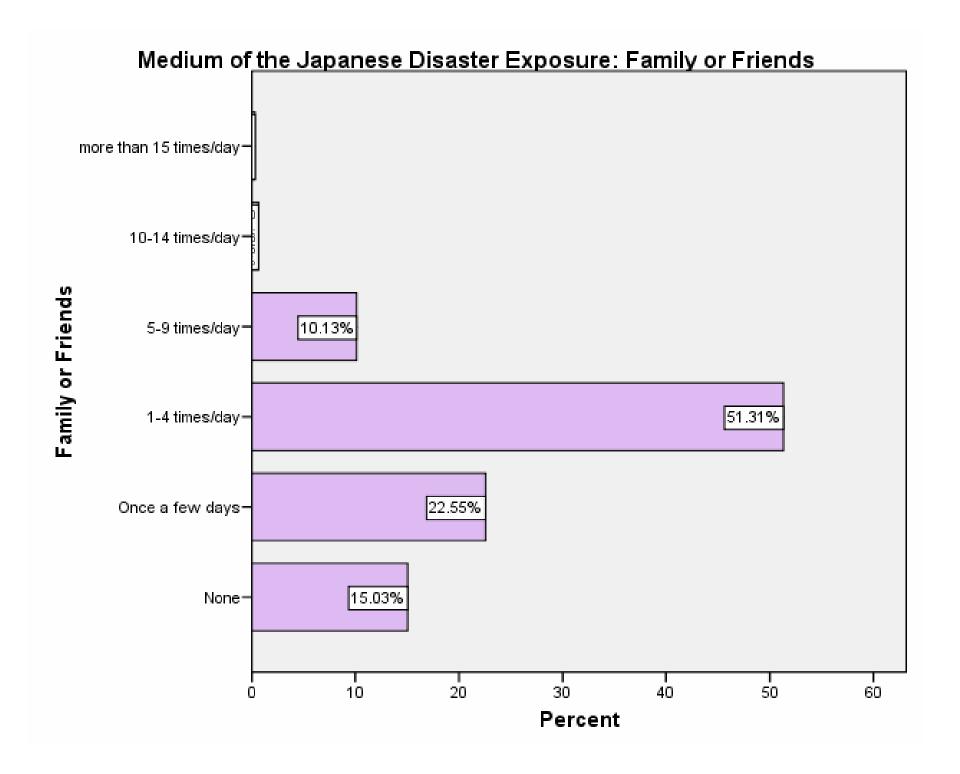


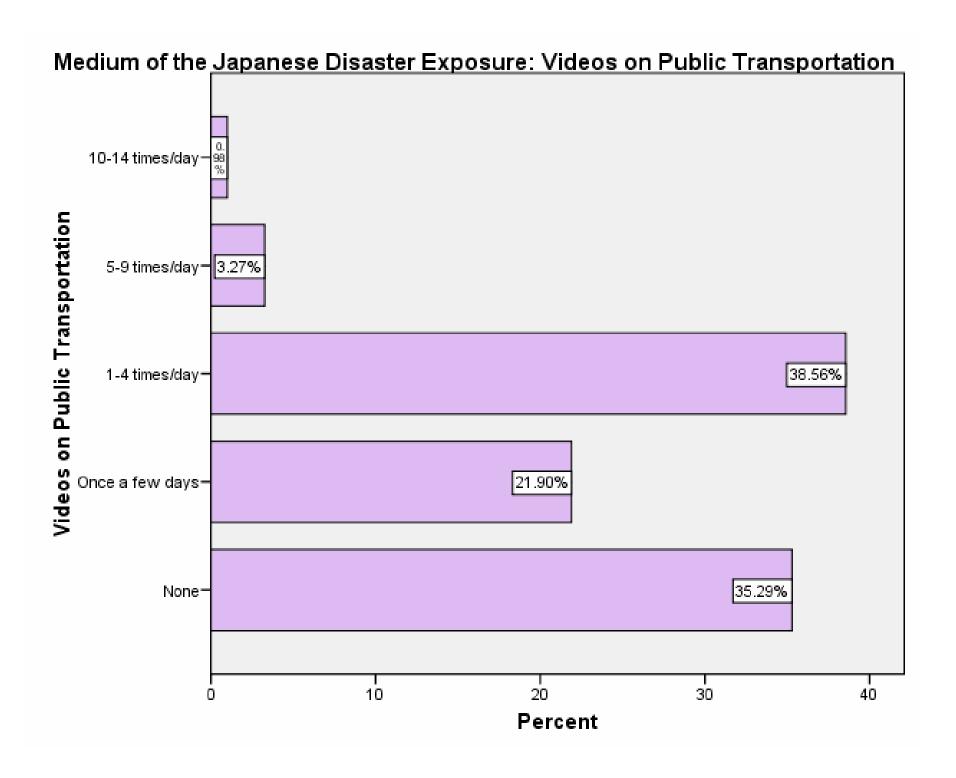
# Japan Radiation Case Survey

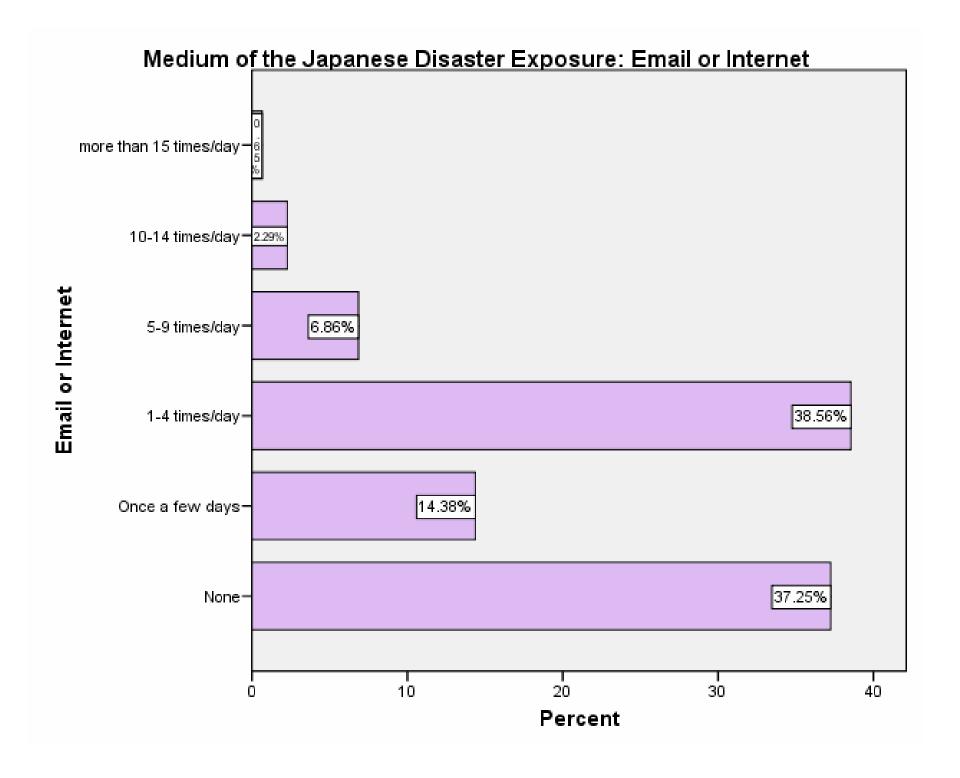
- CUHK School of Public Health conducts an ongoing survey in May, 2011
- The media report of threefold disasters in Japan and their effects on psychological impact of viewers in Hong Kong
- Telephone Survey, CATI random sampling process
- Respondents so far: 306



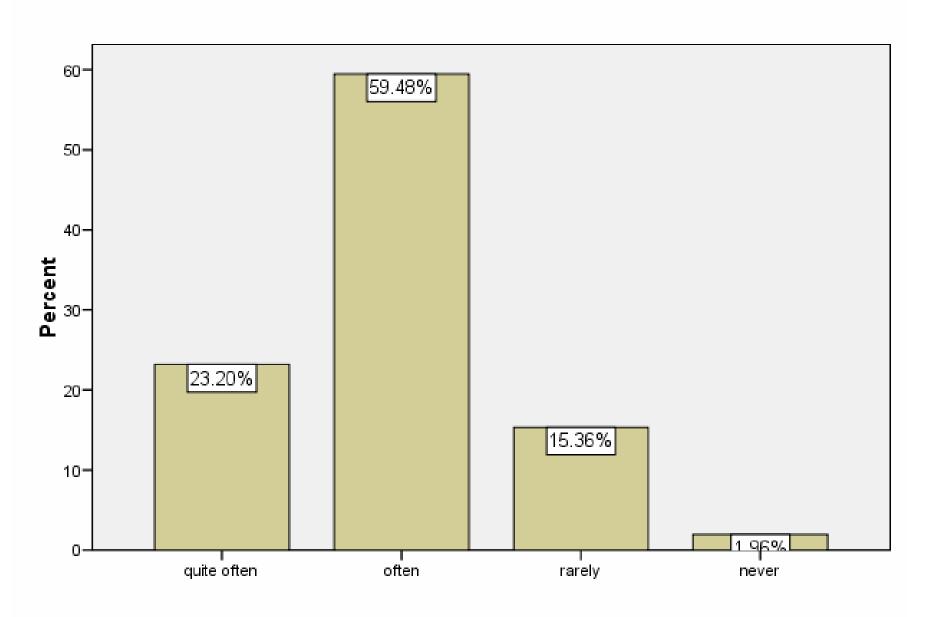


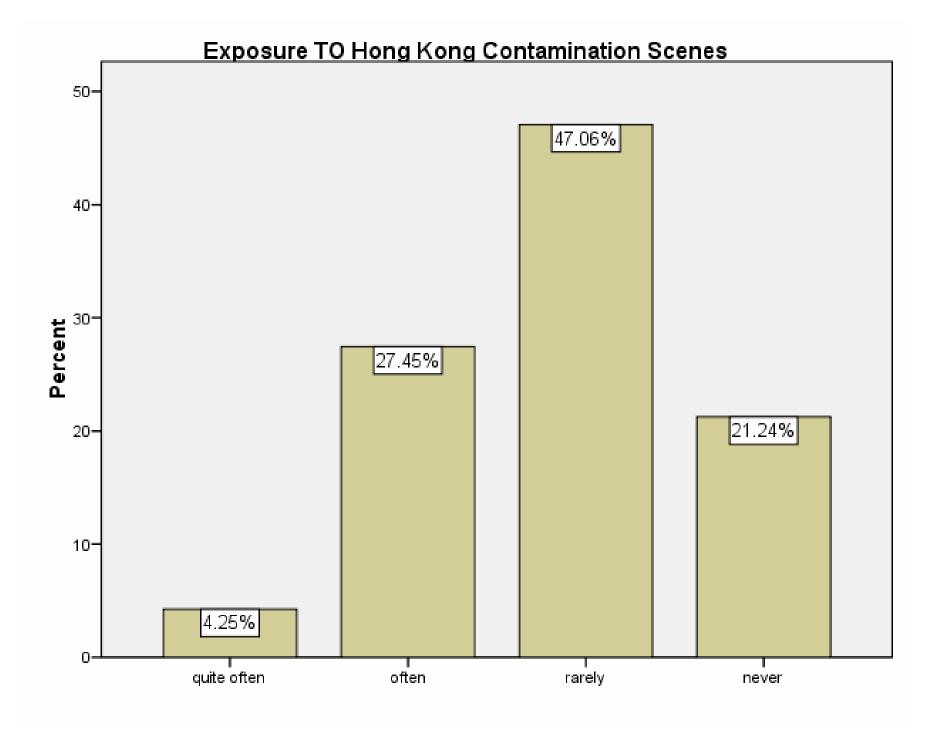




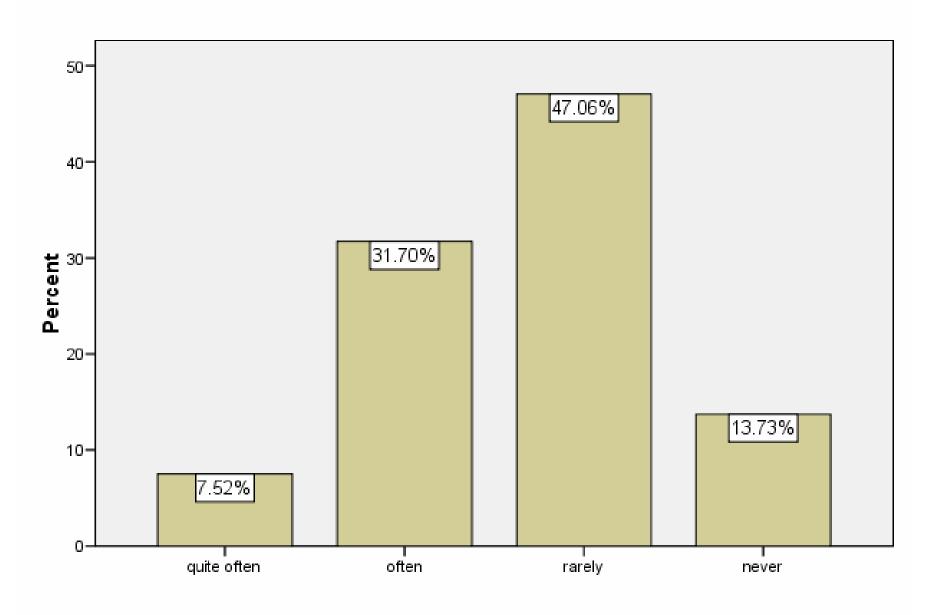


### Exposure TO Japaness Food OR Environment Contamination Scenes





### Exposure TO Government Incompetence Scenes





## **Perception Gap**

- There is a gap between Objective vs. Subjective perception of food safety / risks
- Objective food safety is a concept based on the assessment of the risk of consuming a certain food by scientists and food experts.
- Subjective food safety is in the mind of the consumer.
- It is widely acknowledged that objective and subjective safety / risks deviate in many cases.

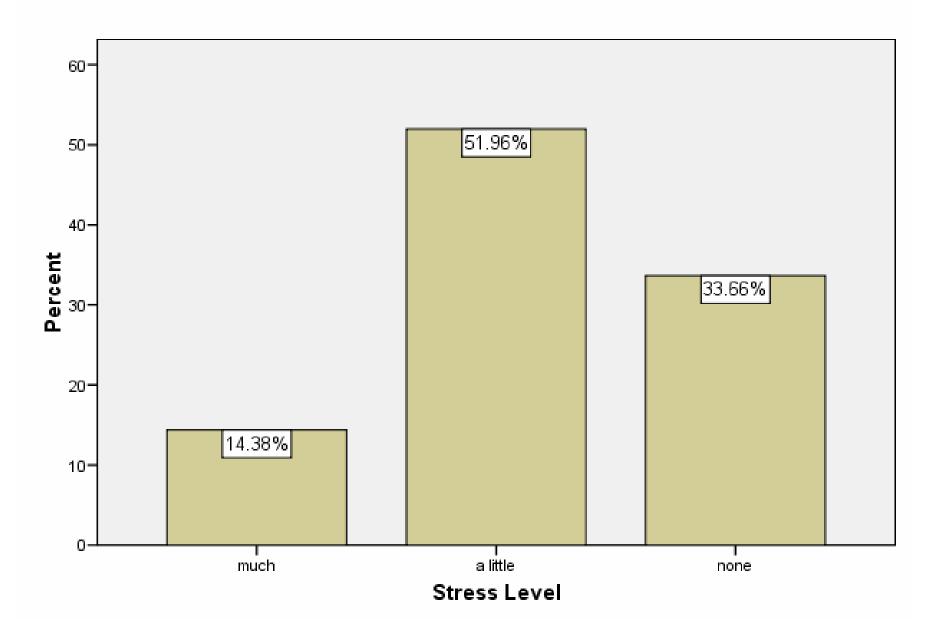
(Frewer, 2005)



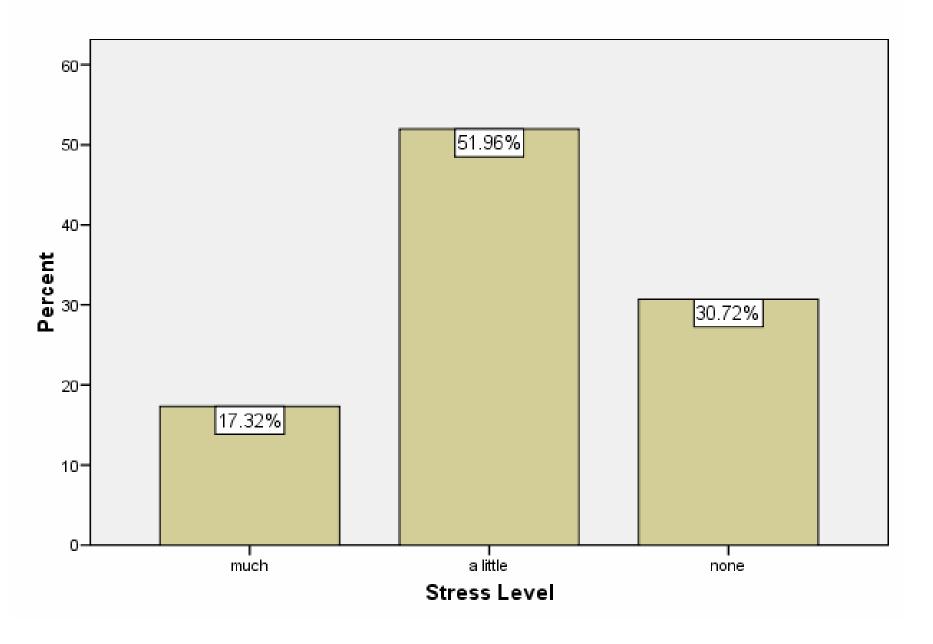
## **Emotions**

- Will the content of the media lead you to feel:
  - Distress
  - Sadness
  - Worrisome
  - Fear

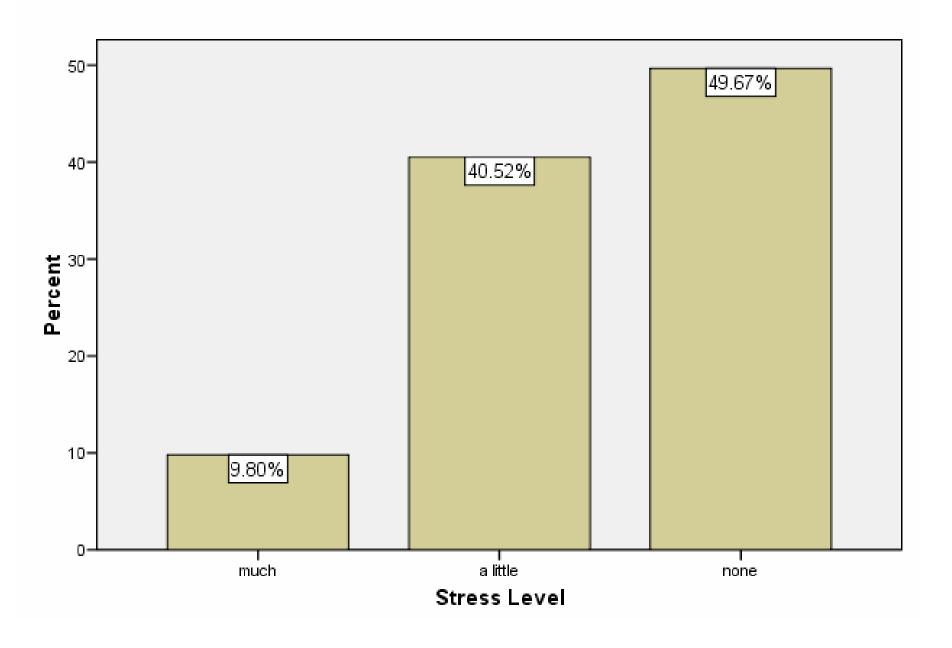
### Feel Distressed After Exposure To Food Contamination Scenes



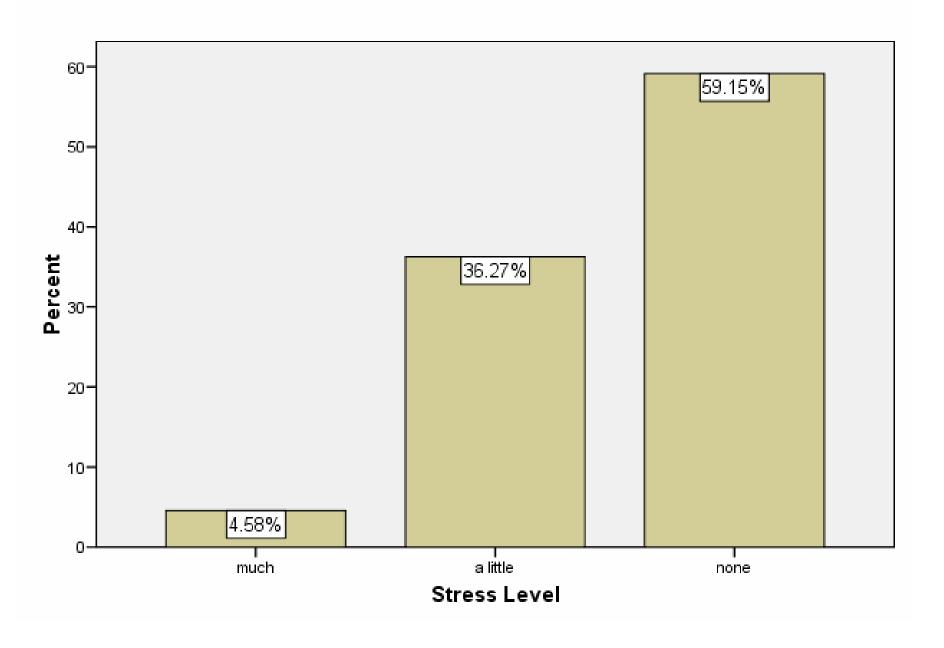
#### Feel Distressed After Exposure TO Japan Food OR Environment Contamination Scenes



#### Feel Distressed After ExposureTo HongKong Contamination Scenes

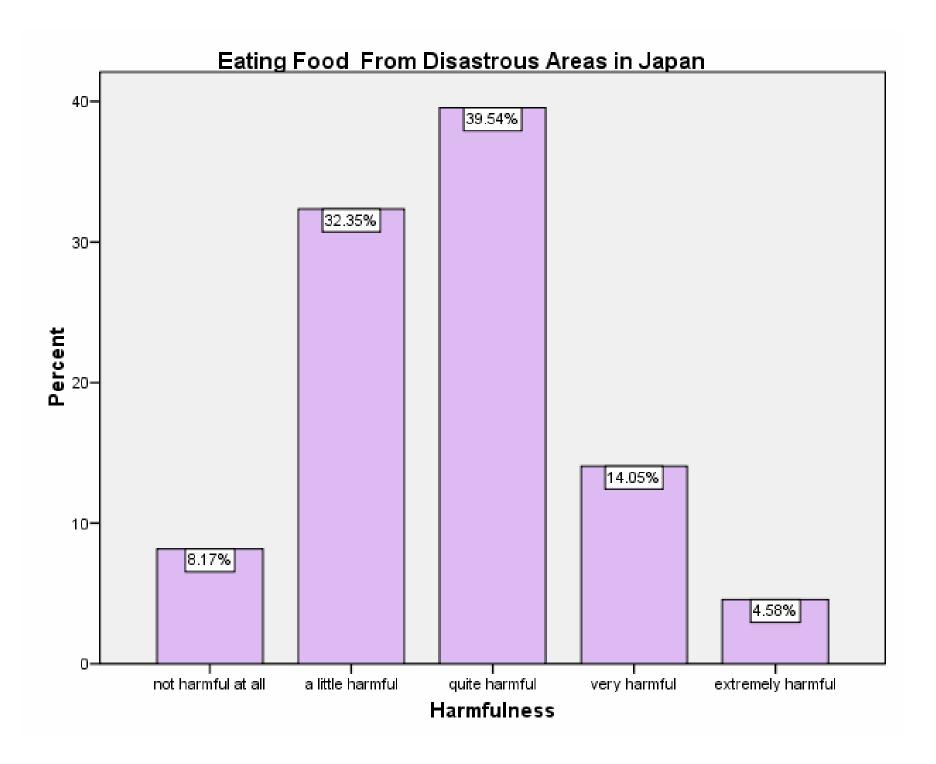


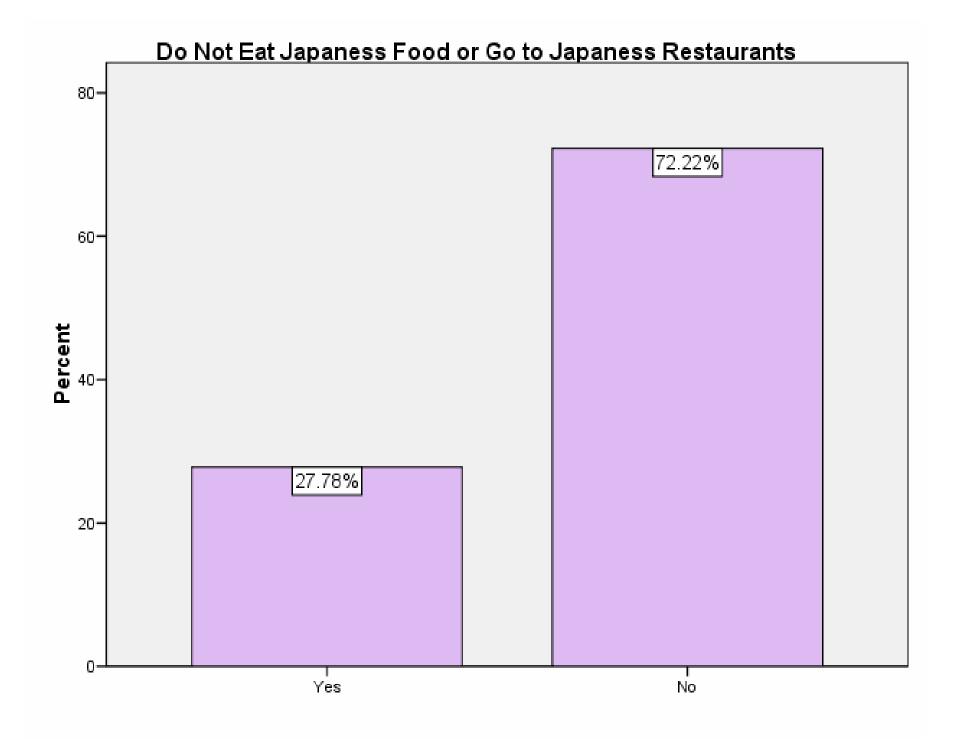
#### Feel Distressed After Exposure TO Government Incompetence Scenes

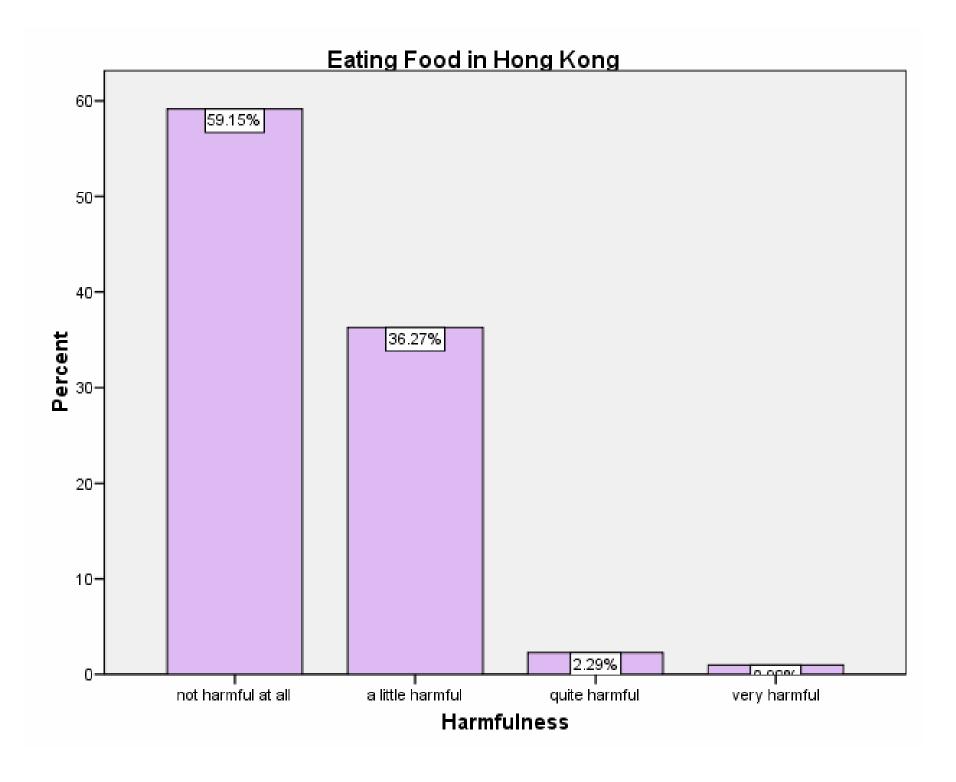


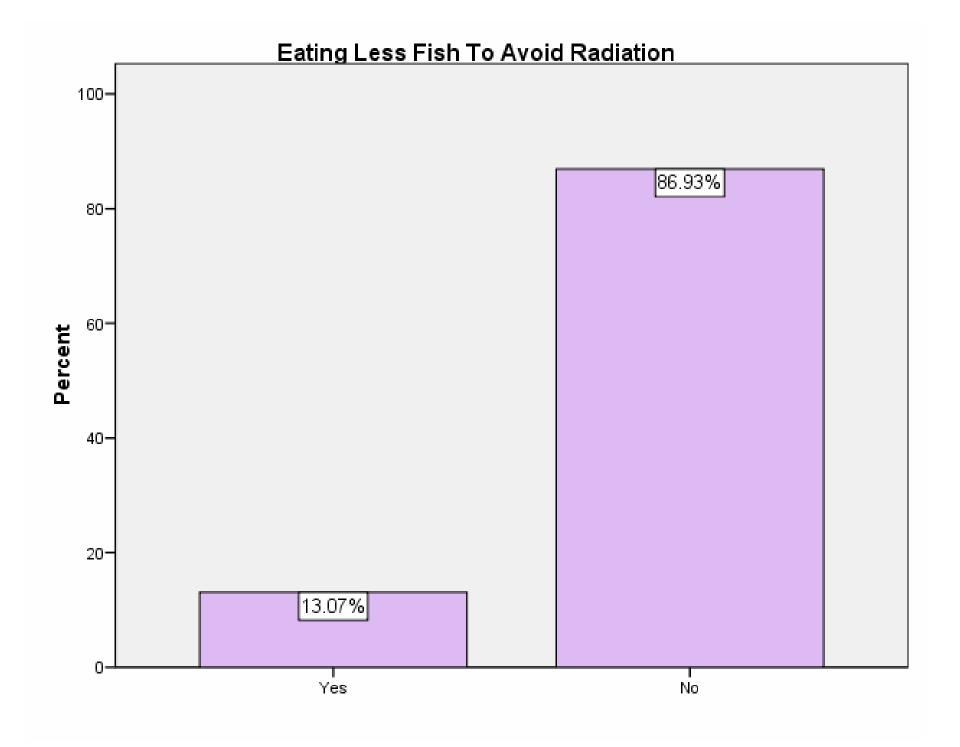
# **Response Hierarchy Models**

	AIDA Model	Hierarchy of Effect Model	Innovation Adoption Model	Information Processing Model	
Cognitive Stage	Attention	Awareness	Awareness	Presentation  Attention	
		Knowledge		Comprehension	
Affective Stage	Interest	Liking Preference	Interest	Yielding	
	Desire	Conviction	Evaluation	Retention	
Behavioral Stage			Trial		
	Action	Purchase	Adoption	Behavior	

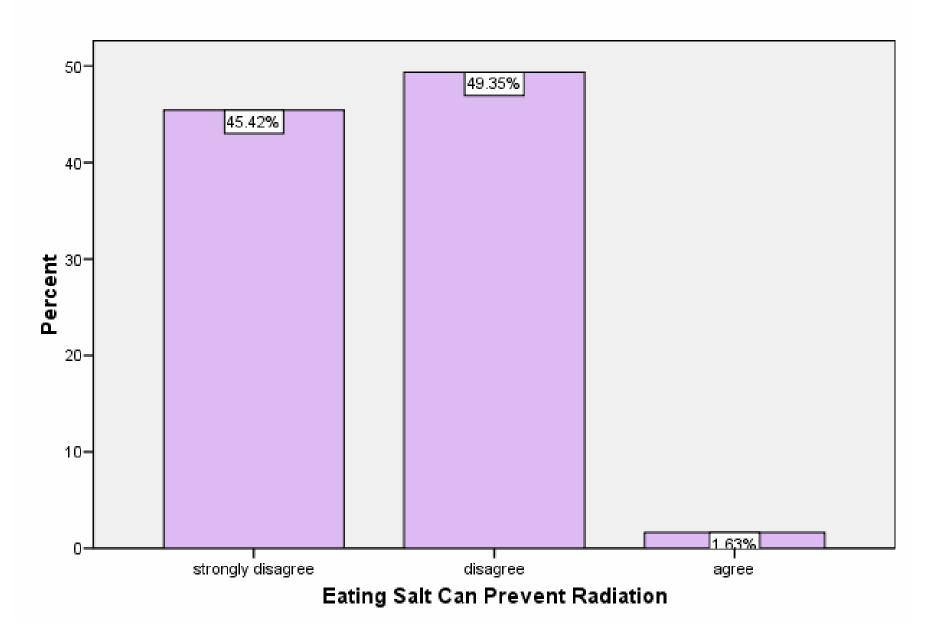








#### Eating Salt Can Prevent Radiation



#### Correlations

			Feel			
			Distressed			
		Feel	After	Feel	Feel	Feel
		Distressed	Exposure TO	Distressed	Distressed	Distressed
		After	Japan Food	After	After Exposure	When Japan
		Exposure	OR	ExposureTo	TO	Hit by
		To Food	Environment	HongKong	Government	Earthquake
		Contaminat	Contaminati	Contaminati	Incompetence	OR Nuclear
		ion Scenes	on Scenes	on Scenes	Scenes	Radiation
Eating Food From	Pearson Correlation	.030	.067	.114*	.039	.053
HongKong	Sig. (2-tailed)	.600	.239	.047	.493	.352
	N	306	306	306	306	306
Don't Eat Japaness Food	Pearson Correlation	.212**	.208**	.198**	.080	.159**
OR Go TO Japaness	Sig. (2-tailed)	.000	.000	.001	.163	.005
Restaurant	N	306	306	306	306	306
Eating Less Fish TO	Pearson Correlation	.200**	.176**	.205**	.114*	.161**
Prevent	Sig. (2-tailed)	.000	.002	.000	.047	.005
	N	306	306	306	306	306

<sup>\*\*</sup> Correlation is significant at the 0.01 level (2-tailed).

<sup>\*-</sup> Correlation is significant at the 0.05 level (2-tailed).

#### Coefficientsa

		Unstandardized Coefficients		Standardized Coefficients		
Model		В	Std. Error	Beta	t	Sig.
1	(Constant)	2.337	.151		15.463	.000
	Feel Distressed After Exposure TO Japan Food OR Environment Contamination Scenes	.291	.137	.121	2.117	.035

a. Dependent Variable: Eating Food From Japan

#### Coefficientsa

	Unstandardized Coefficients		Standardized Coefficients		
Model	В	Std. Error	Beta	t	Sig.
1 (Constant)	.159	.041		3.911	.000
Feel Distressed After Exposure TO Japan Food OR Environment Contamination Scenes	.137	.037	.208	3.708	.000

a. Dependent Variable: Don't Eat Japaness Food OR Go TO Japaness Restaurant



## The Influence of Media

#### **Correlations**

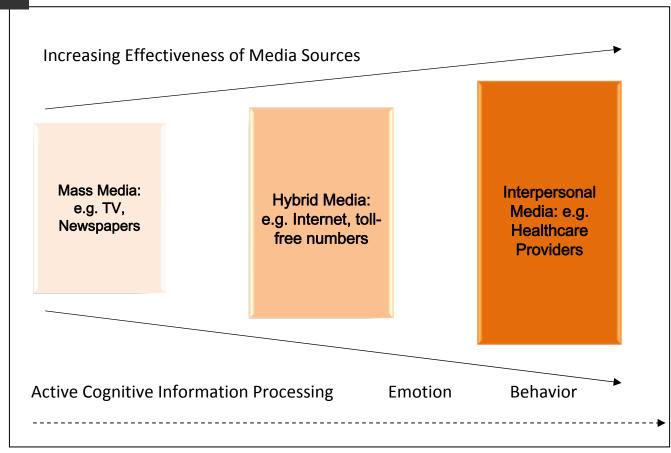
<b>WHATEHAM AND AND SEED AND A</b>							
			Other TVPrograms			Videos ON Public	
		TV news	(except TV news)	Newspaper OR magazine	Family OR friends	Transporta tion	Radio
Exposure TO Japan Food OR Environment	Sig. (2-tailed)	.981	.436	.325	906	.984	.920
	N	306	306	306	306	306	306
Feel Distressed After ExposureTo HongKong Contamination Scenes	Pearson Correlation	007	.102	.023	.158**	.008	.041
	Sig. (2-tailed)	.905	.073	.685	.006	.890	.470
	N	306	306	306	306	306	306
Feel Distressed After Exposure TO Government Incompetence Scenes	Pearson Correlation	142*	022	067	.030	.025	133*
	Sig. (2-tailed)	.013	.705	.245	.599	.666	.020
	N	306	306	306	306	306	306
Feel Distressed When Japan Hit by Earthquake OR Nuclear Radiation	Pearson Correlation	082	114*	064	007	151**	.063
	Sig. (2-tailed)	.153	.046	.263	.898	.008	.270
	N	306	306	306	306	306	306
Feel Distressed After Exposure To Food Contamination Scenes	Pearson Correlation	.011	.110	.058	.142*	.033	.016
	Sig. (2-tailed)	.842	.054	.312	.013	.565	.783
	N	306	306	306	306	306	306

<sup>\*\*</sup> Correlation is significant at the 0.01 level (2-tailed).

<sup>\*</sup> Correlation is significant at the 0.05 level (2-tailed).



# **Media Richness Theory**



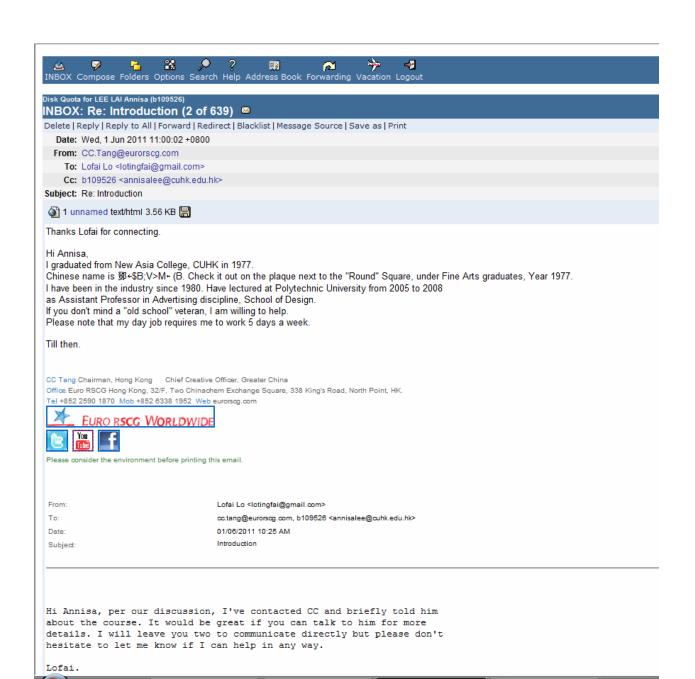
## The Influence of Media

we will try to make recommendations on the unique potential of social media, and guidance on how people communicating risk can best use this type of communication to get across messages on food risks, and benefits," said Dr Robert Fitzhenry, food safety and risk communications manager at the European Food Information Council (EUFIC).



### **Twitter**

- New online 'information communities' and social media play in providing information sources related to food risks and benefits.
- Speaking with FoodNavigator.com, Dr Fitzhenry said that one of the great aspects of Twitter is that it's an important news source: "In the end the tweets and links from social media help me to better understand things," he said.
- "The great thing is that if you have an important comment to make, you might be limited to 140 characters on twitter, but you can still get something out there, and people will respond to you," said Fitzhenry.



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