
Lessons learnt and recommendations

Lessons learnt?

- Provide knowledge on the epidemiology of food borne disease and current surveillance and alert systems in Europe.
- Provide theoretical and practical understanding of food safety and risk communication and crisis communication.
- Identify the different needs of communicators (from national and local governments, other institutions and organizations, the media).
- Enable participants to provide effective communication on food safety, with a special focus on outbreaks and crisis.

Recommendations for further work

1. Share acquired knowledge with the colleagues and superiors (national, local, specific level);
2. Develop a communications plan relevant/applicable at both national and local levels and to specific fields (i.e. tourism, sanitary inspection...);
3. Work in the field of communications in an intersectorial way, develop partnership among the relevant players, build up networks;
4. Have a clear identification of the various roles during an outbreak at different levels (national/regional/local);
5. Educate consumers and organize workshops.