

Challenges of the Food Safety Risk Communication

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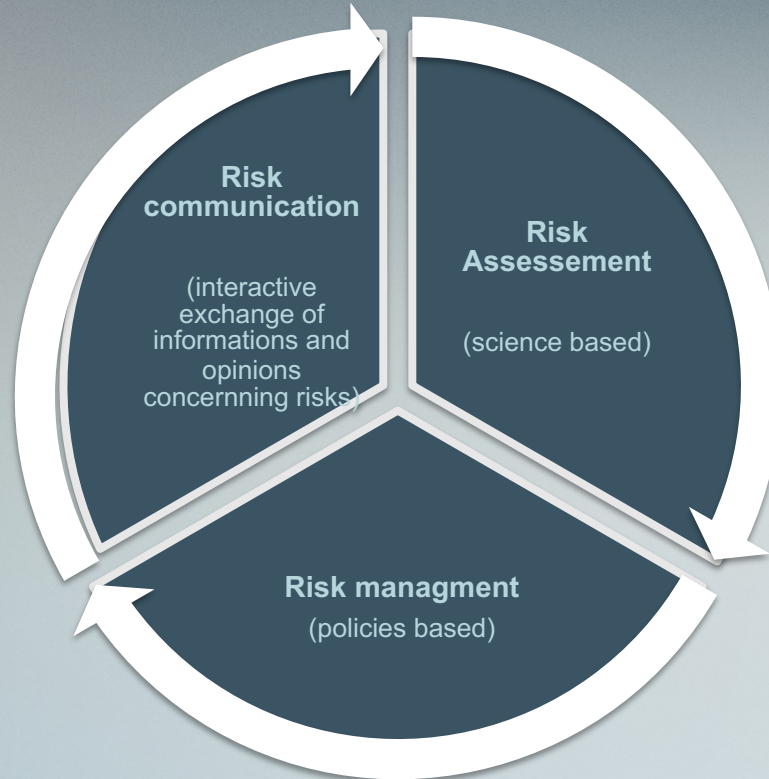
Food safety Risk communication



- Challenges of Food safety risk communication
- Food safety risk communication in the Arab region
- the impact of social media (SM) in food safety risk communication

Risk analysis framework :

Risk assessment , Risk management and Risk communication



Challenges of the food safety risk communication

1. Rapidly changing information
2. Different audiences and Cultural diversity
3. Limited knowledge among consumers
4. Complexity of scientific information
5. Timing of communication
6. The complexity of risk messaging:
7. The impact of social media:
8. Susceptibility to misinformation:
9. Balancing transparency and confidentiality
10. Coordinating between different agencies and companies

Food safety risk communication in the Arab Region

Several challenges,

- the lack of adequate regulatory frameworks
- lack of coordination among different stakeholders
- limited consumer awareness and understanding of food safety issues,
- political instability in some countries

Despite these challenges,

Many initiatives implemented :

- increasing transparency in food labeling,
- strengthening consumer education,
- promoting the adoption of international food safety standards
- adopting advanced technologies that improve the traceability

The rôle and impact of social media (SM) in food safety risk communication

- Positively, SM can reach a large audience, allowing the dissemination of information about food safety risks quickly.
- SM platforms enable direct communication between consumers and food safety authorities, promoting transparency and increasing trust amongst consumers.

BUT :

- SM can also disseminate false information about food safety risks, leading to panic and confusion among consumers.
- food safety information shared on SM can be incomplete which may create unnecessary alarm and undermine the efforts of food safety authorities.

Conclusion

- Arab food safety authorities must **be aware of the importance of Risk communication** as a pillar in their food safety strategy and politics
- Food safety authorities **must use the power of SM** to promote transparency and set up measures to counteract misinformation