

New development in risk communication -- a revolution in digital media
风险交流领域的新进展 — 一场数字媒体的革命



第四届深圳食品安全论坛(2019)

The 4th Shenzhen Food Safety Forum 2019

安全与质量协调发展

Coordinated Development of Safety and Quality

主办：深圳市食品药品监督管理局 承办：深圳市标准技术研究院 深圳标准促进会
Host: Food and Drug Safety Commission of Shenzhen, Market Supervision and Regulation Bureau of Shenzhen Municipality
Organizer: Shenzhen Institute of Standards and Technology, Shenzhen Standards Promotion Council

中国 深圳 2019年11月5日-6日
Shenzhen China 5th-6th November 2019



Professor Patrick Wall
University College Dublin

One of the difficulties in Food Safety is communication of the issues to the public without undermining consumer confidence in:

食品安全的一个难点是在不损害消费者信心的情况下和公众沟通问题：

1. The safety of the food supply

食品供应链的安全性

2. The ability of the regulatory agencies to police the food chain

监管机构监管食物链的能力

3. The commitment of the food industry to produce safe food

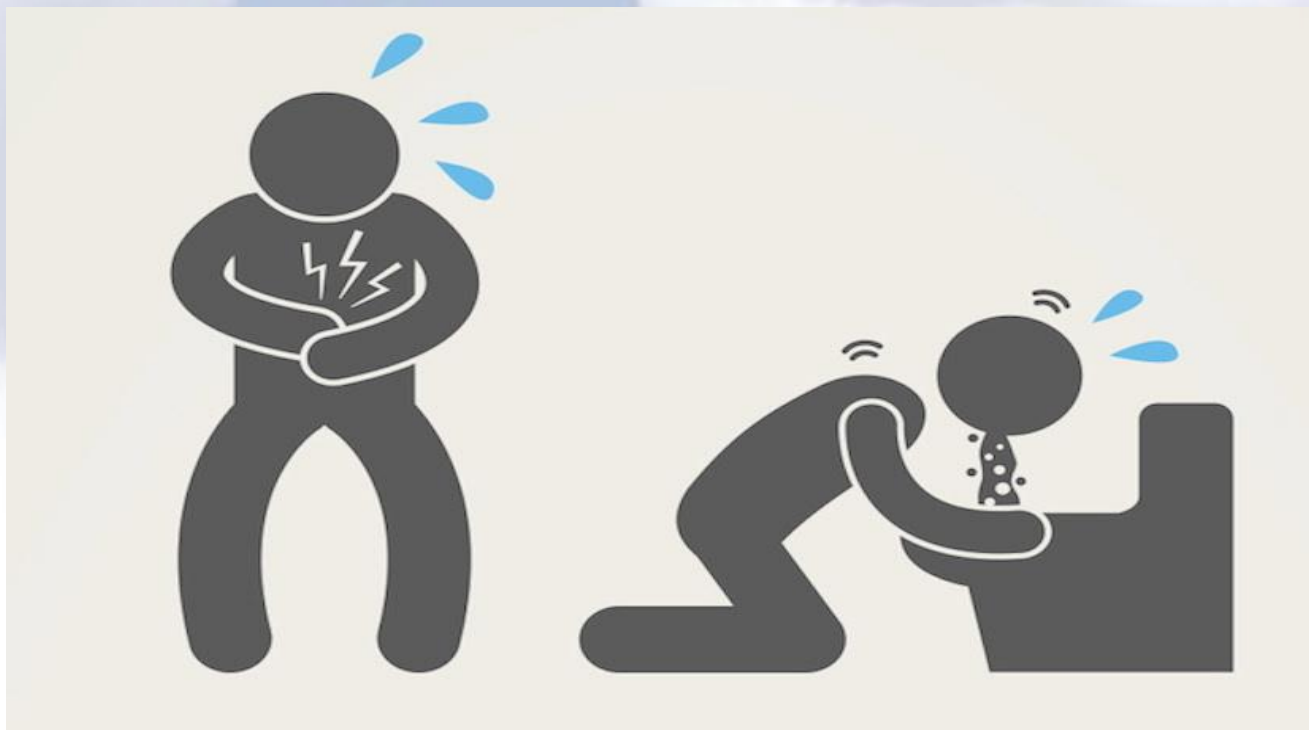
食品工业致力于生产安全食品

Protection of public health must be paramount as foodborne disease is an important cause of morbidity and mortality

No amount of communication will reassure customers if problems are not addressed by effective risk management

保护公众健康至关重要，因为食源性疾​​病是发病和死亡的重要原因

如果有效的风险管理未能解决问题，那么不管怎么交流都无法使顾客放心



Two of the elements of Risk Analysis, Risk Assessment and Risk Management, are benefiting hugely from improved methodologies, more sensitive analytical capabilities, rapid diagnostics, bioinformatics, process interventions, stricter regulations, more robust enforcement, enhanced surveillance and early warning systems and greater international collaboration.

风险分析的前两个方面——风险评估和风险管理都正受益于技术的进步，比如更灵敏的分析技术、快速诊断、生物信息学、过程干预、更严苛的法规、更有力的法规实施、有效的监控和快速预警系统，以及更广泛的国际合作。

However the third element, Risk Communication, still remains challenging and hasn't maximized the progress to be gained from the transformation occurring in the communication landscape.

风险分析的第三个方面——风险沟通，仍面对巨大挑战，还没有完全跟上媒体结构变化的步伐（比如社交媒体和自媒体的蓬勃发展）。

Risk assessment and Risk Management is similar in most jurisdictions and it is easy to copy good practice from one place to another

在多数管辖范围内，风险评估与风险管理类似，两个领域的有效实践易于相互借鉴。





Codex Alimentarius defines risk communication as:

食品法典将风险交流定义为：

“the exchange of information and opinions concerning risk and risk-related factors among risk assessors, risk managers, consumers and other interested parties.”

“风险评估者、风险管理者、消费者和其他利益相关方彼此交换关于风险和与风险相关的因素的信息和意见。”

It is one of the three components that constitute the process of risk analysis and primarily the communication was intended to be between the risk assessors and the risk managers to enable better informed risk management decisions.

它是构成风险分析过程的三个组成部分之一，其主要目的是在风险评估者和风险管理者之间进行沟通，以便更好地掌握风险管理决策。

However nobody envisaged the explosion in communication with the public and the challenge in trying to communicate highly technical information in a comprehensible way to the lay public

但是，没有人预料到与公众交流信息的爆炸式增长，以及试图以一种易于理解的方式向非专业人士传达高度专业信息的挑战

Currently in many jurisdictions; "Risk" Communication is seen to be:
目前在许多司法管辖区，“风险”沟通被视为：

- 1. undermining consumer confidence**
破坏消费者信心
- 2. making consumers more anxious about food**
让消费者们对食物更加焦虑
- 3. making consumers increasingly angry with the authorities for not resolving the situation**
让消费者越来越不满意当局没有解决问题

Trust 信任

British beef is
absolutely safe
英国牛肉绝对安全



British Minister of Agriculture on television giving his daughter a beef burger falsely reassuring the public

英国农业大臣在电视上给他的女儿一个牛肉汉堡企图安抚公众

挑战 弥合科学家与公众对风险的看法之间的 鸿沟



Evidence
证据



Emotions
情感

A middle-aged man with short brown hair, wearing a dark pinstripe suit, a light blue shirt, and a dark tie, is standing and speaking into a microphone. He has his hands clasped in front of him. The background is a blurred indoor setting with wood paneling.

Communication is a two-way process yet the food safety professionals regularly label one-way dissemination of information as communication

沟通应该是双向的，然而食品安全从业人士经常把单向的信息传播称为沟通。

Scientific language incomprehensible to the journalists and the public

记者和公众难以理解的科学语言



The word **Risk** in most languages generates fear and anxiety amongst consumers:

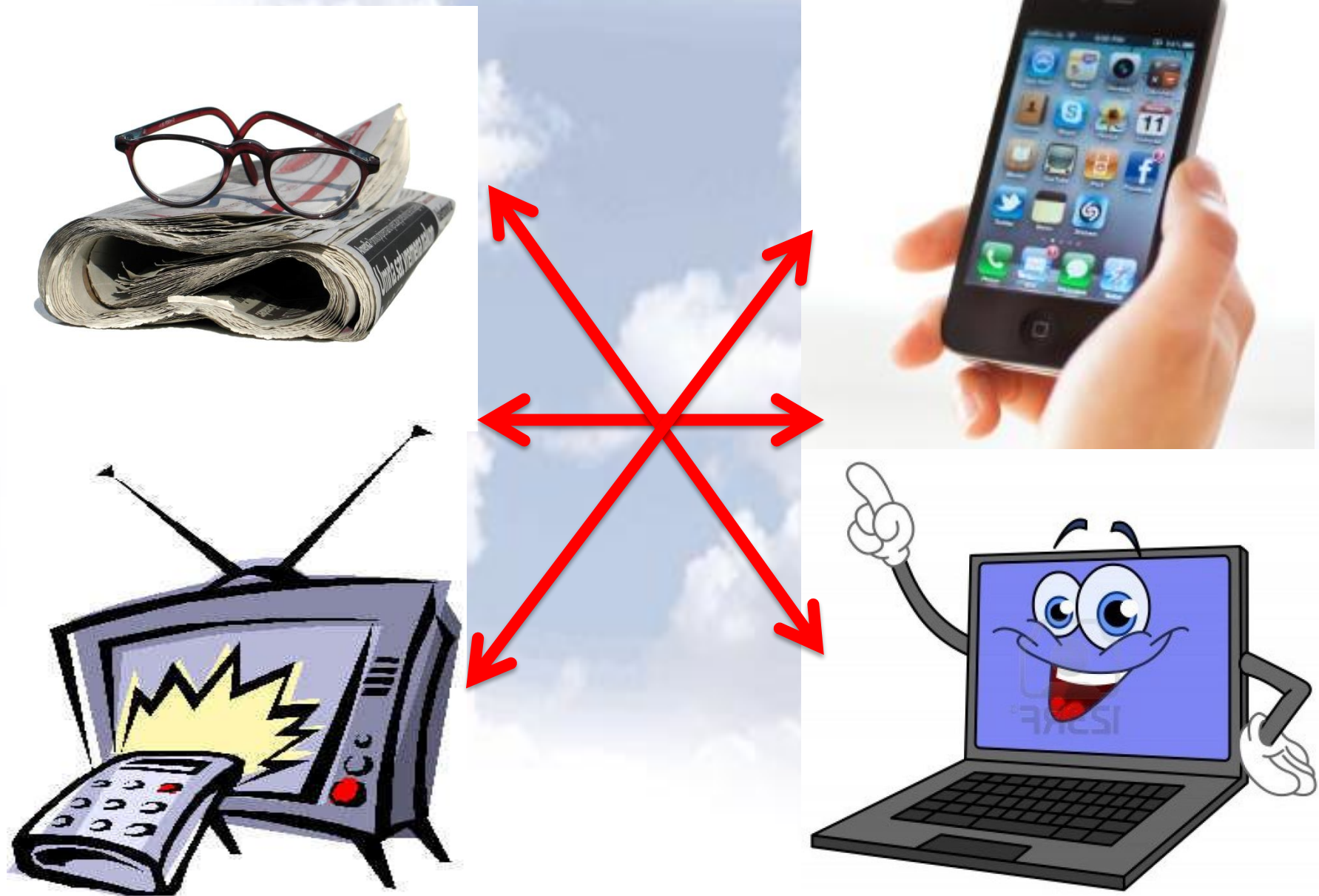
大多数语言中的“风险”一词都会在消费者中引起恐惧和焦虑：

Risk is deemed a bad thing

风险被认为是一件坏事



传统媒体与社交网络互相借鉴信息





All food is Dangerous
所有食品都很危险

People expect their food to be safe 人们期望他们的食品是安全的

**The Government should
sort this out!!!**
政府应该解决这事！

How did the Government let this
happen

政府如何做到这一点



A man in a light-colored, short-sleeved button-down shirt and dark trousers is sitting on a grey metal bench, viewed from behind. He is looking out over a vast, calm blue ocean. In the distance, a small white sailboat is visible on the water. The sky is a pale, hazy blue. A thought bubble originates from the man's head, containing the text '海洋可能会变得具有放射性...'.

海洋可能会变得具有放射性...

Probability neglect
概率忽略

Are people worrying about the correct risks?
人们是否在担心该关注的风险？

How can you take the **“risk”**
out of Risk Communication?
如何从风险沟通中去除
“风险”？



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新专业
公众对科学的理解



- 社会科学家
- 行为心理学家
- 行为经济学家
- 人类学家
- 社交媒体分析师
- 数字营销专家

PERSPECTIVE **OPEN**

Moving from risk communication to food information communication and consumer engagement

Patrick G. Wall¹ and Junshi Chen²

Consumers in most developed countries have greater access to safer food than ever before, yet the issue of consumer perception on the safety of the food supply, the control infrastructure and existing and new process technologies is often not positive. A series of high profile food incidents, which have been ineffectively managed by both the regulators and the industry, and where there has been a failure to be open and transparent, have sensitised a proportion of consumers to scary stories about the food supply. There has been concomitant damage to consumer confidence in (i) the safety of food, (ii) the food industry's commitment to producing safe food and (iii) the authorities' ability to oversee the food chain. Threats to consumers' health and their genuine concerns have to be addressed with effective risk management and the protection of public health has to be paramount. Dealing with incorrect fears and misperceptions of risk has also to be addressed but achieving this is very difficult. The competencies of social scientists are needed to assist in gaining insights into consumer perceptions of risk, consumer behaviour and the determinants of trust. Conventional risk communication will not succeed on its own and more innovative and creative communication strategies are needed to engage with consumers using all available media channels in an open and transparent way. The digital media affords the opportunity to revolutionise engagement with consumers on food safety and nutrition-related issues.

npj Science of Food (2018)2:21 ; <https://doi.org/10.1038/s41538-018-0031-7>

食品信息交流涉及广泛的主题, 包括

- i) 食品和新技术的益处和积极属性;
 - ii) 政府正在加强努力和措施, 以改进食品监测系统并确保合规;
 - iii) 食品行业为提高食品质量和安全所做的努力;
 - iv) 食品的健康益处;
-
- i) The benefits and positive attributes of food and new technologies;
 - ii) the increased efforts and measures governments are making to improve food monitoring systems and ensure compliance;
 - iii) efforts by the food industry to improve food quality and safety;
 - iv) health benefits of food;

食品信息交流涉及广泛的主题, 包括

- v) 健康饮食以及如何避免健康损害和不健康饮食引起的疾病;
- vi) 如何在商业厨房和家中妥善处理 and 烹饪食物, 以避免食源性疾病。
- vii) 食品中的潜在风险和危害
- viii) 在污染事件, 食物中毒爆发和召回期间及时交流信息
- v) healthy diets and how to avoid health damage and diseases from unhealthy diets;
- vi) how to properly handle and cook food in commercial kitchens and, at home, to avoid food borne diseases.
- vii) potential risks and hazards in food
- viii) messages in a timely manner during contaminations incidents, outbreaks of food poisoning and recalls

Many exciting innovative research outputs in the food area will never realize their full potential without consumer acceptability
没有消费者的接受度，食品领域的许多令人兴奋的创新研究成果将永远无法发挥其全部潜力。



There is a digital revolution in China

中国正在进行一场数字革命



Every one in China has at least one digital device
中国至少人手一个电子设备

Today China has:

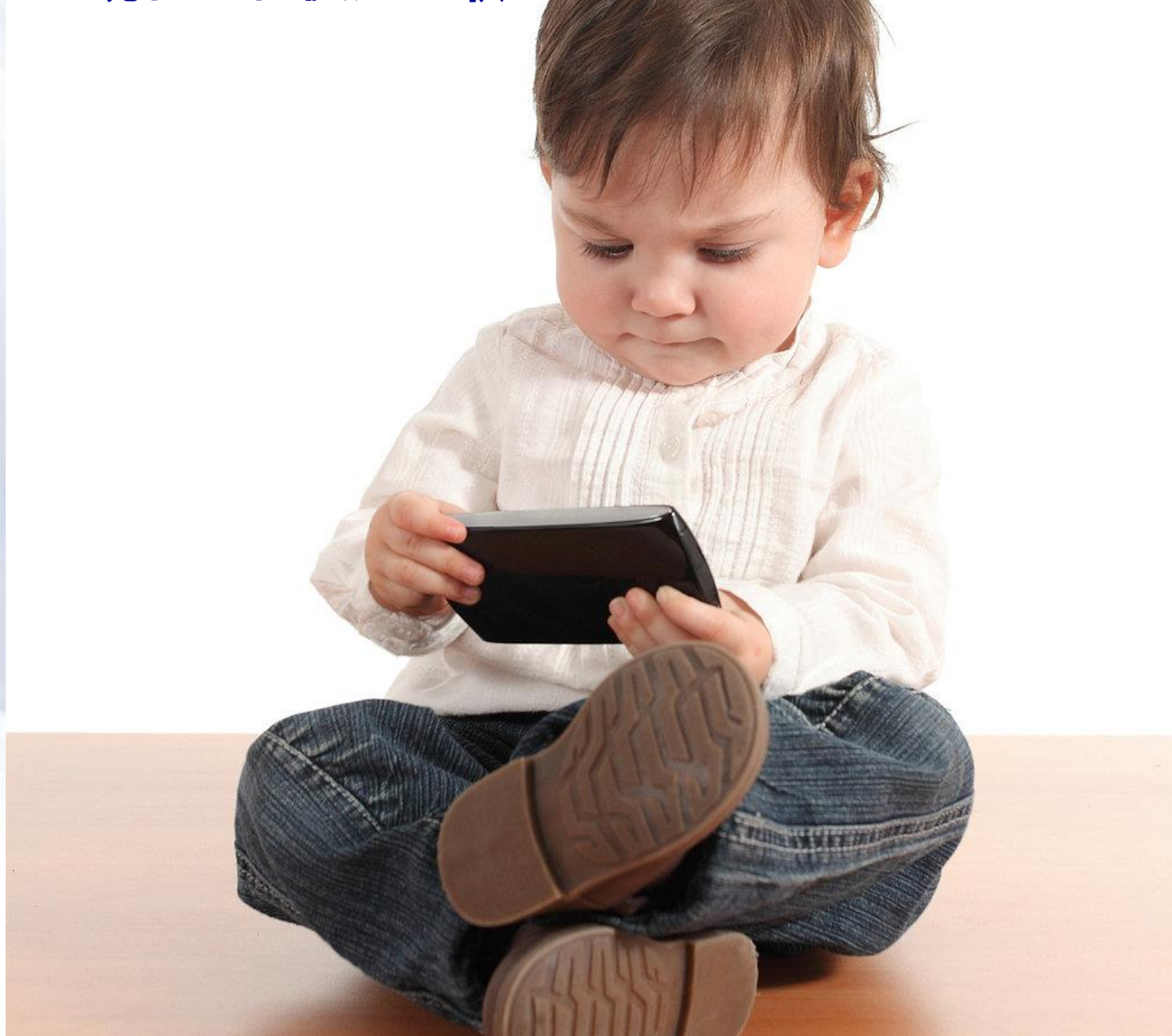
- 780 million daily users of WeChat
- 250m daily users on Douyin (Tik Tok)
- 130 million daily users on microblog
- 25 million public WeChat accounts
- 27 million apps
- 1000 live streaming platforms
- Over 3 million self media operators

如今中国拥有：7.8亿微信每日用户，2.5亿抖音每日用户，1.3亿微博每日用户，2500万个微信公众号，2700万个应用程序，1000个实时流媒体平台以及超过300万个自媒体运营商



Even very young children are now using the internet

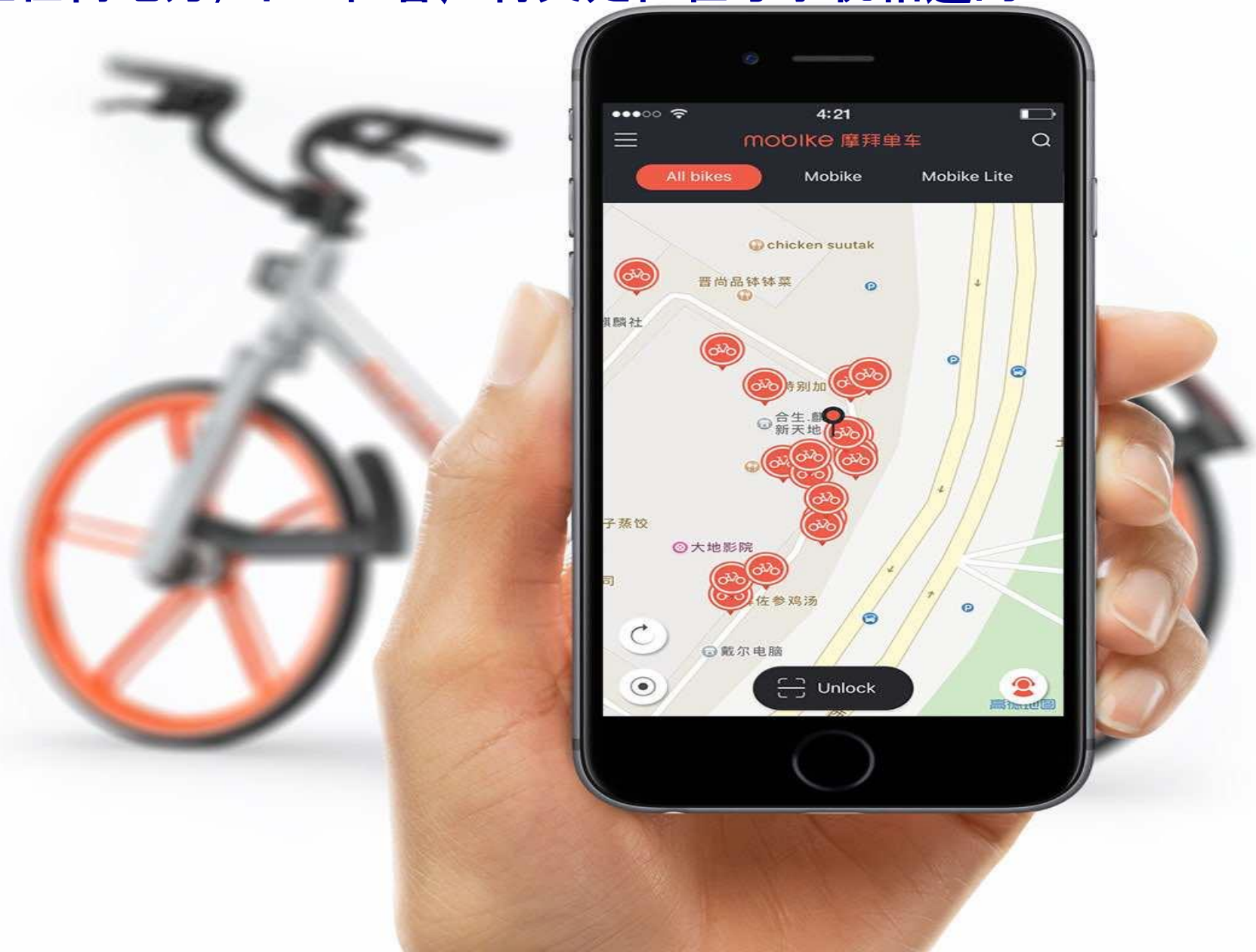
即使很小的孩子现在也在使用互联网



我的一个学生的 82岁的爷爷正在使用微信



您可以使用手机找到要租用的自行车，并在旅程结束后将其留在任何地方，下一位客户将其定位在与手机相连的GIS上





China is fast becoming a cashless society
中国正迅速成为无现金社会



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微信支付



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用支付宝扫



China now has shops with no staff and no cash machines

中国现在有无工作人员和无现金付费机的商店



China E-Commerce Channels

B2C STANDALONE eSHOP

ECShop

ShopEx

Zen-Cart.cn
电子商务的艺术

Magento

B2C PLATFORMS

天猫 **TMAIL.COM**

360buy 京东商城
360buy.com

joyo 卓越
amazon.cn

QQ网购
BUY.QQ.COM

当当网
dangdang.com

易迅 **51buy.com**
51BUY.COM

B2C ONLINE MULTI- BRAND RETAILERS

mecoxlane 麦考林

红孩子
redbaby

乐淘

OkBuy
OKBUY.COM

走秀网
xiu.com

VANCL
凡客诚品

1号店

SUNING
苏宁电器

库巴 **COOB** **购物.com**

B2C PRIVATE SALES SHOPPING CLUBS

GLAMOUR-SALES

ihush.com 购物精选

VIP 唯品会
VIPSHOP.COM

VIPSTORE 佳品网

C2C MARKET- PLACES

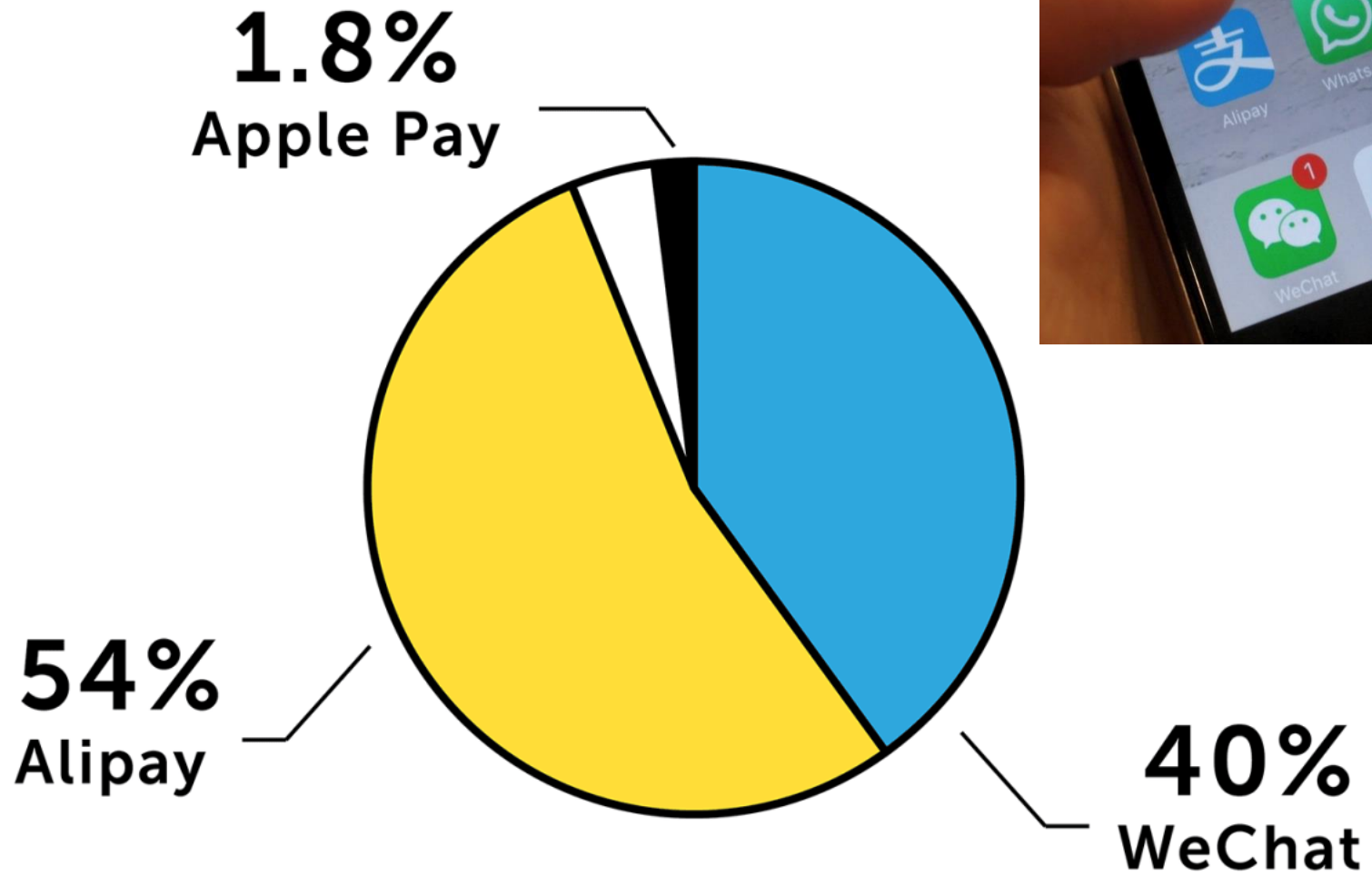
淘宝网
Taobao.com

Paipai 拍拍

易趣 **eachnet.com**

China is world's largest E-Commerce market

中国是世界上最大的电子商务市场



新型社区

现在有很多人参与互联网团体

通常，他们倾向于与自己有相同看法或误解的人
互动交流，并不断强化自己的观点



回声室

通常，具有众多粉丝的知名人士和博客作者比顶
尖科学家或政策制定者更具影响力

Often High celebrity influencers and bloggers with many followers have much more impact than top scientists or policy makers

通常，具有众多粉丝的知名人士和博客作者比顶尖科学家或政策制定者更具影响力

《中国居民膳食指南》(2016)



中国居民平衡膳食宝塔 (2016)

少盐 少油 少糖 少酒 少盐 少糖 少油 少酒

何炅
全民营养周宣传
形象大使

更多中国营养学会相关资讯请关注



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官方网站: www.cnsac.org

指导单位: 国家卫生和计划生育委员会
主办单位: 中国营养学会
特别支持: 野生救援

Da Da Xing Qiu”, over 3 million people participated on the first day. In the first week, 12 million people participated, and the click times reached 1.7 billion

答答星球”，正式启动首日便吸引超过300万用户参与竞答，首周吸引共1200万用户参加，17亿次答题



We are trialing using the digital media to engage with consumers to monitor their views which will be much faster than face to face or postal questionnaires

我们正在尝试使用新媒体来与消费者互动，来了解他们的看法，这比面对面或邮寄问卷都要快得多。



The real exciting opportunity is to use the mobile devices to seek consumer's views and then in real time give them back customised accurate information tailored for their age, gender and educational status

真正令人兴奋的机会是使用手机移动设备寻求消费者的观点，然后实时为他们提供针对他们的年龄、性别和教育状况量身定制的准确信息





Answer page

< 暖交流

正确答案

您的高风险行为已用红底标注

1 如果你打算今晚做个新花样，你更愿意选择

A 日式刺身生鱼片，高端大气上档次！

B 醉虾醉蟹生牡蛎，吃海鲜就要吃新鲜！

C 清蒸红烧砂锅水煮，不敢不熟

2 盛装过生海鲜的盘子，再用来装熟菜前，您通常怎么处理？

A 清水大致涮涮再用

B 用洗涤剂和清水涮洗干净后再用

C 不洗直接用

3 去超市购买完食材，你通常会

A 反正都有外包装，不管生熟都放到一个袋子里，减少使用塑料袋

B 生食熟食必须分开装，就是这么强迫症

The **wrong answer** the participant provided

Click this button for '**detailed explanation**'



Communication is a two-way process and the digital media affords us the opportunity to gain insight into consumers concerns about food safety and tailor our messages to address their needs.

沟通是一个双向的过程，数字媒体使我们有机会深入了解消费者对食品安全的关注，并根据他们的需求定制我们的信息



It's not going to be easy...

这并非易事.....

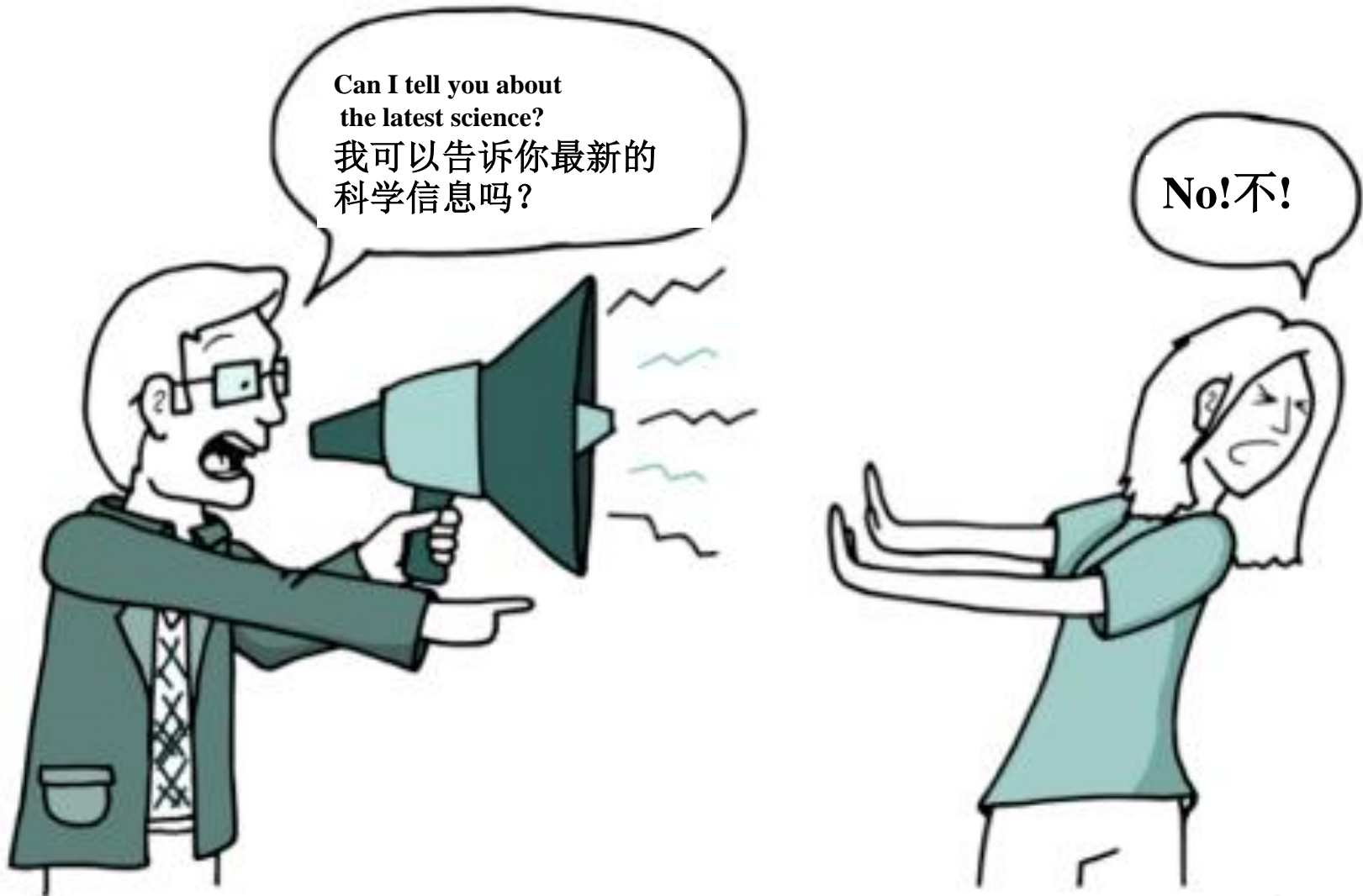


...to make good food stories interesting

将好的食品相关故事包装得有趣、有新闻价值

Could we make new science exciting?

我们能让新科学变得令人兴奋吗？



The Challenge will be to make the topics of interest to the public which will require innovative approaches to present the material and engage with the public

我们面临的挑战是使公众对我们的主题感兴趣，这需要创新的方法来展示材料并与公众互动



Weibo & Twitter can be used to direct people to comprehensive information sources
微博和推特可以用于将人们链接到更全面的信息来源





在线点餐的迅速发展可以在
顾客下单时向顾客提供食品
安全相关的建议！



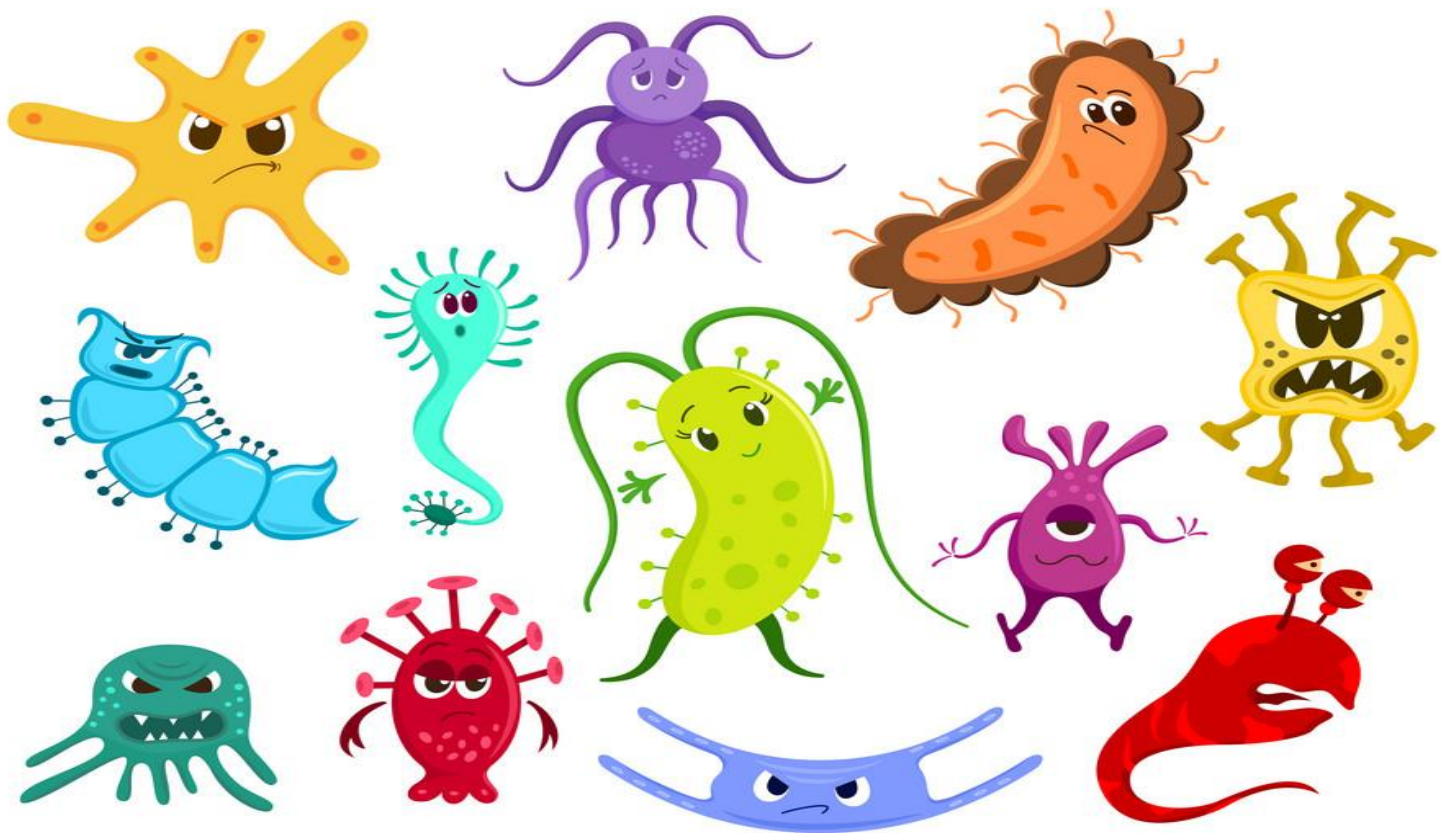
A close-up photograph of a person's index finger hovering just above a blue computer mouse. The mouse is a standard wired mouse with a scroll wheel. The background is plain white.

**People have shorter and
shorter attention spans
人们的注意力时间越来越短**

**You are only a mouse click away from losing your audience
只需单击鼠标, 您的观众就会离你而去**

"It is difficult to make some of issues interesting and that is why we need to enlist the help of experts in innovative marketing and humorous content generation"

“很难让一些问题变得有趣，这就是为什么我们需要寻求创新营销和幽默内容生成专家的帮助”



Edu-tainer

There is a new breed of individual
half educator and half entertainer



寓教于乐者
出现了新的
半教育半娱
乐的个体

War game for children:- – to kill *Salmonella*, *E.coli*, *Listeria*, *Campylobacter* etc.

Making education on food safety fun

**小朋友的战争游戏: 杀死沙门氏菌, 大肠杆菌, 李斯特菌, 弯曲杆菌
把食品安全教育变得有趣**



Forecasting the future: 5G is coming, virtual reality will become a big trend

展望未来:5G时代到来,更便捷的虚拟现实体验



“Chinese scientists are using the most modern techniques to protect the food supply – eg Total genome sequencing”

“中国科学家正在使用最现代的技术来保护食物供应 – 例如全基因组测序”

“Chinese technology for traceability making global food chain safer”

“中国可追溯技术使全球食物链更加安全”

“Chinese Food scientists in the forefront globally”

“中国食品科学家走在全球前列”

Why not in the Communication area?

为什么在沟通领域不呢？



我想向该主题会议的举办方致谢，
你们提升了风险交流的知名度。
周鹏博士上周在北京举行的中国
国际食品安全与质量控制会议上作了
非常全面的介绍。在深圳开展的各
项活动给每个人留下了深刻的印象。

