

## **CONCLUSIONS OF THE CONFERENCE**

### **“FOOD CRISIS AND THE MEDIA”**

The Association of Veterinarians for Catalonia hygienistic, AVHIC, held a conference on food crises. Vladimir de Semir, scientific journalist, has logged in with a conference. Subsequently has been opened with a • discussion with the participation of Margarita Arboix, Director of Regional Services in Barcelona of the Agency for Health Protection, Marc de Semir, a journalist, Maximiliano Junquera, representing Leche Pascual SA and Cinta Barrachina, OCUC representative of the (Organization of Consumers and Users of Catalonia).

Vladimir de Semir in his speech emphasized that food crises, the media draws the spectacle of the news. The same word, crisis, it scares. These stories often accompanied always by the same words that create fear among the population, such as cancer, scandal, neglect, danger to health, and so on.

The information on crises, have 4 stages of disclosure, in decreasing interest, creating is'iniencien scaremongering with big headlines and covers, but not being traced back, and when the topic is explained in depth and in an objective, the news no longer has the same appeal.

During the conference and the conference co • later we could draw the following conclusions:

1. The institutions have to have people prepared to deal with the media (not just in cases of crisis) and thus build confidence in non-crisis periods.
2. We must work communication in times of crisis does not. Establish stable and continuous relationship between the media, the health authorities and food industries, should serve to build confidence prior, before you leave a crisis.
3. We need authoritative voices in the media and are guaranteed in advance on trust.
4. It is necessary in any organization to have a list of experts in each specific area, which could provide information at the right time.
5. Has been to network between media, health authorities and food companies.
6. We must find a balance when it comes to communicating and establishing complicity with all the agents involved.
7. The health administration gives priority to the solution of the problem when there is a crisis, before the communication. Many times to communicate and do not have

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conclusive results or any information.

8. It should be a task to train and educate consumers but also to the media.

9. Health authorities should be the first to explain the crisis, before the media putting forward hypotheses, often objective and too little alarmist.

10. Health authorities should transmit to society the level of safety of food products and that communication must be done at no time of crisis.