

Communication 041/2026

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Risk assessment presented clearly

The BfR publishes a new overview page with infographics on its website

Infographics are a useful way of presenting complex issues clearly and in an easily understandable manner. On the internet in particular, they offer a good way of presenting key information concisely. In addition to written formats such as opinions and scientific reports, the German Federal Institute for Risk Assessment (BfR) uses infographics to illustrate the broader context of risk assessments. The BfR has now launched a new overview page featuring infographics on its website.

You can find the new infographics page at:

<https://www.bfr.bund.de/presse/infografiken/> (in German)

The new portal features infographics on numerous topics covered by the BfR, such as the hygienic preparation of infant formula, the health risks of per- and polyfluoroalkyl substances (PFAS), the basics of kitchen hygiene, and the difference between hazard and risk. The infographics visualise factual information – some of which is highly complex – such as proportions, probability figures, limit values, and technical, biological or chemical processes. They serve as a tool for risk communication and form part of the diverse range of formats the BfR uses to convey information.

There is a complex process behind the creation of these infographics: initially, the most important information to be conveyed must be identified and grouped into the correct information hierarchy. A visual concept is then developed to further support the intake of the information and make it more intuitive. The visual elements of the infographics can be processed by our brains much more quickly than text-only information. As a result, the infographics help ensure that the BfR's facts and key messages remain in consumers' memories for longer.

You can find the new infographics page at: <https://www.bfr.bund.de/presse/infografiken/> (in German).

Further information on the BfR website regarding infographics

Topic page on risk communication

<https://www.bfr.bund.de/en/risk-communication/>

About the BfR

The German Federal Institute for Risk Assessment (BfR) is a scientifically independent institution within the portfolio of the German Federal Ministry of Agriculture, Food and Regional Identity (BMLEH). It protects people's health preventively in the fields of public health and veterinary public health. The BfR provides advice to the Federal Government as well as the Federal States ('Laender') on questions related to food, feed, chemical and product safety. The BfR conducts its own research on topics closely related to its assessment tasks.

This text version is a translation of the original German text which is the only legally binding version.

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