

PUBLIC INSTITUTIONS AND CINEMA MOVIES

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HAPIH

Hrvatska agencija za
poljoprivredu i hranu

Croatian Agency for
Agriculture and Food

L'Agence Croate pour
l'Agriculture et l'Alimentation

International Symposium „*One substance – one assessment? The next 20 years*”,

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PPT OUTLINE

 **WHY** to use video and „*cinema movie*” format as a communication tool?

 **WHEN** and **HOW** to use it?

 *Theory IN **Practise***



! Facts & Figures:



Television is **the most frequently selected source of information** about food risks (*6 in 10 respondents*)

The 2022 Special Eurobarometer Survey on Food Safety was carried out by the Kantar network in the 27 EU Member States between 21 March and 20 April 2022.

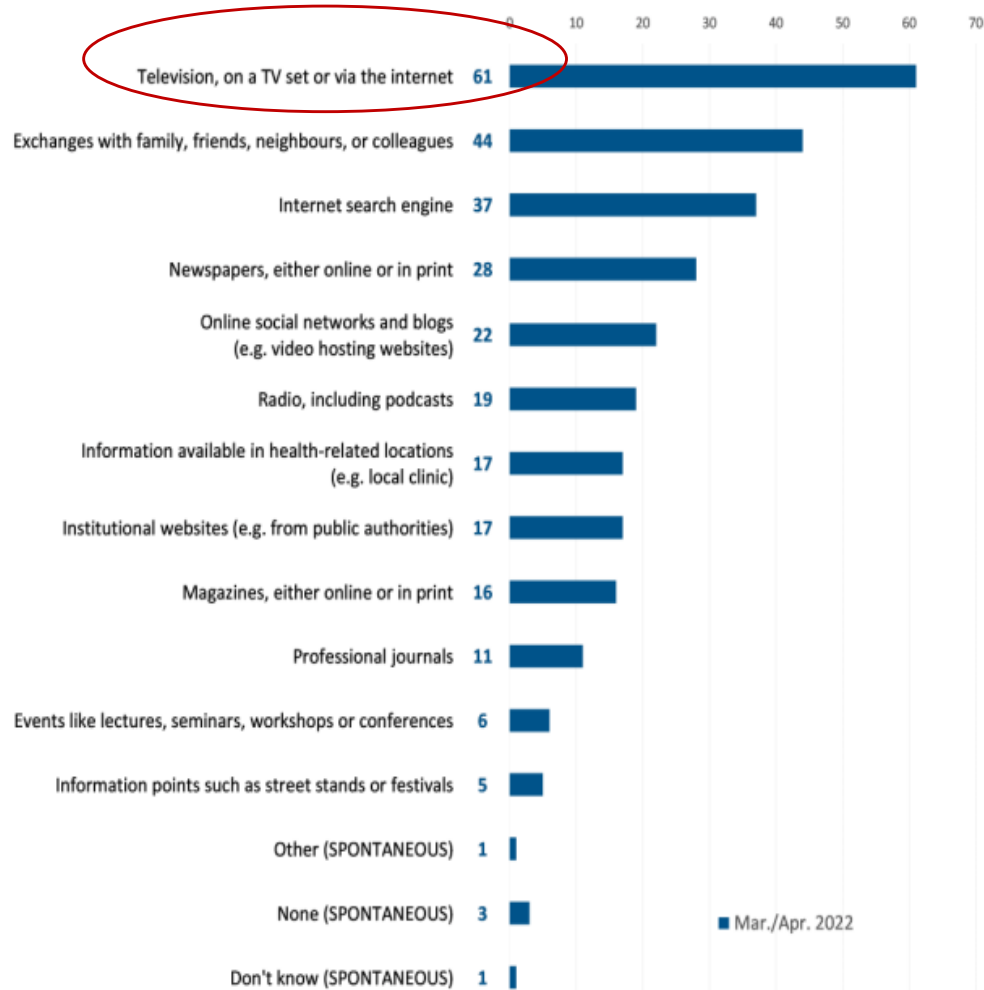


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QC7T Which of the following are your main sources of information about food risks? Firstly? And then?
(% - EU)





"**Video informs and entertains** people and, good or bad, today most people **prefer** to watch a **video** rather than read a page of text.,,

(Lisa Lubin)



Film provides an opportunity to marry **the power** of **ideas** with **the power** of **images.** (Steven Bochco)



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MOST amount of information in the **SHORTEST** amount of time..



Videos help build better engagement and help spread our word in an effective manner **to a larger set of audience.**



With a great combination of visuals and sounds, says more in less – numerous possibilities





one of the most exciting and useful PR tool,
being used by more and more organizations

 appropriate communication tool of:

values, **products** , **innovation**,
education




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suitable for multiple communication channels
(television, social media)




one of **the most effective means of engagement** and thus one of the best tools in the digital age – provide ***Immediate Attention And Feedback*** - instant public reply



! Content is crucial

 “No matter what you do, your job is to **TELL YOUR STORY.**” (Gary Vaynerchuk)

 „A video without **a storyboard** is like a house without **a foundation.**” (Han Lung)

 „It's not what you upload, **it's the strategy** with which you upload.” (Will Keenan)



help build engagement in a much more fascinating and fruitful manner without taking much time of the listener



the most effective means of visual storytelling



In practise...



HAPIH:

[To eat, or nor to eat](#) – understanding differences between expiration dates



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Five keys to safer food



Keep clean

- ✓ Wash your hands before handling food and often during food preparation
- ✓ Wash your hands after going to the toilet
- ✓ Wash and sanitize all surfaces and equipment used for food preparation
- ✓ Protect kitchen areas and food from insects, pests and other animals

Why?

While most microorganisms do not cause disease, dangerous microorganisms are widely found in soil, water, animals and people. These microorganisms are carried on hands, wiping cloths and utensils, especially cutting boards and the slightest contact can transfer them to food and cause foodborne diseases.



Separate raw and cooked

- ✓ Separate raw meat, poultry and seafood from other foods
- ✓ Use separate equipment and utensils such as knives and cutting boards for handling raw foods
- ✓ Store food in containers to avoid contact between raw and prepared foods

Why?

Raw food, especially meat, poultry and seafood, and their juices, can contain dangerous microorganisms which may be transferred onto other foods during food preparation and storage.

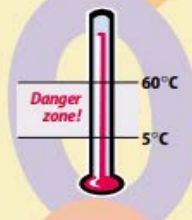


Cook thoroughly

- ✓ Cook food thoroughly, especially meat, poultry, eggs and seafood
- ✓ Bring foods like soups and stews to boiling to make sure that they have reached 70°C. For meat and poultry, make sure that juices are clear, not pink. Ideally, use a thermometer
- ✓ Reheat cooked food thoroughly

Why?

Proper cooking kills almost all dangerous microorganisms. Studies have shown that cooking food to a temperature of 70°C can help ensure it is safe for consumption. Foods that require special attention include minced meats, rolled roasts, large joints of meat and whole poultry.



Keep food at safe temperatures

- ✓ Do not leave cooked food at room temperature for more than 2 hours
- ✓ Refrigerate promptly all cooked and perishable food (preferably below 5°C)
- ✓ Keep cooked food piping hot (more than 60°C) prior to serving
- ✓ Do not store food too long even in the refrigerator
- ✓ Do not thaw frozen food at room temperature

Why?

Microorganisms can multiply very quickly if food is stored at room temperature. By holding at temperatures below 5°C or above 60°C, the growth of microorganisms is slowed down or stopped. Some dangerous microorganisms still grow below 5°C.



Use safe water and raw materials

- ✓ Use safe water or treat it to make it safe
- ✓ Select fresh and wholesome foods
- ✓ Choose foods processed for safety, such as pasteurized milk
- ✓ Wash fruits and vegetables, especially if eaten raw
- ✓ Do not use food beyond its expiry date

Why?

Raw materials, including water and ice, may be contaminated with dangerous microorganisms and chemicals. Toxic chemicals may be formed in damaged and moldy foods. Care in selection of raw materials and simple measures such as washing and peeling may reduce the risk.



40 – Clean {**O**peri}, Separate {**O**dvoji}, Cook {**O**bradi},
Chill {**O**hladi}





EFSA:

Science Cooks: Chef Pipsa vs Chef Fabio



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Today our environment is saturated with messages and it is difficult to break through...

Instead of a conclusion...

„You can **buy** attention (*advertising*)

You can **beg** for attention from the media (*PR*)

You can **bug** people one at a time to get attention (*sales*)

Or you can **earn** attention by creating something **interesting and valuable.** „

(David Meerman Scott)



Thank you for your attention...

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Congratulations to the BfR team
and looking forward to the next 20
years!

