



JOINT FAO/WHO FOOD STANDARDS PROGRAMME

FAO/WHO COORDINATING COMMITTEE FOR LATIN AMERICA AND THE CARIBBEAN

Twenty-second Session

Virtual

24 to 28 October 2022

CODEX COMMUNICATION WORK PLAN – PROGRESS REPORT

(Prepared by the Codex Secretariat)

1. INTRODUCTION

- 1.1 CCLAC21 acknowledged the importance of prioritizing regional Codex communications and adopted the regional communications work plan 2020-2021¹ with the objectives of establishing clear communication channels and communicating the value of Codex Standards in the region.
- 1.2 CCLAC21 noted: (i) the importance of communications in Codex as a whole and the need to underpin this through the regional work plan; and (ii) that a communications centre, supported by the RC in collaboration with the Members of the region, would be key to coordinating communication activities and would directly contribute to the implementation of the Codex Strategic Plan 2020-25. This work plan was linked to the efforts of the region to support implementation of Strategic Goal 3 of the Codex Strategic Plan 2020-2025 “Increase impact through the recognition and use of Codex standards”; in particular objective 3.1 “Raise the awareness of Codex standards”. This paper highlights the progress made on implementation of the regional communications work plan and proposes that the region maintain such a work plan moving forward.

2. SUMMARY OF PROGRESS

Objective 1 Establish clear, communication channels

- 2.1 The Coordinator has worked to continue communication among members in the region by means of WhatsApp, emails, telecommunications, and informal meetings.
- 2.2 It is also important that Members ensure that the official contact detail of their CCP2 are up to date as this ensures that they receive formal communications from the Codex Secretariat. Updates can be provided directly to Codex@fao.org.
- 2.3 CCLAC21 set a target that by CCLAC22 75% of Members/Observers surveyed would indicate timeliness, accessibility and quality of Codex regional communications “excellent” or “good”. To facilitate receipt of information on this, a very short survey has been developed. Members are encouraged to complete this survey at:

https://forms.office.com/Pages/ResponsePage.aspx?id=aMQ6Frir0ESB_dnbFeOvli3MZVgAaBFGnrgcWCBzm5pUOVkyUFBEMUFRQTU0NzhJSTM0VTk1UDU3NC4u

which will only take 2-3 minutes and the results will be provided during the discussion on Agenda Item 7.

Objective 2: Communicate the value of Codex standards in the region

- 2.4 The proposed activities under this objective primarily related to sharing information related to success stories in the region, stories on food safety, standards work or capacity development initiatives in the region and activities undertaken under Codex Trust Fund (CTF) projects. There has been an effort in the region to document and communicate activities through the preparation of short web stories that have been subsequently published on the CCLAC news page³ on the Codex website. This has been steadily increasing

¹ REP20/LAC Appendix III

² List of CCLAC CCPs: <https://www.fao.org/fao-who-codexalimentarius/committees/codex-regions/cclac/members/en/>

³ <https://www.fao.org/fao-who-codexalimentarius/committees/codex-regions/cclac/about/en/>

year on year.

- 2.5 Over the past three years World Food Safety Day had provided a strong incentive to raise awareness on food safety and share information on national and regional initiatives. At least twenty countries in the region have shared stories since CCLAC21, multiple stories coming from some countries⁴. In this context the region has exceeded its target of 50% of countries contributing to news items and World Food Safety Day was the major driver. Stories also covered technical areas such as for example antimicrobial resistance and new food sources. This latter area is one where there is the opportunity for further expansion as it also provides valuable information about key achievements in the members on food safety issues, beyond awareness raising and training. There is also the opportunity for more countries in the region to share their experience.
- 2.6 There have been five CTF recipient countries in the region, Honduras, Cuba, Guyana, El Salvador, and Guatemala. All have shared at least one story of an initiative or progress in the region.

3. CONCLUSION AND RECOMMENDATION

- 3.1 There are functioning internal regional communication channels and in general, the region has made good progress since CCLAC21. With regard to Objective 2, World Food Safety Day served as a strong driver. The CTF has also been an important driver of progress. Moving forward, efforts should be made to continue to build in communications to all initiatives to maintain this situation, as well as to engage other Members in the region to share their experiences.
- 3.2 In this context, it is recommended that CCLAC22:
- renew its commitment to the Communications work plan, as updated in Annex 1;
 - continue its efforts to enhance the regional communications network; and
 - continue to communicate on and promote its food safety and standard setting efforts and successes.

⁴ Argentina, Bahamas, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Honduras, Jamaica, Mexico, Nicaragua, Panama, Peru, Venezuela.

ANNEX 1

PROPOSED REGIONAL COMMUNICATIONS WORK PLAN 2022-2024

The table shows the objectives, activities, targets and indicators for the CCLAC Regional Communications Work Plan. These elements derive from Strategic Goal 3 of the Codex Strategic Plan 2020-2025 “Increase impact through the recognition and use of Codex standards”; in particular objective 3.1 “Raise the awareness of Codex standards”.

Objectives	Activities	Responsible party	Targets	Indicators
1. Establish clear, communication channels	<p>1.1. Consolidate and improve information flow and exchange between countries and Codex Secretariat (CS)</p> <p>1.2. Establish simple and rapid communications methods (e.g. discussion group on Codex EWG forum)</p>	<p>1.1 Member Countries and CS</p> <p>1.2 Regional Coordinator (RC), Member Countries and CS</p>	<ul style="list-style-type: none"> By CCLAC23, 80% of Members/Observers surveyed indicate timeliness, accessibility and quality of Codex regional communications “excellent” or “good” 	Number of survey responses rating regional communications “excellent” or “good”
2. Communicate the value of Codex engagement and use of standards in the region	<p>2.1. Provide CS with monthly drafts of web stories capturing food safety, standards work or capacity building initiatives in the region</p> <p>2.2. Promote regional success stories and initiatives in conjunction with CS and FAO/WHO</p> <p>2.3 Liaise with Codex Trust Fund beneficiary countries in the region to communicate on every phase of CTF projects</p>	<p>2.1 Member Countries, RC</p> <p>2.2 CS, RC, FAO/WHO</p> <p>2.3 CTF Beneficiary Countries, FAO/WHO, CS</p>	<ul style="list-style-type: none"> By CAC46, 10 news items from countries in the region published By CCLAC23, 30 news items from countries in the region By CCLAC23, 60% of countries in the region have continued to make a contribution to Codex news on the regional webpage 	<p>Number of CCLAC news stories published</p> <p>Number of countries who have made a published contribution</p>