

## Research project IZS VE 17/09

**Communicating chemical risks in food: comparing paper and web communication tools.**

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In order to inform diversified targets about food risks it is essential to have dynamic and effective tools at hand. Today, alongside traditional media, there are new communication channels based on internet applications.

Because of their potential they already have a prominent position in health promotion campaigns. Their effectiveness compared to other media, however, should not be taken for granted, especially if their use is not carefully planned and assessed.

This study experimented with a communication campaign on food-related chemical risks targeted to teenagers. Apart from fostering risk knowledge, the goal of the project was also to assess the potential, as well as the effectiveness and limitations, of new web-based communication tools in disseminating the same message compared to more traditional media.

The research on chemical risk perception among teenagers and the use of models associated with the education domain and pedagogical concepts have made it possible to create innovative communication products. These products are based on a narrative and developed through a participatory process involving the target group.