

Food and You review

Summary

This paper is for information and discussion. It sets out the background and some of the questions that we are currently asking ourselves. The Committee is invited to discuss options to best support and inform FSA's future work.

Background

We are about to embark on wave 5 of [Food and You](#), our flagship survey. This biennial survey gives us rich data on people's claimed food knowledge, attitudes and behaviours and is one of our published Official Statistics. It is a random probability survey which we have been running every two years since 2010.

Its purpose is to:

- Explore public understanding of, and engagement with, the FSA's aim of improving food safety
- Identify specific target groups for future interventions (e.g. those most at risk or those among whom FSA policies and initiatives are likely to have the greatest impact)
- Describe the public attitudes towards food production and the food system
- Monitor changes over time (compared with data from Waves 1-3 or from other sources) of reported attitudes and behaviour
- Broaden the evidence base and develop indicators to assess progress in fulfilling the FSA's strategic plans, aims and targets

Current activity

The [independent evaluation](#) of waves 1-3 recommended a review of the survey before the wave about to go into field now (W5), and we plan a wholesale review for the next wave (W6-2020). While the team has done good work to disseminate the findings and increase usage in the academic community, we feel there is more we can do to increase usage both across the FSA and externally

Future direction

We have a break clause after each wave. It seems sensible to think about whether it is still the right tool for the job after this next wave. As a science and evidence based organisation, we have always been keen to provide the most robust possible methodology. However, due to the biennial reporting cycle, data can be up to two years old before it is disseminated. We will, however, have ten years' worth of trend data by the end of this year; a rich and unique dataset.

Discussion

The FSA is keen to engage the ACSS in its ongoing programme of work and to form a working group to help steer the development of the survey, to act as a critical friend, and to help assure best practice and outcomes.

The Committee is invited to discuss:

- Advice on the value, pros and cons of different methodologies and on how we might discover, develop, test and pilot these to find the optimum way of meeting Food and You's objectives in the future
- Advice on whether linking Food and You with other datasets might provide richer insights, or better value for money
- Stakeholders who might be interested in the survey and its outputs
- Advice on how best to use and communicate the results of Food and You

Michelle Patel

FSA Social Science Team