

# Food & You Review – Second Working Group Meeting Minutes

19<sup>th</sup> November 2018 09.30 – 11.30

## Attendees:

*Working Group:* Professor George Gaskell (Chair); Ms Julie Hill; Professor Susan Michie.

*FSA Secretariat:* Ely Mirzahosseinkhan; Alice Rayner; Lucy King; Grace Fleck; & Sarah Kovacs.

## Apologies:

Professor Dan Rigby; Dr Seda Erdem; Mr John McTernan.

1	<b>Welcome</b>
2	<b>Discussion of draft report</b>  The main discussion was centred around the following aspects of Food and You: <ul style="list-style-type: none"><li>• Aims &amp; objectives</li><li>• The constructs being measured &amp; survey items</li><li>• Methodology / data collection</li><li>• Analysis &amp; interpretation</li><li>• Presenting &amp; communicating the results</li></ul> <u>Aims and objectives</u>  The group discussed the aims and objectives of Food and You and it was suggested that those who set the current objectives are asked whether they feel that they are being met.  It was also suggested that the group should assess whether the questions included in Food and You are addressing the current aims/objectives. If they are not aligned, the existing aims and objectives may need to be revisited.  Finally it was suggested that a table mapping the survey aims/objectives; the constructs being measured (e.g. trust); and the individual measures/items for Food and You and the Biannual Tracker would be useful to include in the report.  <b>Action – FSA Social Science Team to map survey objectives, constructs and survey items for Food and You and Biannual Tracker.</b>  <u>Constructs and survey items</u>  The group discussed how moving to an online approach would require the question set to be reduced, reducing the completion time from 45 mins to 30 mins. It was agreed that to deliver value for money, any items in Food and You that are also asked in the Biannual Tracker should be removed from Food and You. The volume of

	<p>household and demographic items included in the survey was also acknowledged and it was suggested that these sections are reviewed.</p> <p><b>Action – FSA Social Science Team to review the Food and You and Biannual Tracker items and identify any questions which could be removed.</b></p> <p><u>Methodology / data collection</u></p> <p>The group discussed how moving to an online survey methodology (similar to the Community Life Survey) would deliver improved value for money.</p> <p><u>Analysis and interpretation</u></p> <p>The group felt that conducting the Food and You analysis and reporting in house would be beneficial, potentially improving the quality of the output and delivering improved value for money.</p> <p><u>Presenting and communicating the results</u></p> <p>Food and You has several different audiences: those who rely on Food and You to tell them things they need to know/measure; those who are interested in the findings but do not rely on them; those who should be interested in the findings but are not; and those external to the FSA.</p> <p>The Food and You findings should be made simple and easy to understand. It was suggested that whilst it is useful to have a full report, it may be beneficial to present the data by objectives and use executive summaries (1-2 pages) and PowerPoint slides to present the data more concisely. A guide to interpreting the data could also accompany the report.</p>
3	<p><b>Next meeting</b></p> <p>It was agreed that a meeting is not required in December. The next working group meeting will therefore be 15 Jan 2019 (13.30-15.30) at Clive House.</p>
4	<p><b>AOB</b></p> <p>The FSA Board will be discussing the Food and You Review as part of the Social Science paper which is being presented at the next FSA Board meeting on 5 Dec.</p>
5	<p><b>Close</b></p>