



Food and You Review

Terms of Reference of the Working Group

Members

- Professor George Gaskell (Chair)
- Ms Julie Hill
- Professor Dan Rigby
- Dr Seda Erdem
- Mr John McTernan
- Professor Susan Michie

FSA secretariat

- Ely Mirzahosseinkhan
- Alice Rayner
- Lucy King
- Grace Fleck
- Sarah Kovacs

Dates

September 2018 – End of March 2019.

Summary

The Food and You Review Working Group is asked to recommend the optimum way of meeting the objectives of Food and You in the future (including methodology, content, value for money and impact).

Background

This biennial survey gives us rich data on people's claimed food knowledge, attitudes and behaviours and is one of our published Official Statistics. The independent evaluation of Waves 1-3 recommended a review of the survey. Since fieldwork for Wave 5 is already underway, we plan to conduct a wholesale review for the next wave (W6 in 2020). As a science and evidence-based organisation, we have always been keen to use 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. The FSA is keen to engage members of the Advisory Committee for Social Science (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.



Objectives of the Working Group

The proposed objectives are as follows:

1. To formulate a strategy for FSA's social research activities and report actionable recommendations for Food and You, to the FSA and ACSS by the end of March 2019.
2. The report will advise on:
 - i. 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 the objectives of Food and You in the future.
 - ii. Whether linking Food and You with other datasets might provide richer insights, or better value for money, and what the options for this may be.
 - iii. How best to use and communicate the results of Food and You to maximise impact both internally and external to the FSA (including secondary analysis – please see note below).

Note: FSA commissioned NatCen Social Research to produce briefing papers based on secondary analysis of Food and You (F&Y) data following the publication of each new wave. Topics for the papers are developed in consultation with academics in the fields of food and social science research, with an emphasis on our priorities in policy, science and consumer-engagement. This is important as it builds a bigger picture of consumer knowledge, attitudes and behaviours in relation to food-safety and wider food-safety related practices, helping to monitor delivery of strategic objectives, inform consuming targeting and messaging, and inform policy initiatives, enhancing the value of F&Y overall. Examples from F&Y waves 1-4 secondary analysis included: informing the Northern Ireland Calorie Wise campaign and using findings to further build on the area of people with food hypersensitivities to inform policy. Prior examples to this also included the development of the Index of Recommended Practice (IRP), which has continued use in F&Y and in subsequent secondary analysis papers.

Approach

These objectives will be achieved by:

- Conducting an in-depth review of the 'Food for you' survey in the context of the portfolio of consumer focussed social research.



- Investigating how stakeholders used past research and helping them to identify their needs for future research, where appropriate.
- Determining the extent to which different methods in the portfolio meet the requirements of stakeholders.
- Assessing the pros, cons and value for money of different methodological approaches to consumer research, specifically the Food and You Survey.
- In the period of these 6 months, the FSA suggests monthly Working Group meetings (with correspondence between meetings) to take place until February 2019, when the draft report is due to be received from the Working Group.

Outputs/ deliverables

- Full written Advisory Report of Food & You, with executive summary, including clear recommendation grounded in stakeholder interviews, business needs and clear reasonings for the recommendation.
- The report will need to be published.
- Chair of the Working Group to update the ACSS as needed and present the work of the Working Group and recommendations to the ACSS and FSA.

Annexes

Further information can be found as attachments to the email/ at the links below.

- Timings – draft W5 Gantt chart including keys dates and deliverables – please see attached.
- Previous F&Y reports and infographics: <https://www.food.gov.uk/research/food-and-you>
- Food & You Wave 4 reports and material: <https://www.food.gov.uk/research/food-and-you/food-and-you-wave-four>
- Questionnaire – please see attached.