



Outline

- Using a consumer survey to monitor delivery of strategy
 - Overview of the survey
 - Development of a simple measure to assess food hygiene behaviour
 - Use of the measure to consider whether people follow the Agency's recommended practice



Food and You

- Examines reported behaviours, attitudes, and knowledge related to food safety
- 2 waves have been completed (2010 and 2012)
- Wave 3 is in the field



Methodology

- Random probability sample – representative of the UK population
- Face-to-face CAPI interviews
- ~3,000 interviews at each wave
- Sample boosts to 500 in Scotland and Northern Ireland (Waves 1 and 2)



Topics covered

- Information about household members
- Eating habits, including eating out of the home
- Shopping habits
- Food safety, including cooking / preparing food at home
- Food production, including attitudes to food technologies
- Health
- Healthy Eating (Scotland and Northern Ireland only)
- Demographics



Index of recommended practice

- Index of recommended practice (IRP) created as a means to:
 - Explore variation in food safety practice across socio-demographic groups
 - Explore differences between geographical locations
 - Consider links between food safety practices
 - Eventually track changes over time
- Useful tool for considering any variation or relationships relating to food safety practices



Index of recommended practice (IRP)

- 17 questions on food safety
- Covers '4 Cs' [cooking, chilling, cleaning, and cross-contamination], and use-by dates
- Responses to questions combined to assess extent to which reported behaviours are in line with recommended practice



Chilling Questions

- Do you ever check your fridge temperature?
- How often do you or another person in your household check the temperature of the fridge?
- Thinking about fridge temperature, can you tell me how you normally check the temperature?
- What do you think the temperature inside your fridge should be?



Cooking and Reheating Questions

- Do you do the following things at all when you are in the kitchen and if so how frequently: Cook food to steaming hot?
- Do you do the following things at all when you are in the kitchen and if so how frequently: Eat chicken or turkey if the meat is pink or has pink or red juices?
- How many times would you consider re-heating food after it was cooked for the first time?
- And how do you usually tell that food has been re-heated properly?



Cross-contamination Questions

- Do you do the following things at all when you are in the kitchen and if so how frequently: Wash raw meat and poultry?
- Why do you think people wash chopping boards after preparing raw meat, poultry or fish?
- Where in the fridge do you store raw meat and poultry?
- How do you store raw meat and poultry in the fridge?



Cleaning Questions

- Do you do the following things at all when you are in the kitchen and if so how frequently: Wash hands before I start preparing or cooking food?
- Do you do the following things at all when you are in the kitchen and if so how frequently: Wash hands after handling raw meat / fish?



Use by dates Questions

- Which of these indicates whether food is safe to eat? [Use by date; best before date; sell by date; display until date; it depends; none of these; all of these]
- Do you check use by dates when you are about to cook or prepare food?
- If you made a meal on Sunday, what is the last day that you would consider eating the leftovers?

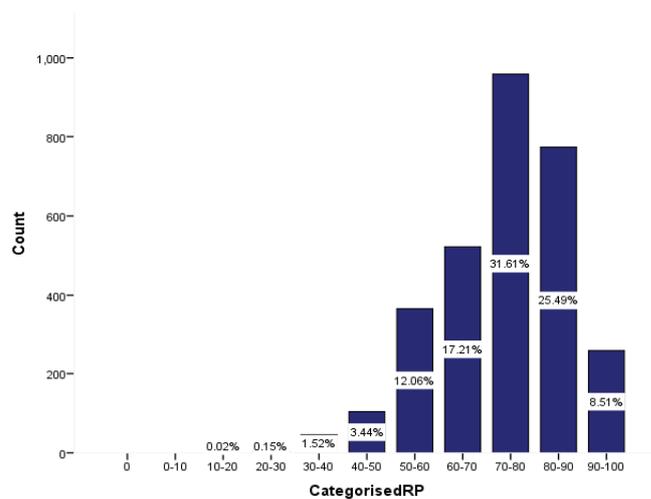


Construction of index

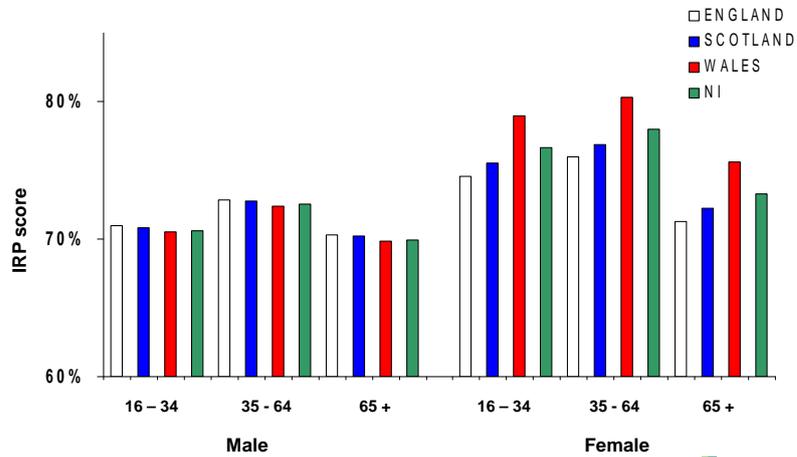
- Binary scoring applied to each question:
 - Response in-line with recommended practice (RP)
 - Response not in-line with recommended practice (NRP)
- % of RP responses calculated for each respondent
- Any 'Not applicable' questions excluded from calculation



Distribution of scores



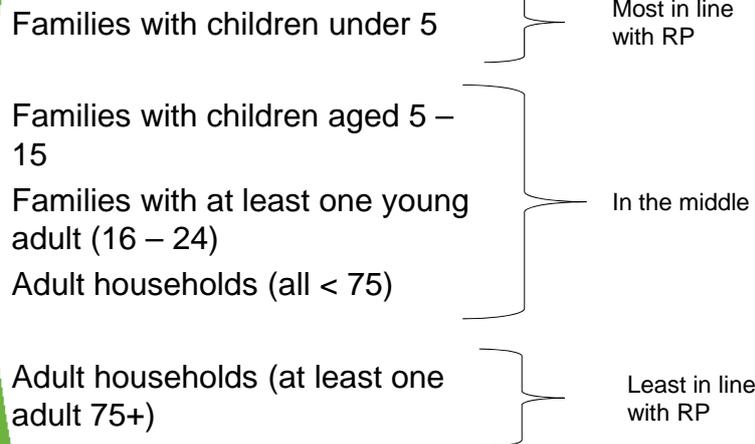
IRP score by age, gender, and country



Socio-demographic and Socio-economic variables

Significant	Non-significant
Age	IMD
Gender	Income
Region	Working status
Ethnicity	Level of education
General health	Housing tenure
Marital status	Urbanity
Household size	
Religion	
Presence of children in household	
Living with long-term illness	

Household composition



Conclusion...

- Differences in reported food safety practices are related to *who you are* (e.g. socio-demographic variables) rather than other variables such as income, level of education, and working status.



Changes over time

- FSA advice is that fridge temperature should be between 0-5°C
- At Wave 1, 46% of respondents reported that fridge temperature should be between 0-5°C
- This increased to 53% at Wave 2



Changes over time

- The FSA advises that you should never wash raw meat or poultry, in order to prevent cross-contamination.
- At Wave 1, 26% of respondents reported never washing raw meat or poultry
- This increased to 32% at Wave 2



Changes over time

- Use by dates indicate the date after which consuming a product could put your health at risk
- At Wave 2, 74% of respondents identified use by dates as an indicator of whether food was safe to eat
- This was an increase from 62% at Wave 1



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THANK-YOU

