

Takeaway engagement:

Ways to bait the vendor

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fuse

The Centre for Translational
Research in Public Health

Transforming the 'foodscape': development and feasibility testing of interventions to promote healthier take-away, pub or restaurant food

Lead researcher: **Prof. Ashley Adamson**, Fuse (Newcastle)

Start: **1st October 2013** End: **30th June 2016**

Aim

To identify potentially effective interventions or intervention components, based on current theory and evidence, and test them for feasibility and acceptability, leading to pilot testing of effectiveness and, ultimately, the development of protocols for definitive outcome evaluations

What are healthier catering initiatives?

Bagwell 2013

initiatives designed to encourage out-of-home caterers to provide healthier menus or adopt healthier cooking practices...

voluntary agreements, rather than legislation, are the UK government's preferred strategy

Who is delivering?

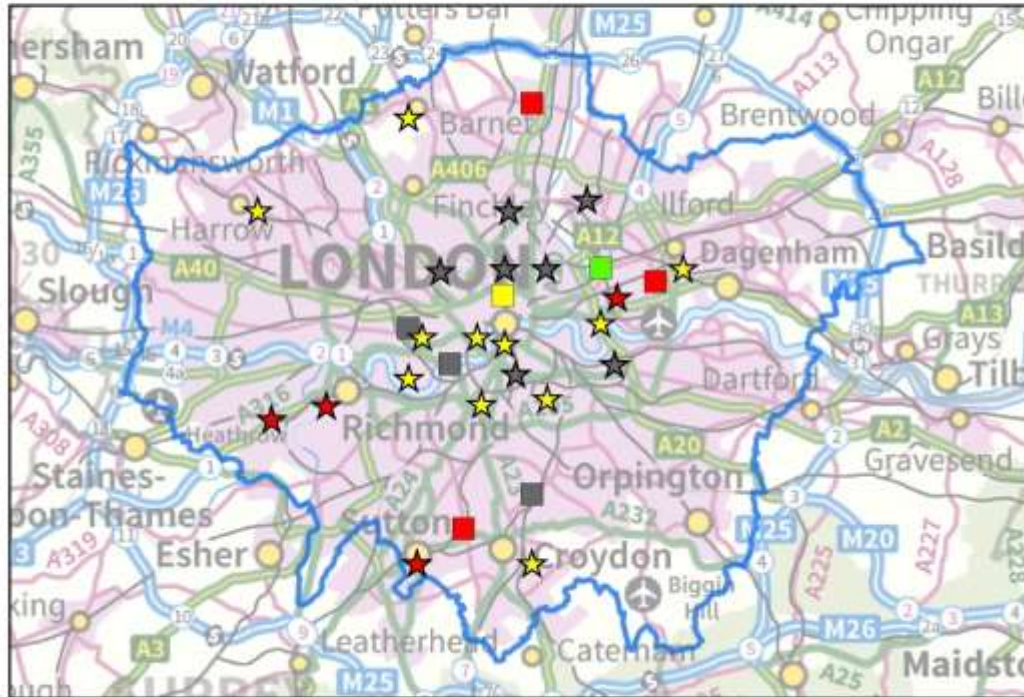
Local authorities

- Environmental health
- Health and wellbeing officers
- Nutritional experts

Results: Types of interventions in OHFO

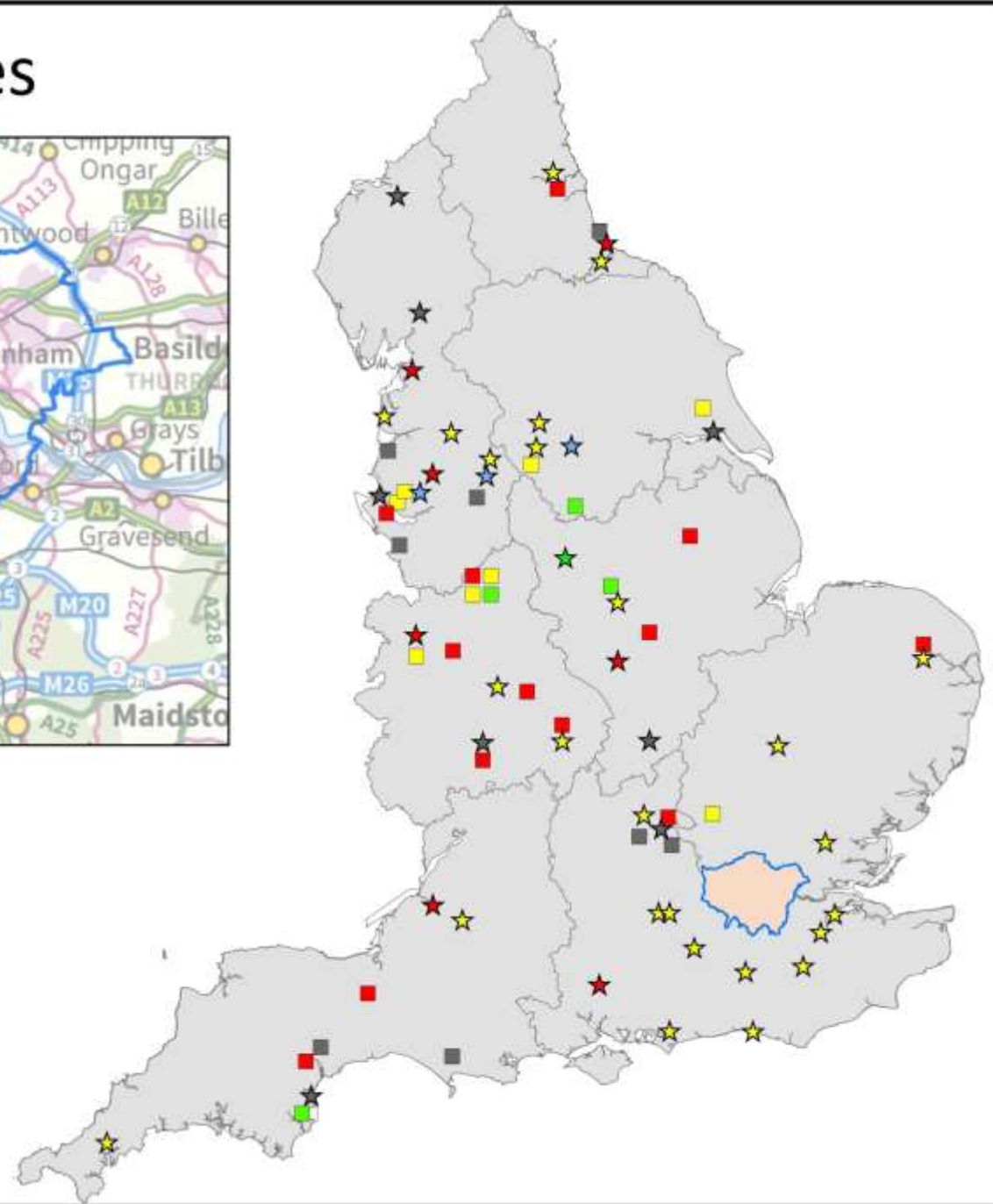
- **51** 'awards' type schemes
 - Multi-category, often tiered (bronze, silver, gold), offers outlets a certificate/logo for promo
- **32** 'non-award' schemes
 - Usually focuses on one aspect e.g. salt or one type of cuisine e.g. Indian restaurants

Distribution of schemes



Key:

Type	Status
☆ Award	Completed
■ Non-award	Ongoing
	Planned
	Unclear
	No Data



Ineffective at engaging with takeaways

Heart of Newcastle award

The Award provides recognition for food businesses in the City who provide excellent standards of hygiene and healthy choices. The Award is unique to the City of Newcastle and is open to all food businesses.

- Over 1000 businesses eligible
- 46 award holders
 - **2 takeaways:** Yo Sushi & Unoodle
 - 14 work canteen/café
 - 11 school/college/university
 - 5 medical/care centre cafés

Intervention characteristics

Covert	Overt
Single target	Multi-component
Light touch	Intensive

Evaluation

- Even in the published literature, study designs were often weak
- 68% of projects in England had some degree of completed or planned evaluation
- Majority (78%) of evaluations were retrospective feedback
- Quantitative data included nutritional sampling, sales data, assessment of healthier practices and stock usage

Prime target: Food Business Operator

The food business operators, is usually the owner or the manager of an outlet and the person with the overall responsibility for the food delivered

- *Difficult to identify*
- *Difficult to engage*

Access and engagement

Authoritative position (e.g. environmental health officer) useful to gain initial access

Build relationship of respect and trust

How to bait?

Intervention must add value to the business

Cost neutral at worst

Incentives

Minimal disruption to business practices

Preference for covert interventions

Force change through external pressure

Upstream

- *Customer demand*
- *Cultural change*
- *Competition*

Downstream

- *Supplier*
- *Financial incentives*

Checklist for planning an intervention

Characteristics	Restrict, guide or enable choice
	A preference, where possible, for covert interventions
Target person or population	Intervention tailored/targeted to the specific type of OHFO
Intervention deliverer	Passionate, motivated and engaging
	Time and commitment (throughout intervention)
	Jurisdiction to gain access to the food business operator
	Empathy with how business works
Resources	Cost saving, or cost neutral intervention(s)
	Practical engagement with FBOs, marketing and brand recognition
Evaluation	Can be simple but be consistent
	Before and after measures

Acknowledgement

*The work presented here is from a study funded as part of National Institute of Health Research's **School for Public Health Research** (NIHR SPHR) project: Transforming the 'foodscape': development and feasibility testing of interventions to promote healthier takeaway, pub or restaurant food, with additional support from Durham and Newcastle Universities, and the NIHR Collaboration for Leadership in Applied Health Research and Care of the South West Peninsula (PenCLAHRC). The School for Public Health Research (SPHR) is funded by the National Institute for Health Research (NIHR).*



How to 'Engage' with Fast Food Business Operators



Kirklees Take-Away Masterclass



Louise Muhammad-Kirklees FINE Project
Coordinator
30th April 2015

Benefits of being located within Environmental Health



Environmental Health Officers have a mandate to go into **every** registered food business in Kirklees and inspect for food hygiene compliance...including takeaways

(372 eligible)

Two types of Engagement



1. Getting them out to the event



2. Keeping them interested in what you have to say

Masterclass Content

Eatwell Plate

The 5 Food Groups



Healthy Frying Techniques

The seven considerations



Some Photo's...



The Process

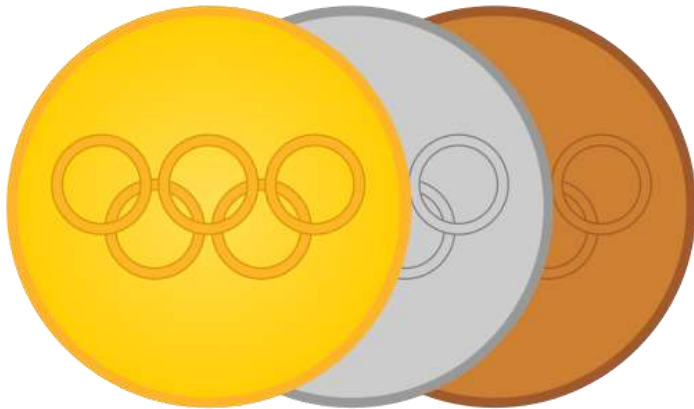
6 week timetable



Outcomes & Evaluation



Resources available to other local authorities



- Gold, silver & bronze resource packages
- Full commissioned service delivery



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