Takeaway engagement:

Ways to bait the vendor

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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
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/cafés
  - 11 school/college/university
  - 5 medical/care centre cafés
## Intervention characteristics

<table>
<thead>
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<th>Covert</th>
<th>Overt</th>
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<td>Single target</td>
<td>Multi-component</td>
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<td>Light touch</td>
<td>Intensive</td>
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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

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

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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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