



Minutes of the 131st meeting of the **safefood** Advisory Board
Held on Thursday, 18 October 2018 at 10:30
Malone Lodge, Belfast

PRESENT:

Ms Helen O'Donnell (HOD) (Chair)
Mr Paul Gibbons (PG) (Vice Chair)
Dr Mary Upton (MU)
Dr Eddie Rooney (ER)
Mr Brendan Kehoe (BK)
Mr Alan McGrath (AMG)
Ms Wendy McIntosh (WMI)
Mr Mervyn Oswald (MO)
Ms Margaret Jeffares (MJ)

IN ATTENDANCE:

Mr Ray Dolan, Chief Executive (RD)
Ms Patricia Fitzgerald, Director, Corporate Operations (PF)
Ms Joana Caldeira Fernandes de Silva, Technical Executive, Human Health and Nutrition, (JCFDS)
Dr Gary Kearney, Director, Food Science (GK)
Dr Aileen McGloin, Director, Marketing and Communications (AMcG)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Prof Dolores O'Riordan (DOR)
Mr Stephen Moutray (SM)

1. Meeting of Advisory Board members – without Executive present

Noted: The members of the Advisory board met without the Executive present.

2. Introduction and apologies

Noted: The Chair welcomed all members of the Advisory Board to the meeting in the Malone Lodge, Belfast.

Noted: The Chair thanked all attendees for travelling to Belfast.

Noted: Apologies of DOR and SM were noted.

3. Conflicts of interest

Noted: The Chair asked members if there were any conflicts of interest. AMG declared a conflict of interest with a research project listed in the Chief Executive's report and informed he would ask a question when the agenda item is discussed but was happy that the response is limited to information readily available in the public domain.

4. Minutes of meeting held on Thursday, 23 August, 2018

Noted: The minutes were adopted with no amendments

Proposed: AMG

Seconded: BK

5. Matters arising from the minutes

Noted: There were no matters arising from the minutes

6. Presentation by Ms Ann-Claire Nolan, JWT Falk on Co-creation consumer research for the Start campaign.

Noted: The presentation informed board members how co-creation consumer research informed the Start campaign – a society wide movement to encourage parents to take steps towards improving their children's health.

Noted: Co-creation involves developing communications in partnership with the target audience (in this case parents) by using both their insight and feedback.

Noted: Parents involved in the research provided an overview of their families routines, attitudes and associations around Start messages (physical activity, screen-time and treats), in order to create communications which the target audience could relate to.

Noted: A total of 10 groups in both urban and rural locations across the island of Ireland took part in the research. Many of the parents involved in the research were recruited through **safefood**'s Community Food Initiative Programme and Start resources are distributed through this programme.

Noted: Research conducted on earlier phases of the campaign informed the creative for all advertisement (radio, outdoor and T.V.). Every group reported the T.V. execution was clear and easy to relate to. Parents appreciated having an ally rather than been made to feel bad and that the goals in the ad were achievable.

Noted: Other learnings that had specific creative implications include;

- Use of direct, simple language
- Ensuring the setting for visual communications is not aspirational
- Representing the diversity that exists today across communities on the island of Ireland
- Representing both urban and rural based family life.

Noted: The Start campaign changed in the following ways as a result of co-creation research;

- The original radio script changed considerably because it lacked a resolve and parents were unsure on the call to action.
- 'One daily win' did not make sense outside of a food context and was removed for the screen time ads and replaced with 'pause for play'.

Noted: AMcG clarified that co-creation research is conducted to inform the campaign the campaign. The yearly evaluation which is currently in field will measure behaviour change.

Noted: MO asked if **safefood** could partner with local authorities in promoting the campaign messages?

Noted: AMcG informed the first year is a mass media campaign to get the message out. The campaign is run with the Health Service Executive (ROI) and Public Health Agency (NI), who next year will utilise their contacts and stakeholders to get the messages into communities.

Noted: The Chair thanked Ms Ann-Claire Nolan for her presentation.

7. Data Protection Privacy Notice

Noted: All members of the board were emailed the data protection privacy notice in advance of the meeting.

Noted: PF formally advised of the data which **safefood** holds on members of the board, including photographs, and other important details set out in the privacy statement. PF explained that each member is requested to accept this privacy statement.

Action: All members present indicated their acceptance of the privacy statement. PF agreed to follow up with DO'R and SM.

8. Chief Executive's report

Corporate

Noted: In the absence of an Northern Ireland Assembly and the North South Ministerial Council (NSMC), **safefood's** 2017 and 2018 Business Plans and **safefood's** 2017-2019 Corporate Plan await formal approval. A letter was issued to the Sponsor Departments in August from the Advisory Board which set out the Advisory Board's and the Audit and Risk Committee's concerns at the failure to have these plans approved. No response was received.

Noted: The CEO, Director of Corporate Operations and Corporate Operations Manager met with representatives from the Sponsor Departments on 8 October in Dublin. Discussions focussed on the absence of the North South Ministerial Council, Brexit and other operational matters. The next meeting has been scheduled for February 2019.

Noted: safefood responded to a request from the Department of Health's (ROI) request to fill in their Brexit Preparedness Action Contingency Planning electronic form.

Noted: GK advised members of the issues **safefood** documented and informed that previously **safefood** had submitted its Brexit Position paper to the Department of Health's Food Unit Brexit group of which **safefood** is a member.

Noted: The CEO, Director of Corporate Operations and Director of Food Science attended a seminar titled 'Getting Ireland Brexit ready'. This was the first in a series of events being organised by the Department of Foreign Affairs (ROI) to inform and advise about Brexit preparedness and the range of support measures and resources the Government has put in place.

Noted: JCFDS informed that the South & East Cork Area Development Partnership (SECAD) was the successful party in the tender competition for an administrator of the new Community Food Initiatives (CFI) programme 2019-2021. Recruitment for leaders will commence in November.

Action: safefood to send a link of the leader recruitment advertisement to Board members.

Noted: A booklet titled 'Community Food Initiative 2016-2018', which summarised the work of the 13 leaders, was circulated to all members of the Board at the meeting. The Board congratulated all those involved in the CFI for a successful programme and booklet.

Noted: PG asked if the learnings and findings of the CFI could be passed on to the Department of Health to roll-out on a larger basis. JCFDS informed that the structure of the CFI is promoted through **safefood**'s food poverty work. Other Departments have their own structures and referenced the 'Cook It programme', which the CFIs are requested to link in with.

Marketing and Communications

Campaigns

Noted: Advertising on the Start campaign has now completed and the evaluation of the campaign is in progress.

Noted: The Handwashing campaign is scheduled to launch on 5 November.

Noted: The Christmas food safety campaign is currently in development. The focus will be radio and digital advertising, updating consumer advice on the **safefood** website and enhancing the 'Chef Bot' messaging service. Christmas Eve and Christmas day 2017 recorded the most traffic to the **safefood** website ever.

Events

Noted: The Start campaign was presented at the National Ploughing Championships over 3 days in partnership with the HSE. Unfortunately there was some bad weather which saw the show closing one of the scheduled days. There was a lot of interest in the stand, which was located in the Government tent.

Noted: JCFDS informed on the upcoming All-island obesity action forum workshop, which will focus on how reformulation of our obesogenic environments can create positive behaviour to promote a health weight. The event will take place on Tuesday, 13 November in Dublin.

Action: send the All-island obesity action forum invitation to all members of the Board.

Customer engagement

Noted: The web traffic for September was the 3rd highest in **safefoods** analytic history. This is likely down to the Start campaign.

Minimum Nutritional Standards for catering for staff and visitors in Health and Social Care settings in Northern Ireland.

Noted: safefood, in partnership with the Public Health Agency and the Food Standards Agency Northern Ireland submitted an abstract on the *Minimum Nutritional Standards* to the World Health Organization Health Cities Conference. The abstract was accepted and was presented at the event in October. Members of the Board congratulated all involved with this project as it is a great achievement to get on the World Health Organization stage.

Noted: JCFDS informed that the project is currently at the audit stage. The Innovation Lab are working on a strategy for implementation. The FSA NI are replicating the work in 2 Councils and the Chief Medical Officer in Northern Ireland is planning to take the *Standards* to the Permanent Secretary Stocktake meeting for all Departments to consider and take on board in their own settings.

Minimum Nutritional Standards for Healthcare Facilities in the Republic of Ireland

Noted: JCFDS informed the the *Healthcare Standards* for the Republic of Ireland are scheduled to be launched in January 2019.

Knowledge Network

Noted: Information provided to the Chief Executive's Report was for reporting purposes with no major developments to note.

Research

Noted: A reserach tender call was advertised in 3 newspaper on 7 September for 7 research projects.

Noted: On behalf of one of the members of Health Stores Ireland, AMG requested information which was available in the public domain on the tender call for the research project '*Food supplements – exploring our reasons for taking them*'.

Action: JCFDS to send all information that was sent out with the research tender call to AMG.

8. Financial Report

Noted: PF referred to the summary Financial Results for the first 9 months for 2018. At this stage, **safefood** expects to come in or just below budget for 2018.

9. Tour de table

Noted: Discussion on shelf life testing workshops for the Republic of Ireland. GK informed these are in planning for early 2019.

Noted: The Chair asked for a presentation on Brexit, although this may not be possible at this stage given the uncertainty as to whether an agreement will be achieved.

Action: send the LinkedIn and twitter training presentation which was delivered at the August Board meeting to MJ.

10. AOB

Date of next meeting: Thursday, 6 December, 2018, *safefood*, Dublin office.