

safefood, The Food Safety Promotion Board



**Public Authority Statutory Equality and Good Relations Duties
Annual Progress Report 2014-15**

Contact:

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Documents published relating to our Equality Scheme can be found at:
[http://www.safefood.eu/Utility/About-Us/Our-Policies-\(1\)/Equality.aspx](http://www.safefood.eu/Utility/About-Us/Our-Policies-(1)/Equality.aspx)

Signature:



Ray Dolan
Chief Executive

This report has been prepared using a template circulated by the Equality Commission.

It presents our progress in fulfilling our statutory equality and good relations duties, and implementing Equality Scheme commitments and Disability Action Plans.

This report reflects progress made between April 2014 and March 2015

PART A – Section 75 of the Northern Ireland Act 1998 and Equality Scheme

Section 1: Equality and good relations outcomes, impacts and good practice

- 1** In 2014-15, please provide **examples** of key policy/service delivery developments made by the public authority in this reporting period to better promote equality of opportunity and good relations; and the outcomes and improvements achieved.

Please relate these to the implementation of your statutory equality and good relations duties and Equality Scheme where appropriate.

safefood's S75 Action Plan 2014-2016 has a three year programme to target all equality groups in the areas of food safety and healthy eating issues including obesity and nutrition. safefood believes that these issues affect all sections of society and in many cases our messages are simple and clear promotional messages for all audiences. We are committed to ensuring that our communications are genuine and are made more meaningful if we work in partnership and co-operation with others.

During 2014-2015, we have specifically promoted education messages at children and parents as research has shown that childhood obesity is a growing concern on the island of Ireland. We continue to promote our message to marginalised communities within the island as our research has shown us that this is where food poverty and nutrition issues can be more prevalent. Examples of key developments from April 2014 to March 2015 are:

1. Delivery of the second year of a three year multi-media campaign targeting childhood obesity. This was done in partnership with the Health Service Executive (HSE), the Department of Health (DOH) and the Public Health Agency (PHA).
2. safefood initiated contact with the five largest supermarkets on the island of Ireland asking them to remove unhealthy foods from till areas.
3. In partnership with the Food Standards Agency in Northern Ireland (FSANI) and the Environmental Health Service, a food safety campaign advising not to wash raw chicken was rolled out during Food Safety Week in Northern Ireland.
4. safefood's attendance at Balmoral in 2014 focused on the promotion of key physical activity messages from the childhood obesity campaign as well as highlighting the sugar content in soft drinks.
5. In partnership with Queen's University Belfast, the 2nd Food Integrity and Traceability Conference, was hosted by safefood. This attracted over 300 scientists from over 25 countries and focused on the threats to the integrity of the food chain.
6. The successful Community Food Initiatives (CFIs) programmes were continued across the island of Ireland. The current programme runs up to December 2015.
7. The Knowledge Networks (scientific networks) continue to promote scientific co-operation on the island of Ireland with events running in Cookstown, Belfast and Monaghan.

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8. safefood continued to develop and disseminate education resources aimed at supporting the childhood obesity campaign.
9. The all-island Food Poverty Network held a workshop in June 2014 to review the success of the Food Poverty indicator.
10. The 'What's on a Label' resource was developed in partnership with the FSA(NI) and disseminated to all post primary schools.
11. As a member of the NI Food in Schools Forum, safefood continued to promote initiatives such as children participation in live videoconferences on topics as diverse as allergies and beekeeping and a review of resources to support teaching and learning in food skills in special schools.
12. New research projects to be carried out on an all-island basis were commissioned. These include Analysis of Verocytotoxigenic Escherichia Coli; Folate status in Pregnant women; Building Trust in the food system and Food Security for Food Sensitive Consumers.
13. safefood sponsored the safefood open kitchen at the Northern Ireland Food and Drink Show in October which attracted over 600 people.
14. Audio materials were developed in partnership with the RNIB (NI) on subjects such as food safety, superfoods and 'weigh2live'.

- 2** Please provide **examples** of outcomes and/or the impact of **equality action plans/** measures in 2014-15 (*or append the plan with progress/examples identified*).

Notable outcomes as a result of these developments were:

1. Research in 2014 showed that 89% of parents agreed that our communications made them think about how the food they give their children will impact on them in later years.

The same research showed that 84% of parents felt they had been given new information from safefood about how to prevent childhood obesity.

2. In May 2014 Tesco Ireland announced plans to remove sweets and chocolates for all checkouts.

3. Student numbers sitting the 'safefood for life' exams have increased this year following continued promotion of educational materials.

4. Evaluation of the first year of the CFI programme showed that all ten projects were progressing very satisfactorily with more than 12,000 people from marginalised backgrounds taking part.

5. Membership of the Knowledge Networks continues to increase with 2,115 members in 2014.

6. safefood's research such as 'Measuring Food Poverty in Ireland - the indicator and its implications' which has had over 25 different citations, is becoming a recognised tool for information within the scientific and public health community.

7. A 'Eat, Taste and Grow' competition to engage with children attracted 5,300 entries.

8. As part of the 'eatright.eu' campaign safefood provided an article for the Youth Council for Northern Ireland.

9. safefood worked in partnership with the PHA to develop and issue a lunchbox leaflet to schools.

10. Nearly 400 entries were received for the competition ran at Balmoral with almost one third of these requesting further contact and information from safefood.

11. The 2014 Food Safety Week campaign in partnership with the FSA(NI) generated 63 pieces of positive media coverage.

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3 Has the **application of the Equality Scheme** commitments resulted in any **changes** to policy, practice, procedures and/or service delivery areas during the 2014-15 reporting period? *(tick one box only)*

Yes No (go to Q.4) Not applicable (go to Q.4)

Please provide any details and examples:

3a With regard to the change(s) made to policies, practices or procedures and/or service delivery areas, what **difference was made, or will be made, for individuals**, i.e. the impact on those according to Section 75 category?

Please provide any details and examples:

3b What aspect of the Equality Scheme prompted or led to the change(s)? *(tick all that apply)*

As a result of the organisation's screening of a policy *(please give details):*

As a result of what was identified through the EQIA and consultation exercise *(please give details):*

As a result of analysis from monitoring the impact *(please give details):*

As a result of changes to access to information and services *(please specify and give details):*

Other *(please specify and give details):*

Section 2: Progress on Equality Scheme commitments and action plans/measures

Arrangements for assessing compliance (Model Equality Scheme Chapter 2)

4 Were the Section 75 statutory duties integrated within job descriptions during the 2014-15 reporting period? *(tick one box only)*

- Yes, organisation wide
- Yes, some departments/jobs
- No, this is not an Equality Scheme commitment
- No, this is scheduled for later in the Equality Scheme, or has already been done
- Not applicable

Please provide any details and examples:

All job descriptions reflect the importance of equality within safefood.

5 Were the Section 75 statutory duties integrated within performance plans during the 2014-15 reporting period? *(tick one box only)*

- Yes, organisation wide
- Yes, some departments/jobs
- No, this is not an Equality Scheme commitment
- No, this is scheduled for later in the Equality Scheme, or has already been done
- Not applicable

Please provide any details and examples:

safefood's business planning process includes a commitment to S75 statutory duties.

6 In the 2014-15 reporting period were **objectives/ targets/ performance measures** relating to the Section 75 statutory duties **integrated** into corporate plans, strategic planning and/or operational business plans? *(tick all that apply)*

- Yes, through the work to prepare or develop the new corporate plan
- Yes, through organisation wide annual business planning
- Yes, in some departments/jobs
- No, these are already mainstreamed through the organisation's ongoing corporate plan
- No, the organisation's planning cycle does not coincide with this 2013-14 report

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Not applicable

Please provide any details and examples:

Equality action plans/measures

7 Within the 2014-15 reporting period, please indicate the **number** of:

Actions completed: Actions ongoing: Actions to commence:

Please provide any details and examples (*in addition to question 2*):

8 Please give details of changes or amendments made to the equality action plan/measures during the 2014-15 reporting period (*points not identified in an appended plan*):

9 In reviewing progress on the equality action plan/action measures during the 2014-15 reporting period, the following have been identified: (*tick all that apply*)

- Continuing action(s), to progress the next stage addressing the known inequality
- Action(s) to address the known inequality in a different way
- Action(s) to address newly identified inequalities/recently prioritised inequalities
- Measures to address a prioritised inequality have been completed

Arrangements for consulting (Model Equality Scheme Chapter 3)

10 Following the initial notification of consultations, a targeted approach was taken – and consultation with those for whom the issue was of particular relevance: (*tick one box only*)

All the time Sometimes Never

11 Please provide any **details and examples of good practice** in consultation during the 2014-15 reporting period, on matters relevant (e.g. the development of a policy that has been screened in) to the need to promote equality of opportunity and/or the desirability of promoting good relations:

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safefood engages in consultation with focus groups and through market research

12 In the 2014-15 reporting period, given the consultation methods offered, which consultation methods were **most frequently used by consultees**: *(tick all that apply)*

- Face to face meetings
- Focus groups
- Written documents with the opportunity to comment in writing
- Questionnaires
- Information/notification by email with an opportunity to opt in/out of the consultation
- Internet discussions
- Telephone consultations
- Other *(please specify)*:

Please provide any details or examples of the uptake of these methods of consultation in relation to the consultees' membership of particular Section 75 categories:

13 Were any awareness-raising activities for consultees undertaken, on the commitments in the Equality Scheme, during the 2014-15 reporting period? *(tick one box only)*

- Yes No Not applicable

Please provide any details and examples:

14 Was the consultation list reviewed during the 2014-15 reporting period? *(tick one box only)*

- Yes No Not applicable – no commitment to review

Arrangements for assessing and consulting on the likely impact of policies (Model Equality Scheme Chapter 4)

[insert link to any web pages where screening templates and/or other reports associated with Equality Scheme commitments are published]

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- 15 Please provide the **number** of policies screened during the year (*as recorded in screening reports*):

0

- 16 Please provide the **number of assessments** that were consulted upon during 2014-15:

0

Policy consultations conducted with **screening** assessment presented.

0

Policy consultations conducted **with an equality impact assessment (EQIA)** presented.

0

Consultations for an **EQIA** alone.

- 17 Please provide details of the **main consultations** conducted on an assessment (as described above) or other matters relevant to the Section 75 duties:

- 18 Were any screening decisions (or equivalent initial assessments of relevance) reviewed following concerns raised by consultees? (*tick one box only*)

Yes No concerns were raised No Not applicable

Please provide any details and examples:

Arrangements for publishing the results of assessments (Model Equality Scheme Chapter 4)

- 19 Following decisions on a policy, were the results of any EQIAs published during the 2014-15 reporting period? (*tick one box only*)

Yes No Not applicable

Please provide any details and examples:

Arrangements for monitoring and publishing the results of monitoring (Model Equality

Scheme Chapter 4)

20 From the Equality Scheme monitoring arrangements, was there an audit of existing information systems during the 2014-15 reporting period? *(tick one box only)*

- Yes No, already taken place
 No, scheduled to take place at a later date Not applicable

Please provide any details:

21 In analysing monitoring information gathered, was any action taken to change/review any policies? *(tick one box only)*

- Yes No Not applicable

Please provide any details and examples:

22 Please provide any details or examples of where the monitoring of policies, during the 2014-15 reporting period, has shown changes to differential/adverse impacts previously assessed:

23 Please provide any details or examples of monitoring that has contributed to the availability of equality and good relations information/data for service delivery planning or policy development:

Staff Training (Model Equality Scheme Chapter 5)

24 Please report on the activities from the training plan/programme (section 5.4 of the Model Equality Scheme) undertaken during 2014-15, and the extent to which they met the training objectives in the Equality Scheme.

Training on consumer rights regarding data protection was provided. As part of this training, safefood explored how electronic e-mails can be used and how information gathering can be done in such a way so as not offend or discriminate against people.

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- 25** Please provide any examples of relevant training shown to have worked well, in that participants have achieved the necessary skills and knowledge to achieve the stated objectives:

Staff have engaged in ways to gather information that will provide a more inclusive approach.

Public Access to Information and Services (Model Equality Scheme Chapter 6)

- 26** Please list **any examples** of where monitoring during 2014-15, across all functions, has resulted in action and improvement in relation **to access to information and services**:

Complaints (Model Equality Scheme Chapter 8)

- 27** How many complaints **in relation to the Equality Scheme** have been received during 2014-15?

Insert number here:

0

Please provide any details of each complaint raised and outcome:

Section 3: Looking Forward

- 28** Please indicate when the Equality Scheme is due for review:

2016

- 29** Are there areas of the Equality Scheme arrangements (screening/consultation/training) your organisation anticipates will be focused upon in the next reporting period? *(please provide details)*

Yes, it is intended to review all safefood employment policies.

A 5 year review of the safefood Equality Scheme will be carried out by the Chief Executive. The Scheme will also need to be updated to reflect organisational and responsibility changes.

Preparatory work will begin on a new safefood Disability and S75 Equality Action Plan. Both of these will finish in 2016.

- 30** In relation to the advice and services that the Commission offers, what **equality and good**

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relations priorities are anticipated over the next (2015-16) reporting period? *(please tick any that apply)*

- Employment
- Goods, facilities and services
- Legislative changes
- Organisational changes/ new functions
- Nothing specific, more of the same
- Other (please state):

PART B - Section 49A of the Disability Discrimination Act 1995 (as amended) and Disability Action Plans

1. Number of action measures for this reporting period that have been:

1

Fully achieved

0

Partially achieved

1

Not achieved

2. Please outline below details on all actions that have been fully achieved in the reporting period.

2 (a) Please highlight what **public life measures** have been achieved to encourage disabled people to participate in public life at National, Regional and Local levels:

Level	Public Life Action Measures	Outputs ⁱ	Outcomes / Impact ⁱⁱ
National ⁱⁱⁱ			
Regional ^{iv}			
Local ^v			

2(b) What **training action measures** were achieved in this reporting period?

	Training Action Measures	Outputs	Outcome / Impact
1			

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2			

2(c) What Positive attitudes **action measures** in the area of **Communications** were achieved in this reporting period?

	Communications Action Measures	Outputs	Outcome / Impact
1			
2			

2 (d) What action measures were achieved to ‘**encourage others**’ to promote the two duties:

	Encourage others Action Measures	Outputs	Outcome / Impact
1			
2			

2 (e) Please outline **any additional action measures** that were fully achieved other than those listed in the tables above:

	Action Measures fully implemented (other than Training and specific public life	Outputs	Outcomes / Impact

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	measures)		
1			
2			

3. Please outline what action measures have been **partly achieved** as follows:

	Action Measures partly achieved	Milestonesvi / Outputs	Outcomes/Impacts	Reasons not fully achieved
1				
2				

4. Please outline what action measures **have not been achieved** and the reasons why.

	Action Measures not met	Reasons
1	Review of Bamford Vision Action Plan	Due to staffing changes at safefood this has been moved to 2016
2		

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5. What **monitoring tools** have been put in place to evaluate the degree to which actions have been effective / develop new opportunities for action?

(a) Qualitative

Regular meetings with focus groups and market research surveys are carried out by safefood.

(b) Quantitative

As above

6. As a result of monitoring progress against actions has your organisation either:

- made any **revisions** to your plan during the reporting period or
- taken any **additional steps** to meet the disability duties which were **not outlined in your original** disability action plan / any other changes?

No

If yes please outline below:

	Revised/Additional Action Measures	Performance Indicator	Timescale
1			
2			
3			
4			

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5			
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7. Do you intend to make any further **revisions to your plan** in light of your organisation's annual review of the plan? If so, please outline proposed changes?

No

ⁱ **Outputs** – defined as act of producing, amount of something produced over a period, processes undertaken to implement the action measure e.g. Undertook 10 training sessions with 100 people at customer service level.

ⁱⁱ **Outcome / Impact** – what specifically and tangibly has changed in making progress towards the duties? What impact can directly be attributed to taking this action? Indicate the results of undertaking this action e.g. Evaluation indicating a tangible shift in attitudes before and after training.

ⁱⁱⁱ **National** : Situations where people can influence policy at a high impact level e.g. Public Appointments

^{iv} **Regional**: Situations where people can influence policy decision making at a middle impact level

^v **Local** : Situations where people can influence policy decision making at lower impact level e.g. one off consultations, local fora.

^{vi} **Milestones** – Please outline what part progress has been made towards the particular measures; even if full output or outcomes/ impact have not been achieved.