

safefood (Food Safety Promotion Board)



**Public Authority Statutory Equality and Good Relations Duties
Annual Progress Report 2016-17**

Contact:

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<ul style="list-style-type: none">Section 49A of the Disability Discrimination Act 1995 and Disability Action Plan	As above

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:

A handwritten signature in blue ink, appearing to read "L. Fitzgerald", enclosed within a rectangular border.

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 2016 and March 2017

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 2016-17, 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 strategy for April 2016 to March 2017 was to continue to build on previous activities outlined in its 2014-2016 Corporate Plan and further develop these activities for the new 2017 – 2019 Corporate Plan. This was achieved by using effective channels of communication to empower positive behavioural change in the areas of food safety and healthy eating. **safefood** adopts an all-island and partnership approach as an overriding element of all campaigns and activities and wishes to highlight that some of the activities listed here take an all-island approach.

The S75 Action Plan for 2014-2016 and the Audit of inequalities and S75 Action Plan for 2017 – 2019 encompasses this approach as **safefood** believes that the areas of food safety and healthy eating affect all sections of society regardless of their status. We continue to specifically promote educational messages at children and parents as childhood obesity is a major concern on the island of Ireland. Our research has shown that this can be more prevalent in marginalised communities within the island where food poverty and nutrition issues have a larger impact on health. **safefood** recognises the importance of promoting food safety, food hygiene and healthy eating in order to encourage the development of practices and habits that can last a lifetime.

The forthcoming implementation of the Corporate Plan 2017- 2019 aims to build on a wide range of initiatives that are fit for purpose, relevant and always working towards an improvement in the health and well-being of the island's population.

Examples of key developments from April 2016 to March 2017 are:

- In September 2016, **safefood** produced its revised equality scheme and also commenced the review of its audit of inequalities and S75 action plan and published this plan in January of 2017.
- In February of 2017 **safefood** finalised its revised Disability Action Plan for 2016 – 2020.
- The childhood nutrition campaign was aired in April and August 2016. The research into childhood nutrition found that diets of children were worse in lower socio economic areas. This campaign tried to communicate its message to this cohort through printed media. In

April this campaign focused on 'treats' and how to say 'No' in supermarkets. In August its focus was on controlling portion size as a key issue in preventing children becoming overweight.

- In conjunction with **safefood's** continued association with 'Operation Transformation', an independent primetime television production on RTE television, in January of 2017 **safefood** launched a healthy lunch box initiative. The initiative called on all primary school teachers across the island to help transform children's lunchboxes.
- **safefood's** stand at the 2016 Balmoral Show attracted approximately 6,000 visitors. The key theme was Childhood Obesity, focusing on treat foods and sugar in drinks. The piece proved very popular with young and old.
- Under the auspices of **safefood's** Knowledge Networks, a series of Training Workshops for Small and Medium Sized Entities was organised in association with Teagasc in the Republic of Ireland and CAFRE in Northern Ireland. The objective was to provide practical advice that will assist small and medium food business operators to provide food that is safe for public consumption and also avoiding costly and wasteful food product recalls. These workshops were held in Cork, Kenmare, Tullamore, Dublin, Carlow, Letterkenny, Cookstown and Belfast.
- **safefood** sponsored the CCHI (Canal Communities Health Initiative) first conference on Malnutrition in the Elderly entitled 'Why malnutrition in the older person?'. Presentations were given by dietitians, nutritionists and clinicians from the Irish Nutrition and Dietetic Institute, the British Dietetic Association (Northern Ireland), St James's Hospital Dublin, University College Cork and University College Dublin.
- **safefood** and the Food Standards Agency NI co-chaired the All-island Food Poverty Network event, entitled 'New approaches to addressing food poverty'. Discussion focused on food insecurity, food banks and food bank users, homeless youth and community responses to the food needs of homeless persons and effective policy interventions.
- **Safefood's** All-island Obesity Action Forum event took place in Belfast and focused on current interventions that have been developed using technology to aid behaviour change and reduce obesity. The second workshop took place in Dublin and was hosted in conjunction with the Association for the Study of Obesity on the island of Ireland (ASOI) and the Association for the Study of Obesity (ASO) in the UK. It focussed on the role of appetite in obesity.
- In the reporting year **safefood** undertook a wide range of research and knowledge gathering in order to address gaps in scientific knowledge related to food safety, food hygiene, nutrition and healthy eating. Working with key stakeholders in research and other institutions, **safefood** has fostered all-island working relationships and enhanced partnerships between research institutions across the island of Ireland.
- The launch of **safefood's** Community Food Initiative Programme (CFI) 2016-2018 took place in May 2016 in Dublin. CFI focuses on fostering positive changes in the health and nutrition of families and young people as well as promoting greater access and availability

PART A

of healthy food in low income areas through a programme of regional leader projects and smaller local projects.

- The food safety campaign 'Listen to the voice of **safefood**', aired across July and December 2016 on television, radio and outdoor posters. The campaign aimed to raise awareness and support behaviour change among those who may be unaware their domestic food behaviours could be putting themselves and their loved ones at risk of preventable food poisoning. **safefood** identified that those most at risk from food poisoning are the very young, older adults, those with an underlying medical condition and pregnant women.

2 Please provide **examples** of outcomes and/or the impact of **equality action plans/** measures in 2016-17 (*or append the plan with progress/examples identified*).

- Research undertaken before and after the childhood nutrition campaign showed that across the population on the island of Ireland, parents' perception of the amount of treat foods that their child eats in one week has grown with 23.9% of parents acknowledging that a child eats double the recommended maximum treats in a week as opposed to 16.1% before the campaign.
- There was a 70% increase in the uptake for lunch box leaflets across the island of Ireland following **safefood's** healthy lunch box initiative. The 70% increase equated to 600 new schools that wished to get involved with the initiative.
- There was an increase of approximately 3,500 visitors to stand at the Balmoral Show from the previous year. Over 3,000 copies of our new booklet 'The shocking facts about treats' were distributed.
- 90 individual SMEs from across the island were represented at the **safefood** Knowledge Networks workshops.
- Over 70 delegates which included both health professionals and community workers from across the Island (delivering care for older people) attended the CCHI conference on Malnutrition in the Elderly.
- The All-island Food Poverty Network event welcomed over 81 delegates from across the island of Ireland to the NICVA centre in Belfast. The event included the launch of new research into a healthy food basket and key insights from divergent community groups on the ground.
- The All-island Obesity Action Forum brought together 31 organisations/networks on the island of Ireland involved in food and physical activity to exchange best practice and promote networking and collaboration.
- Thirteen community food programmes as part of **safefood's** Community Food Initiative programme 2016-2018 have been awarded funding. These are based in the various health regions in NI & ROI to act as champions and to run a package of food initiatives over the three years of the programme and to host a minimum of two networking events a year which will link with existing community development structures in their region. The CFI programme aims to promote greater access and availability of healthy and safe food in low income areas.
- **safefood** launched and produced publications across the island of Ireland. An example of some relevant findings which these publications highlighted are:
 - An estimated 15% of the workforce is employed in shift work. It is well known that lifestyle behaviours such as diet, physical activity, alcohol consumption and smoking are associated with increased risk of chronic non-communicable (non-infectious) disease. Due to the disruptive nature of shift work and subsequent erratic routine, lifestyle behaviours may be negatively influenced by shift work, which may account for a potentially increased health risk for this group of people.

- Energy drinks have risen in popularity in recent years and are now sold in over 165 countries worldwide. On the island of Ireland, energy drinks advertising accounted for 20% of the total soft drinks market advertising in 2014. **safefood**'s report has found an eightfold increase in the number of energy drinks available in 2015 compared to 2002 and identified concerns around certain patterns of consumption and the effects on specific vulnerable groups – notably children and adolescents.
- The 2016 food safety campaign, 'Listen to the voice of **safefood**' focused on those most at risk of food poisoning because of their life stage and habits and targeted adults aged 65+. Research was undertaken before the campaign by 'Telephone' in the ROI and 'Face to Face' in NI and after the campaign by way of 'Face to Face' across the island of Ireland to measure response to the campaign with the following results being noted:
 - Before the campaign, 38% of over 65s put away food leftovers in the fridge/freezer within 1 hour. This figure rose to 44% when they had seen or heard the campaign.
 - Before the campaign, 76% of over 65s washed their cooking utensils with warm water and washing up liquid. This figure rose to 78% when they had seen or heard the campaign.
 - Before the campaign, 72% of people over 65s reported always washing their hands after handling raw meat and before handling cooked meat. This figure rose to 78% of over 65s when they had seen or heard the campaign.

PART A

3 Has the **application of the Equality Scheme** commitments resulted in any **changes** to policy, practice, procedures and/or service delivery areas during the 2016-17 reporting period? (*tick one box only*)

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

Please provide any details and examples:

Plain English:

safefood is committed to using Plain English to allow the organisation present information that assists the user understand the material the first time they read or hear it. Where possible, **safefood** adopts Plain English in all publications and reports using clear, concise and accurate language. We use clean design to make our writing more attractive and easier to follow. **Safefood** staff were trained in Plain English within the 2016 - 2017 reporting year.

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:

Using Plain English will improve ease of access to information. It will have a positive impact in reducing inequality of access and allow those affected to have access to information that will empower and inform their decisions on safe and healthy eating.

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*):

- X Other (please specify and give details):

Safefood recognised the need to address the inequality of access to information for certain groups within society. Plain English allows **safefood** reach out to as many people as possible across the island of Ireland.

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 2016-17 reporting period? (tick one box only)

- X 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 2016-17 reporting period? (tick one box only)

- X 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.

In the 2016-17 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 2016-17 report
- Not applicable

Please provide any details and examples:

Equality action plans/measures

7 Within the 2016-17 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)*:

On-going:

Parents of all groups, in particular, those from low income groups

Research has shown that some parents are unable to recognise if their child is overweight. A campaign is being developed by **safefood** to run from 2017-2019 which will focus on addressing this problem. This will be an on-going campaign. It is hoped that parents will better understand the health risks associated with overweight and change their focus to healthier lifestyles for their children.

Men are a group in general who find it difficult to adapt behavioural change

Campaigns, initiatives and strategies addressing food safety and health issues during 2017-2019 will give specific consideration of how best to reach this group while avoiding social stigma and blame.

People with disabilities

To ensure that the Disability Action Plan targets are met including the review of **safefood** information provisions to ascertain if more tailored communication approaches required as part of our campaigns which will be delivered over the period of the Corporate Plan 2017-2019.

8 Please give details of changes or amendments made to the equality action plan/measures during the 2016-17 reporting period (*points not identified in an appended plan*):

9 In reviewing progress on the equality action plan/action measures during the 2016-17 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 2016-17 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:

safefood has engaged in consultation with national charities, public authorities and departments, awareness groups, focus groups across the island for its media campaigns.

12 In the 2016-17 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 2016-17 reporting period? *(tick one box only)*

- Yes No Not applicable

Please provide any details and examples:

14 Was the consultation list reviewed during the 2016-17 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)

[http://www.safefood.eu/Utility/About-Us/Our-Policies-\(1\)/Equality.aspx](http://www.safefood.eu/Utility/About-Us/Our-Policies-(1)/Equality.aspx)

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

3

16 Please provide the **number of assessments** that were consulted upon during 2016-17:

0	Policy consultations conducted with screening assessment presented.
0	Policy consultations conducted with an equality impact assessment (EQIA) presented.
0	Consultations for an EIA 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:

0

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

Yes X No concerns were No Not applicable raised

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 2016-17 reporting period? (*tick one box only*)

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 2016-17, and the extent to which they met the training objectives in the Equality Scheme.

safefood staff were trained in Plain English within the 2016 – 2017 reporting year.

- 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:

Plain English training to our staff has improved ease of access of information. It will have a positive impact in reducing the inequality of access and allow those affected to have access to information that will empower and inform their decisions on safe and healthy eating.

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

- 26** Please list **any examples** of where monitoring during 2016-17, across all functions, has resulted in action and improvement in relation **to access to information and services**:

As per Q.3 & Q.24 –Q.25 – Plain English

Complaints (Model Equality Scheme Chapter 8)

- 27** How many complaints **in relation to the Equality Scheme** have been received during 2016-17?

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:

September 2018

PART A

- 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)*

Training and consultation are two areas that **safefood** anticipate will be a focus.

- 30** In relation to the advice and services that the Commission offers, what **equality and good relations priorities** are anticipated over the next (2016-17) 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:

3

Fully achieved

1

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			

PART B

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

	Training Action Measures	Outputs	Outcome / Impact
1	Plain English training	1 day training session with a focus on the inequalities of Ethnicity and Disability.	Plain English training to our staff will improve ease of access to information for those outside the organisation. It will have a positive impact to reduce the inequality of access and allow those affected to have access to information that will empower and inform their decisions on safe and healthy eating.
2	Equality training for employees on <i>safefood</i> - Dignity at Work Policy	½ day training session with a focus on 9 grounds of inequalities including Disability. This training course was completed by all employees within the organisation.	With a particular emphasis on disability discrimination in the area of harassment, employee's attitude to Disability transformed as a result of this training. In this training employees were made aware of unwanted conduct relating to all of the discriminatory grounds under the Equality legislation.

PART B

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	<p>Online Accessibility Information Statement</p>	<p><i>safefood</i> developed this statement following the EU Directive 2016/2102. The organisation advanced this online statement by utilising its staff across multiple directorates. The organisation established the final online copy with the aid of external resources such as the NDA (National Disability Authority).</p>	<p>This statement aims to make information accessible for people with disabilities through accommodating specific requirements or accessibility needs. How <i>safefood</i> achieves this can be found on our online Accessibility Information Statement, below:</p> <p>http://www.safefood.eu/Utility/About-Us/Policies/Accessibility-Information-Statement.aspx</p> <p>This online statement also gives contact information for <i>safefood</i> Disability Access Officer (DAO).</p>

PART B

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 measures)	Outputs	Outcomes / Impact
1			
2			

PART B

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	National Disability Agency (NDA) e-learning in Disability Equality Training for all staff.	Through online research <i>safefood's</i> DAO has identified an e-learning module run by the NDA.	<p>This e-learning module is certified and supports staff in relation to dealing with people who have disabilities.</p> <p>This module has been completed by <i>safefood's</i> DAO. The DAO is now better equipped to advise staff on disability equality and deal with members of the public who require any assistance or any documents in an alternative form.</p>	<p>This will be fully achieved by year end 2017 when all <i>safefood</i> employees complete this e-learning training.</p>

PART B

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

	Action Measures not met	Reasons
1	Engage with the Irish Wheelchair association to explore the feasibility of developing targeted initiatives.	Due to staffing changes we will aim to achieve this target by 2018.

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

PART B

If yes please outline below:

	Revised/Additional Action Measures	Performance Indicator	Timescale
1			
2			
3			
4			
5			

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?

A new Disability Plan for 2016 – 2020 has been approved following consultation in 2016.

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.