

EQUALITY COMMISSION FOR NORTHERN IRELAND

Public Authority 2011 – 2012 Annual Progress Report on:

- **Section 75 of the NI Act 1998 and**
- **Section 49A of the Disability Discrimination Order (DDO) 2006**

This report template includes a number of self assessment questions regarding implementation of the **Section 75 statutory duties** from *1 April 2011 to 31 March 2012 (Part A)*.

This template also includes a number of questions regarding implementation of **Section 49A of the DDO** from the *1 April 2011 to 31 March 2012 (Part B)*.

Please enter information at the relevant part of each section and ensure that it is **submitted** electronically (by completing this template) and in hardcopy, with a signed cover letter from the Chief Executive or, in his / her absence, the Deputy Chief Executive to the Commission **by 31 August 2012**.

In completing this template it is essential to focus on the application of Section 75 and Section 49. This involves progressing the commitments in your equality scheme or disability action plan which should lead to outcomes and impacts in terms of measurable improvement for individuals from the equality categories. Such outcomes and impacts may include changes in public policy, in service provision and/or in any of the areas within your functional remit.

Name of public authority (Enter details below)

safefood, the Food Safety Promotion Board

Equality Officer (Enter name and contact details below)

S75 and DDO:

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Part A: Section 75 Annual Progress Report 2011 - 2012

Executive Summary

- What were the key policy/service developments made by the authority during this reporting period to better promote equality of opportunity and good relations and what outcomes were achieved?

***safefood** has continued to place emphasis on its stakeholder programme recognising that this will develop the two way dialogue need to promote the message of healthy eating, food safety and raising the awareness around food poverty issues.*

*The major policy developments for 2011 were the 'Stop the Spread' campaign and 'If you could see germs'. With both these campaigns, **safefood** has looked to engage with all members of the community and has put particular emphasis on the website so that it is more accessible and user friendly.*

***safefood** has decided to target particular groups over the period 2011-2013 as outlined in its S75 Action Plan. These are men, visually impaired, young mothers, children and ethnic minorities. However, we remain committed to a holistic approach as food safety and healthy eating can affect multiple identity groups across the equality spectrum.*

- What are the main initiatives planned in the coming year to ensure the authority improves outcomes in terms of equality of opportunity and good relations for individuals from the nine categories covered by Section 75?

*The business planning process for **safefood** is from 1 January to 31 December and the main initiatives for 2012 are:*

- *A relaunch of the 'If you could see Germs' campaign which looks at cross contamination in kitchens with a particular emphasis on promoting at key consumer events such as Balmoral and Food Safety Weeks.*
- *Promotion of key food safety facts around kitchen dishcloth hygiene with the intention of making it a cornerstone at key consumer events.*
- *An Allergy Awareness Network which was established last year has proved successful and to further continue the partnerships established with NGOs, it is intended to hold a conference, a series of workshops for NGOs and consumers and produce a newsletter.*
- ***safefood**, in partnership with the FSA(NI) and DOE(NI), will promote the cost of food waste and understanding 'Best Before' dates during Food Safety Week.*
- *An evaluation will be carried out to establish the feasibility of placing **safefood** apps on food allergies and intolerance on the NIDirect.gov website.*
- *The cross training mobility programme between laboratories on the island of Ireland and mainland Europe will be strongly promoted to ensure the cross exchange of ideas and establishing good relationships continues.*

- *Food Safety Research into consumer meat cooking practices, food poisoning risks and domestic refrigeration will be carried out.*
- *Human Health Research into 'Good Days, Bad Days' shopping habits, nutritional needs of older people, family eating out, shopping and health professionals' attitudes to body weight will be carried out.*
- *Considering the current socio-economic environment, **safefood** will explore the possibility of a generational cooking skills television programme aimed at educating young people in the basic skills of cooking.*
- *To develop an educational promotion message on food allergies and tolerance to primary schools and crèches.*
- *Continued support and promotion of the Weight2live on-line resource.*
- *Continue to review educational materials for schools with promotion of the '**safefood for life**' secondary school resource.*
- *To continue research into food poverty indicators in partnership with the ESRI, DHSSPS(NI) and FSA(NI).*
- *An 'Early School Leavers' Project will begin to examine nutrition issues for those in disadvantaged situations.*
- *Further forums and workshops will be held as ongoing support for the All-Island Obesity Programme.*
- *Advertising and funding will begin for new CFI (Community Food Initiatives) projects.*
- *'Fitter futures' implementation group will continue its project work.*
- *The nutrition surveillance group report will be launched.*
- *To develop partnerships with Community and Voluntary Groups to ascertain how **safefood** can make current resources more accessible and identify what future resources would be helpful.*

New/Revised Equality Schemes

- Please indicate whether this reporting period applies to a new or revised scheme and (if appropriate) when the scheme was approved?

This reporting period refers to both the old and new revised scheme. The revised scheme was approved in September 2011.

Section 1: Strategic Implementation of the Section 75 Duties

- Please outline evidence of progress made in developing and meeting *equality and good relations objectives*, performance indicators and targets in corporate and annual operating plans during 2011-12.

The following progress was made on 2011 business objectives:

- *The Stop the Spread campaign, an adult obesity awareness programme was launched at Balmoral in 2011. In partnership with the Pharmaceutical Society of Ireland, the Ulster Chemists' Association and the Professional Forum of the Pharmaceutical Society of Northern Ireland, **safefood** were able to actively promote and distribute promotional materials across the island.*
- *Promotion of healthy cooking amongst secondary school students on the island of Ireland was encouraged through a cookery competition. One hundred and thirteen applications were received from Northern Ireland.*
- *A new primary education resource was launched by Mr Edwin Poots MLA. 'Eat, Taste and Grow was developed in partnership with the Public Health Agency.*
- *In partnership with the Ulster Cancer Foundation, **safefood** held a workshop during Men's Health week to focus on appropriate interventions for men.*
- ***safefood** brought together a number of nutrition experts to discuss the future of nutrition surveillance on the island. An all island External Advisory Group for Nutritional Surveillance has now been established.*
- *Queen's University and **safefood** held a joint international conference on food integrity and traceability in March bringing together over 200 scientists, food regulators and producers.*
- *After evaluation and the development of a new strategy, the Knowledge Network was officially launched in October. Eight professional networks, supported by the Ning Network, share online information and networking opportunities which in turn led to the organisation of individual annual conferences.*
- *The Community Food Initiatives continued to operate successfully and after evaluation, will continue but with a key theme of sustainability.*
- *Research on the development of podcasts on food safety awareness was carried out and an action plan finalised for 2012 and 2013.*
- *Research on Food Poverty which looked at peoples' experiences with food on a low income was launched by Nelson Causland MLA in November at the NICVA.*
- ***safefood** continued to develop work on food poverty in partnership with the NI Poverty Network and other agencies.*
- *The 'Fitter Future for All' strategy was launched and an implementation group set up.*
- *The improved labelling resource for secondary schools is in its advanced stages.*

Section 2: Examples of Section 75 Outcomes/Impacts

Given the renewed focus of Section 75 aiming to achieve more tangible impacts and outcomes and addressing key inequalities; please report in this section how the authority's work has impacted on individuals across the Section 75 categories. Consider narrative in the following structure:

- *Describe* the action measure/section 75 process undertaken.
 - *Who* was affected across the Section 75 categories?
 - *What impact* it achieved?
- Please give examples of changes to policies or practices using **screening or EQIA**, which have resulted in **outcomes or impacts for individuals**. If the change was a result of an EQIA please indicate this and also reference the title of the relevant EQIA.

There were no changes to policies or practices using screening or EQIAs in 2011. However, as part of safefood's continuing communications strategy and work with focus groups to review how our information can become more accessible to audiences, safefood added the reading tool Browsealoud to its website. Further development work on the website is scheduled for 2012.

- Please give examples of **outcomes or impacts on individuals** as a result of any **action measures** undertaken as part of your Section 75 action plan:
(Enter text below)
- Please give examples of **outcomes or impacts on individuals** as a result of any **other Section 75 processes** e.g. consultation or monitoring:
(Enter text below)

Section 3: Screening

- Please provide an update of new / proposed / revised *policies screened* during the year.

For those authorities that have started issuing of screening reports in year; this section may be completed in part by appending, to this annual report, a copy of all screening reports issued within the reporting period.

Where screening reports have not been issued, for part or all of the reporting period, please complete the table below:

Title of policy subject to screening	What was the screening decision? E.g. screened in, screened out, mitigation, EQIA...	Were any concerns raised about screening by consultees; including the Commission?	Is policy being subject to EQIA? Yes/No If yes indicate timeline for assessment.
<i>Please see attached 2011-2012 Screening Report.</i>			

Section 4: Equality Impact Assessment (EQIA)

Please provide an update of policies subject to EQIA during 2011-12, stage 7 EQIA monitoring activities and an indicative EQIA timetable for 2012-13.

- EQIA Timetable: April 2011 - March 2012

Title of Policy EQIA	EQIA Stage at end March 2012 (Steps 1-6)	Outline adjustments to policy intended to benefit individuals and the relevant Section 75 categories due to be affected.
<i>None</i>		

Where the EQIA timetable for 2011-12 (as detailed in the previous annual S75 progress report to the Commission) has not been met, please provide details of the factors responsible for delay and details of the timetable for re-scheduling the EQIA/s in question.

Policies on Equality, Disability Awareness, Recruitment and Bullying, Harassment and Sexual Harassment are scheduled to be screened in 2012. It was hoped to complete in 2011 but due to the preparation of the Equality Scheme, consultation and waiting for approval, these had to be postponed.

- Ongoing EQIA Monitoring Activities: April 2011- March 2012

Title of EQIA subject to Stage 7 monitoring	Indicate if differential impacts previously identified have reduced or increased	Indicate if adverse impacts previously identified have reduced or increased
<i>None</i>		

Please outline any proposals, arising from the authority's monitoring for adverse impacts, for revision of the policy to achieve better outcomes the relevant equality groups:

Not applicable

2012-13 EQIA Timetable

Title of EQIAs due to be commenced during April 2012 – March 2013	Revised or New policy?	Please indicate expected timescale of Decision Making stage i.e. Stage 6
Equality	Existing	To be screened to assess whether EQIA required.
Disability Awareness	Existing	
Recruitment	Existing	
Bullying, Harassment and Sexual Harassment	Existing	

Section 5: Training

- Please outline training provision during the year associated with the Section 75 Duties / Equality Scheme requirements including types of training provision and conclusions from any training evaluations.

Training was provided to all staff on:

*The Revised Scheme
Awareness around visual impairments*

Section 6: Communication

- Please outline how the authority communicated progress on delivery of the Section 75 Duties during the year and evidence of the impact / success of such activities.

safefood continues to communicate through the following forums:

- Website
- Consultation exercises
- Annual report
- Focus groups
- Press Releases
- Progress reports
- Networking and conferencing

Section 7: Data Collection & Analysis

- Please outline any systems that were established during the year to supplement available statistical and qualitative research or any research undertaken / commissioned to obtain information on the needs and experiences of individuals from the nine categories covered by Section 75, including the needs and experiences of people with multiple identities.

safefood commissions research on a regular basis to ascertain quantitative and qualitative information. All research can be found on the **safefood** website. The information gained from our research is used to design and/or improve our messages on healthy eating and food safety to our stakeholders.

Our Stop the Spread campaign which rolled out in May 2011 was pre-tested across a representative population sample as well as at various junctures throughout the campaign. Amongst the questions asked in this research were questions to identify how people measured their waist and what measurements they used. The information for men and women differed significantly and this informed the communications developed for the campaign.

Research carried out in 2010, 2011 focused on understanding consumer food behaviour. Its primary aim was to inform the research, policies and practices of all those working towards changing consumer food safety and dietary behaviour on the island of Ireland and to ensure that communication with consumers is both evidence-based and effective. This report will provide a rich evidence base for all those working towards changing food related behaviour and informing public policy on the island of Ireland. Men and women's behaviour towards food and the differences found between the sexes is important to comprehend if we are to effect long-term positive change in society. We know from research that early influences can put a person on a path that can affect how they eat and prepare food over their lifetime. If we know why we do things, we can begin to change how we do things. The report is to be published during the cycle of the next equality commission report.

- Please outline any use of the Commission's Section 75 Monitoring Guide.

Section 8: Information Provision, Access to Information and Services

- Please provide details of any initiatives / steps taken during the year, including take up, to improve access to services; including provision of information in accessible formats.

Based on the focus group work carried out in 2009 with visually impaired groups the 2011-2012 Food Safety campaign 'if you could see germs' was assessed by Food Science and Marketing directorates to ascertain whether any extra communications were required to accommodate their needs. It was determined that the web is the primary source of information for this group and that the website needed to be improved. Reading large amounts of text on screen can be difficult for those with literacy and visual impairments. BrowseAloud a feature which reads web pages aloud for people who find it difficult to read online was added to the website. Font size changing button and contrast changing button are in the process of being implemented.

Section 9: Complaints

- Please identify the number of Section 75 related complaints:
 - received and resolved by the authority (including how this was achieved);
 - which were not resolved to the satisfaction of the complainant;
 - which were referred to the Equality Commission.

None

Section 10: Consultation and Engagement

- Please provide details of the measures taken to enhance the level of engagement with *individuals* and representative groups during the year.
- Please outline any use of the Commission's guidance on consulting with and involving children and young people.

safefood works closely with community representative groups on a continuous basis.

Section 11: The Good Relations Duty

- Please provide details of additional steps taken to implement or progress the good relations duty during the year. Please indicate any findings or expected outcomes from this work.
- Please outline any use of the Commission's Good Relations Guide.

See previous sections.

Section 12: Additional Comments

- Please provide any additional information/comments.

None

Part B: 'Disability Duties'
Annual Report 1 April 2011 / 31 March 2012

1. How many action measures for this **reporting period** have been:

5

Fully Achieved?

Partially Achieved?

Not Achieved?

2. Please outline the following detail 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 ¹	Outcomes / Impact ²
National ³	<i>Making website more accessible to visually impaired</i>	<i>Browsealoud added to website</i>	<i>Accessibility for visually impaired improved.</i>
Regional ⁴			
Local ⁵			

¹ **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.

² **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.

³ **National** : Situations where people can influence policy at a high impact level e.g. Public Appointments

⁴ **Regional**: Situations where people can influence policy decision making at a middle impact level

⁵ **Local** : Situations where people can influence policy decision making at lower impact level e.g. one off consultations, local fora.

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

	Training Action Measures	Outputs	Outcome / Impact
1	<i>One Workshop</i>	<i>Awareness training given to all staff on visual impairments</i>	<i>Other measures discussed and planned e.g. font/colour on website</i>
2			
3			
4			

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	<i>Focus group consultation with visually impaired groups/market research evaluation</i>	<i>As listed in 2a</i>	<i>As listed in 2a</i>
2			
3			
4			

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

	Encourage others Action Measures	Outputs	Outcome / Impact
1			
2			
3			
4			

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	<i>Partnerships developed with visually impaired groups</i>	<i>Focus Groups were established</i>	<i>Improvements to web</i>
2	<i>Review of representation of people with disabilities in imagery</i>	<i>Review of best practice</i>	<i>Development of new communications plan</i>
3			

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

	Action Measures partly achieved	Milestones ⁶ / Outputs	Outcomes/Impacts	Reasons not fully achieved
1				
2				
3				
4				

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

	Action Measures not met	Reasons
1		
2		
3		

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

⁶ **Milestones** – Please outline what part progress has been made towards the particular measures; even if full output or outcomes/ impact have not been achieved.

(b) Quantitative

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?

Please delete: **Yes**

If yes please outline below:

	Revised/Additional Action Measures	Performance Indicator	Timescale
1	Other changes to the web including font and colour buttons.	Changes introduced to the website.	End of 2012
2	Closed captions for television advertising	Introduced to all adverts	Completed
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?

The Disability Action Plan 2010-2012 has been reviewed and a new Action Plan for 2012-2016 has been issued.

2011-2012 SCREENING REPORTS

<i>Policy Name</i>	<i>Policy Aim</i>	<i>Likely impact</i>	<i>Screening decision</i>	<i>Screening Reason</i>	<i>Mitigation for any adverse impact and to better achieve promotion of equality or good relations</i>	<i>EQIA Timetable (where applicable)</i>
Misuse of Intoxicants Policy	To ensure that safefood considers the implication of the misuse of intoxicants whilst at work and puts necessary guidelines in place.	None as HR employment policy outlining safefood intended procedures	Screening not required	The policy has no effect on good relations or equality of opportunity. safefood also consulted with staff during the drafting of the policy	Not required	Not applicable
Corporate Plan 2011-2013	Implementation of safefood 's aims and strategy for three year period	Minor for age, men and women, disabled people, carers	Screened out with mitigation	Mitigation will ensure greater targeting of groups at 3 – to better promote equality of access to information for all	(a) Preparation of single resource on food safety and nutrition messages in variety of accessible messages. (b) Targeting of different age groups for males and females through education at key life stages.	Not applicable