

Food Standards Scotland Science, Evidence and Information research projects and campaigns by corporate outcome: Consumers have healthier diets.

* Denotes projects which track Scottish consumer opinion or behaviour.

Consumers have healthier diets	Peer Review of final report Y/N	Influence on Policy, Practice & Public Health	Additional Publications and guidance, research Tools, Methods Databases, Models & Awards/ Recognition
1. Food and drink purchasing by secondary school pupils - Beyond the school gate * (2015)	Y	The Scottish Government (SG) guidance document- Beyond the school gate informs the food environment outside of school. This study was used to confirm the appropriateness of SG continuing to implement this guidance.	The Scottish Government (SG) guidance document- Beyond the school gate 3 peer reviewed publications
2. Monitoring progress towards the Scottish Dietary Goals 2001 to 2012 - Report 2 * (2015)	Y	This report provides SG with progress towards meeting the Scottish dietary goals (SDG) . Using Living Costs and Food Survey data it reports which foods and drinks are the main contributors to intakes of energy, fat, saturated fat, added sugars and fibre in the Scottish diet from 2001-2012.	Used for The Scottish Diet: It needs to change Part of rolling program to monitor Scottish food and Drink consumption and Progress towards the SDG Used in Board papers in Dec 2015 , Jan 2016 and Oct 2016 1 peer reviewed publication
3. Attitudes to Diet and Health in Scotland 2015 * (2015)	Y	This survey complements our on-going dietary monitoring and surveillance work by providing information on the consumer understanding of a healthy diet, and why it is difficult to change.	Used for The Scottish Diet: It needs to change Questions incorporated and used to provide the evidence for consumer questions on diet and health from wave 2 onwards in the FSS Food in Scotland Consumer Tracking Survey Used in Board papers in June and Oct 2016 .
4. The Scottish Diet: It needs to change * (2015)	Y	The report brings together current evidence on diet and health statistics using info-graphics to provide information for policy makers, stakeholders (including the food and drink industry), health professionals and consumers to and shows how far we are from meeting the current Scottish Dietary Goals .	Used to update the SG Obesity Monitoring indicators for dietary goals Used in Board papers in Jan 2016 , Oct 2016 , and Mar 2017 . Follow on SEI Updated in January 2018
5. Monitoring foods and drinks purchased into the home in Scotland * (2016)	Y	This report provides up-to-date data on trends and patterns in the purchase and promotion of foods	Data is used to update the monitoring of the Scottish Dietary Goals .

		and drinks from 2010-2015 which can inform action to improve the diet and purchasing habits in Scotland.	Used in Board papers in Dec 2016 and March 2017 Follow on SEI Rolling update of data published under entries 2 and 13
6. Field testing of the use of INTAKE24 in a sample of young people and adults living in Scotland* (2016)	Y	INTAKE24 is an open-source self-completed computerised dietary recall system based on multiple-pass 24-hour recall. The online system offers similar data quality to interviewer-led recalls at a significantly lower cost.	2 peer reviewed publications Public Health England (PHE) and the National Diet and Nutrition Survey (NDNS) Board and consortium have decided to move forward with INTAKE24 as the dietary tool for the NDNS from 2019. Follow on SEI Next phase of INTAKE24 is a trial within the Scottish Health Survey (SHS)
8. Stochastic modelling to estimate the potential impact of fortification of flour with folic acid in the UK. (2017)	Y	Dietary modelling was carried out to find out the most effective way of adding folic acid to flour for the purpose of reducing Neural Tube Defects (NTDs) such as Spina Bifida in the unborn child.	Used as evidence to seek a Scientific Advisory Committee on Nutrition (SACN) - update on Folic Acid . An FSS Board paper on folic acid was discussed in August 2017 and to provide advice to Scottish Ministers.
9. A review of the evidence base for modelling the costs of overweight, obesity and diet-related illness (2017)	Y	The report provides a review of the evidence base for modelling the costs of overweight, obesity and diet-related illness for Scotland, and critical appraisal of the cost-effectiveness evidence base for population wide interventions to reduce overweight, obesity and diet-related illness.	The work was presented to the internal SG Scottish Food and Drink Evidence, Evaluation Collaborative to inform consideration of future Economic assessments on Obesity for Scotland.
10. An Evaluation of a Pilot on the Use of MenuCal within Small and Medium Scottish Food Businesses (2018)	n/a	This report provides an evaluation of a pilot of MenuCal conducted in partnership with the Scottish Enforcement Liaison Committee (SFELC) Diet, Nutrition and Health Working Group. The pilot identified a number of areas of improvement for the MenuCal tool, which FSS will take forward.	MenuCal can be accessed by businesses on the FSS website.
11. Marketing strategies used within premises by out of home businesses (2018)	Y	This report provides evidence on marketing strategies used within premises of a small sample of branded out of home businesses in Scotland.	Report used as evidence in current FSS out of home consultation
12. Availability of nutritional information for a sample of out-of-home food outlets in Scotland. (2018)	Y	This report provides evidence on the availability of online nutrition and portion size information for savoury meals and meal accompaniments from 86 branded out of home businesses in Scotland.	Report used as evidence in current FSS out of home consultation
13. Monitoring retail purchase and price promotions in Scotland (2010 - 2016)*	Y	This report provides information on retail purchase and price promotions in Scotland between 2010 and 2016, using data from Kantar Worldpanel .	The Scottish Diet - It needs to change 2018 update see entry 15 Follow on SEI This report updates data published in entry 4

<p>15. The Scottish Diet - It needs to change 2018 update*</p>	<p>Y</p>	<p>The situation report collates current evidence on diet and health statistics using infographics to provide information for policy makers, stakeholders including the food and drink industry, health professionals and consumers to and shows how far we are from meeting the current Scottish Dietary Goals.</p>	<p>Evidence used to contribute figures to the SG A healthier Future consultation</p> <p>Progress towards the SDG</p> <p>Follow on SEI This report updates entry 4</p>
<p>16. Latest estimation of food and nutrient intakes in Scotland (2013-2016)*</p>	<p>Y</p>	<p>The study update's annual trends in food consumption and nutrient intakes using the same robust secondary analysis methodology previously developed to convert purchase to consumption.</p>	<p>The Scottish Diet - It needs to change 2018 update see entry 15</p> <p>Follow on SEI Part of rolling 3 year program to monitor Scottish food and Drink consumption see entries 2 and 13. Progress towards the SDG</p>
<p>17. Briefing paper on Discretionary foods.* (2018)</p>	<p>Y</p>	<p>The aim of this briefing paper prepared by the FSS Nutrition Science and Policy team is to provide more up to date and detailed information to support the FSS position on discretionary foods and provide an comprehensive evidence base for actions to reduce current intakes of these foods.</p>	<p>Paper used as evidence by Scottish Government in its Health Harms of Foods and in the FSS out of home consultation. The paper has also been used by other interested parties including CRUK</p>
<p>18. Scoping the need for dietary guidelines for Scotland to support the population on their journey towards a healthier diet (2019) *</p>	<p>n/a</p>	<p>These reports establish that there is support for Dietary Guidelines in Scotland to provide advice in addition to the foods and proportions recommended for a healthy, balanced diet as shown in the Eatwell Guide. This research involved engagement with a wide range of stakeholders and consumers.</p>	<p>Used as evidence for the next phase of work to develop dietary guidance for Scotland which will include developing and testing an online resource.</p>
<p>19. The out of home environment in Scotland 2015-2018 (2019) *</p>	<p>Y</p>	<p>Food Standards Scotland (FSS) commissioned Kantar Worldpanel to provide data on the Out of Home (OOH) food and drink landscape in Scotland between June 2015 and 2018. This report provides evidence on how this environment has changed over time, including the types of businesses visited and the most popular foods and drinks purchased OOH.</p>	<p>The work of this report was used to inform the Recommendations for an Out of Home strategy for Scotland Board Paper Sept 2019</p>
<p>20. Qualitative Consumer Research on eating outside the home* (2019)</p>	<p>n/a</p>	<p>Food Standards Scotland (FSS) commissioned research consortium to conduct qualitative research with consumers to explore their views on eating outside the home (OOH) and to provide an independent report of their findings. This research was commissioned to support the FSS public consultation on 'Proposals to improve the out of home food environment' which ran between</p>	<p>The work of this report was used to inform the Recommendations for an Out of Home strategy for Scotland Board Paper Sept 2019</p>

		November 2018 and February 2019.	
21. Analysis of a Food Standards Scotland Public Consultation on Improving the Out of Home Food Environment in Scotland* (2019)	n/a	Following the publication of the 'Scottish Government Diet and Healthy Weight Delivery Plan, FSS carried out a public consultation on 'Proposals to Improve the Out of Home Food Environment in Scotland.' The consultation, which ran for 14 weeks between November 2018 and February 2019, sought views on a range of measures to improve the Out of Home food environment in Scotland. A total of 131 responses were received to the consultation, with an equal split between individuals and organisations. Third sector and local government were the most common types of organisations responding, with small caterers and manufacturers least common.	consultation responses are publically available (where permission has been given by respondents). https://consult.foodstandards.gov.scot/nutrition-science-and-policy/proposals-to-improve-the-out-of-home-environment-i/consultation/published_select_respondent The work of this report was used to inform the Recommendations for an Out of Home strategy for Scotland Board Paper Sept 2019
22. Eatwell Guide Booklet (2019)	n/a	Eating well and having a healthy lifestyle can help us feel our best – and make a big difference to our long-term health. So why not make a change today? The Eatwell Guide shows the proportions in which different types of foods are needed to have a well-balanced and healthy diet. The proportions shown are representative of your food consumption over the period of a day or even a week, not necessarily each meal time.	Booklet for consumers.
1. Healthy eating campaign evaluation : Let's change our future* (2016)	N	Social marketing (behaviour change) campaign to persuade parents not to treat their children with HFSS foods- Drop it, Swap it, Share it. Campaign based on qualitative insight and tracking survey.	Nominated and shortlisted for Civil service 2017 Communications Team and Marketing Society Scotland award for effectiveness. Follow on SEI Independent pre- and post- quantitative campaign evaluation provided evidence for future behaviour change work.
2. Healthy eating campaign*: It's time to say no to upsizing (2018)	N	Social marketing (behaviour change) campaign targeting 16-34 yo C1C2DE female consumers who are most frequently upsold to when eating out of home. The campaign aimed to raise consciousness of the issue of upsizing, and to empower consumers to say no more often and was based on qualitative insight undertaken amongst the target audience, alongside quantitative evidence from the tracking survey.	Consumer focussed media and guidance . Follow on SEI Independent pre and post campaign evaluation using questions based on behavioural models to assess motivation to change alongside claimed action to provide evidence for future campaigns and interventions.
3. Healthy Eating Campaign Toolkit #NoToUpsizing* (2019)	N	Campaign from 5th - 31st March 2019. FSS are encouraging improved eating behaviours when out and about, by empowering the	Campaign support material for supporters.

		people of Scotland to say no thanks to offers of upsizing.	
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Food Standards Scotland Science, Evidence and Information research projects and campaigns by corporate outcome: Food is safe.

* Denotes projects which track Scottish consumer opinion or behaviour.

Food is Safe	Peer Review of final report Y/N	Influence on Policy, Practice & Public Health	Additional Publications and guidance, research tools, methods databases, models & awards/ recognition
1. Review of the currently available field methods for detection of marine biotoxins in shellfish flesh (2015)	Y	This project was to review the status of currently available rapid, field testing methods for detection of marine biotoxins in flesh in shellfish.	Used to update FSS industry guidance documents on managing shellfish toxins and toxin end product testing . Used in Board paper in Oct 2016 2 peer reviewed publications
2. Development of a smoked fish Tool (2015)	n/a	This is a free tool developed by Food Standards Scotland and the Food Standards Agency to help smoked fish producers manage the risk of contamination of their product by <i>Listeria monocytogenes</i> .	FSS industry smoked fish tool
3. Use of treatments to prevent the growth of pathogens on sprouted seeds (2016)	Y	This project was commissioned to investigate the effectiveness of soaking and washing treatments that could be used at home. The results from this project will be used by FSS to inform future risk assessments and food safety advice in relation to seeds for sprouting.	Fresh produce tool for industry developed
4. The fate of surrogate verocytotoxic E. coli contaminating the rhizospheres of root vegetables during processing and retail and (2016)	Y	This project was to provide better understanding of the survivability of <i>E. coli</i> at all stages along the vegetable production and distribution chain. The results will be used to inform future risk assessments and food safety advice in relation to fresh produce.	2 peer reviewed publications Fresh produce tool for industry developed
5. Risk assessment of the Scottish programme for the marine biotoxins in shellfish harvested from classified production areas (2016)	Y	The aim of this study was to assess the Scottish inshore monitoring programme for biotoxins in shellfish from classified production areas in Scotland. FSS used findings from this study to inform a review of the current biotoxin monitoring scheme.	Follow on SEI See entry 10 , follow up project commissioned to look at improvement of statistical model applied.
6. Employing source attribution and molecular epidemiology to measure the impact of interventions on human campylobacteriosis in Scotland (2012-2015)	Y	This study was commissioned to improve our understanding of the sources of campylobacter infection in humans in the Scottish population.	18 and 5 peer reviewed publications pre and post 2015. 6523 genomes have been deposited in the open online campylobacter database (PubMLST)

		The work has been cited in FSS and FSA/S board papers on <i>Campylobacter</i> . The results have fed into the latest ACMSF report on <i>Campylobacter</i> that is due to be released later this year.	<p>Invited presentation at Food Standards Agency Review, Warwick, March 2016 [Assessment Score was maximum possible]</p> <p>USDA workshop on Use of Whole Genome Sequencing (WGS) analysis to improve food safety and public health. Washington, USA, 2018.</p> <p>Work quoted in EFSA opinions on campylobacter</p> <p>Used in Board papers in June 2015, March 2016 and Oct 2016.</p> <p>1 peer reviewed publication</p> <p>Follow on SEI This project led on from a number of FSAS projects. As a result of this and previous funded projects led to 4 funded PhD studentships and 7 other projects (including RERAD, BBSRC, DEFRA, MRC and RESAS)</p>
7. The capacity and pathogenic potential of bacteria that internalise into plant tissue (2017)	Y	The study concluded that current washing practices used in post-harvest production do not remove or inactivate any internalised bacteria and are ineffective at removing all external bacteria from plant surfaces. These conclusions reinforce the importance of Good Agricultural Practices, such as use of clean irrigation water.	<p>Follow on SEI The James Hutton Institute are currently working on a leaflet for allotment growers as an added value piece of work associated with this project.</p> <p>Findings presented to ACMSF in May 2012</p> <p>Also used to inform the development of FSS's Fresh produce tool for industry</p>
8. Estimating Quality Adjusted Life Years and Willingness to Pay Values for Microbiological Foodborne Disease (Phase 2) (2017)	Undertaken by FSA	This project was commissioned by FSA, with support from FSS, to estimate the value of the pain and suffering associated with microbiological foodborne disease (FBD) for the UK using both Quality Adjusted Life Year (QALY) and monetary Willingness to Pay (WTP) metrics.	<p>Will be used by FSS to construct a similar QALY model for Scotland to support parallel work FSS is funding with HPS to estimate the healthcare costs of foodborne illness in Scotland</p> <p>Follow on SEI Additional cross government project to assess value of a QALY –FSS providing funding</p>
9. Campylobacter Attribution Extension (2015-2016)	Y	This study is the latest in a series of research projects that to improve our understanding of the key sources which contribute to the burden of campylobacter infection in the Scottish population. It provides evidence that chicken continues to be the most important source of human infection, most likely through the consumption of undercooked chicken or through cross-contamination in the kitchen.	<p>This report updates data published in entry 6</p> <p>Methodologies Campylobacter research contained within the report.</p> <p>Used in Board papers in Aug 2017 and May 2019</p>
10. Exploring improvements to models used in risk assessment of the Scottish monitoring	n/a	The study examined the statistical model used to inform the risk assessment of the Scottish monitoring	On the whole there was good agreement between the suggested monitoring frequency derived from the simple model and those derived from the smooth model.

<p>programme for marine biotoxins in shellfish harvested from classified production areas. (2018)</p>		<p>programme for marine biotoxins in shellfish from classified production areas and consider alternative statistical models.</p>	
<p>11. Developing Scotland's Shellfish Water monitoring programme (2018)</p>	Y	<p>This project set out recommendations for delivery of a scientifically robust, efficient and cost-effective sanitary survey programme and environmental monitoring programme to better inform Food Standards Scotland (FSS) and Scottish Environment Protection Agency (SEPA) shellfish water programmes.</p>	<p>Final report produced which identified the strengths of current approaches and opportunities for improvements to inform future discussions with Scotland's shellfish industry. Opportunities for integration of FSS and SEPA programmes and recommendations for Standard Operating Procedures (SOP) for sanitary surveys are also provided. Review of international shellfish research and the results of national-scale data analysis of shellfish <i>E.coli</i> provided the evidence-base for the recommendations.</p> <p>The recommendations made by this project and implications for future classification protocols are being considered by FSS, Scottish Government, SEPA and the shellfish industry as part of Scotland's aquaculture growth strategy.</p>
<p>12. Review of Priority Chemical Contaminant Risks, Food Production and Consumer Diets in Scotland. (2018)</p>	Y	<p>This project involved a review of scientific and grey literature to assess the key chemical contaminants risks which have the potential to impact on the Scottish food chain and makes recommendations on future work needed to address evidence gaps.</p>	<p>These findings are being used by FSS to refine the chemical contaminants component of its Strategy for Reducing Foodborne Illness in Scotland and allow more efficient targeting of our chemical contaminants research and messaging to protect consumers in Scotland.</p>
<p>13. E. coli O157 Super-shedding in Cattle and Mitigation of Human Risk (2014-2018).</p>	Y	<p>This report is the culmination of a successful 4-year international collaboration, which has produced exciting new findings that will make a valuable contribution to our work in reducing the risks of <i>E. coli</i> O157. Scotland has some of highest levels of <i>E.coli</i> O157 and this research has shed some light on the possible reasons for this, and it's really encouraging to see the progress that has been made in developing a potential vaccine for controlling it.</p>	<p>12 published peer reviewed publications 2 in progress.</p> <p>Methodologies for <i>E.coli</i> O157 research contained within the report.</p> <p>This programme supported the installation of a pipeline at the Scottish <i>E. coli</i> Reference Laboratory to facilitate routine <i>E. coli</i> O157 diagnostics and outbreak investigation in Scotland.</p> <p>11 invitations to present research at home and internationally.</p> <p>Follow on SEI This project led to 2 funded PhD studentships, 1 MSc project and 4 other projects (including projects funded by RESAS and Wellcome trust). Included in this work is research to investigate the prevalence of non-O157 Shiga-toxin producing <i>E.coli</i> and characterisation of antibiotic resistance in enterobacteriaceae in beef cattle in GB. The evidence generated from this work will enhance our understanding of STEC and AMR in the environment and contribute to wider government strategy in these areas.</p>

<p>14. Control of pathogens in cheeses made from unpasteurised milk (2018)</p>	<p>Y</p>	<p>This review was undertaken to collate the scientific evidence on food safety controls which can be used to reduce the risks of food poisoning bacteria in the production of raw milk cheeses.</p>	<p>This report provides a useful resource for artisan producers and enforcement authorities on the most up to date evidence on microbiological safety risks associated with raw milk cheese production. The findings of this review are being used to inform the development of guidance to support the safe production of unpasteurised cheeses, enabling FSS to address a recommendation made in the Report of Investigations into the outbreak of E. coli O157 which occurred in Scotland in 2016.</p> <p>Guidance for Local Authorities on cheese made from unpasteurised milk</p>
<p>15. Public information advice statement: Food Standards Scotland's advice on measures required to protect consumers from infection with Shiga toxin producing E. coli (STEC) (2019)</p>	<p>n/a</p>	<p>This advice statement is issued to ensure that consumers are made aware of the scientific evidence relating to the risks associated with Shiga toxin producing Escherichia coli (STEC), and can have confidence in the measures that are taken by food authorities to protect the public from food safety risks.</p>	<p>Food Standards Scotland's advice on measures required to protect consumers from infection with Shiga toxin producing E. coli (STEC)</p>
<p>16. Consumer forums: Perceptions of food safety risks* (2019)</p>	<p>n/a</p>	<p>FSS has a duty of care to support consumers in Scotland to understand foodborne risks and how to control them.</p> <p>The aim of this project was to conduct qualitative analysis to ascertain knowledge, perception of risk and level of concern about issues related to food safety (such as, unpasteurised dairy products and rare burgers).</p>	<p>Production of fast fact factsheets for consumers on:</p> <ul style="list-style-type: none"> • Nitrates and nitrites in Processed meat • STEC • Salmonella • Listeria • Campylobacter • Norovirus • Food Safety at community events
<p>17. Review of UK official food and feed laboratory system (2019)</p>		<p>These publications summarise the findings of the first two phases of a review on official laboratories in the UK, conducted between September 2018 and March 2019 .The reviews assessed the current capacity, capability and governance of the system. They also make recommendations for Board consideration to address gaps and weaknesses to continue our high levels of food and feed safety standards when the UK leaves the EU.</p>	<p>Used in Board paper in Nov 2019.</p>
<p>18. Whole Genome Sequence Typing and Analysis of Non-O157 STEC (2020)</p>		<p>In order to improve our understanding of the importance of non-O157 STEC, FSS commissioned the Scottish E. coli O157/STEC Reference Laboratory (SERL) to undertake Whole Genome Sequencing on its historical collection of patient isolates to examine the genetic profile of organisms that have been implicated in illness in Scotland.</p>	<p>This study is being used to support further research being undertaken by Health Protection Scotland to compare the genetic profile of the non-O157 STECs in clinical cases in Scotland with the symptoms that have been reported by these patients. This will provide valuable insight into the severity of illness caused by non-O157 STEC strains, helping us move towards a more detailed, molecular approach for assessing the risks associated with STEC detection in food.</p>

19. Factors affecting variations in campylobacter disease rates in Scotland	Y	This study was commissioned to understand why there are differences in disease incidence between more and less deprived populations, and to obtain an up to date picture of campylobacter infection in Scotland.	The study will be used to inform interventions with consumers as part of the FSS Campylobacter reduction strategy.
20. Campylobacter: Estimating the burden of gastrointestinal infection in Scotland using data linkage	Y	This report outlines the data linkage for laboratory confirmed campylobacter cases in Scotland during the 5-year period 2013-2017. Laboratory data was connected to deprivation, hospitalisation, cancer, prescribing and mortality to determine the demographic characteristics of confirmed campylobacter cases. Additionally, rates of hospitalisation, mortality, and the incidence of complications and associated health problems across the Scottish population was determined.	The study will be used to inform interventions with consumers as part of the FSS Campylobacter reduction strategy.
21. Campylobacter: Estimating the healthcare cost of gastrointestinal infection in Scotland	Y	<p>This report assessed the direct healthcare costs associated with campylobacter infection in Scotland.</p> <p>The study explored the cost differences across age and deprivation (SIMD) category to identify key population groups with the highest financial burden from campylobacter. It has identified the groups where reductions in the incidence of campylobacter would potentially have the greatest impact on the costs incurred by the health service.</p>	<p>This report has produced the first direct costs of Campylobacteriosis on the NHS for Scotland.</p> <p>The study will be used to inform the impact of interventions with consumers as part of the FSS Campylobacter reduction strategy.</p>
1. Festive food safety campaign: <i>Don't let food poisoning spoil Christmas*</i> (2015, 16 and 17)	N	Festive food safety campaign development, media and marketing costs.	Media and website material for consumers. Used in Board paper in Sept 2015 . Follow on SEI Evaluation of pre and post campaign
2. Summer BBQ food safety campaign: <i>Nothing spoils summer like pink chicken*</i> (2016, 17 and 18)	N	Pink chicken marketing campaign developed and run to encourage ABC1 18-24yo males (predominantly) to barbecue chicken thoroughly to avoid campylobacter poisoning.	Follow on SEI Evaluation of campaign Re-run of Summer BBQ campaign* in 2017 and evaluation
3. Food Safety Campaign: <i>What's your kitchen crime? *</i> (2018 and 19)	N	A food safety social marketing campaign aimed at shaking consumers out of complacency in regard to the potential for getting or giving food poisoning from poor food safety practices in the home. The campaign reframes the 4Cs in a more consumer-friendly and understandable	Integrated consumer marketing campaign Follow on SEI Pre and post campaign evaluation using questions based on behavioural models to assess motivation to change alongside claimed action

		way, and highlights 20 common 'kitchen crimes' which could potentially lead to food poisoning.	
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Food Standards Scotland Science, Evidence and Information research projects and campaigns by corporate outcome: Food is authentic.

* Denotes projects which track Scottish consumer opinion or behaviour.

Food is Authentic	Peer Review of final report Y/N	Influence on Policy, Practice & Public Health	Additional Publications, guidance, research tools, methods databases, models and awards/recognition
1. Look at the label Campaign* (2015)	Y	The #lookatthelabel marketing campaign encourages people in Scotland to make safer, healthier and more informed choices when buying food and drink. It aims to increase understanding of the importance of 'use by' dates, colour-coded nutrition labelling, storage advice and allergens information.	Integrated consumer marketing campaign Follow on SEI Pre and post campaign evaluation. Case study
2. A Survey of Fish Authenticity in the Scottish Public Procurement Sector (2016)	n/a	This survey was commissioned by FSS to assess the potential for fraudulent labelling of fish products supplied to Public Sector organisations in Scotland.	Used to inform FSS surveillance strategy and Tactical assessment for food Fraud.
3. Beef Origin Project II – Improvement of the British Beef Isotope Landscape Map (Isoscape) for Scotland and Northern Ireland (2016)	Y	The project was based on the concept that information on the geographical origin of a sample can be obtained through the analysis of the stable isotopic composition of that sample, which can then be linked to the environment where it was grown/reared.	A web-tool was developed to enable confirmation of origin of UK beef, with some ability to analysed beef of Scottish origin. Isotopic database build is used by a company contracted to undertaken beef origin testing for FSS.

Food Standards Scotland Science, Evidence and Information consumer tracking survey by corporate outcome: FSS is a trusted organisation/FSS is efficient and effective.

*** Denotes projects which track Scottish consumer opinion or behaviour.**

FSS is a trusted organisation /FSS is efficient and effective	Influence on Policy, Practice & Public Health	Additional Publications, guidance, research tools, methods databases, models and awards/recognition
<p>1. Food in Scotland Consumer Tracking Survey Wave 1* (2015)</p>	<p>The survey measures changes in Scotland's attitudes, behaviours and knowledge in relation to food over time. The survey is undertaken biannually amongst a sample of 1000 respondents, representative of the Scottish population, and comprises a set of consistent questions at each wave, with modules focusing on food safety and authenticity, and diet and nutrition, running annually.</p>	<p>Used as evidence for the FSS board six monthly outcomes tracker, campaigns and media lines</p> <p>Used in FSS Board papers in Jan 2015, June 2015 and Sept 2015.</p> <p>Used to baseline FSS outcomes reporting to the FSS Board in Sept 2017, May 2018 and Nov 2018.</p> <p>Follow on SEI Further Food in Scotland Consumer Tracking Survey see entries 3,5,6 and 7.</p>
<p>2. Consumers Forums to collect views on the FSS Strategic plan* (2015)</p>	<p>In January 2016 consumers views were collected via qualitative citizen forums on the draft FSS strategy and strategic plan</p>	<p>Used in Board papers in Jan and June 2016.</p>
<p>3. Food in Scotland Consumer Tracking Survey- Wave 2* (2016)</p>	<p>The survey measures changes in Scotland's attitudes, behaviours and knowledge in relation to food over time. The survey is undertaken biannually and comprises a set of consistent questions at each wave, with modules focusing on food safety and authenticity, and diet and nutrition, running annually.</p>	<p>Used as evidence for the FSS board six monthly outcomes tracker, FSS campaigns and media lines</p> <p>Used in FSS Board papers in Oct 2016</p> <p>Used in FSS outcomes reporting to the FSS Board in Sept 2017, May 2018 and Nov 2018.</p> <p>Follow on SEI Food in Scotland Consumer Tracking Survey see entries 15, 26, 29,39 and 43</p>
<p>4. BREXIT consumer forums* (2017)</p>	<p>Collected Scottish consumer views on BREXIT via qualitative citizen forum</p>	<p>Used in Board paper in Mar 2017.</p>
<p>5. Food in Scotland Consumer Tracking Survey- Wave 3* (2017)</p>	<p>The survey measures changes in Scotland's attitudes, behaviours and knowledge in relation to food over time. The survey is undertaken biannually and comprises a set of consistent questions at each wave, with modules focusing on food safety and authenticity, and diet and nutrition, running annually.</p>	<p>Used as evidence for the FSS board six monthly outcomes tracker, FSS campaigns and media lines</p> <p>Used in FSS outcomes reporting to the FSS Board in Sept 2017, May 2018 and Nov 2018.</p> <p>Food in Scotland Consumer Tracking Survey see entries 1 3,6 and 7</p>
<p>6. Food in Scotland Consumer Tracking Survey- Wave 4* (2017)</p>	<p>The survey measures changes in Scotland's attitudes, behaviours and knowledge in relation to food over time. The survey is undertaken</p>	<p>Data used in The Scottish Diet - It needs to change 2018 update see entry 38</p> <p>Used in FSS outcomes reporting to the FSS Board in Sept 2017, May 2018 and Nov 2018.</p>

	biannually and comprises a set of consistent questions at each wave, with modules focusing on food safety and authenticity, and diet and nutrition, running annually.	Food in Scotland Consumer Tracking Survey see entries 1,3,5, and 7
7. Food in Scotland Consumer Tracking Survey - Wave 5* (2018)	The survey measures changes in Scotland's attitudes, behaviours and knowledge in relation to food over time. The survey is undertaken biannually and comprises a set of consistent questions at each wave, with modules focusing on food safety and authenticity, and diet and nutrition, running annually.	Used as evidence for the FSS board six monthly outcomes tracker, FSS campaigns and media lines Food in Scotland Consumer Tracking Survey see entries 1,3,5, and 6 Used in FSS outcomes reporting to the FSS Board in Sept 2017 , May 2018 and Nov 2018 .
8. Food in Scotland Consumer Tracking Survey- Wave 6* (2018)	The survey measures changes in Scotland's attitudes, behaviours and knowledge in relation to food over time. The survey is undertaken biannually and comprises a set of consistent questions at each wave, with modules focusing on food safety and authenticity, and diet and nutrition, running annually.	Used as evidence for the FSS board six monthly outcomes tracker, FSS campaigns and media lines Used in FSS outcomes reporting to the FSS Board in Sept 2017 , May 2018 and Nov 2018 .
9. Food in Scotland consumer tracking Survey -Wave 7* (2019)	The survey measures changes in Scotland's attitudes, behaviours and knowledge in relation to food over time. The survey is undertaken biannually and comprises a set of consistent questions at each wave, with modules focusing on food safety and authenticity, and diet and nutrition, running annually.	Used as evidence for the FSS board six monthly outcomes tracker, FSS campaigns and media lines Used in FSS outcomes reporting to the FSS Board in May 2019 .
10. Food in Scotland consumer tracking Survey -Wave 8* (2019)	The survey measures changes in Scotland's attitudes, behaviours and knowledge in relation to food over time. The survey is undertaken biannually and comprises a set of consistent questions at each wave, with modules focusing on food safety and authenticity, and diet and nutrition, running annually.	Used as evidence for the FSS board six monthly outcomes tracker, FSS campaigns and media lines Used in FSS outcomes reporting to the FSS Board in Nov 19 .