

**FOOD STANDARDS SCOTLAND  
FORWARDS EVIDENCE PLAN 2019-20  
NOTIFICATION OF POTENTIAL AREAS REQUIRING SCIENCE & EVIDENCE  
AND INVITATION FOR FEEDBACK**

Food Standards Scotland (FSS) bases policy decisions on the best available science and evidence. This document outlines our science and evidence activities that are under consideration for the financial year 2019-20 to support the strategic outcomes of the [Corporate Plan 2016-2019](#).

1. Food is safe
2. Food is authentic
3. Consumers have healthier diets
4. Responsible food businesses flourish
5. FSS is a trusted organisation
6. FSS is efficient and effective

This forward plan is dependent on budget, priorities and that evidence covering some of these areas may become available from other sources throughout the year. The forward plan's publication does not commit FSS to funding particular projects any of these areas.

We commission Science, Evidence and Information on a contract basis, to help us develop our policies. Then we publish the results, and the data, on this website.

We will advertise all opportunities to apply for our contracts on the [Public Contracts Scotland website](#). If you wish to see the opportunities, it is recommended that you sign-up to Public Contracts Scotland, for free.

This plan has been published:

- To make stakeholders aware of the future areas of research and evidence gathering that will be of importance for FSS in the near future and provide the opportunity for feedback;
- To stimulate interest from other research providers and potential contractors and to provide early warning of potential tender areas for the forthcoming year;
- To make other research funders aware of our science and evidence needs in order to facilitate collaboration, as appropriate, and ensure that duplication of funding does not occur; and
- To obtain comments on our strategic direction of science and evidence needs.

Attached is a summary of our current science and evidence projects and a forward look at our potential science and evidence requirements.

**Invitation for feedback – by 30 September 2019.**

We welcome your comments and feedback on our potential future science and evidence requirements by 30 September 2019. All feedback and comments should be sent to Susan Pryde at [susan.pryde@fss.scot](mailto:susan.pryde@fss.scot).

**Future science and evidence requirements**

## **Diet and Nutrition**

Work will contribute to delivery within outcome 3: Consumers have healthier diets and outcome 5 FSS is a trusted organisation. [Setting the direction for the Scottish Diet](#) agreed by the FSS Board in January 2016 [and updated in March 2017](#) sets out the key principles and proposed broad measures for FSS action to reduce calorie intake and rebalance the diet. Our Communications Strategy aims to influence consumer behaviours using tailored messaging targeted to the intended population groups based on their particular risk, behavioural and demographic profiles.

- Acquisition of out of home (OOH) purchase data for 2019

## **Food Protection Science and Surveillance**

Work will contribute to delivery within outcome 1: Food is safe, Outcome 2: Food is authentic, outcome 4: responsible food businesses Flourish, outcome 5: FSS is a trusted organisation and outcome 6: FSS is efficient and effective. Through a [Strategy for Reducing Foodborne Illness](#) which aims to target the key pathways that are responsible for the transmission of microbiological, chemical and radiological risks throughout the food chain. Our [Food Surveillance Strategy](#) will generate the intelligence required to identify risks to the health of consumers in Scotland and the reputation of Scottish produce and so consumers need to have confidence that the food they buy and eat is what they expect it to be. Our [Regulatory Strategy](#) outlines how FSS will fulfil its role as a national regulator in Scotland, with a high level framework which will be used to inform the targeting of regulatory interventions in a proportionate and risk based manner, with the clear message that compliance with food safety requirements is good for consumers and good for business. Our Communications Strategy aims to influence consumer behaviours using tailored messaging which is targeted to the intended population groups based on their particular risk, behavioural and demographic.

- Co-ordinated food sampling grants.

### Current Projects 2019-20: Nutrition, Science and Policy

Project Title	Brief Description	Start Date	End Date	Corporate Outcome
<b>Trial of Intake 24 in the Scottish Health Survey</b>	INTAKE24 is a fully automated online 24 hour recall system that has been developed for the purpose of monitoring the dietary intake of the Scottish population (of ages 11+). This project pilots the use of INTAKE24 within the Scottish Health Survey to obtain dietary intake data from a representative sample of around 1500 participants aged 11 years or older. On completion of the field work phase of the project, the dietary data will be analysed and compared against the Scottish Dietary Goals and dietary data from the existing eating habits module. Response rates obtained during the INTAKE24 pilot will also be monitored to highlight any potential bias in the sampling and weight the data accordingly.	March 2018	December 2019	Outcome 3 Consumers choose healthier diets

### Current Projects 2019-20: Food Protection Science and Surveillance Projects

Project Title	Brief Description	Start Date	End Date	Corporate Outcome
<b>Stirling University PhD on Behaviour Change</b>	The basis of this project is to investigate the effectiveness of risk communication strategies such as public awareness campaigns that aim to motivate behaviour change towards food handling practices which prevent foodborne illness. The research aims to improve understanding of the attitudes, perceptions and preferences of different population groups in Scotland and will draw from FSS's segmentation work by exploring the following questions: <ul style="list-style-type: none"> <li>• how can approaches from consumer and behavioural economics be used to improve risk communication strategies in Scotland?</li> <li>• how can we tailor communication strategies for different groups within the Scottish population?</li> <li>• how can we measure the effectiveness of risk communication strategies? Does this show variation for different groups in the population?</li> <li>• What type of risk communication strategies would consumers prefer and value the most?</li> </ul>	October 2016	October 2019	Outcome 1 – Food is safe
<b>Co-ordinated Food Sampling Grants</b>	Food Standards Scotland (FSS) is making funding available to Scottish local authorities (co-ordinated through liaison groups) for sampling and surveillance of food. This programme aims to provide a co-ordinated, risk-based approach for sampling, and covers both imported and UK-produced food, where relevant.	July 2019	March 2020	Outcome 1 – Food is safe Outcome 2 – food is authentic