

FSA consumer research to explore communications on food safety messaging

Rhaglen ymchwil: [Wider consumer interests](#)

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Cynhaliwyd gan: Ipsos MORI

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During analysis of the research findings, the COM-B framework, was applied to help understand how best to support behaviour change. These components are referenced in the research conclusions and were used to develop a framework for the FSA Food Safety Communication Toolkit.

Research report

England, Northern Ireland and Wales

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