

FSA consumer research to explore communications on food safety messaging

Area of research interest: <u>Consumer Interests (aka Wider Consumer Interests)</u> Study duration: 2020-08-01 Project status: Completed Authors: Polly Hollings, Lauren Porter, Daniel Cameron Conducted by: Ipsos MORI Date published: 30 September 2021 DOI: https://doi.org/10.46756/sci.fsa.jjh457

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

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