



Policy Studies Institute

Technical Appendix

Evaluating FSA Guidance on Cross-Contamination of *E. coli* O157

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Annex 1: Multivariate Analysis Tables

Table 3.2 Multivariate analysis of factors associated with being aware of the new guidance (FB)

	Odds Ratio		p-value
Independent single site	Reference		
A chain	1.24		0.148
Other	1.10		0.849
Food retail store	Reference		
Baker	0.99		0.979
Butcher	3.05	***	0.000
Hotels	0.78		0.429
Restaurants	1.06		0.83
Pubs and bars	0.82		0.485
Caterers	0.70		0.252
Delis	0.72		0.323
Size 1-4	Reference		
5-9	0.77	*	0.062
10 plus	1.09		0.618
England	Reference		
N. Ireland	0.92		0.766
Scotland	1.30		0.165
Wales	0.77		0.238
Owner - English not first language			
English first language	1.90	***	0.001

Levels of significance; * (p<= 0.10) ** (p<=0.05) *** (p<=0.01)

Base: 2051

Table 5.3 Multivariate analysis of factors associated with implementing change (FB)

	Odds Ratio	p-value
Independent single site	Reference	
A chain	0.826	0.32
Other	0.679	0.465
Food retail store	Reference	
Baker	1.279	0.581
Butcher	2.066 *	0.067
Hotels	0.993	0.986
Restaurants	1.028	0.944
Pubs and bars	1.727	0.437
Caterers	1.383	0.447
Delis	1.155	0.764
Size 1-4	Reference	
5-9	1.246	0.277
10 plus	1.456	0.078
England	Reference	
N. Ireland	1.824 **	0.017
Scotland	0.666	0.123
Wales	1.029	0.936
Owner - English not first language	Reference	
English first language	0.545 **	0.027

Levels of significance; * (p<= 0.10) ** (p<=0.05) *** (p<=0.01)

Sample size: 1330

Annex 2: Research Methods

1. Introduction: Context and objectives

- 1.1 The Food Standards Agency commissioned IFF Research and the Policy Studies Institute (PSI) to undertake an evaluation of new guidance on cross-contamination of *E.coli* O157 aimed at food businesses across the UK where both raw food and ready to eat foods are handled.
- 1.2 The Food Standards Agency is responsible for protecting the public against food borne illnesses and food safety issues. To increase compliance with legal requirements, one aspect of FSA's work is to develop and disseminate appropriate and accessible advice and guidance on food safety and hygiene to food business operators.
- 1.3 Following two outbreaks in 1995 and 2005, the FSA led the Food Hygiene Delivery Programme (FHDP) to improve food hygiene and enforcement across the UK. This programme focused on increasing awareness of hazards, compliance with legal standards and enforcement of official controls to reduce the risk of food borne illnesses.
- 1.4 As part of this, new guidance was disseminated in February 2011. The new guidance clarifies cross-contamination issues, emphasises the potential risk to consumers of a lapse in controls and sets out best practice recommendations. It sits alongside existing guidance that food business operators can use to manage food safety in compliance with legislative requirements. To communicate the guidance to food businesses, a number of materials were disseminated:
 - The full FSA guidance document (around 42 pages long)
 - A 4 page FSA factsheet which summarises the Guidance
 - A 12 page Q & A document from FSA which answers common questions which businesses ask about the Guidance
 - A DVD for butchers "*E.coli* O157 A Butchers Guide in Staying Safe", and guidance for meat industry activities with a risk of cross-contamination
- 1.5 Additionally, some local authorities (who will inspect food businesses to ensure they are meeting food hygiene standards) have produced their own Guidance or Factsheet documents.
- 1.6 As part of the wider evaluation, two quantitative telephone surveys were undertaken by IFF Research, one with Food Business Organisations (FBOs) and one with Enforcement Officers (EOs).
- 1.7 The aims of the food business survey were to:
 - to establish the extent of dissemination/awareness of the guidance/DVD
 - and among those aware:
 - to gather views and perceptions of the guidance
 - ascertain perceptions of effects on business practice
 - identify changes implemented
 - identify problems encountered and solutions found

1.8 The EOs survey aimed to:

- Identify the range of dissemination techniques used
- Gather views on the guidance/DVD etc from the perspective of EOs
- Assess whether and how the guidance might be improved
- Elicit EO views on the impact of the Guidance/DVD to date on Food Business practice/culture
- Explore resource implications for EOs of the new guidance

2. Food Business Survey

1.9 A total of 2051 CATI¹ interviews were conducted with UK food businesses handling both raw and ready-to-eat food - 1500 'core' interviews and 551 'boosts'.

1.10 Fieldwork was conducted between 21st March and 11th April 2012

1.11 This section provides details on some of the key technical aspects of the survey; how the population was defined, our sampling approach, the final achieved profile of interview and associated confidence intervals, response rates achieved and our weighting strategy.

Defining the Population

1.12 The sample of UK food businesses drawn for this study was based on food businesses of all sizes where both raw food and ready-to-eat foods are handled (the primary target of the guidance materials). Raw food in this context refers to raw meat and any raw ingredients (including vegetables) that are potential sources of E. coli O157. Ready-to-eat foods are foods that will not be cooked or reheated before being eaten and include foods such as cooked meats, sandwiches, cheese, salads and desserts.

1.13 The sample structure included the sectors of businesses outlined in Table 2.1 who are likely to handle raw and ready-to-eat foods. These sectors are based on four digit Standard Industrial Classification (SIC) 2007 codes, and five digits where available. A number of exclusions were made within certain sub sectors in order to exclude those businesses that were unlikely to handle both raw and ready-to-eat foods and therefore where their inclusion would require a large amount of screening. These exclusions were based on additional sample information available from the sample provider Experian's database (from which the sample was ordered)².

1.14 Within the SIC 2007 code for food retail stores (47.11) exclusions were made on the basis that 'Farm shops and pick you own produce' and 'Market gardeners' were less likely to handle both raw and ready-to-eat foods. The top five supermarkets (Sainsburys, Tesco, Waitrose, Morrisons, and Asda) were also excluded as it made more sense to speak to them at Head

¹ Computer Assisted Telephone Interviews.

² Experian is one of the UK's most comprehensive business databases which combines data from various sources including Yell (the Yellow Pages) and the Thomson business database. Critical for this survey, their coverage of small establishments is very good.

Office level. Also by including them we would have swamped the general retail sector when the main area of focus was on independent retailers.

- 1.15 Exclusions were also made from SIC code 56.30 so that 'clubs' were removed from the profile on the assumption that very few (if any) would handle raw and ready-to-eat foods.
- 1.16 Specialist food retailers excluded 'Cash and Carry wholesalers' as well as a number of other minor categories so that interviews could focus on Delicatessens and Organic food stores.

Table 2.1: Sectors covered by survey

SIC 2007 code (at the 5 digit level where available)		Description	Exclusions
47110	Retail sale in non-specialised stores with food, beverages or tobacco predominating	Food retail (non specialist)	Excluding 'Fair Trade', 'Farm shops' and 'Market Gardeners' and top 5 supermarkets.
47220	Retail sale of meat and meat products in specialised stores	Butchers	
47240	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialised stores	Bakers	
55100	Hotels and similar accommodation	Hotels	
56101	Licensed restaurants	Restaurants	
56102	Unlicensed restaurants and cafes		
56103	Take-away food shops and mobile food stands		
56103	Take-away food shops and mobile food stands		
56302	Public houses and bars	Pubs and bars	Excluding 'clubs'
56210	Event catering activities	Catering	
47290	Other retail sale of food in specialised stores	Delis and other specialist food retail	'Delicatessens' and 'Organic Foods' only (excluding 'Cash and carry wholesalers')

- 1.17 The survey was establishment based as we were interested in day-to-day behaviour and attitudes. This meant that multiple establishments or branches belonging to the same company or organisation could be interviewed as part of the research. The guidance is a steer toward very specific practices and is most likely to be read and complied with (or not) at an establishment level.
- 1.18 Of course, the majority of businesses in these sectors are micro businesses with less than 10 employees. For most there will be only one site, meaning that the organisation and establishment will be in effect the same thing.

Pilot

- 1.19 30 pilot interviews were conducted with businesses across the UK on the 8th and 9th March.
- 1.20 This phase was important in fine-tuning the flow and wording of the questionnaire and also led to a handful of more substantive changes to the questionnaire. Critically, the pilot also provided a steer as to the proportion of businesses who were aware of the guidance and therefore helped us to gauge average interview length.
- 1.21 As a result of the findings from the pilot the subsector 56.29 - 'Other food services' was excluded from the sample profile because the sites interviewed within this sector did not handle raw and ready-to-eat foods. This sub-sector had been provisional included in the pilot to identify the possible inclusion of canteens.

Core interview stratification

- 1.22 Official population statistics were used to size and stratify the business population – both from a sampling / quota-setting perspective, and also for weighting (which we discuss in more detail below)³.
- 1.23 The core survey adopted a stratified sample approach. Sample was divided according to country, sector and establishment size. Targets were set, on an interlocking basis, by size and sub-sector to reflect that:
- Awareness of the guidance and practical impacts of implementation was likely to vary considerably by sector.
 - The ability of businesses to resource compliance activity, and their needs in terms of information and training, were likely to vary according to the size of the business (larger firms are likely to be better resourced than smaller ones).
- 1.24 In terms of sector, the sample was stratified by the 8 sub-sectors described above. Half of the 1,500 core interviews were divided equally across sub-sectors, and the remaining half in proportion to the number of business units each sub-sector accounts for. In this way, this approach ensured that a greater number of interviews were achieved in the smaller sub-sectors, enhancing the confidence with which findings can be reported for these (while still ensuring that more interviews were conducted with businesses in larger sub-sectors).

³ The profile of the population was established through the Office for National Statistics (ONS) based on data from March 2011 statistics from the Inter-Departmental Business Register (IDBR)

- 1.25 In the pilot exercise we didn't have any "Food retail stores" qualifying for the survey in terms of handling both food types. The implications for this on the mainstage were such that a decision was made to cap the target number of interviews in this sub-sector at 50 with the remaining interviews distributed elsewhere in proportion to the number of businesses in that sector.
- 1.26 By size, sample was stratified using three size bands, 10 or fewer employees, 11-50 employees and more than 50 employees. These were representative of the population within each sector.
- 1.27 Given the importance of analysing results by country and the important role that the FSA plays in each of devolved administrations, ideally we would also have set interlocking size by sector quotas *within* country. However, this was not practical with an overall sample of 1500 interviews as it would have resulted in too many quota cells. Instead we set country rim⁴ quotas initially on a representative basis (although as discussed below, boosts were subsequently applied).

Boosts

- 1.28 The research required a particular focus on butchers retailing both raw and ready-to-eat foods to reflect their higher risk status and the fact that they have received particular attention in the follow up to the 2005 outbreak. Butchers require more in depth record keeping than lower risk food businesses and have all been targeted with a DVD highlighting the specific risks involved in butchers' premises. To reflect their status and importance and to maximise the robustness of findings for this sub-sector, an additional 289 boost interviews were conducted with butchers.
- 1.29 Based on a purely representative sample, the number of interviews in Wales and Northern Ireland, and to a lesser extent Scotland, that would have been achieved were too small to allow robust analysis both within and across country. Therefore an additional 306 interviews were conducted in these countries to facilitate more robust analysis⁵.
- 1.30 The research also required that two-thirds of all FBOs interviewed were aware of the guidance on cross-contamination of *E.coli* O157 to ensure a robust base for the majority of questions which were only asked of those aware of the guidance. As awareness levels were slightly lower than required, towards the end of the fieldwork period (3rd April onwards), interviews were targeted so that only those businesses aware of the guidance completed the survey thus increasing the overall level of awareness.

Identifying target respondents

- 1.31 The respondent was the most senior person within the business responsible for food safety at the site. Their suitability was verified at the outset of the interview using a screening question agreed in conjunction with the FSA.

⁴ Rim weighting is an alternative to interlocking targets whereby an additional separate weight is applied to the initial round of weighting, in this instance to correct for the country profile. Once the rim weight is applied all targets re-corrected on an iterative process until the correct targets for all profiles are achieved.

⁵ There was some overlap between the two boosts, so by boosting butchers across the UK, additional interviews were conducted in Scotland, Wales and Northern Ireland while on the other hand by boosting in these countries some additional butcher interviews were achieved.

- 1.32 Our standard practice is to make a minimum of 7 calls to contact an individual. Whether a piece of sample is withdrawn after this point is decided on a case by case basis depending on the outcome of the previous calls. If we have not spoken to the specific individual over the course of these 7 calls, then we will in all likelihood withdraw the sample. If on the other hand we have spoken to the respondent, but they have just been too busy each time we call, then we will continue to try to achieve an interview.

Table 2.2: Fieldwork outcomes and response rate

	Total	Population in scope of study %	Population in scope of fieldwork %
Total sample used	13,789		
Ineligible	2,666		
Total in scope of study	11,123	100%	
Appointment made but not achieved during fieldwork period	232	2.1%	
Business called 1-10 times but unable to reach target respondent	4,044	36.4%	
Not available in fieldwork period	383	3.44%	
Unobtainable number	876	7.9%	
Out of quota – sector / size / country	1,808	16.3%	
Out of quota – unaware of guidance	109	1.0%	
Total in scope of fieldwork	3,671	33.0%	100%
Achieved interviews	2,051	18.4%	55.9%
Refusals	1,351	12.2%	36.8%
Breakdown during interview	269	2.4%	7.3%
Response rate		18.4%	55.9%

Statistical confidence

- 1.33 The overall sample size was sufficiently large to mean that overall findings for the UK can be reported upon with a relatively high degree of statistical reliability. At the overall level, the sampling error for a finding of 50 per cent (the most statistically sensitive or unreliable level of finding) is +/- 2.2 per cent on the entire sample and +/-2.7 on the total sample aware of the

guidance (to whom the majority of questions were asked).. Sample sizes and maximum sampling errors for sub-groups are shown below.

Table 2.3: Statistical confidence in survey findings⁶

Base = All	Total Sample Size	(Maximum) Sampling Error	Total Sample Aware of Guidance	(Maximum) Sampling Error
All UK	2051	±2.2%	1,330	±2.7%
England	1482	±2.5%	948	±3.2%
Scotland	232	±6.4%	154	±7.9%
Wales	168	±7.6%	106	±9.5%
Northern Ireland	169	±7.5%	122	±8.9%
Micro (1-10 employees)	1520	±2.5%	954	±3.2%
Small (11-50 employees)	477	±4.5%	342	±5.3%
Medium / Large (51+ employees)	54	±13.3%	34	±16.8%
Bakers	128	±8.7%	77	±11.2%
Butchers	417	±4.8%	339	±5.3%
Catering	175	±7.4%	105	±9.6%
Delis and other specialist food retail	117	±9.1%	58	±12.9%
Food retail stores (non specialist)	70	±11.7%	44	±14.8%
Hotels	197	±7.0%	127	±8.7%
Pubs and bars	348	±5.3%	210	±6.8%
Restaurants	599	±4.0%	370	±5.1%

Final achieved profile

- 1.34 Of the 2,051 interviews achieved, approaching three-quarters (72 per cent) were achieved in England, 11 per cent with businesses in Scotland and the remainder split evenly between Wales and Northern Ireland.

⁶ The table presents the sampling error, at the 95% confidence level, associated with 'worst-case' findings of 50 per cent.

1.35 In terms of size, the majority (74 per cent) of interviews were achieved with micro businesses, one-quarter (23 per cent) with small businesses and a minority with medium / large companies.

1.36 The profile of interviews achieved by size and sector within each country is shown in Table 2.4 overleaf.

Table 2.4: Profile of interviews achieved by size and sector within country

	1-10	11-50	51+
England			
Bakers	59	16	-
Butchers	293	23	-
Catering	105	24	5
Delis and other specialist food retail	96	5	-
Food retail stores (non specialist)	23	18	3
Hotels	51	61	15
Pubs and bars	185	92	-
Restaurants	296	104	8
Scotland			
Bakers	20	-	-
Butchers	41	6	-
Catering	9	7	-
Delis and other specialist food retail	8	2	-
Food retail stores (non specialist)	3	2	-
Hotels	13	15	8
Pubs and bars	16	10	-
Restaurants	50	22	-
Wales			
Bakers	11	3	-
Butchers	28	-	-
Catering	7	3	2
Delis and other specialist food retail	3	-	-
Food retail stores (non specialist)	6	1	-
Hotels	11	7	3
Pubs and bars	24	7	1
Restaurants	40	8	3
Northern Ireland			
Bakers	14	5	-
Butchers	24	2	-
Catering	11	2	-
Delis and other specialist food retail	2	1	-
Food retail stores (non specialist)	7	6	1
Hotels	6	3	4
Pubs and bars	6	7	-
Restaurants	52	15	1

Weighting

1.37 The key considerations in devising a weighting strategy for the FBOs survey were as follows:

- The need to correct for over-sampling of key subgroups (namely, certain sectors and countries and businesses aware of FSA's guidance, as discussed earlier);
- The choice of population to weight to. It was decided to weight to the sector profile of food businesses handling raw and ready-to-eat food (i.e. businesses eligible for the survey), rather than the total food business population. This meant that specific sectors where handling of raw and ready-to-eat food was more prevalent (e.g. butchers, restaurants, hotels) were better represented in the survey.

1.38 IDBR's establishment-based business population statistics from March 2011 were used as the basis for weighting. In order to establish the sector profile of eligible food businesses, i.e. those handling raw and ready-to-eat food, screening data by sector were used to identify the penetration of eligible food businesses by sector. These penetration figures were then applied to IDBR's population counts, to determine the sector profile of eligible businesses.

1.39 IDBR's population statistics were also used to identify the correct proportions of businesses in each country (it was assumed that the penetration of eligible businesses did not vary by country per se – sector was the key determining factor). As quotas had been set by size (number of employees) in line with the population it was not felt necessary to weight by size.

1.40 The next step was to produce an estimate for the proportion of businesses aware of the guidance. It had been necessary in the later stages of fieldwork to screen out businesses who were not aware of the guidance, in order to achieve a minimum number of interviews with businesses who were aware. Therefore, without weighting, the survey would have over-estimated the proportion aware of the guidance. As an external measure of awareness did not exist, the survey data up to the point just before screening for businesses aware of the guidance began was used to produce a more accurate estimate for awareness.

1.41 Thus a two-stage process had to be adopted to weighting the data. Firstly, all data completed before 3 April (when screening began) were weighted by sector and country. This was used to derive the correct proportion of businesses aware of the FSA's guidance on cross-contamination.

1.42 The final stage of weighting involved two rim weights – sector and a combined target including awareness of the guidance and country. A combined target was used because it was initially found that businesses in Northern Ireland were more likely to be aware of the guidance than those in other countries but this was as a result of fieldwork being less advanced in Northern Ireland by the time screening to identify businesses aware of the guidance began, rather than it being a 'true' finding. Weighting by awareness within country ensured that this sample bias was eliminated.

1.43 A comparison between the unweighted and weighted profiles is shown in Table 2.5 below, by sector, country, size and awareness.

Table 2.5: Comparison of unweighted and weighted sample profiles

	Unweighted profile	Weighted profile
Base=All	2051	2051
	%	%
Bakers	6	2
Butchers	20	6
Catering	9	7
Delis and other specialist food retail	6	3
Food retail stores (non specialist)	3	12
Hotels	10	8
Pubs and bars	17	19
Restaurants	29	44
England	72	83
Scotland	11	9
Wales	8	5
Northern Ireland	8	3
Micro (1-10 employees)	74	70
Small (11-50 employees)	23	27
Medium / Large (51+ employees)	3	3
Aware of the guidance	65	56 ⁷
Not aware of the guidance / Don't know	35	44

3. Enforcement Officer Survey

1.44 A total of 150 CATI interviews were conducted with Senior Enforcement Officers (or equivalent) in local authorities across the UK.

1.45 Fieldwork was conducted between 22nd March and 10th April 2012.

1.46 This section provides details on some of the key technical aspects of the survey.

Pilot

1.47 10 pilot interviews were conducted with businesses across the UK on the 8th March.

1.48 This phase resulted in improvements to the flow and wording of the questionnaire and also led to questionnaire cuts to reduce the overall average interview length.

⁷ Based on all interviews up until the point just before screening for businesses aware of the guidance began.

Sampling and screening

- 1.49 Enforcement Officers were sampled on the basis of one respondent per local authority, on the grounds that:
- The approach to disseminating the guidance is likely to be consistent within a particular local authority. Surveying multiple enforcement officers within some local authorities would have risked obtaining the same – or very similar – responses from multiple respondents.
 - As a basis for reporting the findings, interviewing some local authorities more than once, whilst not interviewing others at all, felt less accessible and harder to justify to potential audiences for the research findings.
 - Obtaining reliable figures for the number of individual enforcement officers within each local authority, in order to design an alternative sampling approach, would have entailed interviewing each local authority once at the outset to collect details of numbers of enforcement officers employed, before drawing the sample – and then re-interviewing a sample of them to collect the evaluation data. Such an approach would have impacted on both timings and costs.
- 1.50 Local authority contact details were sourced from the Municipal Yearbook.
- 1.51 A random sample was drawn from the local authorities in England and a target of 100 interviews was set. In view of the relatively small number of relevant local authorities, we attempted a census of local authorities in Wales, Scotland and Northern Ireland. However, as not everyone would agree or be able to take part within the research timescales, we predicted being able to achieve around 50 interviews from the 80 local authorities in Wales, Scotland and Northern Ireland (i.e. around a 60-65% response).
- 1.52 The starting sample ended up being somewhat less than 80 as a result of needing to take out those local authorities involved in an initial scoping exercise conducted by PSI and previous studies conducted by FSA (as well as those that took part in the pilot). Across Wales, Scotland and Northern Ireland we were left with a starting sample of 61 local authorities at the beginning of mainstage. From this, we were able to complete 40 interviews across the three nations. This equates to a 66% response. An additional 10 interviews in England were conducted to ensure 150 interviews in total.
- 1.53 Table 3.1 below provides a summary of our starting sample and levels of response by country.

Table 3.1: Local authority starting sample, final achieved sample and response rates

Country	England	Wales	Scotland	Northern Ireland	TOTAL
No of LAs with responsibility for enforcing food hygiene legislation	326	22	32	26	406
Exclusions (PSI/FSA)	30	5	7	5	47
Pilot interviews	8		1	1	10
Available sample for survey	288	17	24	20	349
Target	100	14	20	16	150
Achieved	110	10	14	16	150
Response rate	38%	59%	58%	80%	43%

Identifying target respondents

- 1.54 We asked to speak to Senior Enforcement Officers or Food Team Leaders within Local Authorities' Environmental Health departments. Although we targeted Senior Offices and Team Leader they must have been involved in inspecting food businesses themselves to take part in the survey and this was verified at the start of the survey.

Weighting

- 1.55 The data were weighted to correct for oversampling of local authorities in the devolved nations. The weighted and unweighted profiles by country are shown below.

	Unweighted profile	Weighted profile
Base=All	150	150
	%	%
England	73	81
Scotland	9	8
Wales	7	7
Northern Ireland	11	6

4. Qualitative methods

Fieldwork for both the scoping and follow-up phases of the evaluation was comprised of qualitative semi-structured telephone interviews. Samples were purposively drawn to quotas within specified categories of respondents. A total of 22 interviews were conducted during the scoping phase and 52 interviews were conducted during the follow-up phase.

Fieldwork for the scoping phase took place in January-February 2012. The fieldwork for the follow-up phase took place in May 2012.

A breakdown of the achieved sample by respondent type is displayed in Table 4.1.

Table 4.1: Achieved sample for qualitative phases of the research

	Count
Scoping phase	
LA Food Safety Team Leaders	15
Trade Industry Representatives	7
<i>Total</i>	22
Follow-up phase	
Large Food Chain Managers	11
Enforcement Officers	17
Food Businesses	24
<i>Total</i>	52

Qualitative data analysis

A thematic analysis method was used to analyse the data. This method identifies, analyses and reports patterns or themes within the data, and provides an interpretation of these patterns based on interviewee accounts and opinions.

The process involved using charting methods (in Microsoft Excel) to summarise the content of the stakeholder interviews according to a set of broad topic areas derived from the interview questions. A separate chart was produced for each of the four respondent groups in the analysis.⁸ In each instance, the research team initially used a draft set of topics to 'test chart' a small number of transcripts. After discussions, the topics were amended, clarified or expanded to arrive at a final set of topics for charting.

A topic summary was produced for each respondent case. This resulted in a matrix of columns by rows with thematic topics across the columns and individual cases comprising the rows. Each cell of

⁸ Only high level findings, based on researchers' interview notes, were presented in an internal report for interviews conducted with LA Food Safety Team Leaders during the scoping phase.

the matrix contained a topic summary for an individual case. The broad topics used for charting each respondent group are presented in Table 4.2.

Table 4.2: Broad thematic topics by respondent type

Thematic analysis topics			
Trade Industry Representatives	Large Food Chain Managers	Enforcement Officers	Food Businesses
<ul style="list-style-type: none"> • Organisation/ Respondent role • Own awareness of guidance & consultation process • Promotion of guidance to membership • Views of respondent/views of members on guidance • Feedback on implementation • Additional points 	<ul style="list-style-type: none"> • Respondent background • Awareness & actions taken • Q & A • Implementation • Clarifications • Changes to training • Changes to operations • Changes to products • Plans for future changes • Difficulties regarding changes • Benefits of guidance • Disadvantages of guidance • Suggestions for improvement • Other 	<ul style="list-style-type: none"> • Respondent background • Dissemination • Principles • DVD • Q & A • Views on content • Implementation issues for FBs • Full and part implementation • Feelings about enforcement • Informal and formal actions • Suggestions for improvement • Other 	<ul style="list-style-type: none"> • Respondent background • Principles • Documentation read • Q & A • Need for clarification • Reasons for changes • Changes to products • Extra financial costs • Extra time costs • Difficulties regarding changes • Suggestions for improvement • Other

The matrix display enabled the interviews to be summarised by themes addressed in the report. Illustrative quotations were extracted verbatim from the transcripts.

Annex 3: Food Businesses Questionnaire

S Screener

ASK TELEPHONIST

- S1 **Good morning / afternoon. My name is NAME and I'm calling from IFF Research on behalf of the Foods Standards Agency. Please can I speak to the owner or manager or the most senior person responsible for food safety at this site?**

IF NAMED CONTACT:

INTERVIEWER: **We have [INSERT NAMED CONTACT] as the owner/manager.**

ADD IF NECESSARY: **We need to speak to someone based at this site, not at head office. We are interested in activities at this location. So we need to speak to the person here who has most responsibility for food safety.**

ADD IF NECESSARY: **We are conducting a research project for the Food Standards Agency to consider current knowledge and understanding of the Agency's guidance on 'E. coli O157: Control of Cross-contamination' which was published in February 2011. We would like to ask the owner or manager or the most senior person responsible for food safety their views of the Guidance.**

ADD IF NECESSARY: **We can reassure you that none of the answers you give will be linked to your company, unless you give explicit permission, and this research will only be used for research purposes.**

Transferred	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Refusal – company policy	4	CLOSE
Refusal- Do not handle raw meats or vegetables AND ready-to-eat foods	5	
Refusal – Taken part in recent survey	6	
Refusal (specify)	7	
Nobody at site able to answer questions	8	
Not available in deadline	9	
Engaged	10	
Fax Line	11	
No reply / Answer phone	12	
Residential Number	13	
Dead line	14	
Company closed	15	

ASK ALL

- S2 **Good morning / afternoon, my name is NAME, calling from IFF Research, an independent market research company. We are conducting a research project for the Food Standards Agency to consider current knowledge and understanding of the Agency's guidance on 'E. coli O157: Control of Cross-contamination' which was published in February 2011. We would like to ask you about your views of the Guidance.**

Can I just check, are you the most senior person responsible for food safety at this site?

ADD IF NECESSARY: The survey will be carried out according to the Market Research Society's Code of Conduct and the Data Protection Act which guarantees absolute confidentiality and anonymity of responses. The Food Standards Agency will not be made aware of your participation in the research and all responses made will remain confidential, unless you give explicit permission. This research is only to be used for research purposes

Yes - Continue	1	CONTINUE
No - Referred to someone else at establishment NAME _____ JOB TITLE _____	2	TRANSFER AND RE-INTRODUCE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal – company policy	5	THANK AND CLOSE
Refusal- Do not handle raw meats or vegetables AND ready to eat foods	6	
Refusal – taken part in recent survey	7	
Refusal (specify)	8	
Not available in deadline	9	

REASSURANCES TO USE IF NECESSARY

The interview will take around 15 minutes to complete.

IFF are conducting this research in partnership with the Policy Studies Institute (PSI)

Please note that all data will be reported in aggregate form and your answers will not be reported to our client in any way that would allow you to be identified.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:

- **MRS: Market Research Society on 0500396999**
- **IFF: Jolyon Fairburn-Beech: 0207 250 3035**

ASK ALL

A1 **We need to speak to food businesses which sell both raw and ready to eat foods. Do you prepare and/or sell any of the following foods**

READ OUT - CODE ALL THAT APPLY

Raw Meat	1	CONTINUE
Raw fruit, vegetables or salad which have not already been washed and labelled as ready to eat	2	CONTINUE
Ready-to-eat foods handled unwrapped and/or prepared on site. (READ OUT: These are foods that will not be cooked or reheated before being eaten and include foods such as cooked meats, sandwiches, pies, cheese, salads and desserts)	3	CONTINUE
DO NOT READ OUT: None of the Above	4	THANK AND CLOSE

CONTINUE IF (A1=1 OR 2) AND A1=3. OTHERS THANK AND CLOSE.

DISPLAY IF THANK AND CLOSE

Unfortunately you do not meet the criteria to take part today as we are only looking to speak to establishments that handle raw and ready to eat foods. Thank you for your time today.

A Awareness of E-coli Guidance

ASK ALL

- A14. Can I just check, how many employees, full time and part time do you have at this site?
Please include yourself and all those on the payroll.**

IF DON'T KNOW; PROMPT WITH RANGES

CODE ONE ONLY

1	1
2-4	2
5-10	3
11-24	4
25-50	5
51-99	6
100-199	7
200-249	8
250-499	9
500+	10
DO NOT READ OUT: Don't Know	11
DO NOT READ OUT: Refused	12

First of all I need to check how familiar you are with the Guidance.

ASK ALL

- A3 Are you aware of the guidance on E-coli O157: Control of Cross-contamination which was published in February 2011?**

PROMPT IF NECESSARY: The guidance for food businesses clarifies the steps they need to take to control the risk of food becoming contaminated with E-coli O157. The guidance is also used by local authority food safety officers when inspecting businesses

Yes	1	ASK A3a
No	2	TO A3b
Don't know / Not sure	3	

ASK IF AWARE OF GUIDANCE (A3=1)

A3a The Food Standards Agency would very much like your feedback on the guidance they have issued to food businesses about avoiding risk of contaminating food with *E.coli* O157. Are you willing to take part in this survey?

ADD IF NECESSARY: The interview will take about 15 minutes

Yes	1	CONTINUE
Yes at another time	2	MAKE APPOINTMENT
No	3	THANK AND CLOSE

ASK IF UNAWARE OF GUIDANCE (A3=2,3)

A3b I would like to ask you a few quick questions on your food safety practices. This will only take a few minutes.

Yes - OK to continue	1	CONTINUE
Yes at another time	2	MAKE APPOINTMENT
No	3	THANK AND CLOSE

ASK IF UNAWARE (A3=2,3)

A4 Have you had an inspection from your LA/EHO since February 2011?

Yes	1
No	2
Not Sure	3

ASK IF UNAWARE (A3=2,3)

A5 Do you use any equipment for both raw and ready to eat foods?

Yes	1
No	2
Don't know	3

ASK IF A5=1

A5a What equipment do you use?

DO NOT READ OUT CODE ALL THAT APPLY

vacuum packer	1
slicer	2
temperature probe	3
mixer	4
scales	5
utensils	6
chopping boards	7
other (please specify)	8

ASK IF A5=1

A6 What controls and procedures do you have in place to stop the cross-contamination of bacteria from the raw to ready to eat foods when using this equipment?

DO NOT READ OUT CODE ALL THAT APPLY

PROMPT IF NECESSARY TO CLARIFY

Separate utensils and chopping boards for raw and ready-to-eat foods (including colour coded chopping equipment)	1
Separate equipment for raw and ready-to-eat foods	2
Separate storage for raw and ready-to-eat foods	3
Use probe wipes between uses	4
Clean equipment between uses	5
Clean and disinfect equipment between uses (IF YES ASK A7)	6
Cleaning schedule (IF YES ASK A7)	7
Written procedures	8
HACCP plan – responses may also be SFBB, Cooksafe or Safe Catering	9
Staff training	10
Other (write in)	11

ASK IF CLEAN AND DISINFECT EQUIPMENT / CLEANING SCHEDULE (A6=6 OR 7)

A7 How do you clean and disinfect equipment between uses?

DO NOT READ OUT CODE ALL THAT APPLY

Use a detergent and disinfectant separately	1
Use a sanitiser	2
2 Stage Cleaning	3
Commercial Dishwasher	4
Other (write in)	5

ASK IF UNAWARE (A3=2,3)

A8 [IF A5=1 Other than for when using equipment,] What other controls and procedures have you put in place to manage the risk of cross-contamination between raw and ready to eat foods?

DO NOT READ OUT CODE ALL THAT APPLY

Cleaning and disinfection between tasks	1
Preparing raw and ready-to-eat at different times	2
Preparing raw and ready-to-eat in different areas	3
Separate storage for raw and ready-to-eat foods	4
Storing raw foods below ready-to-eat in fridges	5
Making sure staff wash their hands before handling ready to eat foods	6
Different staff for handling raw and ready-to-eat foods	7
Staff Training	8
Cleaning Schedule	9
Written procedures	10
HACCP plan	11
Other (Specify)	12
Don't know	13

ASK IF MAKE SURE STAFF DRY HANDS (A8=6)

A9 **How do you dry your hands?**

Air Dryers	1
Paper towels	2
Other (Specify)	3

ASK IF A4=1

A9x **Have any of these controls been put in since your last LA / EHO visit?**

Yes	4
No	5
Don't know	6

ASK ALL

A9a **Which of the following systems do you use for your food safety management system?**

CODE ALL THAT APPLY. READ OUT

Cook Safe	7
Safe Catering	8
SFBB (Safer Food Better Business)	9
Other system (write in)	10
(DO NOT READ OUT) No Food System	11
(DO NOT READ OUT) Don't know	12

ASK IF AWARE (A3=1). ASK A10 - A12 IN A LOOP

A10 **[READ OUT FOR FIRST ITERATION ONLY: I am now going to read out some materials that have been published by the FSA and local authorities.] Please state whether or not you are aware of or have heard of**

REPEAT FOR SUBSEQUENT DOCUMENTS

	YES	NO	Not Sure
a The full FSA guidance document which is around 42 pages long	1	2	3
b A 4 page FSA factsheet which summarises the Guidance	1	2	3
c A 12 page Q&A document from FSA which answers common questions which food businesses ask about the Guidance	1	2	3
d A DVD for butchers describing safe food practices	1	2	3
e A Local Authority produced Guidance or Factsheet document on E-coli cross-contamination	1	2	3

A11 **And have you read the document [IF A10=1 / watched the DVD]?**

INTERVIEWER: Probe if necessary to find out if read in full or just parts of it.

	Read it	Read parts of it	Not read it	Not sure
a The full FSA guidance document which is around 42 pages long	1	2	3	4
b A 4 page FSA factsheet which summarises the Guidance	1	2	3	4
c A 12 page Q&A document from FSA which answers common questions which food businesses ask about the Guidance	1	2	3	4
d A DVD for butchers describing safe food practices	1	2	3	4
e A Local Authority produced Guidance or Factsheet document on E-coli cross-contamination	1	2	3	4

ASK IF READ DOCUMENTS AT A11 (1,2)

A12 **How long did it take you to read [INSERT DOCUMENT/DVD FROM A10]**

WRITE IN. Please answer in minutes or hours

IF DON'T KNOW; PROMPT WITH RANGES

CODE ONE ONLY

Under 10 minutes	1
10-15 minutes	2
16-30 minutes	3
31-60 minutes	4
1-2 hours	5
2-4 hours	6
Over 4 hours	7

ASK ALL

I would now like to ask you about the kind of work that takes place at your establishment

A13 **What is the nature of this business? Is it...**

CODE ONE ONLY

Single Site	1
One of multiple sites (e.g. a chain)	2
A mobile food outlet	3
A market stall	4
Other (specify)	5
[DO NOT READ OUT] Refused	6
[DO NOT READ OUT] Don't know	7

A15 What is the first language of the owner/manager?

CODE ONE ONLY – PROMPT AS NECESSARY

English	1
Bengali	2
Hindi	3
Sylheti	4
Urdu	5
Cantonese	6
Mandarin	7
Other (specify)	8
Don't Know	9

A16 I have [INSERT SIC DESCRIPTION FROM SAMPLE] as a description of your business's activity? Does that sound about right?

Yes	1
No	2

ASK IF NO (A16=2)

A17 What does your business make or do?

WRITE IN

IF UNAWARE (A3=2,3) ROUTE TO H3

B Change in Awareness of Risks

ASK IF AWARE OF MATERIALS (YES AT ANY OF A10)

B1 **When did you find out about the guidance materials about *E.Coli* cross-contamination?**

INPUT FORMAT: MM/YYYY

WRITE IN

IF DON'T KNOW PROMPT WITH:

Within the last 3 months	1
Around 4 to 6 months ago	2
Over 6 months but less than one year ago	3
One year or more ago	4
Don't know	5

ASK IF AWARE OF MATERIALS (YES AT ANY OF A10)

B2 **Prior to the guidance materials, or the DVD on *E.Coli* cross-contamination were you aware of the risks of cross-contamination?**

CODE ONE ONLY

Yes, completely aware	1
Yes, aware to some extent	2
No	3
Don't know	4

ASK IF AWARE OF MATERIALS (YES AT ANY OF A10)

- B3 **On a scale of 1-5 (where 1 is not at all and 5 is a great deal), to what extent do you think that the Guidance materials or the DVD have increased your awareness of the risks of cross-contamination?**

CODE ONE ONLY

Not at all				A Great Deal		DK
1	2	3	4	5	6	

ASK IF AWARE OF MATERIALS (YES AT ANY OF A10)

- B4 **What was new in the guidance materials that you previously did not know about and consider as new ways of working?**

DO NOT READ OUT. CODE ALL THAT APPLY

Use of British Standard Disinfectants	1
No Dual Use of Complex Equipment	2
Use of alcohol gels	3
Use of gloves	4
Other (Specify)	5
[DO NOT READ OUT]: NOTHING	6

C Comprehensibility of the Guidance

I would like to ask you a few questions about the materials that you have read or watched.

C0: DUMMY VARIABLE: MATERIALS WATCHED OR READ (YES AT A11 (1,2))

FSA Guidance Document	1	DISPLAY IF A11a=1,2
FSA Factsheet	2	DISPLAY IF A11b=1,2
Question and Answer Document	3	DISPLAY IF A11c=1,2
DVD	4	DISPLAY IF A11d=1,2
Local Authority Guidance Factsheet	5	DISPLAY IF A11e=1,2

ASK FOR EACH MENTIONED AT C0

C1 Thinking about the [INSERT C0]. On a scale of 1-5 (where 1 is very difficult and 5 is very easy) How easy was it to understand?

Very Difficult Very Easy					DK
1	2	3	4	5	6

ASK FOR EACH C1=1,2

C2 In what way was the [INSERT C0] difficult to understand?

CODE ALL THAT APPLY (DO NOT READ OUT)

Language Problems	1
Some of it was too technical	2
Felt it did not apply to my business	3
Difficult to see how it could be applied in practice	4
Some aspects were not clear/ambiguous	5
Other (Specify)	6
Don't know/Can't remember	7

ASK FOR EACH c1=1,2

C3 Are there any particular sections that you found more difficult to understand than others?

Yes	1
No	2
Don't know	3

ASK FOR EACH C3=1

C4 Why was this?

WRITE IN

ASK FOR EACH CODED AT C0

C5 How would you improve the [INSERT C0]?

WRITE IN

NO IMPROVEMENTS NECESSARY

ASK IF AWARE (A3=1)

C6 Are there any other resources or methods that would help you understand the guidance?

CODE ALL THAT APPLY (DO NOT READ OUT) DO NOT PROMPT.

More visual rather than writing (e.g. use of pictures/flow charts)	1
Use of case studies to show how other businesses have implemented	2
Materials with simplified language	3
Translation	4
Visits from Local Authority / EHO	5
DVD's for caterers	6
Other (write in)	7
Don't know	8
No other resources needed	9

ASK IF AWARE (A3=1)

C7 Do you think it is a voluntary or a legal requirement to implement the new guidelines?

CODE ONE ONLY

Voluntary	1
Legal	2
Don't Know	3

D Views on effectiveness of dissemination approaches

ASK FOR EACH MENTIONED AT C0

D1 How did you first hear about the [INFILL FROM C0]?

INTERVIEWER: If respondent says from the local authority/council, please probe to find out if this was a letter, a leaflet or if they got a visit or phone call from a Food Inspector/Enforcement Officer and code accordingly.

DO NOT READ OUT - CODE ALL THAT APPLY

From another food business	1
From a trade organisation meeting, newsletter or magazine	2
Received a phone call from a Food Inspector/Enforcement Officer	3
During a visit from a Food Inspector/Enforcement Officer	4
Received a letter from the Local Authority	5
Received a leaflet summarising the Guidance from the Local Authority	6
Other (write in)	7
Don't know	8

ASK IF AWARE OF MATERIALS (YES AT ANY OF A10)

D2 How satisfied were you with the way you received the information about the Guidance? Please answer using a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied.

1 – not at all satisfied	1
2	2
3	3
4	4
5 – very satisfied	5
Don't know	6

ASK IF NOT SATISFIED OR UNSURE (D2=1-2 OR 6)

D3 How would you have preferred to learn about the new guidelines?

DO NOT READ OUT CODE ALL THAT APPLY

A seminar workshop or conference	1
A detailed discussion with an enforcement officer or similar	2
An online method	3
Through a trade organisation	4
Other (write in)	5
Don't know	6

ASK IF AWARE (A3=1)

D4 Have you asked anybody for advice or to explain or clarify the cross-contamination guidelines?

Yes	1
No	2
Don't know	3

ASK IF ASKED FOR ADVICE (D4=1)

D5 Who did you approach for advice?

DO NOT READ OUT - CODE ALL THAT APPLY

Local Authority Enforcement Officer	1
Another Business	2
A Trade Organisation	3
Industry representative	4
A Lawyer	5
Food Standards Agency (FSA)	6
Other (write in)	7
Don't know	8

E Scale and Range of Changes Made

ASK IF AWARE (A3=1)

- E1 **Have you made any changes in your business since you found out about the cross-contamination guidance?**

ADD IF NECESSARY: **None of your answers will be linked to your business**

Yes	1
No	2
Don't know	3

ASK IF MADE CHANGES (E1=1)

- E2 **Which of the following changes have you made since you found out about the cross-contamination guidance?**

READ OUT

	YES	NO	DK
Physical separation (premises / equipment/utensils and staff)			
Designating clean areas for the handling of ready to eat foods	1	2	3
The introduction of separate storage and/or display areas e.g. cabinets, fridges for raw and RTE foods	1	2	3
The use of separate staff for raw and RTE foods	1	2	3
Use of separate chopping boards and utensils for raw and ready to eat foods, or the use of a commercial dishwasher for between use cleaning	1	2	3
Packaging materials for ready-to-eat foods moved to a designated clean area	1	2	3
No dual use of complex equipment			
The introduction of separate complex equipment (e.g. vacuum packing machines, slicers)	1	2	3
Effective cleaning and disinfection			
Now use British Standard disinfectants	1	2	3
Other changes made to cleaning and disinfection procedures (e.g. the use of disposable cloths)	1	2	3
Personal hygiene and handwashing			
The introduction of improved hand washing procedures (e.g. use of an effective hand washing technique)	1	2	3
Changing of clothing by staff involved in the handling of raw and RTE foods	1	2	3
Any other changes not yet mentioned (Please specify)	1	2	3

ASK IF NO CHANGES MADE (E1=2). ALL OTHERS ROUTE TO INSTRUCTION BEFORE E3.

E3a Do you plan to make any changes in your business in the future as a result of the cross-contamination guidance?

Yes	1
No	2
Don't know	3

ASK IF PLANNING TO MAKE CHANGES (If E3a=1)

E3b Which of the following changes do you plan to make?

USE LIST AT E2- This list to show all detailed codes from the E2 grid as above

READ OUT

ASK If E3a=2

E3c Why are you not planning to make any changes?

DO NOT READ OUT – CODE ALL THAT APPLY

Already meeting requirements	4
Don't have the time	5
Can't afford to make any changes	6
Not sure what needs to be done	7
Other (specify)	8
Don't know	9

ASK FOR EACH ITEM CODED NO AT E2. ASK IN TURN

E3 Are you planning on making this change in the future?

(INTERVIEWER: If not planning, find out if this is because they were already meeting the requirements of the guidelines in this area)

Yes	1
No- already meeting requirements	2
No – was not already meeting requirements	3
Don't know	4

ASK FOR EACH NO-NOT ALREADY MEETING REQUIREMENTS (E3=3). ASK IN TURN

E4 Why are you not planning on making this change?

Already meeting requirements	1
Don't have the time	2
Can't afford to make any changes	3
Not sure what needs to be done	4
Other (specify)	5
Don't know	6

ASK IF YES TO MORE THAN ONE AT E2

E5 Which of these changes have been the most difficult for you to implement?

CODE ALL THAT APPLY. PROMPT IF NECESSARY

ONLY SHOW THE CHANGES MADE AT E2	1
<u>None have been difficult</u>	2
Don't Know	3

ASK IF YES TO MORE THAN ONE AT E2 AND E5 NOT 2,3

E6 Why have these changes been the most difficult for you to implement?

WRITE IN
- Don't know

ASK IF AWARE (A3=1)

- E7 **Have you made any changes to the products you buy and sell as a result of the new guidelines?**

Yes	1
No	2

ASK IF MADE CHANGES (E7=1)

- E8 **What changes have you made?**

DO NOT READ OUT - CODE ALL THAT APPLY

Only sell raw meat now	1
No longer sell raw meat	2
Changed from using non pre-packed fruit, vegetables, or salad to only using those which are pre-packed and ready to eat	3
Now buy in pre-portioned/packed cooked meats	4
Now buy in pre-portioned/packed cheese	5
Now buy in pre-cooked burgers	6
Other (write in)	7
Don't know	8

ASK IF MADE CHANGES (E7=1)

- E9 **What impact has this had on your business?**

DO NOT READ OUT - CODE ALL THAT APPLY

More profit	1
Less profit	2
More customers	3
Fewer customers	4
Increased turnover	5
Decreased turnover	6
Other please specify	7
Don't know	8

ASK IF AWARE (A3=1) AND NOT BUSINESSES WITH ONLY ONE PERSON WORKING IN IT (A14 ≥2)

E10 **Have you changed the way you train your staff now as a consequence of the guidelines?**

Yes	1
No	2

ASK IF AWARE (A3=1) AND NOT BUSINESSES WITH ONLY ONE PERSON WORKING IN IT (A14 ≥ 2)

E11 **What impact, if any, has implementing the guidelines had on the length of time it takes to train staff? Does it now take...?**

CODE ONE ONLY

Longer	1
Less Time	2
No difference	3

ASK IF CHANGE (E11=1 OR 2) AND NOT BUSINESSES WITH ONLY ONE PERSON WORKING IN IT (A14≥2)

E12 **How much [DISPLAY F4: longer/less time] does it take to train a member of staff?**

WRITE IN ALLOW RESPONSE IN HOURS AND DAYS

IF DON'T KNOW EXACT NUMBER – PROMPT WITH RANGES. PROBE FOR BEST ESTIMATE

Less than 1 hour	1
1-2 hours	2
Less than half a day	3
Less than a full day	4
1 day	5
Between 1 day and 1 week	6
More than 1 week	7
Don't Know	X

ASK IF AWARE (A3=1) AND MADE CHANGES (E1=1 OR e7=1 Or E10=1)

E13 What are the benefits of the various changes you have made since implementing the guidance materials?

DO NOT READ OUT - CODE ALL THAT APPLY

Systems run more smoothly or quickly	1
Less health risk for customers	2
Staff have a clearer idea of what to do	3
Have new or updated equipment	4
Improved FHRS score	5
New procedures	6
Now fully comply with the guidance	7
No changes made	8
Other (write in)	9

ASK IF AWARE (A3=1) AND MADE CHANGES (E1=1 OR E7=1 OR E10=1)

E14 How much time has it taken you to implement changes to comply with the cross-contamination guidance?

WRITE IN ALLOW RESPONSE IN HOURS, DAYS OR WEEKS

IF DON'T KNOW EXACT NUMBER – PROMPT WITH RANGES

Less than 1 hour	1
1-2 hours	2
Less than half a day	3
Less than a full day	4
1 day	5
Between 1 day and 1 week	6
More than 1 week	7
No Changes	8
Don't Know	X

F Challenges associated with the Guidance

[DISPLAY IF MADE CHANGES (E1=1) In this section we would like to ask you about any obstacles you may have encountered in introducing changes

ASK IF AWARE (A3=1) AND NOT BUSINESSES WITH ONLY ONE PERSON WORKING IN IT (A14≥2)

F1 How easy is it to manage staff to ensure they consistently implement all the requirements in the guidance?

CODE ONE ONLY

Very Easy	1
Fairly Easy	2
Neither Easy nor difficult	3
Fairly Difficult	4
Very Difficult	5
(DO NOT READ OUT) Don't Know	6

ASK IF DIFFICULT (F1=4,5) AND NOT BUSINESSES WITH ONLY ONE PERSON WORKING IN IT (A14≥2)

F2 Are there any areas of the guidance which are particularly difficult to get staff to implement consistently

DO NOT READ OUT? - CODE ALL THAT APPLY

Separation of areas for raw and ready to eat foods,	1
Separation of equipment and utensils for raw and ready to eat foods	2
Hand washing	3
Cleaning procedures	4
Changing clothes when handling raw and ready to eat foods	5
Other(Specify)	6

G Costs Incurred by Food Businesses Following Changes

ASK IF AWARE (A3=1) AND MADE CHANGES (E1=1 OR E7=1 OR E10=1)

- G1 **Apart from the additional time spent in reading the guidance materials or watching the DVD and training staff, have you incurred any additional costs?**

INTERVIEWER: Insert answer in Pounds (£) Sterling xx.xx

WRITE IN

ALLOW 'NO CHANGES MADE' AND DK

IF DON'T KNOW EXACT NUMBER – PROMPT WITH RANGES

£0	1
£1-£50	2
£51 - £100	3
£101 - £400	4
£401 - £600	5
£601 - £1,000	6
£1,001 - £2,000	7
£2,001 - £5,000	8
Over £5,000	9
Don't Know	X

ASK IF AWARE (A3=1) AND MADE CHANGES (E1=1 OR E7=1 OR E10=1)

- G2 **Thinking about any new systems, processes or paperwork that you have implemented to comply with the guidance, has anything in particular taken longer, than before?**

WRITE IN: (specify activity which is slower)

IF ANYTHING/LONGER AT G2

- G3 **How much longer is it taking?**

WRITE IN: Please answer in minutes and hours

ASK IF AWARE (A3=1) AND MADE CHANGES (E1=1 OR E7=1 OR E10=1)

- G4 **Thinking about any new systems, processes or paperwork that you have implemented to comply with the guidance, has anything in particular taken less time than before?**

WRITE IN: (specify activity which is quicker)

IF ANYTHING/LONGER AT G2

- G5 **How much less time is it taking?**

WRITE IN: Please answer in minutes and hours

H Re-Contact

ASK IF AWARE (A3=1)

- H1 **This study is being funded by the Food Standards Agency (FSA), a central government department. Would you be willing for the FSA, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on the subject? There would be no obligation to take part.**

Yes	1
No	2

ASK IF AWARE (A3=1) AND WILLING TO TAKE PART IN FURTHER RESEARCH (H1=1)

- H2 **In order to carry out this future research, your contact details may be linked to the answers you have given in this survey. Would you be willing for this information to be passed onto the FSA or an organisation acting on their behalf?**

Interviewer Add If Necessary: We would only pass on your information onto the FSA or another research company doing legitimate research on behalf of the Agency, your interview data would never be passed to anyone else or used for commercial purposes.

Yes	1
No	2

ASK ALL

- H3 **Finally, occasionally it is necessary to call people back to clarify information; may we please call you back if required?**

REASSURE IF NECESSARY: Your details will only be used to call you back regarding this particular study.

Yes	1
No	2

RECORD DETAILS OF RESPONDENT WHO COMPLETED INTERVIEW

Name:	
Job title:	
Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.	

Annex 4: Enforcement Officers Questionnaire

S Screener

ASK TELEPHONIST

- S1 Good morning / afternoon. My name is NAME and I'm calling from IFF Research on behalf of the Food Standards Agency. Please can I speak to a senior Enforcement Officer or food team leader in your Environmental Health department, who is responsible for conducting inspections of food businesses?**
- S2 ADD IF NECESSARY: We are conducting a research project for the Food Standards Agency to consider current knowledge and understanding of the Agency's guidance on 'E. coli O157: Control of Cross-contamination .' which was published in February 2011. We would like to ask them about their views of the guidance.**

(IF NAMED SAMPLE- INTERVIEWER NOTE- We have <NAME> as an officer at your organisation.)

INTERVIEWER NB: There will be several Environmental Officers/Food Inspectors in each Local Authority. Please ask to speak to a senior EHO or Food Team Leader.

Transferred	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Wants reassurances	4	SEND REASSURANCE LETTER
Refusal	5	CLOSE
Refusal – company policy	6	
Refusal – Taken part in recent survey	7	
Nobody at site able to answer questions	8	
Not available in deadline	9	
Engaged	10	
Fax Line	11	
No reply / Answer phone	12	
Residential Number	13	
Dead line	14	
Company closed	15	

ASK ALL

- S3 Good morning / afternoon, my name is NAME, calling from IFF Research, an independent market research company. We are conducting a research project for the Food Standards Agency to consider current knowledge and understanding of the Agency's guidance on 'E. coli O157: Control of Cross-contamination .' which was published in February 2011. We would like to ask you about your views of the guidance.**

Can I just check, are you responsible for conducting and regularly undertaking inspections of food businesses?

ADD IF NECESSARY: The interview is likely to take around 20 minutes. We could either conduct it now, or at a time more convenient for you.

Yes – Continue	1	CONTINUE
No - Referred to someone else at establishment NAME _____ JOB TITLE _____	2	TRANSFER AND RE-INTRODUCE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Wants reassurances	5	SEND REASSURANCE LETTER
Refusal	6	THANK AND CLOSE
Refusal – company policy	7	
Refusal – taken part in recent survey	8	
Not available in deadline	9	

- S4 Are you aware of the guidance on *E.Coli* O157: Control of Cross-contamination which was published in February 2011?**

Yes	1	CONTINUE
No	2	THANK AND CLOSE

REASSURANCES TO USE IF NECESSARY

The interview will take around 20 minutes to complete.

We would like to get your personal views on the guidance. We appreciate that this may not be the official view of the Authority. Your responses will remain anonymous unless you give explicit permission to be identified.

The survey will be carried out according to the Market Research Society's Code of Conduct and the Data Protection Act which guarantees absolute confidentiality and anonymity of response. The Food Standards Agency will not be made aware of your participation in the research, unless you give explicit permission, and all responses made will remain confidential.

Interviewer Note: LA's may be expecting a call from PSI as this was the organisation mentioned in the warm up letter. Inform them that IFF and PSI are conducting the research in collaboration

Please note that all data will be reported in aggregate form and your answers will not be reported to our client in any way that would allow you to be identified.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, we can send them an explanatory letter or they can call:

- **MRS: Market Research Society on 0500396999**
- **IFF: Jolyon Fairburn-Beech: 0207 250 3035**

A Background and Communication

ASK ALL

A1 Approximately how many businesses is your Food Safety team responsible for?

WRITE IN

IF DON'T KNOW EXACT NUMBER – PROMPT WITH RANGES

Fewer than 50	1
50-99	2
100-149	3
150-199	4
200-239	5
240-249	6
250-299	7
300 -499	8
500-999	9
1,000-1,499	10
1,500-1,999	11
2,000 plus	12
[DO NOT READ OUT] Don't Know	X

A2 Deleted

ASK ALL

A3 How was the written guidance communicated to you?

DO NOT READ OUT

CODE ALL THAT APPLY

Team meetings/briefing session	1
Emails	2
Informal Chats	3
Left to read guidance themselves	4
Formal staff training	5
Presentation by FSA	6
Other (write in)	7

A4 How long did it take you to get up to speed with the contents of the guidance?

ADD IF NECESSARY- This includes the time spent on the activities you mentioned in the last question- (SHOW A3 answers)

NOTE: FOR EMAIL CHANGE THIS TO 'READING MATERIALS SENT BY EMAIL'. ALSO ADAPT WORDING FOR 'LEFT TO READ GUIDANCE THEMSELVES' TO 'READING THE GUIDANCE YOURSELF'.

WRITE IN. Please answer in hours, days, or months	
Don't know	X

B Dissemination

ASK ALL

B1 In addition to the guidance a number of resources have been produced by the Agency to complement it - a 4-page factsheet, a 12 page Q&A and a DVD for butchers. Some Local Authorities have also produced their own guidance or a factsheet on *E.Coli*. Which materials did you disseminate to food businesses?

CODE ALL THAT APPLY

Full Guidance Document	1
Factsheet which summarises the Guidance	2
A 12 Page Q&A document	3
A DVD for butchers	4
A Local Authority produced Guidance or Factsheet	5
None	6

ASK ALL

B2 How did you disseminate these materials?

DO NOT READ OUT

CODE ALL THAT APPLY

Wrote a letter to Food Businesses informing them of the Guidance and where to access it.	1
Sent Food Businesses a leaflet informing them of new Guidance and where to access it.	2
Telephoned Food Businesses informing them of new Guidance and where to access it.	3
Posted guidance materials to Food Businesses	4
Emailed guidance materials to Food Businesses	5
As part of a visit –inspection	6
As part of a visit – not inspection	7
Other please specify	8

ASK ALL

B3 Was the same dissemination approach used for all business types?

Yes	1
No	2
Don't know	3

ASK ALL

B4 Approximately when did you start disseminating materials?

INSERT FORMAT: MM/YYYY

WRITE IN
Have not yet started

1-3 months ago INTERVIEWER NOTE- this was December 2011 to February 2012	1
4-6 months ago INTERVIEWER NOTE- this was September 2011 to November 2011	2
7-9 months ago INTERVIEWER NOTE- this was June 2011 to August 2011	3
10-12 months ago INTERVIEWER NOTE- this was May 2011 to March 2011	4
More than 1 year ago INTERVIEWER NOTE- this was before March 2011	5

B5 QUESTION DELETED

--

ASK ALL UNLESS B4=HAVE NOT YET STARTED

B6 Did you prioritise particular businesses for dissemination or disseminate to all?

Prioritised businesses	1
Disseminated to all	2
Don't know	3

ASK IF PRIORITISED (B6=1)

B7 Which type of business did you prioritise?

INTERVIEWER NOTE- Please record sector of business

DO NOT READ OUT CODE ALL THAT APPLY

Butchers	1
Food retail stores such as supermarkets	2
Food retail stores such as corner shops	3
Bakers	4
Delis and other specialist food retail	5
Caterers	6
Businesses with language barriers (INTERVIEWER PLEASE RECORD SECTOR AS WELL)	7
Small Businesses (INTERVIEWER PLEASE RECORD SECTOR AS WELL)	8
Other (specify)	9
Don't know	10

ASK IF PRIORITISE (B6=1)

B8 Why did you prioritise [INSERT CODES AT B7]

DO NOT READ OUT. CODE ALL THAT APPLY. PROBE FULLY.

WRITE IN
Because they are a high risk sector
Because of the equipment they use
Other (Please specify)

C Views on the Guidance

ASK ALL

- C1 **On a scale of 1 to 5 where 5 is very easy and 1 is very difficult, how easy was the full Guidance for you to understand?**

Very difficult				Very Easy	DK
1	2	3	4	5	6

ASK ALL

- C2 **How might the Guidance be improved to promote understanding among enforcement officers?**

DO NOT READ OUT. CODE ALL THAT APPLY

WRITE IN (open question)
Include specific guidance on small businesses
Include guidance on specific sectors
Clearer language / explanation of terminology
More practical examples
No improvements needed
Other (please specify)

ASK ALL

- C3 **Which parts of the guidance, if any, do you view as new ways of working for small businesses,?**

DO NOT READ OUT CODE ALL THAT APPLY

No dual use of complex equipment	1
No dual use of chopping boards and utensils unless cleaned and disinfected in a commercial dishwasher/heat disinfected	2
Having a designated clean area	3
No sharing of cash registers without controls	4
Worktops being non-food contact surfaces	5
Disinfectants to meet BS standards	6
No parts of guidance are viewed as new ways of working	7
New hand washing techniques	8
Other (write in)	9

ASK ALL

- C4 **On a scale of 1 to 5 (where 5 is very useful and 1 is not at all useful), how useful is the guidance in helping you tackle the following cross-contamination issues:**

SINGLE CODE FOR EACH ITERATION

	Not at all useful					Very useful	DK
a Effective Handwashing	1	2	3	4	5	6	
b Effective Cleaning	1	2	3	4	5	6	
c Separation of raw and ready to eat foods in Businesses	1	2	3	4	5	6	

- C5 ASK IF C4 (A-C) =1 OR 2 – REPEAT FOR EACH ISSUE

- C6 **Why wasn't the guidance useful for (insert a-c)**

WRITE IN

ASK ALL

- C7 **How confident are you about how you interpret or apply the guidelines when visiting food businesses? Please answer on a scale of 1 to 5 where 5 is very confident and 1 is not at all confident.**

CODE ONE ONLY

1 – Not at all confident	1
2	2
3	3
4	4
5 – Very confident	5
Don't know	6

ASK IF NOT CONFIDENT (C6=1/2)

What would make you feel more confident?

DO NOT READ OUT CODE ALL THAT APPLY

More training	7
More experience	8
Other (specify)	9

ASK ALL

- C8 **On a scale of 1 to 5 where 5 is very useful and 1 is not at all useful, how useful have you found the following in supporting the implementation of the guidance?**

SINGLE CODE FOR EACH ITERATION

	Not at all useful					Very useful	DK
a The Q&A	1	2	3	4	5	6	
b The DVD	1	2	3	4	5	6	
c The Factsheet	1	2	3	4	5	6	

ASK IF ANY AT C8 CODED USEFUL (C8A-C=4/5)

- C9 **In what way has the [INSERT ANSWER AT C8IF 4 or 52] been useful?**

DO NOT READ OUT CODE ALL THAT APPLY

Easier to understand than full guidance	1
Because it is brief	2
Presents the information clearly	3
Other (Specify)	4
Don't know	5

REPEAT C9 FOR ALL ITERATIONS CODED 4/5 AT C8

ASK IF ANY AT C8 CODED NOT USEFUL (C8A-C=1/2)

C10 How could [INSERT ANSWER AT C8 IF 4 or 5] be improved?

DO NOT READ OUT CODE ALL THAT APPLY

Be more detailed / provide more information
Be more professional
Include guidance on specific sectors
Don't know
Other (please specify)

REPEAT C10 FOR ALL ITERATIONS CODED 1/2 AT C8

ASK ALL

C11 Are there any other resources or methods which the FSA could provide that you think would help businesses understand the guidance? do not read out code all that apply

More visual rather than writing e.g. use of pictures/flow charts to accompany text	1
Use of case studies	2
Seminars for businesses	3
Don't know	4
Other (Specify)	5

D Feedback from Businesses

D1 QUESTION DELETED

ASK ALL

D2 Which aspects of the Guidance have caused problems for food businesses?

DO NOT READ OUT - CODE ALL THAT APPLY]

PROMPT WITH HEADINGS IF NECESSARY

	YES	NO
Physical separation (premises / equipment/utensils and staff)		
Designating clean areas for the handling of ready to eat foods	1	2
The introduction of separate storage and/or display areas e.g. cabinets, fridges for raw and RTE foods	1	2
The use of separate staff for raw and RTE foods	1	2
Designated cash registers for raw and ready to eat areas	1	2
Use of separate chopping boards and utensils for raw and ready to eat foods, or the use of a commercial dishwasher for between use cleaning	1	2
Packaging materials for ready-to-eat foods moved to a designated clean area	1	2
Other Physical separation (premises / equipment/utensils and staff) changes – please specify	1	2
No dual use of complex equipment		
The introduction of separate complex equipment (e.g. vacuum packing machines, slicers)	1	2
Other changes to no dual use of complex equipment – please specify	1	2
Effective cleaning and disinfection		
Now use British Standard disinfectants	1	2
Other changes made to cleaning and disinfection procedures (e.g. the use of disposable cloths)	1	2
Other changes to effective cleaning and disinfection– please specify	1	2
Personal hygiene and handwashing		
The introduction of improved hand washing procedures (e.g. use of an effective hand washing technique)	1	2
Changing of clothing by staff involved in the handling of raw and RTE foods	1	2
Other Personal hygiene and handwashing changes – please specify	1	2
DO NOT READ OUT: No aspects of guidance have caused problems (SINGLE CODE)	X	

ASK ALL

- D3 **To what extent have the food businesses you have visited fully implemented the guidance? Would you say....**

CODE ONE ONLY

All have fully implemented	1
Majority have fully implemented	2
Around half have fully implemented	3
Minority have fully implemented	4
None have fully implemented	5
[Do not read out] Don't know	6

ASK ALL

- D4 **Which types of business are more likely to have experienced problems with implementation of the Guidance?**

INTERVIEWER NOTE- Please record sector of business

DO NOT READ OUT CODE ALL THAT APPLY

Butchers	
Food retail stores such as supermarkets	1
Food retail stores such as corner shops	2
Bakers	3
Delis and other specialist food retail	4
Caterers	5
Businesses with language barriers (INTERVIEWER PLEASE RECORD SECTOR AS WELL)	6
Small Businesses (INTERVIEWER PLEASE RECORD SECTOR AS WELL)	7
Other (specify)	8
Don't know	9

ASK ALL

D5 **What are the most common changes made by Butchers as a result of the guidance?**

PROMPT WITH HEADINGS IF NECESSARY

DO NOT READ OUT - CODE ALL THAT APPLY

	YES	NO
Physical separation (premises / equipment/utensils and staff)		
Designating clean areas for the handling of ready to eat foods	1	2
The introduction of separate storage and/or display areas e.g. cabinets, fridges for raw and RTE foods	1	2
The use of separate staff for raw and RTE foods	1	2
Designated cash registers for raw and ready to eat areas	1	2
Use of separate chopping boards and utensils for raw and ready to eat foods, or the use of a commercial dishwasher for between use cleaning	1	2
Packaging materials for ready-to-eat foods moved to a designated clean area	1	2
Other Physical separation (premises / equipment/utensils and staff) changes – please specify	1	2
No dual use of complex equipment		
The introduction of separate complex equipment (e.g. vacuum packing machines, slicers)	1	2
Other changes to no dual use of complex equipment – please specify	1	2
Effective cleaning and disinfection		
Now use British Standard disinfectants	1	2
Other changes made to cleaning and disinfection procedures (e.g. the use of disposable cloths)	1	2
Other changes to effective cleaning and disinfection– please specify	1	2
Personal hygiene and handwashing		
The introduction of improved hand washing procedures (e.g. use of an effective hand washing technique)	1	2
Changing of clothing by staff involved in the handling of raw and RTE foods	1	2
Other Personal hygiene and handwashing changes – please specify	1	2

ASK ALL

D6 **What are the most common changes made by other Food Businesses as a result of the guidance?**

PROMPT WITH HEADINGS IF NECESSARY

DO NOT READ OUT - CODE ALL THAT APPLY

	YES	NO
Physical separation (premises / equipment/utensils and staff)		
Designating clean areas for the handling of ready to eat foods	1	2
The introduction of separate storage and/or display areas e.g. cabinets, fridges for raw and RTE foods	1	2
The use of separate staff for raw and RTE foods	1	2
Designated cash registers for raw and ready to eat areas	1	2
Use of separate chopping boards and utensils for raw and ready to eat foods, or the use of a commercial dishwasher for between use cleaning	1	2
Packaging materials for ready-to-eat foods moved to a designated clean area	1	2
Other Physical separation (premises / equipment/utensils and staff) changes – please specify	1	2
No dual use of complex equipment		
The introduction of separate complex equipment (e.g. vacuum packing machines, slicers)	1	2
Other changes to no dual use of complex equipment – please specify	1	2
Effective cleaning and disinfection		
Now use British Standard disinfectants	1	2
Other changes made to cleaning and disinfection procedures (e.g. the use of disposable cloths)	1	2
Other changes to effective cleaning and disinfection– please specify	1	2
Personal hygiene and handwashing		
The introduction of improved hand washing procedures (e.g. use of an effective hand washing technique)	1	2
Changing of clothing by staff involved in the handling of raw and RTE foods	1	2
Other Personal hygiene and handwashing changes – please specify	1	2

E Inspections and Legal Processes

ASK ALL

E1 What, if any, changes have been made to your inspection visits as a result of the guidance?

DO NOT READ OUT CODE ALL THAT APPLY

Regularity of visits	1
Longer Visits	2
Shorter Visits	3
Proformas, checklists or aide memories used	4
Detail of information provided to Food Businesses	5
Use of swabbing	6
Use of sampling	7
Likelihood of issuing HEPs or Improvement Notices	8
Making sure businesses are aware of cross-contamination guidance	9
No changes made	10
Other (write in)	11

ASK IF LONGER OR SHORTER (E1=2 OR 3)

E2 Roughly, how much (IF E1=2-longer or IF E1=3- shorter) are your visits?

PLEASE ENTER IN NUMBER OF MINUTES

WRITE IN

IF DON'T KNOW EXACT NUMBER – PROMPT WITH RANGES

1-9	minutes	1
10-19	minutes	2
20-29	minutes	3
40-49	minutes	4
50-59	minutes	5
One hour or more		6
DO NOT READ OUT: Don't Know		X

ASK ALL

- E3 **What informal action have you taken where businesses have not implemented the guidance?**

DO NOT READ OUT CODE ALL THAT APPLY

Revisits for underperforming sites	1
Written letters advising businesses on compliance	2
Written report of inspections identifying areas for improvement	3
Informal written warning	4
No informal action taken	5
Other (specify)	6
Don't know	7

ASK ALL

- E4 **On a scale of 1 to 5, where 1 is not improved at all and 5 is very much improved, to what extent has this informal action resulted in improvements being made?**

Not improved at all					Very much improved	DK
1	2	3	4	5		6

ASK ALL

- E5 **In applying the guidance, have you considered the use of Hygiene Emergency Prohibition Notices where you have noted inadequate controls on the exposure of ready to eat foods to the risk of contamination by E. coli O157?**

Yes	1
No	2
Don't know	3

ASK IF NO (E5=2)

E6 Why not?

WRITE IN

Situation had not occurred

Don't know

ASK IF YES (E5=1)

E7. Did this result in the service of a Hygiene Emergency Prohibition Notices or an alternative form of enforcement action

Yes	1
No	2
Don't know	3

ASK IF YES E7=1

E8. What action was taken?

CODE ALL THAT APPLY

HIN	1
HEPN	2
OTHER(Specify)	3

ASK IF YES (E7=1)

E9 Has this formal action resulted in improvements being made?

Yes	1
No	2
Don't know	3

F Re-contact

F1a Finally, occasionally it is necessary to call people back to clarify information; may we please call you back if required?

REASSURE IF NECESSARY: Your details will only be used to call you back regarding this particular study.

Yes	1
No	2

F1 This study is being funded by the Food Standard's Agency (FSA), a central government department. Would you be willing for the FSA or an organisation acting on their behalf, to recontact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Yes	1
No	2

ASK IF WILLING TO BE CONTACTED FOR FUTURE RESEARCH (F1=1)

F2 In order to carry out this future research, your contact details may be linked to the answers you have given in this survey. Would you be willing for this information to be passed onto the FSA or an organisation acting on their behalf?

Interviewer add if necessary: We would only pass your contact details and interview information onto the FSA or another research company doing legitimate research on behalf of the Agency, your interview data would never be passed onto anyone else or used for commercial purposes.

Yes	1
No	2

IF YES: Your name and contact details will be held securely and researchers will only use this information in the context of this evaluation. Any personal details will be destroyed within 2 years of project completion.

THANK RESPONDENT AND CLOSE INTERVIEW

RECORD DETAILS OF RESPONDENT WHO COMPLETED INTERVIEW

Name:	
Job title:	

Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

Annex 5: Qualitative Research Instruments

FSA – Evaluation of the Guidance on *E. coli* 0157 cross-contamination

Scoping Stage – Food Safety Team Leader Interviews

- Introduce self and organisation.
- Explain objectives of research and interview (see box below).
- Explain that participation is voluntary; they can change their mind about participating at any point or choose not to answer particular questions.
- Indicate that (as mentioned in the letter and on the phone) interview will last approx 30-40 minutes
- Explain that you will be taking notes but also recording the interview (explain purpose of recording and ask permission), transcription, nature of reporting.
- All recordings and transcripts are transferred and stored securely.
- The information you provide and your views will be used to inform subsequent stages of the research and may appear in project documents and published reports.
- Any views and quotes used in project documents and reports will be anonymised, i.e. your name and LA name will not be used.
- Personal information (i.e. names and contact details) and fieldwork data will be stored securely in accordance with the Data Protection Act (1998). All personal information will be destroyed within two years of project completion.
- Check whether respondent has any questions and is happy to proceed
- Check respondent happy to start the recording of the interview

FSA have commissioned the Policy Studies Institute to conduct an evaluation of the Guidance on *E.coli* 0157: control of cross contamination in order to better understand how the Guidance has been disseminated and implemented and to assess key emerging issues.

These interviews form the 1st stage of a 3 stage methodology to assess the effectiveness of the Guidance.

The aims of this interview are to:

- Explore communication, dissemination and implementation of the Guidance
- Identify any emergent issues and feedback from EOs or FBOs
- Gauge overall views of the Guidance

NOTE to Interviewer:

The key thematic areas below must be covered during the interview. The questions and probes set out under each theme are a guide and can be modified or rephrased. Refer to policy brief.

Key Theme	Questions
1.Respondent role	Can you tell me a bit about your role within your team
2.Communication and dissemination - within the food safety team	<p>What, if any, information/guidance did you/your LA receive from the FSA about the cross-contamination guidance and its dissemination?</p> <p>How was knowledge about the cross-contamination guidance shared within your team?</p> <p><i>Training/workshops? (Who delivered the training?)</i></p> <p><i>Team meetings?</i></p> <p>Did your team use a different approach(s) to discuss the use of the DVD for butchers?</p> <p>If, so what were they?</p> <p>What are your views on the usefulness of:</p> <p>the factsheet?</p> <p>the guidance?</p> <p>the DVD?</p> <p>The Q + A?</p>
3.Communication and dissemination - food businesses	<p>What methods has your team used to disseminate the guidance/factsheet/Q + A to food businesses?</p> <p><i>[find out if a particular sequence was followed – i.e. factsheet posted and telephone chat after 1 week and then guidance posted after 2 weeks/visit]</i></p> <p><i>Did you make use of the DVD? If so, how did you present this to businesses and did it prove useful in communicating the key principles of the guidance?</i></p> <p>When did you start disseminating the cross-contamination guidance materials?</p> <p>What level of coverage have you achieved? –</p> <p><i>If full coverage– When was this achieved?</i></p> <p><i>If dissemination is on-going – When do you expect to achieve full coverage - have any particular businesses been prioritised??</i></p>
4.FB risk awareness	<p>Thinking back to before the guidance was published and disseminated:</p> <p>how aware were food businesses in your LA about the risk of cross-contamination</p> <p>to what extent was cross-contamination prioritised within their food safety management systems?</p> <p>Were there any marked differences in awareness across food business types?</p>
5. Application of the guidance (implementation)	<p>How have you implemented the guidance? <i>Through inspection/interventions programme</i></p> <p><i>Changes in aide memoire/procedures</i></p> <p><i>Specific initiatives</i></p> <p>Has your team been involved in any regional collaboration?</p> <p>(examples for prompts: discussion, implementation working together, or sharing of</p>

	<p>resources such as workshops or aide memoire etc)?</p> <p>How have food businesses reacted to the factsheet/guidance/DVD?</p> <p>How well do you think food businesses understand the factsheet/guidance/DVD?</p> <p>What are the main challenges faced with understanding the guidance/factsheet/DVD?</p> <p>If food businesses have queries on the guidance do they know where to seek information/advice?</p> <ul style="list-style-type: none"> - FSA Q &A - Food Safety Team <p>Do you think you would be able to estimate the time spent on implementing the guidance?</p> <p>What processes do you have in place to monitor implementation of the guidance? <i>Regular inspection regime/additional contact/telephone support</i></p> <p>Has your authority been involved in any local/regional/national initiative, e.g. sampling or swabbing?</p> <p>Has your approach to dealing with issues relating to cross-contamination changed as a result of the guidance?</p> <p>Have you taken any formal enforcement actions in relation to the guidance? Ask about: <i>Improvement Notice/Hygiene Emergency Prohibition Notice</i></p> <p><i>If not how have they dealt with businesses who did not have effective E.coli cross-contamination controls in place?</i></p> <p>Have any issues arisen from implementing formal enforcement action in relation to the guidance?</p> <p>Has the number of notices increased/decreased since initial implementation</p>
6. Emerging issues/key challenges	<p>EO work:</p> <p>To what extent has the guidance changed the way food safety inspections are conducted by your team?</p> <p>Are there any issues that have hindered you implementing the guidance? <i>If any concerns, are they being addressed?</i></p> <p>Views of food businesses:</p> <p>What are the main challenges faced by food businesses in implementing the guidelines?</p>

Challenges can be specific to the guidelines or more general about resources/economic climate etc.	<p>If not mentioned ask about:</p> <ul style="list-style-type: none"> - separation of equipment and staff involved in handling raw food from staff that handle ready-to-eat food - dual use of complex equipment - effective cleaning and disinfection - personal hygiene and handwashing <p>Are there any particular food business types that are experiencing more problems in applying the guidance?</p>
Best practice/what works well	<p>Is there anything you think has worked really well in relation to your team's role in implementing the guidance?</p> <p>Are there any lessons emerging on how food businesses are effectively applying the guidelines (<i>despite challenges</i>)?</p> <p><i>Ask about specific food business types</i></p>
Overall	<p>Since the Guidance was published, has there been a change in food businesses awareness of the risk of cross-contamination?</p> <p>Overall how well do you think implementation of the Guidance has progressed?</p> <p>Do you agree with what the guidance is trying to achieve?</p> <p>Do you think anything should be changed?</p> <p><i>Support from the FSA</i></p> <p><i>Communications within the team</i></p> <p><i>Communications/dissemination with food businesses?</i></p> <p><i>Factsheet</i></p> <p><i>Guidance</i></p> <p><i>DVD</i></p> <p><i>On-going delivery</i></p> <p><i>Q&A</i></p> <p>Do you have any questions about the research?</p> <p>THANK YOU for your time</p>

Interviewee Country/LA: _____

Interview date and time: _____

FSA – Evaluation of the Guidance on *E. coli* 0157 cross contamination

Scoping Stage – Interviews with Trade Industry Representatives

- Introduce self and organisation.
- Explain objectives of research and interview (see box below).
- Explain that participation is voluntary; they can change their mind about participating at any point or choose not to answer particular questions.
- Indicate that (as mentioned in the letter and on the phone) interview will last approx 30-40
- Explain that you will be taking notes but also recording the interview (explain purpose of recording and ask permission), transcription, nature of reporting.
- All recordings and transcripts are transferred and stored securely.
- The information you provide and your views will be used to inform subsequent stages of the research and may appear in project documents and published reports.
- Any views and quotes used in project documents and reports will be anonymised, i.e. will not be associated with your name or of your organisation.
- Personal information (i.e. names and contact details) and fieldwork data will be stored securely in accordance with the Data Protection Act (1998). All personal information will be destroyed within two years of project completion.
- Check whether respondent has any questions and is happy to proceed
- Check respondent happy to start the recording of the interview

FSA have commissioned the Policy Studies Institute to conduct an evaluation of the Guidance on *E. coli* 0157 cross contamination in order to better understand how the Guidance is disseminated and implemented and to assess key emerging issues.

These interviews form the 1st stage of a 3 stage methodology to assess the effectiveness of the Guidance.

The aims of this interview are to:

- Explore communication and dissemination of the Guidance
- Identify any emergent issues and feedback from FBOs
- Gauge overall views of the Guidance

NOTE to Interviewer:

The key thematic areas below must be covered during the interview. The questions and probes set out under each theme are a guide and can be modified or rephrased. Refer to policy brief.

Key Theme	Questions
1.About the Organisation/ Respondent	<p>Can you tell me a little bit about your organisation Ask about: membership, regional coverage, types of activities</p> <p>Can you tell me a little about your role in the organisation</p> <p>Did your organisation respond/contribute to the FSA's consultation on the E. coli 0157 Guidance?</p> <p>(probe: what was your role?)</p>
2.Awareness and communication of cross-contamination	<p>Has your organisation been involved in raising awareness of the risks of cross-contamination? <i>How/types of activities?</i></p> <p>Generally, how aware do you think your members are of cross-contamination risks?</p>
3.Promotion of the Guidance Meat industry representatives only:	<p>Is your organisation playing a role in promoting the FSA E. Coli 0157 cross contamination Guidance/factsheet//Q+A among your members? <i>Ask about activities/communication methods</i></p> <p>What about the DVD?</p> <p>Have your members been asking questions about the Guidance/factsheet/Q+A/DVD/LA produced information? <i>If yes, what are they asking about?</i> <i>Are you able to adequately address these queries?</i></p>
4.Views about the guidance	<p>What are your views on the usefulness of the FSA guidance/factsheet/Q+A/? <i>General content/coverage</i> <i>Level of detail/coherence</i> <i>Accessibility/clarity</i></p> <p>And the DVD (if relevant)?</p> <p>Does your organisation agree with what the guidance is trying to achieve and the principles on which it is based?</p> <p>Have you received any feedback from your members on the FSA guidance document? <i>If yes, what are they saying?</i></p> <p>And the DVD (if relevant)?</p>
5.Feedback on implementation	<p>On a practical level, do you know to what extent your members are able to follow/apply the Guidance</p> <p>In your view, which aspects are easier to implement?</p> <p>Do your members face any challenges to effectively applying the Guidance?</p> <p><i>Ask for examples</i></p>

	<p><i>How do you think these could be addressed?</i></p> <p>Do you think you would be able to estimate the time spent on implementing the guidance?</p> <p>Do you have a sense on the level of implementation of the guidance from your members?</p> <p>If food businesses have queries on the guidance do they know where to seek information/advice?</p> <ul style="list-style-type: none"> - <i>FSA Q &A</i> - <i>Food Safety Team</i> - <i>Regional FSA contact</i> <p>Do you have any questions about the research?</p> <p>Do you have any other points you would like to make about the guidance?</p> <p>THANK YOU for your time</p>
Re-contact	<p>Researchers and FSA staff working on this evaluation may wish to contact you again at a later date to talk about the Guidance. There would be no obligation for you to take part and re-contact would only be made if authorised by the FSA. Would you be happy to be contacted?</p> <p>If answer is YES: Your name/contact details will be held securely and researchers will only use this information in the context of this evaluation. Any personal details will be destroyed within 2 years of project completion.</p> <p>THANK YOU for your time</p>

Organisation name: _____

Interview date and time: _____

FSA – Evaluation of the Guidance on *E. coli* O157 cross contamination

Qualitative follow-up research – Business chain manager interviews

- Introduce self and organisation.
- Explain objectives of research and interview (see box below).
- Explain that participation is voluntary; they can change their mind about participating at any point or choose not to answer particular questions.
- Indicate that (as mentioned in the letter and on the phone) interview will last approx 30 minutes
- Explain that you will be taking notes but also recording the interview (explain purpose of recording and ask permission), transcription, nature of reporting; all recordings and transcripts are transferred and stored securely.
- The information you provide may appear in project documents and published reports.
- Any views and quotes used in project documents and reports will be anonymised, i.e., will not identify you or your organisation.
- Personal information (i.e. names and contact details) and fieldwork data will be stored securely in accordance with the Data Protection Act (1998). All personal information will be destroyed within two years of project completion.
- Check whether respondent has any questions and is happy to proceed
- Check that respondent is happy to start the recording of the interview

The FSA have commissioned the Policy Studies Institute to conduct an evaluation of the Guidance on *E. coli* O157 control of cross contamination to better understand how the Guidance is disseminated and implemented and to identify emerging issues. This interview will contribute data to the evaluation.

The aims of this interview are to:

- Explore awareness, communication and dissemination of the Guidance
- Identify resulting changes to business practices and any associated issues
- Gauge overall views of the Guidance and suggestions for improvement

probes set out under each theme are a guide and can be modified or rephrased. Refer

Interview label: _____

Date: _____

Interviewer: _____

Key Theme	Question
Background	<p>1. Collect background information:</p> <ul style="list-style-type: none"> • Respondent role • Nature of business, size, number of outlets
Awareness & understanding of the Guidance	<p>2. How did you become aware of the Guidance on E.coli O157 cross-contamination that was issued by the FSA in Feb 2011?</p> <ul style="list-style-type: none"> • When did you become aware of this?
Communication and dissemination	<p>3. What actions have you / the business taken as a result of the Guidance?</p> <ul style="list-style-type: none"> • Which of the documents did you use to do this? <ul style="list-style-type: none"> ○ full 42 page Guidance ○ FSA Factsheet ○ DVD for butchers ○ FSA Q&A document ○ Any other sources? • Did you focus on (or prioritise) any specific areas of the Guidance? <p><u>Prompts:</u></p> <ul style="list-style-type: none"> ○ Physical separation (premises/ equipment/ utensils/ staff) ○ No dual use of complex equipment ○ Effective cleaning and disinfection ○ Personal hygiene and handwashing <ul style="list-style-type: none"> • Did you focus on (or prioritise) any specific areas as being <u>new</u> for your business? <p>4. Have you referred to the Q&A document for clarification on practical implementation of the Guidance?</p> <p>Are you aware that this document is regularly updated by the FSA? (This is available on the FSA website.)</p> <p><i>If they have referred, ask:</i></p> <ul style="list-style-type: none"> • Which sections used? • Do they check for updates? Or do they only refer when they have a specific question? • How useful is the Q&A? <p><i>If they have not referred, ask: Why not?</i></p> <p>5. Have you changed the way you train your staff as a result of the Guidance?</p> <p><i>If Yes,</i></p> <ul style="list-style-type: none"> • In what way have you changed it? • Has this affected the time taken to train staff? <p><i>If No, ask them to explain why.</i></p>
Understanding and	<p>6. How easy have you/ the business found the Guidance to understand? [NB. Refer to their response to Q3 and confirm what format(s) they are referring to.]</p>

clarity	<ul style="list-style-type: none"> • Were any particular areas/sections more difficult to understand? <p>7. How easy has it been to interpret what the Guidance means for your business?</p> <ul style="list-style-type: none"> • Were there any particular areas of the Guidance where this was more difficult? • Were there any particular areas of the business where this was more difficult? <p>8. Have you sought any clarification on any aspects of the Guidance?</p> <ul style="list-style-type: none"> ○ From whom? ○ If not, why not?
Changes	<p>9. What changes to your business operations have been made as a result of the Guidance?</p> <p><u>Prompts:</u></p> <ul style="list-style-type: none"> ○ Physical separation (premises/ equipment/ utensils/ staff) ○ No dual use of complex equipment ○ Effective cleaning and disinfection ○ Personal hygiene and handwashing <ul style="list-style-type: none"> • Why did you make/not make changes? • Has there been any variation in this across the business? If <u>yes</u>, why were the changes made in these areas and not others? <p>10. How long has it taken the business to implement the Guidance?</p> <p>11. <u>If change(s)</u>, Did you experience any difficulties making these change(s)?</p> <p><u>Ask to specify difficulties associated with each change mentioned.</u></p> <ul style="list-style-type: none"> • Which of the changes were most challenging? Why? • Which areas have been the hardest for staff to implement? • Which areas have been hardest to implement consistently? <p>12. Do you have any future plans for changes as a result of the Guidance?</p> <ul style="list-style-type: none"> • Ask to specify • If not, why not? <p>13. For your business what have been the main benefits of implementing the Guidance?</p> <p>14. For your business what have been the main disadvantages of implementing the Guidance?</p> <ul style="list-style-type: none"> • Have there been any additional costs apart from time spent reading the guidance materials? • Thinking about any new systems, processes or paperwork that you have implemented to comply with the guidance has anything in particular taken longer than before? <p>15. Have there been any changes to the products you buy or sell as a result of the Guidance? What changes?</p> <ul style="list-style-type: none"> • Has this had any impact on the business?
Suggestions for	<p>16. The FSA are interested to know if there is anything that would help to improve the Guidance on E.coli O157.</p>

Improvement	Do you have any suggestions?
	17. Is there anything else you would like to add that we have not discussed?

Thank you very much for your time!

FSA – Evaluation of the Guidance on *E. coli* O157 cross contamination

Qualitative follow-up research – Enforcement Officer interviews

- Introduce self and organisation and thank respondent for their help with the research so far.
- Explain we would like to explore ISSUES from the survey in more detail. Explain objectives of research and interview (see box below).
- Explain that participation is voluntary; they can change their mind about participating at any point or choose not to answer particular questions.
- Indicate that (as mentioned on the phone) interview will last approx 20 minutes
- Explain that you will be taking notes but also recording the interview (explain purpose of recording and ask permission), transcription, nature of reporting; all recordings and transcripts are transferred and stored securely.
- The information you provide may appear in project documents and published reports.
- Any views and quotes used in project documents and reports will be anonymised, i.e., will not identify you or your organisation.
- Personal information (i.e. names and contact details) and fieldwork data will be stored securely in accordance with the Data Protection Act (1998). All personal information will be destroyed within two years of project completion.
- Check whether respondent has any questions and is happy to proceed
- Check that respondent is happy to start the recording of the interview

The FSA have commissioned the Policy Studies Institute to conduct an evaluation of the Guidance on *E. coli* O157 control of cross contamination to better understand how the Guidance is disseminated and implemented and to identify emerging issues. This interview will contribute data to the evaluation.

The aim of this interview is to follow-up on topics discussed in the earlier survey:

- Explore communication and dissemination of the Guidance
- Gauge views on content and interpretation
- Learn about experiences of implementation and enforcement
- Collect suggestions for improvement

NOTE to Interviewer:

The key thematic areas below must be covered during the interview. The questions and probes set out under each theme are a guide and can be modified or rephrased. Refer to policy brief.

Interview label: _____

Date: _____

Interviewer: _____

Key Theme	Question
Background	Enter respondent variables from survey responses: job title
Guidance dissemination	<p>1. Confirm the Guidance format(s) used when distributing to food businesses. [i.e., Full Guidance, Factsheet, Q&A, DVD, LA produced]</p> <p>2. Do you use different formats with different food business types? [Prompts, for example: by type of foods produced, size of business, history of compliance] Ask them to explain why.</p>
	<p>3. What areas do you focus on when communicating with businesses about the Guidance? [i.e. in written communications or visits]</p> <p>Prompts:</p> <ul style="list-style-type: none"> Physical separation (premises/ equipment/ utensils/ staff) No dual use of complex equipment Effective cleaning and disinfection Personal hygiene and handwashing <p>Ask them to explain why they focused on these areas.</p> <ul style="list-style-type: none"> Was this different depending on how you communicated with businesses (i.e. face-to-face, written communications)?
Feedback on content & format	<p>4. What are your views on the issues covered in the Guidance?</p> <ul style="list-style-type: none"> Are some more pertinent than others? Does this vary by food business type? <p>[Note to interviewer: handwashing advice was rated less useful, compared with cleaning and separation]</p>
	<p>5. Do you agree with the key principles of the Guidance?</p> <ul style="list-style-type: none"> What are your views on this? <p>[Key principles :</p> <ul style="list-style-type: none"> Identification of separate work areas, surfaces and equipment for raw and ready-to-eat food. Use of separate complex equipment, such as vacuum-packing machines, slicers, and mincers for raw and ready-to-eat food. Handwashing should be carried out using a recognised technique. Anti-bacterial gels must not be used instead of thorough handwashing. <p>Disinfectants and sanitisers must meet officially recognised standards and should be used as instructed by the manufacturer.]</p>
	<p>6. How useful have you found the DVD for butchers?</p> <ul style="list-style-type: none"> What were you expecting it to include? Did it meet your expectations? How does it compare to the other formats of the Guidance [Factsheet, Q&A] for relaying the messages to butchers? What feedback about the DVD have you received from butchers?
	<p>7. Have you referred to the Q&A document for clarification on practical implementation of the Guidance?</p> <p>Are you aware that this document is regularly updated by the FSA?</p>

	<p>(This is available on the FSA website.)</p> <p><i>If they have referred, ask:</i></p> <ul style="list-style-type: none"> • Which sections used? • Do they check for updates? Or do they only refer when they have a specific question? • How useful is the Q&A? <p><i>If they have not referred, ask: Why not?</i></p>
Implementation	<p>8. How do you feel about enforcing the Guidance with food businesses? <i>If relevant, what are the main concerns you have?</i></p>
	<p>9. From where do you get additional advice or support? <i>e.g., line manager/ colleague/ discuss in team meetings/ refer to Q&A....</i></p>
	<p>10. Based on your experience, what difficulties have food businesses had when implementing the Guidance?</p> <ul style="list-style-type: none"> • Are these new issues or are they existing issues that have been highlighted by the Guidance?
	<p>11. What issues are associated with what types of businesses? [<i>i.e.</i> by type of foods produced, size of business, history of compliance] Ask them to explain why this is the case.</p> <p>12. What do you think would help food businesses tackle these challenges associated with the Guidance? And who could supply this support?</p>
	<p>13. What areas of the Guidance have been fully implemented by the food businesses you are responsible for? <u>Ask about each and [when relevant] ask why not fully implemented and where the problem practices are :</u></p> <ul style="list-style-type: none"> • separation (e.g. storage, chopping boards, cash registers) • no dual use (e.g. complex equipment) • cleaning and disinfection (e.g. British Standard) • personal hygiene (e.g. handwashing, clothing) <p><i>[Note to interviewer: Based on the survey, lower rates of full compliance were reported in Scotland and NI.]</i></p> <p><u>Prompts for possible reasons why not fully implemented:</u></p> <ul style="list-style-type: none"> • Are certain businesses (food products, size, history of compliance) more or less likely to comply? • Possible obstacles to compliance, e.g. time for dissemination, time for implementation? • Ask for examples.
Enforcement	<p>14. [Refer to survey response] In cases of non-compliance with the Guidance, why have you taken an informal action versus a formal action (or vice versa)?</p> <ul style="list-style-type: none"> • If no improvement is made following an informal action, then would formal action be taken?

	<p><i>Ask them to explain their answer.</i></p> <ul style="list-style-type: none"> • In what circumstances would you use a HEPN (in relation to the Guidance)? • <i>If not considered using a HEPN</i>, then why not? • <i>If they have served a HEPN</i>, what were the reasons?
Suggestions for improvement	<p>15. The FSA are interested to know if there is anything that would help to improve the Guidance on E.coli O157.</p> <p>Do you have any suggestions?</p> <p><u>Prompts:</u></p> <ul style="list-style-type: none"> • Areas where practical examples might help? What kind of examples might help? • Changes to language/terminology? What kind of changes? • Resources or support? What kind? <p>16. Is there anything else you would like to add that we have not discussed?</p>

Thank you very much for your time!

FSA – Evaluation of the Guidance on *E. coli* O157 cross contamination

Qualitative follow-up research – Food business interviews

- Introduce self and organisation and thank respondent for their help with the research so far.
- Explain we would like to explore issues from the survey in more detail. Explain objectives of research and interview (see box below).
- Explain that participation is voluntary; they can change their mind about participating at any point or choose not to answer particular questions.
- Indicate that (as mentioned on the phone) interview will last approx 20 minutes
- Explain that you will be taking notes but also recording the interview (explain purpose of recording and ask permission), transcription, nature of reporting; all recordings and transcripts are transferred and stored securely.
- The information you provide may appear in project documents and published reports.
- Any views and quotes used in project documents and reports will be anonymised, i.e., will not identify you or your organisation.
- Personal information (i.e. names and contact details) and fieldwork data will be stored securely in accordance with the Data Protection Act (1998). All personal information will be destroyed within two years of project completion.
- Check whether respondent has any questions and is happy to proceed
- Check that respondent is happy to start the recording of the interview

The FSA have commissioned the Policy Studies Institute to conduct an evaluation of the Guidance on *E. coli* O157 control of cross contamination to better understand how the Guidance is disseminated and implemented and to identify emerging issues. This interview will contribute data to the evaluation.

The aim of this interview is to follow-up on topics discussed in the survey:

- Explore awareness and understanding of the Guidance
- Identify resulting changes to business practices and any associated issues
- Gauge overall views of the Guidance and suggestions for improvement

NOTE to Interviewer:

The key thematic areas below must be covered during the interview. The questions and probes set out under each theme are a guide and can be modified or rephrased. Refer to policy brief.

Interview label: _____

Date: _____

Interviewer: _____

Key Theme	Question
Background	<p><i>Note to interviewer: Survey respondent was person with responsibility for food safety at the site.</i></p> <p>1. Refer to survey and enter responses: job title, nature of business, size, language, SIC</p>
Awareness & understanding of the Guidance	<p>2. Do you agree with the principles of the guidance (do you understand the need/rationale for the guidance and the changes within)?</p> <ul style="list-style-type: none"> What are your views on this? <p><i>[Key principles :</i></p> <ul style="list-style-type: none"> Identification of separate work areas, surfaces and equipment for raw and ready-to-eat food. Use of separate complex equipment, such as vacuum-packing machines, slicers, and mincers for raw and ready-to-eat food. Handwashing should be carried out using a recognised technique. Anti-bacterial gels must not be used instead of thorough handwashing. Disinfectants and sanitisers must meet officially recognised standards and should be used as instructed by the manufacturer.] <p>3. [Refer to survey response on Guidance documents they have read] Did you read over the _____ documentation in full? (i.e. full FSA guidance, Factsheet, Q&A document, LA guidance, DVD (if butcher))</p> <ul style="list-style-type: none"> <i>If not read fully</i>, what areas have you read? Why this/these area(s) and not others? <p>4. Have you referred to the Q&A document for clarification on practical implementation of the Guidance? Are you aware that this document is regularly updated by the FSA? (This is available on the FSA website.)</p> <p><i>If they have referred, ask:</i></p> <ul style="list-style-type: none"> Which sections used? Do they check for updates? Or do they only refer when they have a specific question? How useful is the Q&A? <p><i>If they have not referred, ask: Why not?</i></p> <p>5. Was there information in the guidance that was new to you? (i.e. Did you learn something new from the Guidance?)</p> <ul style="list-style-type: none"> Which areas? Why? <p>6. [Refer to survey response on seeking advice or clarity on the Guidance documents they have read. <u>Need to clarify from Q3 which format(s) of the Guidance they are referring to.</u>] If relevant ask:</p> <ul style="list-style-type: none"> Which areas did you seek advice on? Why? How could it be improved? Have they referred to other formats of the Guidance to help clarify? <p><i>[Refer to survey response on source of help to clarify sections] If relevant ask:</i></p>

	<ul style="list-style-type: none"> • Why did you seek advice from them?/there? • If no help sought, ask why they have not sought advice?
	<p>8. [Refer to survey answer to extra support/ resources required to help understand the Guidance] If relevant ask:</p> <ul style="list-style-type: none"> • Can you explain this a little further?
Changes to processes and products	<p>9. [Refer to survey response on <u>changes made</u> / not made.]</p> <p><i>If changes, why did you decide to make this particular change (or these particular changes)?</i></p> <p><i>Why did you prioritise making that change over other changes?</i></p> <p>Prompts:</p> <ul style="list-style-type: none"> • Physical separation (premises/ equipment/ utensils/ staff) • No dual use of complex equipment • Effective cleaning and disinfection • Personal hygiene and handwashing
	<p>10. <i>If change(s), [refer to survey response] You said you experienced difficulties making some of these change(s)?</i></p> <p>Ask to specify why they experienced difficulties associated with each change mentioned.</p> <p>(i.e. cost/lack of space/high turnover of staff)</p> <p><u>If no difficulties reported</u>, ask why this was the case.</p>
	<p>11. [Refer to survey response] <i>If made changes to products they buy or sell, confirm, Then ask:</i></p> <p>Can you please explain what kind of product change you made?</p> <p>Why did you decide to do this?</p> <p>[Refer to impacts reported on business, <u>confirm</u>] Then ask:</p> <p>Can you please explain more about this? (Why/in what way(s)?)</p>
	<p>12. [Refer to survey response] <i>If extra financial costs, Confirm, then ask: Can you please explain why you experienced extra financial costs due to the Guidance?</i></p> <ul style="list-style-type: none"> • Is this affecting your business in any way? • <i>If yes</i>, Did you expect this might happen?
	<p>13. [Refer to survey response] <i>If extra time costs, Confirm, then ask: Can you please explain why extra time is needed due to the Guidance?</i></p> <ul style="list-style-type: none"> • Is this affecting your business in any way? • <i>If yes</i>, Did you expect this might happen?
Suggestions for improvement	<p>14. The FSA are interested to know if there is anything that would help to improve the Guidance on E.coli O157.</p> <p>Do you have any suggestions?</p> <p>Prompts:</p> <ul style="list-style-type: none"> • areas where practical examples might help?

	<ul style="list-style-type: none"> • changes to language/terminology?
	15. Is there anything else you would like to add that we have not discussed?

Thank you very much for your time!