



Food  
Standards  
Agency  
food.gov.uk

# COMMUNICATIONS UPDATE FSA 20/09/15

September 2020



## WHAT WE WILL COVER

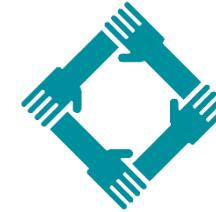
- **Our role**
- **Context**
- **Activity since last update**
- **Response to COVID-19**
- **Our priorities for 2020/21**

# Role of communications in the FSA



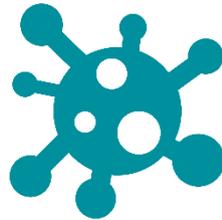
## Trust

We build public confidence in food safety and authenticity.



## Supporting businesses

We make it easy for businesses to do the right thing.



## Reducing foodborne disease

We improve awareness among consumers of key food hygiene steps that reduce their chances of getting food poisoning.



## Engagement

We make sure our staff understand their role in the FSA and its priorities, and can shape its culture.



## Nutrition (NI)

We help NI consumers to make healthier choices about food and support the work with businesses to make that choice the easy one.

## We cover three nations

England, Wales (funded by Welsh Government) and Northern Ireland (funded by NI Department of Finance).



# How we deliver



### Reputation

We improve understanding of the work of the FSA in the media and among key influencers to drive up trust in the FSA's approach to regulation domestically and internationally.



### Engagement

We engage with our staff, stakeholders and consumers, to help shape our communications and partnership activities.



### Campaigns

We identify issues where communications can change behaviours to improve people's health and wellbeing.



### Risk communication

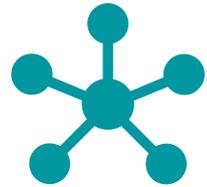
We build trust through openness and transparency in our communication of food safety issues and the risks associated with them.



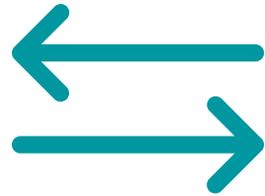
### Crisis comms management

We support the FSA and other government departments during major incidents.

# CONTEXT



**COVID 19** - the dominant story for 2020



**EU Transition** - departure from the EU and opportunities for the FSA



**Societal and technological change** – impacts across the board

# THE YEAR IN REVIEW

WHAT WE SAID WE WOULD DO

Increased our **social media presence**.  
A net **growth of 48%** more followers on **LinkedIn**, and **39% on Instagram**



Expanded **in house capability** to deliver more creative content, video, graphics



Improved Food.gov **accessibility** – more than **300 staff trained**



**95%**  
of our website  
content meets  
accessibility  
standards

## YEAR IN REVIEW



Our reputation (RepTrak) score has reached an **all-time high of 80.2 %** – compared with a public sector average of 71.4%



Our **trust with consumers** is up from 69% to **73%**



The **staff engagement** score in the People Survey up from 64% to **67%**



The FSA's **trust score with SMEs** has gone up from 58% to **64%**

# COVID-19 OUR AIMS



**Consumers** - reassure them that food is not a vector. Amplify public health advice and promote food hygiene messages



**Our staff** - celebrate their work as #foodheroes, keep them engaged in our COVID-19 response, ensure visibility of senior leadership



**Businesses** - provide timely guidance to help them adapt, to ensure consumers stay protected



**Other government departments** - ensure our role is understood, and influence broader conversations about the food system

# COVID-19 OUR RESPONSE

**Consumers** - used horizon scanning to identify consumer concerns in real time, then shaped content to reassure and tackle disinformation

**Businesses** - created dedicated online portal, more frequent stakeholder engagement, Here to Help campaign to support economic recovery

**Our staff** - #hiddenheroes campaign, more frequent all staff calls, dedicated Covid 19 hub, senior staff blogs

**Other government departments** - built stronger comms to comms relationships, identified opportunities for senior staff to influence and engage

# COVID-19 IMPACT

## Businesses

- Our **dedicated business portal** has received more than **250k page views**, almost double the next most popular non-COVID-19 content on our website

## Consumers

- Our guidance for consumers received more than **200k page views** between 1 April and 30 June
- 97% of 1,242 responses marked our consumer guidance as useful, compared to an average rating of 78% across comparable government advice

## Internal comms

- An increase in the number **of staff who feel informed** about the FSA's work from 70% (People Survey Oct 2019) **to 93%**
- An increase in the number of staff who **feel senior management** are sufficiently **visible** from 64% (People Survey Oct 2019) to **89%**

WHAT NEXT?

# Our communications priorities

## EU Transition

Maintaining confidence in food standards and supporting businesses.

## COVID-19

Supporting economy restart and reducing burden of foodborne disease on NHS.

## Nutrition (NI)

Helping NI consumers make healthier choices, helping industry to make that choice easy.

## Regulatory Reform

Building support for a smarter approach to food regulation.

## Food Hypersensitivity

Supporting businesses to do the right thing and empowering consumers.

## Our People and Capability

Using the four **Engage for Success** enablers to keep improving and developing the culture of our organisation.

# PRIORITIES

- Build familiarity - and therefore trust - **through growing our media and social media profile**
- Build and enhance **partnerships to drive up “earned” media and social media presence**
- Influence the media and wider **government conversation on food safety in relation to trade**
- Build further our reputation for **best practice** in risk communications, and **communicating "honest uncertainty"**
- Engaging with **Reshaping GCS programme**

Thank you!