



Food
Standards
Agency
food.gov.uk

COMMUNICATIONS UPDATE FSA 20/09/15

September 2020



WHAT WE WILL COVER

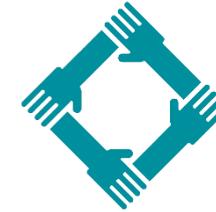
- **Our role**
- **Context**
- **Activity since last update**
- **Response to COVID-19**
- **Our priorities for 2020/21**

Role of communications in the FSA



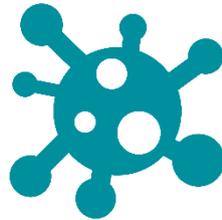
Trust

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

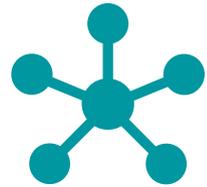
We build trust through openness and transparency in our communication of food safety issues and the risks associated with them.



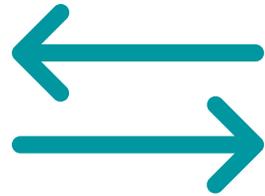
Crisis comms management

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!