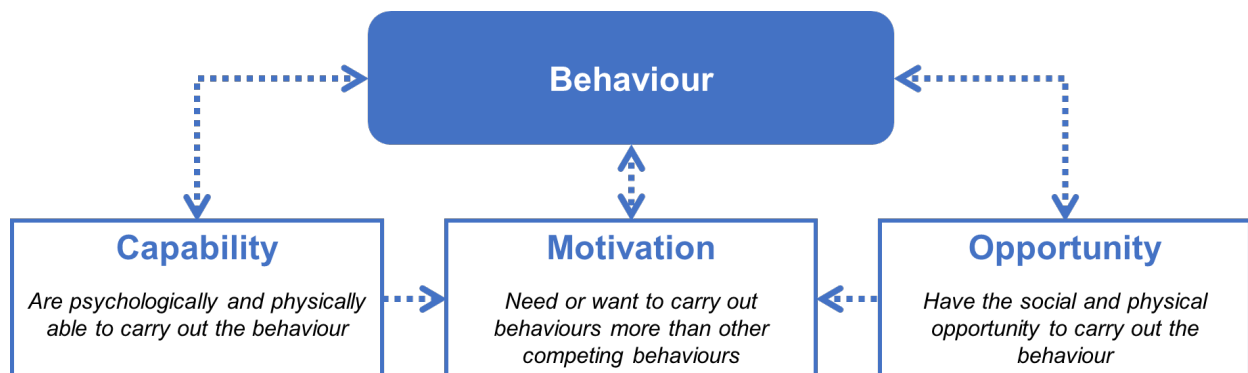


# FSA Food safety messaging communication toolkit checklist

This document should be used as a checklist when developing communications for behaviour change around food safety. A more detailed document is also available\*. The principles in this toolkit are framed within the [COM-B framework](#) which sets out what needs to be in place for behaviour change to occur. There are three components, as below: **capability, motivation and opportunity**.

These components work together so interventions must target at least one and likely more of these components to change behaviour.



This toolkit is a quick guide to the things you need to think about:

## Capability

### 1. Think about whether people will feel able to make the change

- What do you already know about your audience and how confident/ experienced they are in food preparation and handling?
- What do you already know about how confident/ experienced your audience is when it comes to this specific behaviour?

### 2. Make sure people know what to do

- Is the call to action clear?

- Is the call to action practical and easy to carry out?
- Is there a clear rationale for why the change to their behaviour is needed?
- Can statistics or clear scientific information help you explain why you are asking people to change their behaviour?

## Opportunity

### 3. Check that your communications will resonate with your audience

- Is the specific situation relevant to the audience?
- How easily can the behaviours shown be applied to their situations?

### 4. Identify the right opportunities to communicate with your audience

- Are there particular opportunities where learning about food safety may more strongly resonate with your audience?
- Can communications be placed where people are already interacting with food?
- Have you considered which channels will most effectively reach your audience?

## Motivation

### 5. Consider whether the audience will engage with what you are talking about

- Can you make the food safety risks more tangible to help engagement? (But be careful when using communications that generate shock and fear – there is a fine line between capturing attention and turning people off.)
- Can you call on feelings of responsibility for others? (But be careful when talking about caring for your family, it is rude to imply that people don't.)

### 6. Understand the cultural background of the behaviour you wish to change

- Is there a history or a heritage which might cause certain groups to do things a certain way?

## **7. Consider whether messengers could help motivate behaviour change**

- Are you communicating via messengers that the audience will find credible and aspirational?

### **Universal guidelines**

## **8. Include images that illustrate the message**

- Do the images provide clear instructions as to which behaviours are right and wrong?
- Are the images realistic; will people relate to them?

## **9. Make sure language is clear and accessible**

- Are you using Plain English?
  - Will people with varying levels of English – including those with English as a second language/ non-English speakers – understand what you mean?
- 

\* [FSA Food Safety Communication Toolkit report](#)