



Minutes of the 116th meeting of the **safefood** Advisory Board

Held on Friday, 26th August 2016 at 10am

safefood offices Cork

PRESENT:

Mr Paul Gibbons (PG) (Chair)
Ms Helen O'Donnell (HOD) (Vice Chair)
Dr Mary Upton (MU)
Mr Brendan Kehoe (BK)
Mr Thomas Burns (TB)
Mr Alan McGrath (AMG)
Prof Dolores O'Riordan (DOR)

IN ATTENDANCE:

Mr Ray Dolan, Chief Executive (RD)
Mr Dermot Moriarty, Manager of Marketing and Communications (DM)
Ms Clíodhna Foley-Nolan, Director Human Health and Nutrition
Ms Patricia Fitzgerald, Director Corporate Operations
Dr Gary Kearney, Director of Food Science (GK)
Dr Claire Buckley, Specialist Registrar in Public Health Medicine, **safefood** (CB)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Ms Hannah Su O'Callaghan (HOC)
Ms Julie Andrews (JA)
Ms Margaret Jeffares (MJ)
Mr Campbell Tweedie (CT)
Mr Mervyn Oswald (MO)

1. Introduction and apologies

Noted: The Chair welcomed all members of the Advisory Board to the meeting.

Noted: The apologies of JA, MJ, CT, MO and HOC were noted.

Noted: The Chair thanked all members for travelling to Cork for the meeting.

Noted: The Chair thanked members of the Audit Committee for their work and dedication. The committee met prior to the Board meeting.

2. Minutes of meeting held on 24th June 2016

Agreed: The minutes were adopted with no amendments.

3. Matters arising from the minutes

Noted: No matters were arising from the minutes

4. Presentation from Sinead Conroy of the South and East Cork Area Development (SECAD)

Noted: Dr Claire Buckley of **safe food** introduced Sinead Conroy from SECAD and gave a brief overview of the Community Food Initiatives (CFI) prior to Sinead's presentation.

Noted: This is currently the third tranche of a three year CFI programme which is aimed at those in the lower socio-economic groups with the aim to promote healthy eating in the community and teach people basic cooking skills.

Noted: The role of SECAD is to facilitate the roll out and implementation of the CFI's and administer them. There will be a separate external evaluator.

Noted: There are nine CFI's in ROI and four in NI. It was envisaged there would be five groups in NI but unfortunately at this stage a fifth group was not found that had the capacity to deliver so it is hoped that a group will be added next year.

Noted: Sinead gave an overview of the CFI's and provided more in-depth detail on some projects.

Noted: HOD was involved in a community project based in Limerick where they created an international recipe exchange. The project has a bank of recipes and printed materials and HOD offered these to SECAD.

Noted: TB showed particular interest in 'The Resurgam Trust' CFI as it is in his local area.

Action: Sinead to send information onto TB.

Noted: CFN enquired as to whether there was a representative for the local authorities on the steering groups? Sinead replied that the CFI's only commenced in the summer so hopefully the steering groups will expand.

Noted: AMG asked if the two Ministers for Health were aware of the CFI's?

Noted: Sinead replied that this tranche of CFI's covers a wider range of projects than previous projects so it is difficult for them to be aware of all that is taking place.

Noted: GK stated that councillors in the respective areas should be made aware of the CFI's and suggested a direct marketing piece.

Noted: PG asked what area in NI is not covered. This was confirmed by Sinead to be County Derry.

6. Feedback from the Audit Committee

Noted: The 2015 draft financial statements were reviewed by the Committee.

Noted: The Committee asked that the Advisory Board members be reminded that their attendance at meetings and the board fees they receive will be published in the Annual report.

Action: **safefood** to send an advance copy of this information to members.

Noted: The Committee discussed the plan for the 2016 Internal Audit which will focus on reputational risk in handling Freedom of Information, Data Protection and Parliamentary Questions as well as the usual financial control areas.

Noted: **safefood** has been asked by the Sponsor Departments to draft a summary of implications **safefood** faces in light of Brexit.

Noted: DM presented to the Audit Committee on safetrak, **safefood**'s consumer research programme.

5. Chief Executive's report

Financial statements 2015

Noted: The audit fieldwork took place in June and the C&AG advised that they would submit the financial statements to the NI Audit Office in September.

Corporate Plan

Noted: The first draft of the Corporate plan was issued to both Sponsor Departments in March and discussed with them in April. Guidance from the North South Ministerial Council (NSMC) has not yet been received and **safefood** is scheduled to meet with both Sponsor Departments in September.

Business Plan

Noted: Good progress has been made in drafting the 2017 Business Plan. However, this cannot be finalised until the NSMC guidance in relation to the Corporate Plan is received. This matter is also scheduled for discussion with both Sponsor departments in September.

Community Food Initiatives (CFI's)

All 13 of the CFI's have hosted their first network events and are now working on the small projects theme of the programme. Dr John Weafer was awarded the contract of external evaluator.

Ministers

Noted: Michelle O'Neill Minister for Health NI launched the Folic acid campaign in Belfast on 15th June. Members of the **safefood** Executive Board also met Minister of state for

Health Promotion Marcella Corcoran Kennedy TD on the 20th July where a very engaging discussion took place regarding **safefood**'s work.

Human resources

In August **safefood** filled the position of Communications Executive for maternity leave cover. A draft Disability Action Plan 2016-2020 was issued for a 12-week consultation which will run to the end of September. **safefood**'s 2016 Equality Report is signed off and will be submitted to the NI Equality Commission in August and will be available on **safefood**'s website.

Campaigns

Noted: The CEO asked DM to give a verbal update on campaigns.

Noted: The Childhood obesity campaign returned to air on 22nd August for three weeks with a focus on encouraging smaller portion sizes. New radio and outdoor advertising was developed using insights from focus groups held with parents from the target audience held earlier this year.

Noted: 60-second recipe videos have been created to encourage consumers to cook from scratch and help them understand portion sizes involved. These will be distributed through social media channels.

Noted: BK enquired as to how channels and times are selected for advertising? DM confirmed that **safefood**'s media buying agency advises on the selection of channels and times depending on the audience. The selection rationale for the Childhood obesity campaign was parents of children in low socio-economic classes.

Noted: The food safety campaign 'Listen to the voice' ran from 11-29th July and will be evaluated shortly.

Noted: The producers of the RTE production 'Operation Transformation' have verbally agreed to use the App for the duration of the programme due to air in early 2017. Development work is on-going to ensure the App is ready.

Noted: HOD enquired about **safefood**'s involvement in the show 'Celebrity Operation Transformation' which is currently on air for three weeks. DM confirmed our involvement and that **safefood** has no control over the content of the programme.

Noted: The folic acid campaign which took place from mid-June to mid-July, evaluation to follow.

Noted: safefood has been nominated in two categories at the ADFX awards due to be held on the 22nd September. The categories are 'best small budget campaign' and 'best public sector campaign'.

Noted: The contractual period for the Marketing and Communication Agencies elapsed during 2015/2016. A framework agreement has been signed off for advertising agencies last year. **safefood** is at the final contract stages for Public Relations. Market Research tenders are at the marking stage, Media Buying is with the Office of Government Procurement whom are collating media buying services for all government bodies. Design and print will be entering the EU tender stage shortly.

Events

Noted: GK gave an overview of food science events due to take place.

Noted: A Knowledge Network Training and Expo event is due to take place on the 13th and 14th September which will involve a 1.5 days training course which will provide background to molecular biology and explain how to set up a molecular biology Lab. Molecular Biology is the direction laboratory testing is heading and the faster a result can be obtained the better the outcome for public health. Camden Laboratories from the UK will be presenting

Noted: DOR reiterated the above, an initial investment cost will be involved but a quicker turnaround will be achieved.

Noted: GK gave an overview of the eight SME workshops which have been hosted at various locations throughout the island of Ireland. These have generated good attendance, especially in the Dublin area. The remaining two are due to take place on 6th and 7th September. The standard of knowledge was quite low so they were worth doing. Senior Management of Environmental Health for ROI is interested in doing similar for EHO's.

Noted: CFN gave an overview of the upcoming 'All-island obesity action forum' event due to take place on the 8th November in the Spencer Hotel in Dublin. The event will focus on appetite in obesity, taking into account people have different levels of appetite, hormonal

responses, and the wider environment also play a part in our appetite levels and this has to be accepted when trying to deal with obesity.

Noted: DOR enquired into the 'Malnutrition in the Elderly' event which is being hosted in conjunction with the INDI and asked how this links into GP's. CFN confirmed that the initiative linked into Canal group residents that are patients of St James hospital. DOR was concerned that once a patient leaves the hospital setting they are prone to becoming malnourished and GP's are very busy and may not recognise the symptoms. The importance of GP's and the role they play in this area was discussed. It was also noted the GP's are very busy and it is difficult to attract them to such events.

6. AOB

Noted: Members of the Advisory Board are due to travel to Brussels on the 26th/27th September as guests of Lynn Boylan MEP to visit the European Commission. They will also meet Commissioner Phillip Hogan and Dianne Dobbs MEP.

Noted: The issue of celebrities giving nutrition advice was discussed. CFN stated the importance of links with the INDI and Cancer Society for **safefood**. CFN was approached by the Cancer Society ROI to form a group of credible people in the field that can respond to bad advice from celebrities should the need arise.

Date of next meeting: Friday, 21st October, in Belfast