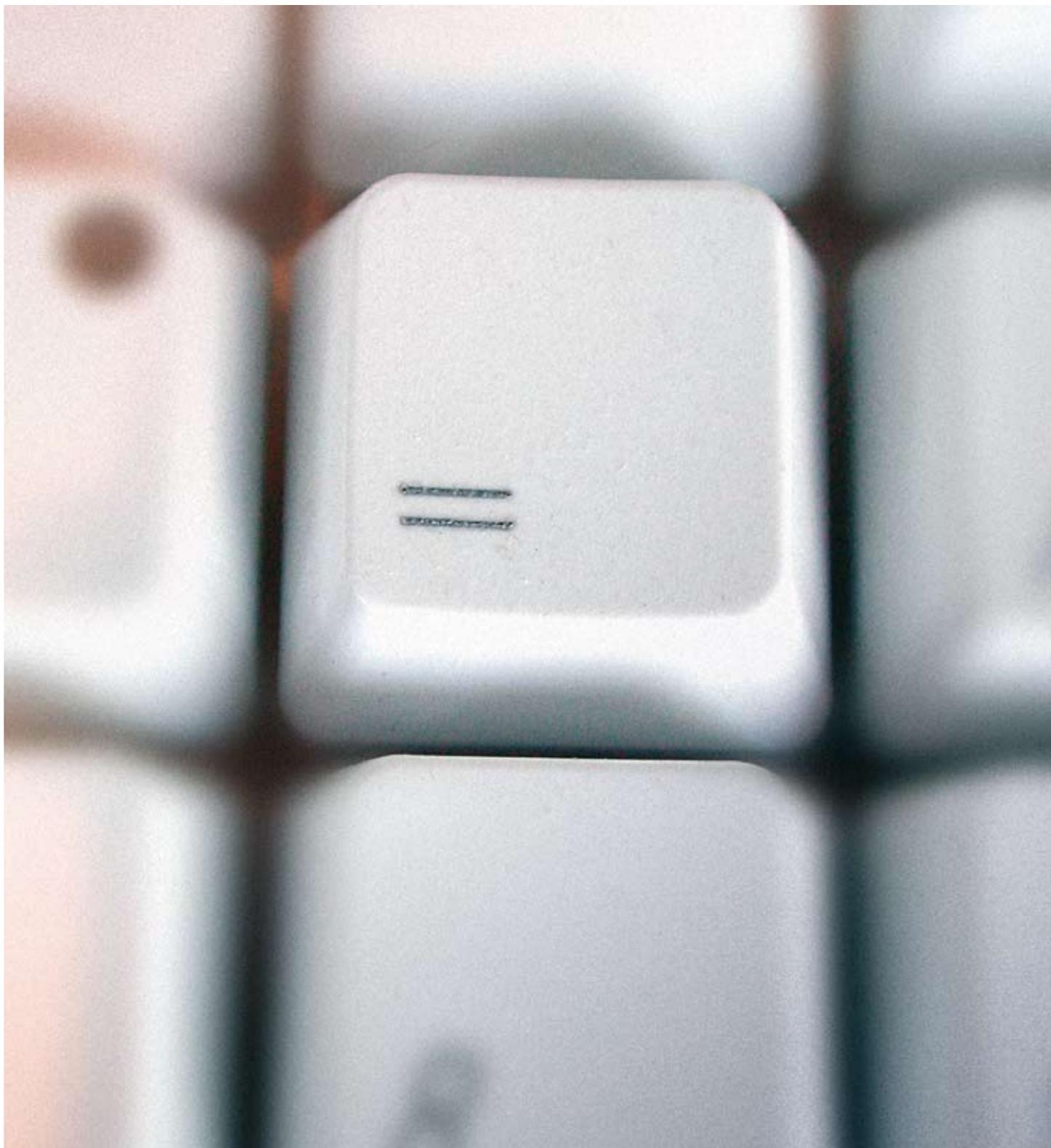


*Communications Strategy
Equality Impact Assessment Consultation*





'To be the leading and most trusted single source of science based advice on the safe and healthy consumption of food and, through communication, provide 'doable solutions' that change consumer behaviour.'

EQIA on *safefood's* Communications Strategy

September 2008

This document is available in a range of accessible formats and minority ethnic languages, on request.

Comment/feedback will be accepted in the format preferred by the consultee.

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1. General information

1.1 Introduction

The purpose of this document is to invite views on the equality impact of **safefood**'s Communications Strategy (Appendix 1). We are committed to promoting equality of opportunity and wish to hear your views on how best this can be achieved.

1.2 Making Consultation Accessible

safefood is committed to assisting all stakeholders to participate fully in this process and would welcome feedback on how the consultation process can be made more accessible if necessary.

This document is available on our website:

www.safefood.eu/about_equality.asp.

It can also be made available in a range of accessible formats on request.

1.3 Giving us your views and contact information

We have listed a number of questions for your consideration and would welcome written feedback on the form attached at Appendix 2. However, this is optional and feedback will be accepted in format preferred by the consultee. Please contact the addressee below so that this can be facilitated.

The consultation period will be open for eight weeks and we would appreciate your replies to the addressee below by 5pm 7 November 2008.

Patricia McCarthy
7 East Gate Avenue
Little Island
Cork
Ireland

Telephone: 00 353 (0)21 2304100
Fax: 00 353 (0)21 2304111
Textphone: 00 353 (0)86 6016002
Email: pmccarthy@safefood.eu

1.4 Feedback

A summary of the responses from this consultation will be compiled at the end of the consultation period. This will be provided to all consultation participants and also placed on the **safefood** website.

1.5 Background of **safefood**

safefood is an all-island implementation body established under the governing legislation of the British-Irish Agreement Act 1999 and the North-South Co-operation (Implementation Bodies) Northern Ireland Order 1999. Funding is provided by the respective governments of the Republic of Ireland and the United Kingdom.

The role of **safefood** is determined by the legislation which sets out its functions. The key function is to promote food safety as a responsibility shared by the entire food chain through the:

- Promotion of food safety
- Research into food safety
- Communication of food alerts
- Surveillance of food borne disease
- Promotion of scientific co-operation and laboratory linkages
- Development of cost effective facilities for specialised laboratory testing.

In addition to the specific functions set out above, **safefood** has a general remit to act as an independent source of scientific advice.

1.6 The statutory duties on equality

Section 75 of the Northern Ireland Act 1998 (the Act) requires **safefood**, in carrying out all its functions relating to Northern Ireland, to have due regard to the need to promote equality of opportunity:

- between persons of different religious belief, political opinion, racial group, age, marital status or sexual orientation;
- between men and women generally;
- between persons with a disability and persons without; and
- between persons with dependants and persons without.

In addition, without prejudice to the above obligation, **safefood** shall, in carrying out its functions relating to Northern Ireland, have regard to the desirability of promoting good relations between persons of different religious belief, political opinion or racial group.

safefood's equality scheme was approved in June 2003.

2. Policy text and policy aim

- 2.1. The strategy that is the subject of this EQIA is the Communications Strategy (Appendix 1). It determines the challenges facing the organisation and how information will be communicated to support the principles of **safefood**. The policy will be supported by other **safefood** communications policies which are currently in development.
- 2.2. The specific aim of this strategy is to set out a general communications plan to support **safefood**'s Corporate Plans in tackling the main areas of food safety, nutrition and obesity by targeting all stakeholders on the island of Ireland. It is intended to ensure that the organisation provides information and advice services in such a way that meets the diverse needs of its customer base insofar as reasonably practical.
- 2.3. Since its establishment, **safefood** has been actively engaged in various activities to promote food safety and nutrition on the island of Ireland. These initiatives have encompassed school educational resources, advertising and marketing campaigns, promotional material and joint partnerships with health and community groups.
- 2.4. An internal review of these initiatives has indicated that future communication challenges facing **safefood** are:
 - the number of health promoting organisations on the island of Ireland
 - different policies, legislation and attitudes within the two jurisdictions
 - lack of physical presence in Northern Ireland
 - the changing focus of media
 - advertising to children where 90% of advertising is concentrated on unhealthy food
 - the development of partnerships
 - the ultimate goal of changing long term behaviour
 - meeting the needs of disadvantaged groups.
- 2.5. **safefood** has developed this strategy to ensure that a consistent, coherent and principled approach is given to all forms of communication to achieve its goal. The three main objectives are:
 - Influencing consumer behaviour
 - Foster a partnership approach
 - Influence public policy

3. Consideration of available data and research

- 3.1 Data available to **safefood** through its marketing research campaigns has highlighted that advertising methods have different impacts in the two jurisdictions on the island. Also, recent funded research by **safefood** (Food Poverty in Northern Ireland 2007) has shown that those from disadvantaged backgrounds (particularly lone parent, large families (4+ children), pensioners and low income families) are less likely to have a healthy and nutritional lifestyle.
- 3.2 However, it is difficult to determine the impacts on all the different equality groups in society. It is accepted by **safefood** that any of the equality groups could fall into the categories as described above.
- 3.3 The Communications Strategy has been developed using information gathered from market research, consumer focus groups and best practice guidelines. Given that the ultimate goal of the strategy is to effectively communicate a long term behavioural change with all consumers on an all-island basis, **safefood** considers that there may be some limited impact on some of the equality categories.
- 3.4 The analysis of the impact of the strategy on each of the nine equality categories is considered in detail in Section 4.

4. Potential for adverse impact and promotion of equality of opportunity

4.1 Political belief

There is no evidence to suggest that people of different political opinion will be adversely affected by this **safefood** strategy. However, there is a significant correlation between religious belief and political opinion in Northern Ireland and we have highlighted this in 4.2.

4.2 Religious opinion

The potential for adverse impact on different religious groups on how **safefood** communicates lies mainly in:

- The choice of venue location for events
- The media used to advertise **safefood** promotional information

safefood's headquarters are located in Cork in Ireland with a sub office in Dublin. Given the remit to operate on an all-island basis, a lack of physical presence in Northern Ireland may cause problems if staff are not perceived to be immediately available. However, both **safefood** offices are strategically located in order to gain ready access to all locations throughout the island.

All public communications are published in a range of formats and cover media throughout the island. Events are organised in a variety of locations to ensure accessibility to all people of different religious belief. **safefood** feels that it has addressed the potential for adverse impact with these measures.

4.3 Gender

Whilst **safefood** feels that its strategy does not have an adverse impact on gender difference, evidence shows that women suffer disadvantage and discrimination disproportionately, whilst recognising that men too can be disadvantaged. There are gender differences in health needs, family and caring responsibilities and pay and labour market participation. For example, **safefood** recognises the perception that women carry the major responsibility for food preparation and shopping at home. Therefore, **safefood** is cognisant of the fact that advertising campaigns and marketing information will need to be all embracing but will require tailoring for different audiences.

4.4 Marital Status

There is no evidence to suggest that people will be adversely affected by this **safefood** strategy as a result of their marital status.

4.5 Disability

The format of some of the currently available promotional material provided by **safefood** may not be immediately accessible to all and has the potential to impact on people with different types of disability. Therefore, **safefood** is committed to providing a range of alternative formats upon receiving each individual request and as indicated in the strategy, to ensure that we engage with our audiences. We are committed to using plain

English in consumer publications and offer personal assistance through dedicated helplines.

Current steps by **safefood** to address potential impacts are a review of the website for accessibility, exploring with visually impaired people a way to develop marketing and promotional material in easy to read formats.

The need for special requirements/access is ascertained prior to events and interviews at recruitment and selection processes.

All staff receive annual equality awareness training and a member of staff is designated as a Disability Adviser.

4.6 **Race**

The major issue that may affect the ability of people from different minority ethnic backgrounds to fully use information and advice provided by **safefood** will be accessibility of information where individuals cannot speak English.

It is also felt that Travellers who, by their nature of their life, are isolated from the normal media channels used for communications may also be at a disadvantage.

It is felt that **safefood** can promote equality of opportunity by considering the translation of materials on individual basis and by providing focused approaches to ethnic minorities.

At present, **safefood**, through a partnership with another organisation, has prepared information leaflets on Pregnancy and Listeria in six different languages. Exploratory discussions have taken place with a Travellers' organisation. **safefood** will continue to work closely with various partners to best develop appropriate accessible communications.

4.7 **Sexual Orientation**

There is no evidence to suggest that there is an adverse impact with regards to sexual orientation.

4.8 **Age**

Different age groups access information in different ways. **safefood** has ensured that information is communicated in a variety of different ways covering helplines, radio, television, pamphlets, books, CD-rom format, educational material and website. Therefore, it is not felt that this policy has any adverse affect.

4.9 **Dependants**

There is no evidence to suggest that there is an adverse impact with regards to dependency status.

5. Summary of measures to mitigate adverse impact and/or better promote equality of opportunity and promoting good relations

- 5.1 Where any adverse impact may potentially arise, **safefood** has identified the following measures:
- To review all **safefood** policies regarding style, branding, media and events.
 - Ensure continuing development of partnerships to target any disadvantaged groups
 - To consider providing translated material.
 - To review consumer helpline systems.
- 5.2 Comments and suggestions will be welcome on these measures and alternative measures. **safefood** will consider these comments as part of developing the operational programmes within the strategy.
- 5.3 It is felt that the process of partnership building with identified stakeholders will complement the promotion of good relations.

6. Formal consultation

- 6.1 The Equality Impact Assessment has stated where there may be potential for adverse impact within the strategy and outlined measures where **safefood** believes it can remove or reduce adverse impact.
- 6.2 **safefood** would now like to invite responses with regards to the implementation of this strategy. Comments are particularly welcome on the following:
- Do the strategic aims and objectives of this **safefood** strategy address key priorities relating to the nine equality groups?
 - Do you consider this strategy has any adverse, unhelpful or negative effects on equality of opportunity and/or good relations?
 - Can you identify how the policy may be changed or what action could be taken to reduce or eliminate these adverse effects?
 - Do you have any other comments you would like to make on either the consultation process or the policy?

A form is attached at Appendix 2 to allow you to answer these key questions more easily.



Communications Strategy

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1. Introduction

1.1 Background

To support **safefood** corporate plans, this document aims to produce an over-arching communications strategy for **safefood**, in consultation with other key agencies.

The central theme of our organisation is communication. Our legislation clearly identifies the ‘key and priority function’ to be the promotion of food safety and healthy eating, and bringing about an acceptance that it is a responsibility shared by providers, consumers, and health professionals alike. Communication is inherent in this function.

The overall purpose of the strategy is to support the delivery of our corporate objectives and work plans. When discussing communication in this document we are talking about communication in its broadest sense covering marketing and promotion of messages as well as informing and influencing audiences. Without effective communication the full potential of our mission cannot be achieved. Good external communication practices must equally be supported by a supportive internal communication dynamic to facilitate our capacity to influence.

1.2 Document Objectives

1. The document outlines the communication objectives for **safefood** to support its corporate plans and assist with the prioritisation of communication goals and targets.
2. It serves as a guide to external audiences to clearly identify the messages **safefood** will be concentrating on and what audiences it will be targeting. In this way it will both assist in identifying opportunities for **safefood** and other aligned organisations to work in partnership, and will provide clarity to bodies working in the same space.
3. It will direct the communications function within **safefood** and its external communication agencies in the delivery of its messages.
4. It will inform and support all staff by ensuring they are aware of and share in the objectives and aims of the organisation, and also that they understand their contribution to making communications happen.

1.3 Communications Context for **safefood**

safefood was established in 1999, under the Belfast Agreement, with the key and priority function prescribed as bringing about general acceptance that responsibility for the provision of safe food is shared among producers processors distributors at all levels, caterers and the general public.

Mission Statement

‘To be the leading and most trusted single source of science based advice on the safe and health consumption of food and, through communication, provide ‘doable solutions’ that change consumer behaviour.’

Brand Essence

‘To be the people’s expert, who tells it as it is.’

Food safety was the initial focus and remains a corner-stone of **safefood**'s remit. The legislation sets out the role as promoting awareness and knowledge of food safety issues and providing food safety advice and guidance. The key broad hygiene messages are clearly elucidated as cook, clean, chill and separate. Hand-washing has also been identified as a message of primary importance to prevent the spread of food poisoning. All of these messages have been promoted to consumers since 2000 and continue to be supported at appropriate interludes.

Recently nutrition has gained an increased importance as a focus for **safefood**. The key public health issue on the island is obesity and this will be a priority area in **safefood**'s nutrition activities. It is estimated that there are more than 300,000 overweight and obese children on the island of Ireland with a projected rise of 10,000 more children falling into this category each year (DHC, 2005). **safefood** has a role in helping to tackle this issue and will work with and build partnerships with other key stakeholders in this regard. These partnerships will serve to develop an environment that allows consumers to have confidence in their knowledge of choosing a nutritionally balanced and safe diet.

Communication is an essential tool for **safefood** to fulfill its mission, in food safety and nutrition. It is crucial that this communication moves beyond one-way 'message promotion' and creates two-way dialogue, that involves and engages with all stakeholders, both internal and external.

safefood is in a unique position as the only all-island food safety promotion body. Food safety is not a jurisdictionally unique issue and in recognition of this our direction will be aimed, wherever possible at driving cross-border co-operation and increasing the inter-jurisdictional knowledge base.

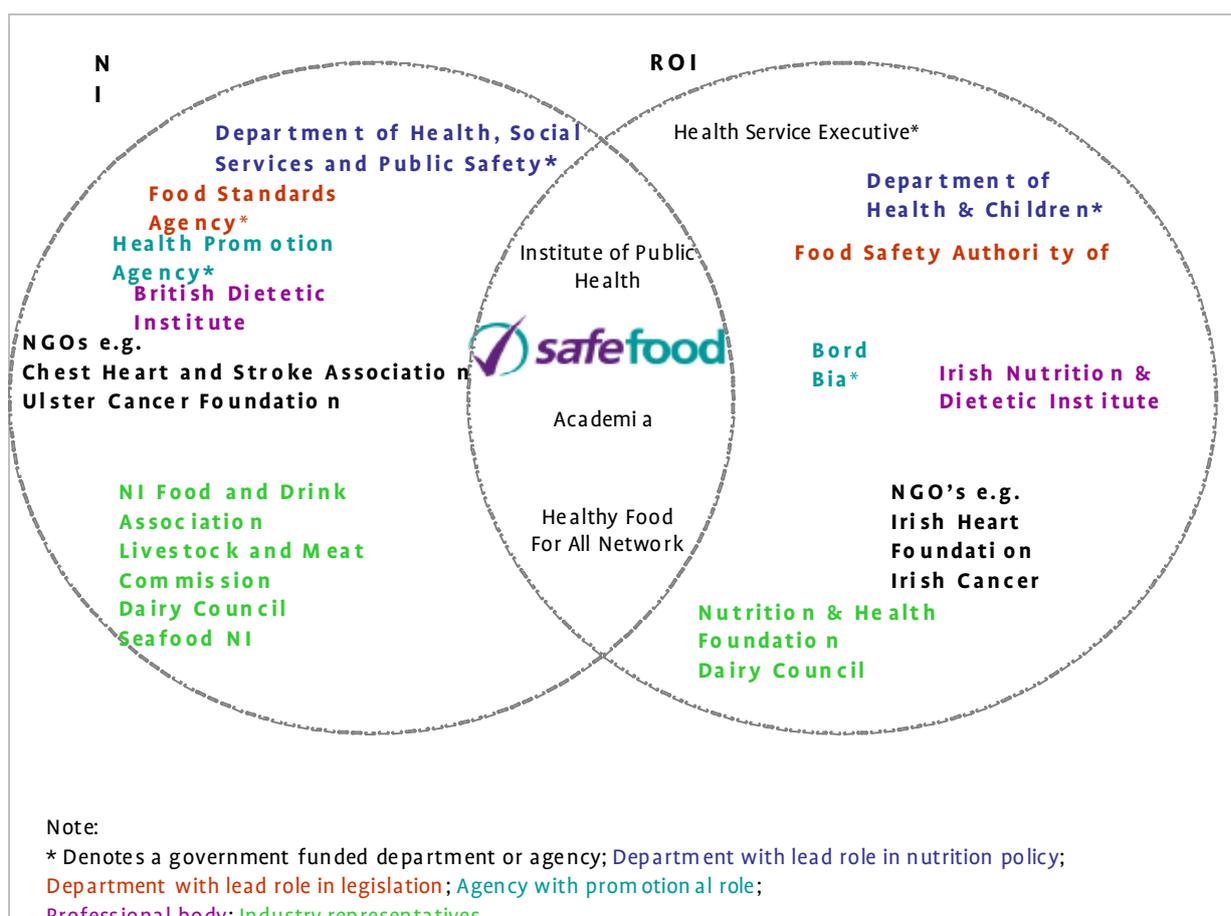
1.4 **Current and impending challenges**

- There is a great number of health promoting organisations on the island of Ireland (see Table 1). The variety of organisations both public and private, promoting very similar messages to practically the same audience presents a continuous challenge. This is often further complicated by different policies and recommendations within the two jurisdictions in which **safefood** operates.
- The lack of a physical presence in Northern Ireland could be a constraint to further developing brand awareness and impact e.g.: travelling distance sometimes means that spokespeople are less available for NI media and therefore perceived as remote or 'not local'.
- Media landscape: The changing focus of the media, both North and South, may continue to raise challenges for **safefood** in terms of achieving appropriate coverage and reach. Given the media diversity across the island and the crowded competitive space, we need to work hard to win the attention of consumers. Northern Ireland has traditionally devoted less space to health issues.
- Advertising landscape: we must assume that the competition for getting our message across in the public domain through the medium of paid-for advertising will continue to be intense.
- Advertising to children: the children's advertising codes are too limited and do not go far enough to protect children. They continue to allow the promotion of energy-dense, micro-nutrient poor foods, without any restrictions on volume targeted at children. €1 million is spent on the Island of Ireland on food advertising to and approximately 90% of that is

specifically on advertising unhealthy food to children. It is against this backdrop that **safefood**'s communications must compete.

- Partnership: The ethos of the corporate plan going forward is the adoption of a partnership approach. Adoption of this approach may have an indirect impact on brand recognition and brand value. These partnerships thus need to be chosen carefully with this in mind and the impact measured carefully.
- Changing Behaviour: the ultimate goal of all our communications is to bring about a long term behavioural change in how consumers select and handle their food. We need to be cognisant that this change needs a sustained effort and is more than just **safefood**'s role. Not only do changes in policy and practice need to happen at many varied levels but the consumer also needs to have a willingness to hear the messages.
- Targeting disadvantaged groups: research shows that the audiences most likely to benefit from **safefood**'s ultimate goal of changing behaviour are those within the disadvantaged groups. The challenge facing **safefood** is to engage with these groups.

Table 1: Health promoting organisations on the island of Ireland



2. Communications principles

This communications strategy aims to build on the activity which has already taken place, to further improve both the outputs and the standing of the organisation. In drawing up this strategy we propose to adopt a managed and sustained approach to communications. To assist in achieving consistency across all communications emanating from the organisation a set of guiding principles have been drawn up which should be used to guide the development of a communication piece. All external contracted communication agencies must also adopt these principles as appropriate.

1. **Social marketing:** we will adopt social marketing approaches in the development of our communication campaigns. Specifically we will endeavour to develop genuine 'insight' into the lives and experiences of the target audience. We will where possible develop and pre-test the solutions with the target audience, ensuring all communications have practical application.
2. **North-south proofed:** all communications should be north-south proofed. We will be cognisant of the nuances of difference in social, cultural and language settings between the north and the south. We will ensure that all communication ideas and responses are proofed for both audiences to ensure they are accurately targeted.
3. **Evaluation:** all communication campaigns should include a pre-determined list of clear and measurable indicators of success before they are published or launched. These targets should then be formally evaluated after the piece of communication has reached its intended audience.
4. **Branding:** all communications should be clearly **safefood** branded to ensure increased recognition and accessibility of our communications in line with **safefood's** brand guidelines. We will promote acceptance of **safefood's** values of integrity, honesty, and commitment - the people's expert who tells it like it is.
5. **Engaging and practical:** **safefood** will endeavour to communicate with people about what matters to them, in a relevant way that captures their attention and imagination. We will ensure that the messages are practical and can be easily adopted within the target audiences' environment.
6. **Plain English:** all documents intended primarily for non-expert audiences will be produced in accessible English and in line with **safefood's** style guide.
7. **Integral:** All communications must form an integral part of the business planning and not be added as a bolt-on. However we must maintain our flexibility in terms of responding to instant issues which may emerge
8. **Equal and inclusive:** **safefood** will ensure efforts are made to communicate with disadvantaged groups.
9. **Science-based:** all communications emanating from **safefood** must be based on sound evidence-based science.

3. Communications objectives

safefood has an obligation to lead by example in ensuring its communication objectives are accessible to all and adhere to principles set out in relation to disability and equality legislation. There are three specific communication objectives:

- Influence consumer behaviour
- Foster a partnership approach
- Influence public policy

3.1 Influencing consumer behaviour

We will continue to seek to influence consumer behaviour to improve food safety practices and healthy eating in the interests of general public health. To date the main priority has been to deliver messages to consumers via the media. In addition, during the period of this Corporate Plan, there will be added emphasis on identifying and utilising other channels and settings to exert influence on consumers and influence the food environment.

In continuing to influence consumer behaviour to improve food safety practices and healthy eating in the interests of general public health we will:

- a. Develop long-term and positive relationships with key journalists and commentators.
- b. Increase the recognition of the **safefood** brand at a local and all-island level, with a particular emphasis on Northern Ireland. Ensure brand delivers according to the Brand Print. See Appendix A
- c. Continue the enhancement and development of the **safefood** website as a communications channel and deliver measurable improvements in the quality of communications delivered through the website
- d. Develop relationships with retailers and caterers as channels to disseminate our messages
- e. Use the tenets of social marketing as a basis for the development of communication solutions arising from the organisation.

3.2 Fostering a partnership approach

In recognition of **safefood**'s unique position as a North-South Body, we will where possible drive cross-border cooperation in our communication outputs. To do this we will support a strong and robust partnership approach to deliver the messages which will aim to improve food safety practices and healthy eating in the interests of general public health.

In promoting a partnership approach we will:

- a. Further support and develop strategic alliances and partnerships with the retail and catering industry and their representatives to work together in promoting food safety and healthy eating.
- b. Work in coordination with other agencies in the various aligned sectors to deliver a co-coordinated outcome to the consumer. Specifically:
 - we will aim to work with the HSE and the HPA in the delivery of healthy eating messages
 - we will aim to work with the FSAI, the FSANI, the NCA and the CCNI in the delivery of food safety empowerment messages.
- c. Foster a strong internal communications ethos and put in place structures procedures and practices to enable a two-way flow of information.

- d. Put in place external communication structures procedures and practices to enable a two-way flow of information. These structures and procedures will be tested, signed up to by the external stakeholders and regularly reviewed.
- e. Develop an integrated stakeholder development plan.

3.3 **Influence Public Policy**

In our endeavours to influence public policy, we will ensure that all relevant decision-makers are communicated with, ensuring they are made aware of our views on best practice.

To influence public policy we will:

- a. Identify and engage with key influencers, including policy-makers, through a series of regular briefings and networking events. We will facilitate and encourage dialogue with policy-makers on all relevant topics to push our agendas forward. We will stimulate and facilitate all-island debate involving Sponsor Departments, and other agencies to deliver a cohesive strategic approach.
- b. Ensure all our communications take cognisance of the variety of stakeholders across the broad spectrum of the food safety arena, including: policy makers; professionals; academics; educators; the food industry and consumers. Each communication will be stakeholder assessed.
- c. Ensure that all communications are delivered to all the relevant stakeholders in a relevant format. An outline format for various stakeholders to be identified and developed.
- d. Ensure that consumers and other relevant stakeholders are given a voice in the development of all issues affecting public policy development by way of public or webcast debate or consultation.

4. Stakeholders

safe food's stakeholders are all those individuals and groups of people who are involved in or affected by its activities.

Consumers

Consumers will continue to be the primary target for **safe food**'s promotions and communications. As we are communicating two distinct strands of message to consumers we will separate the specific audience to whom the messages are targeted.

- a. All consumers: Food safety
- b. Parents/guardians with children: Healthy eating
- c. Representative consumer groups: e.g.; national parents council,

Industry

Certain sectors of the food industry are very influential channels for **safe food**, allowing us to get our messages directly into the hands of consumer at the point of purchase. We will work closely with the selected channels to ensure strong synergistic relationships.

- a. Retailers
- b. Caterers
- c. Wider industry groups including manufacturing and distribution via their stakeholder bodies.

Professionals

The professional channels not only provide a mechanism through which we can disseminate our messages to consumers but are also very influential partners who can assist in the shaping of the message for the audience and the setting. They are the experts in their fields and we must work closely with them to ensure the correct solutions are delivered

- a. Dieticians
- b. Environmental Health Officers
- c. Laboratory staff
- d. Education staff across the education settings
- e. Public health specialists
- f. General practitioners

Other food/consumer agencies

As mentioned previously there are a number of health promoting and food safety agencies on the island. **safe food** has identified the following agencies as those with whom they hope to partner with over the next three years.

- a. Health Promotion Agency
- b. Health Service Executive
- c. Food Safety Authority of Ireland
- d. Food Standards Agency
- e. National Consumer Agency
- f. Consumer Council Northern Ireland
- g. Key NGOs: Irish Heart Foundation, Irish Nutrition and Dietetics Institute, Chest Heart and Stroke Association.

Media

Journalists and broadcasters are key influencers of awareness and attitudes and should therefore be considered as important allies of **safefood**.

- a. Journalists and broadcasters

Policy makers

Policy makers influence the environment of **safefood**'s work at many levels. In order to move the agenda forward on various issues **safefood** needs to interact at the level of the policy makers. **safefood** has identified the following departments as paramount in influencing its environment and activities in the future:

- a. Department of Health
- b. Department of Health Social Services and Public Safety
- c. North South Ministerial Council
- d. Department of the Communications, Energy and National Resources

The following chart summarises our stakeholders:

Who do we currently interact with regularly and knows about safefood	Who do we want to interact with going forward
Departments of Health (civil servants & politicians) ROI and NI North South Ministerial Council Health Promotional Unit Health Promotional Agency Health Service Executive Food Safety Authority of Ireland Food Standards Agency HPSC/CDSC Public and Private Food Laboratories Nutrition Professionals Environmental Professionals Scientific Research Institutes Advertising Media General Media Consumers National Consumer Agency Consumer Council Northern Ireland	Southern Politicians Northern Politicians Department of Communications European Food Authorities (WHO/FAO) Health Promotion Officers Public Health Professionals General practitioners Food Industry Professionals Caterers Retailers Scientific Communities Educators (e.g. teachers and those setting curriculum) Community groups Vulnerable groups

5. Activities and responsibilities

The communications activities will be derived from each year's business plan which outlines the key tasks for the year. Each director will be responsible ensuring that the communications strategy is used as a basis for all communications emanating from his/her directorate.

This strategy will be supported by a series of policies and procedures which will determine roles and responsibilities as well as **safefood** procedure. These policies are currently in development and include: a media policy, **safefood** brand guidelines, **safefood** style guidelines, sponsorship policy. These policies under the management of Marketing and Communications will ensure the corporate framework and mechanisms are in place for effective communication and will allow staff to devise and deliver appropriate strategies to meet the communication needs of the organisation.

However, good communications is part of everyone's role in **safefood** and staff should:

- Understand the values, priorities and organisational structure of **safefood**
- Understand the democratic and political influences on **safefood**
- Take responsibility for ensuring that they are aware of current issues facing the organisation
- Act/respond as employees of **safefood** rather than as individuals
- Be able to influence and shape services provided
- Be aware of communication and consultation guidelines and adhere to best practice.
- Follow the guidelines for effective **safefood** communications at Appendix B.

 Brand Print

Values

- Knowledgeable/authoritative /factual
- Credible accessible
- Trustworthy/empowering/flexible
- Iconic/innovative

Personality

- Friendly/caring/altruistic
- Anti-establishment/brave
- Challenging/passionate/on the pulse

Benefits

Rational	Emotional
Science base Knowledge Protection Practical, doable solutions Educating Better Health	Clarity Reassurance Reliability Nurturing

Brand identifiers

How does it look	How does it sound
<ul style="list-style-type: none"> • Clever approach • Non public sector • Food brand/colour • safefood and the tick 	<ul style="list-style-type: none"> • Challenging norms • Voice over – local relevance in NI • Non civil service
How does it work	
<ul style="list-style-type: none"> • Advertising and communications • Electronic engagement – web/sms • Newsletter • Leaflets • Events • Partnerships 	

Desired consumer belief:

“Gives me relevant and important messages about safe and healthy eating in a way I understand, empowering me to do the best for me and my family”.

Communications checklist

To assist in the implementation of the communication principles set out in the preceding strategy, the following guidelines will be implemented across all **safefood** communications developed going forward.

Print guidelines, including advertising material

1. All body copy will use profile typeface and will be no smaller than 11pt, where practical
2. Leading will be no smaller than 14pt
3. High contrast will be maintained between copy and backgrounds
4. All literature will be provided on uncoated stock to avoid glare and show through.
5. PDF/electronic versions of all print work, where necessary, will be supplied for upload on the website
6. Imagery used will present a diverse range of cultures and equality categories as far as is reasonably practical
7. All copy will be plain English proofed and we will seek NALA accreditation for all consumer publications

Where reasonably practical **safefood** will provide information in alternative formats and languages, on request, which will make the information more accessible to the user. Alternative formats are not kept in stock as level of demand does not warrant such a service

Website guidelines

safefood's website is **safefood.eu**. The website is being revised to comply with web accessibility guidelines WAI to AA standard, which includes enhancing current accessibility for users. All future developments will also take account of these guidelines.

Event guidelines

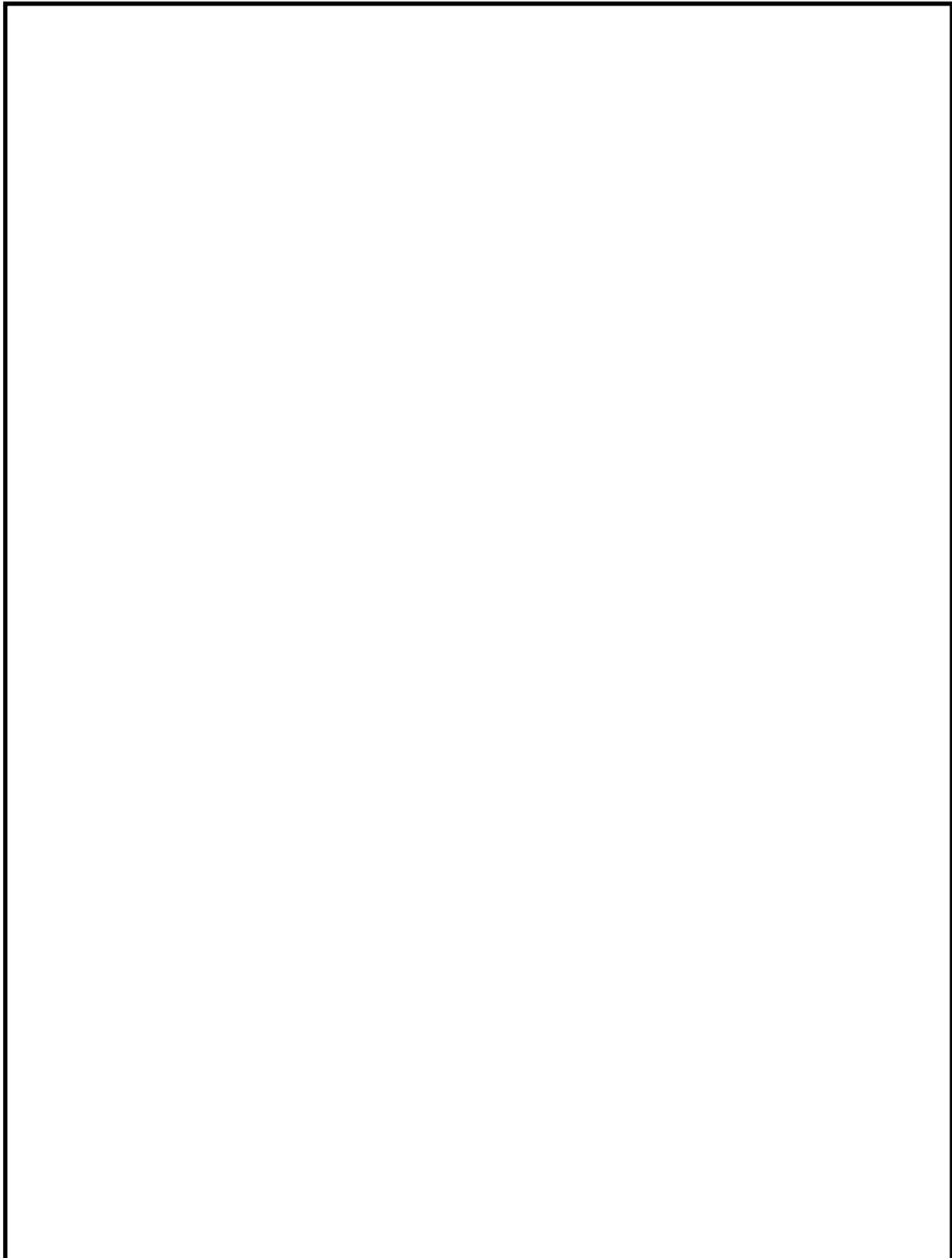
At all events internal or external managed by **safefood** we will ensure that the following guidelines are in place:

1. Attendees are asked if they have any special dietary or access requirements
2. Presentation and promotional materials are easily legible
3. Signage is clear
4. Venues are easy to reach and accessible
5. Dietary requirements are ascertained
6. Delegates are aware of relevant fire evacuation policies and location of toilets
7. Event speakers indicate whether they consent to copies of their presentations being made available to delegates
8. Event feedback forms are available in all delegate material and collected where possible at event conclusion

Equality Consultation on *safefood*'s Communication Strategy

safefood welcomes any comments on the above strategy. It would particularly welcome comments on the following:

- Do the strategic aims and objectives of this **safefood** strategy address key priorities relating to the nine equality groups?



- Do you consider this strategy has any adverse, unhelpful or negative effects on equality of opportunity and/or good relations?

- Can you identify how the policy may be changed or what action could be taken to reduce or eliminate these adverse effects?

- Do you have any other comments you would like to make on either the consultation process or the policy?

A large, empty rectangular box with a black border, intended for providing comments on the consultation process or the policy.