

Promoting behaviour change in food and drink consumption and production:

Identifying future priorities: What does the evidence tell us?

A workshop for Scottish Government



Facilitated by: Rowett Institute of Nutrition and Health,
University of Aberdeen

Date: 30th October 2014

Venue: The Royal Society of Edinburgh,
George Street, Edinburgh



PROGRAMME

10:00 Arrive: coffee / networking

10:20-10:30 Introductions

- Introduction to the day, objectives, context.
Frank Strang (Scottish Government)
- Welcome from Professor Peter Morgan, Director,
Rowett Institute of Nutrition and Health, University of Aberdeen (RINH)
- Housekeeping, workshop rules Sue Bird (RINH)

10:35-11:30 Short 'Elevator Talks'

A series of 10 minute scene setters: from the research base

What influences behaviour change in relation to food and drink consumption and production: evidence of effective interventions

1) Consumers/individuals

- How easy is to make healthy food choices in Scotland and what can we learn from elsewhere? Flora Douglas (RINH)
- Prompting healthy food choices: what does psychology tell us?
Julia Allan (UoA, RINH)
- Prompting healthy food choices: what does economics tell us?
Anne Ludbrook (UoA, RINH)
- Behaviour change: easy to say but can we help?
What are we dealing with at the physiological/mechanistic level?
Julian Mercer (RINH)

11:35-11:50 Pause for reflection:

- Questions of clarification
- Summary of key points : Steve Brown (RINH)

11:55-12:35

2) Business

- Farmer attitudes. Andrew Barnes (SRUC, Rural Policy Centre)
- Local foods: Insights and opportunities. Paul Mayfield (Food and Drink, SAC Consulting)
- Evidence base for workplace initiatives with emphasis on diet and health
Alexandra Johnstone (RINH)

12:40-12:55 Pause for reflection:

- Questions of clarification
- Summary of key points : Simone Cerroni (RINH)

13:00-13:30 **LUNCH**

13:30-14:10 Three short observations from:

- The regulatory perspective - Susan Pryde, FSAS
- The manufacturer's perspective - Mary Lawton, SFDF
- The retailer's / food service viewpoint - tbc

14:15-14:25 Guidance for Breakout

14:25-15:25 Breakout :

- One size does not fit all: Government may need to prioritise and/or stratify its delivery.
- This will be delivered in a 'World Cafe' format, with questions written on large pieces of paper, placed on tables, for all to write their responses on. 30 minutes for everyone to go round all the questions, and 30 minutes for participants to go round again to comment/agree/disagree on others' responses.

Suggested topics:

Based on the presentations this morning or your own expertise:

1) We can't do everything

What does the evidence suggest are the areas that will have the biggest impact?

2) What measures can be used ?

- a) As a single nationwide approach ?
- b) Where should we adopt selective or stratified approaches?

3) What are the barriers to success?

4) How will we know we've been successful?

5) What more do we need to know?

15:25-16:00 Tea and Plenary

Discussion on key outcomes/evidence.

Topics to cover:

- Key target groups/areas for action
- Potential new approaches for addressing priority areas
- Timescales?
- What are the evidence gaps and how do we fill them?

16:10 Workshop closes