

DIET AND NUTRITION UPDATE AND STRATEGY PROPOSALS FOR 2021-26

1 Purpose of the paper

1.1 For discussion and comment

1.2 The purpose of this paper is to outline the strategic diet and nutrition vision for the next five years.

1.3 The Board is asked to:

- **discuss and provide a view** on the outline forward plans for the next five years.

2 Strategic Aims

2.1 The new FSS Strategy for 2021-26 outlines the high level vision for diet and nutrition. This paper aims to provide further detail on key commitments.

2.2 This paper sets out the unique role of the FSS Nutrition Science and Policy (NSP) team and how we propose to build on our work of the past five years. This paper demonstrates how we have used our exclusive diet and nutrition monitoring role and expertise to enable:

- An agile response to a changing food landscape
- A dietary monitoring and research programme
- Expert nutrition advice to inform policy
- Collaborative working

3 Background

3.1 FSS has a statutory duty to improve the extent to which the Scottish population have diets conducive to good health. Our unique position - independent from government - allows us to report and publish evidence to inform policy across a wide range of actions in diet and nutrition. A governance programme for nutrition has been set up to help meet our statutory objective. Our work programme is broadly aligned with the Scottish Government's (SG) [A Healthier Future](#) – recognising the need for partnership working to improve the nation's diet.

3.2 The focus of the NSP team is to develop and support actions to achieve the overarching FSS Strategic aim: *Consumers have healthier diets*. This has been reflected in our comprehensive programme of diet and nutrition research, monitoring and policy development over the past five years. During the next five years we aim to build on these solid foundations, consolidating our role as the primary source of evidence and advice on diet and nutrition in Scotland.

3.3 The Scottish Dietary Goals (SDG) underpin diet and health policy in Scotland. They indicate the extent of the dietary change we need to achieve, to reduce the burden of obesity and diet-related disease in Scotland. The NSP team has developed an extensive dietary monitoring and surveillance programme. We are the only organisation in Scotland which collects and publishes a national picture of trends in food consumption and purchase through monitoring purchase and estimated dietary intakes. This data is used to monitor progress towards the SDG.

An agile response to a changing food landscape

3.4 Response to COVID-19

3.4.1 The impact of the COVID-19 pandemic was unprecedented, with significant impacts on how we purchase and consume food. During the acute initial phase, the NSP team supported SG COVID-19 related activities, including:

- full time support to the SG Shielding (supermarkets) workstream
- expert advice to SG on emergency food box provision
- guidance for SG emergency food fund food packages
- expert advice on vitamin D
(for full details see Annex A).

3.4.2 It has already been demonstrated that there is a clear association with excess body weight and poorer outcomes from COVID-19. FSS is well-placed to take account of this emerging evidence in our research and monitoring programmes and in design of our consumer messaging.

3.5 Impact of government policy priorities

3.5.1 In Scotland, many of our recommendations have been incorporated into the Scottish Government's *Healthier Futures Delivery Plan*. Our evidence and advice shaped recommendations for making changes to the food environment in Scotland, including policy actions to reduce current intakes of discretionary foods and drinks through the planned Restricting HFSS promotions Bill.

3.5.2 There have been renewed efforts to tackle obesity in the UK. In the Westminster strategy *Tackling obesity: empowering adults and children to live healthier lives*, published July 2020, a number of the commitments align with existing FSS recommendations to improve the food environment and support consumers to make healthier choices to achieve a healthy weight.

4 Diet and nutrition achievements 2015-2020

4.1 We have published over 20 reports and position statements, assessing diet in Scotland, as well as contributing to academic papers. We publish data on dietary intakes alongside data on retail food purchase both into the home and when out of home (OOH). We also conducted a full public consultation on proposals to improve the OOH food environment. A summary of our evidence and monitoring publications are provided in Annex B.

4.2 Since 2015 we have published Situation Reports on the Scottish diet. These reports bring together a wide range of evidence on diet and diet related health statistics in an infographic format suitable for a wide audience. They have been used extensively by policy makers, educators, consumers and the food and drink industry.

4.3 Over the past five years we have put significant investment into the utilisation of technology to support our longer-term aspiration to streamline how we collect dietary data and to reducing the costs compared with more traditional methods of assessment. We have led the way in this regard and have developed the online dietary assessment tool, Intake24.

- 4.4 As Registered Public Health Nutritionists¹, our expertise is drawn on to support development of wider government diet policy. For example, we have provided technical expertise to develop updated *Nutrition Requirements for Food and Drink in schools (Scotland) Regulations 2008*, bringing school food provision more in line with the revised SDGs. We have used our expertise to support the development of nutrition policy in Scotland. Further information is provided in Annex B.

5 Forward look – high level summary 2021-26

- 5.1 As we now have a digital solution in place through Intake24, our key priority for the next five years is to use a modern, innovative, data-driven approach to build on our role as the key, trusted, authoritative source of advice on the Scottish diet and to be seen as the primary source of evidence on diet and nutrition in Scotland.
- 5.2 We will undertake sophisticated dietary intake and food purchase analysis, extending our coverage where possible to include minority population groups, as well as more detailed analysis by Scottish Indices of Multiple Deprivation (SIMD) and other demographic indices.
- 5.3 We will continue to make our evidence accessible to a broad range of stakeholders and consumers. We will invest resource and effort in greater promotion of all of our data, to professionals and to consumers through social media, webinars, publishing short summary briefings, delivering lectures and by launching a new dietary guidance resource. We will publish our updated *Situation Report* every two years, continuing to demonstrate the need for dietary change in Scotland. We will integrate communications activities to support the work programme rather than relying on isolated marketing campaigns.
- 5.4 We will influence change through relationships within and beyond Scotland and provide expert evidence based advice to SG on actions to help the people of Scotland achieve a healthy diet and reduce inequalities. We will work closely with partners who work with the specific population groups we need to reach.
- 5.5 The subsequent sections provide more detail on how we will achieve our high level aims.

5.6 Monitoring and surveillance

- 5.6.1 With the investment we have made in our national survey tool, Intake24, FSS made the first move towards developing this online tool, which provides quicker, more cost-effective dietary intake data capture and analysis. This digital tool has since been integrated into the UK National Diet and Nutrition Survey (NDNS) from Year 12 (2019/20) and adapted for use in other countries, indicating that we have developed a robust and well-regarded dietary assessment methodology.
- 5.6.2 We will monitor trends and changes in dietary intakes of the Scottish population using Intake24 within the Scottish Health Survey (SHeS), starting in 2021. Since developing the tool, it has been our aspiration to integrate it into the health survey to collect dietary data for Scotland so this represents a significant

¹ UK Voluntary Register of Nutritionists, held by the Association for Nutrition

milestone. We will complete in-depth analysis of diet in Scotland, with unique links to SHeS health data and publish the findings in 2022.

- 5.6.3 As we build our population-level picture of dietary intakes in Scotland, we will use this new dataset to look more closely at under-represented groups, and explore how different dietary behaviours are linked and impact each other. We will also investigate the need for targeted approaches to data capture. As Intake24 is an online tool, we can use it to rapidly collect data on groups of interest, for example children and young people and link to wider questions on attitudes and behaviours. This data-driven approach will allow us to design more targeted dietary guidance and messaging for consumers.
- 5.6.4 We will continue to use consumer retail and OOH purchase data to provide an up-to-date indication of behaviour changes (including those related to the COVID-19 pandemic). With this data, we can respond to emerging areas of policy interest and monitor changes in the retail landscape. We will aim to publish a biennial update of retail purchase and price promotions in Scotland and an assessment of the OOH landscape. We will ensure that data acquired keeps pace with monitoring and development of SG diet policy.
- 5.6.5 We will continue to develop innovative ways of making our evidence on diet more accessible. We will publish short, user-friendly briefings, to accompany our longer technical reports. These will make our data easier to understand and easier for our partners and stakeholders to use in their own work. We will also strive to publish our own data under Open Data guidelines, so that others may use it. The intention is that stakeholders and consumers will know what information they can expect from us and when, supplemented and supported by regular reports on specific subjects and issues.
- 5.6.6 With regards to the food industry, we will explore how to expand our dietary monitoring programme to assess calorie reduction by the OOH sector. Recent data on retail purchase suggest that purchase of sodium has increased. FSS will explore options to commission a new urinary sodium survey, to follow on from data last published for 2016.

5.7 Collaborative working and using our expertise to develop diet policy

- 5.7.1 We will continue to draw on our expertise and data-driven approaches, translating evidence into credible advice for government to inform and influence diet policy. We have strong collaborative relationships with colleagues in SG, partner organisations such as PHS and other UK Government departments such as Public Health England (PHE) and the Department of Health and Social Care, FSAI and FSANI. With collective responsibility across all partners, we have the opportunity to influence change at the level and scale required.
- 5.7.2 The recently published *Programme for Government* outlined the following commitments with regards to diet and health improvement:
- *We will work with FSS and Public Health Scotland to support a targeted approach to improve healthier eating for people with low incomes.*
 - *We will progress legislation on Restricting Foods Promotions as soon as possible, having taken into account the impact of the COVID-19 pandemic.*
- 5.7.3 This commitment underlines the importance of collaborative working to achieve our joint goals as well as a focus on the lower socioeconomic groups who have

poorer health outcomes. We will work closely with PHS on *Public Health Priority 6: A Scotland where we eat well, have a healthy weight and are physically active*. The data and expertise FSS can bring complements the delivery mechanisms that PHS already has established.

- 5.7.4 The food industry are key to facilitate change by responding to the challenges required to transform the food environment. The impact of the pandemic will have differential impacts on industry but efforts to support recovery will need to also support public health if we are to reduce the risks to public health from both infection and recovery from coronavirus. We will liaise with the SG Reformulation Connector and industry to encourage adoption and monitoring of the PHE reformulation sugar, salt and calorie reduction targets in Scotland. We will continue to build links with PHE to support reformulation guidelines for industry² and explore options to review progress towards the targets by the food industry in Scotland.
- 5.7.5 FSS provided recommendations to Ministers in September 2019 to inform the development of an OOH strategy. SG had planned to publish an action plan in spring 2020. However, this work has been impacted by the COVID-19 pandemic and we have been working closely with SG and PHS to review the actions in the light of the pandemic and to consider next steps. We understand that the Minister for Public Health, Sport and Wellbeing may shortly set out actions to support eating well OOH. We are progressing key aspects of the proposed strategy, including impact assessments for mandatory calorie labelling, the development of a framework for healthier food provision in the public sector and a code of practice for children's food. We will continue to support OOH businesses to provide calorie and allergen labelling through using the free to access tool, MenuCal.³

5.8 Provision of dietary advice for consumers

- 5.8.1 FSS has a duty to provide advice to support consumers in achieving a healthy balanced diet, but we recognise that this can be a confusing landscape. Based on research with consumers and stakeholders, in 2021, we will publish a new dietary guidance resource to deliver evidence-based dietary advice to consumers in a practical, pragmatic style. The resource will encourage users to make small positive changes to their diets in the context of their own lives.
- 5.8.2 The resource is digital-first and is underpinned by robust evidence in nutrition and behaviour change approaches. This provides FSS with a dynamic resource that can reflect current and evolving influences on diet (such as the COVID-19 pandemic). Over the next five years, we will evaluate and develop the resource based on analytics and other survey data, ensuring it stays relevant and fit-for-purpose.
- 5.8.3 The resource will be integrated with future communications activities. This will improve both consumer and health professional awareness of our role in diet and nutrition, consolidating our place as a respected authority on public health nutrition. We will invest in promotion of the resource through social media and working with partner organisations who have traction with consumers.

² <https://www.gov.uk/government/collections/sugar-reduction>

³ <https://www.foodstandards.gov.scot/business-and-industry/safety-and-regulation/menucal>

5.9 Addressing public health inequalities

5.9.1 Reducing health inequalities is a key priority and recent experience of the impact of COVID-19 has brought into sharp focus the continuing and increasingly urgent need to ensure that our activities incorporate this aim. We shall ensure that all actions, communications and messaging are designed to minimise the negative impact of inequalities on nutritional health. We will do this by undertaking appropriate impact assessments, identifying mitigating actions and monitoring the outcome of these. We will ally with partners who share our goals and who may have insight into groups who we may not reach on our own. The forthcoming FSS corporate plan will contain specific deliverables to support achievement of these goals and will be mapped across the strategy period.

6 Conclusion

- 6.1 The Intake24 digital solution we now have in place is a significant step change in the way we can gather, analyse and communicate information on diet and nutrition. We now have the opportunity to revolutionise the information we can obtain on Scotland's diet and the links in place to share with SG and key partners to influence and inform policy decisions.
- 6.2 In order to deliver this ambitious package of work over the next five years, we will work closely with partners, stakeholders and administrations across the UK. We will ensure that we will continue to take a holistic approach to dietary improvement and will monitor changes at a population level to assess changes in purchasing and intakes at the food and nutrient level. We will use an agile approach, so that we are able to adapt to change which will be particularly important so we can monitor the current and future impacts of changes to the food landscape.
- 6.3 The Board is asked to **note and provide a view** on the outline forward plans for nutrition over the next 5 years.

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ANNEX A*Response to COVID-19*

- Team members provided full time support to the SG Shielding (supermarkets) workstream, facilitating the provision of priority supermarket delivery slots to citizens shielding in Scotland. The team provided expert nutritional advice to SG on emergency food box provision for those that were shielding. We supported SG emergency food fund with guidance for local authority food packages to vulnerable households, families and individuals (for full details of see Annex A).
- NSP team worked with Comms & Marketing (C&M) team to develop a short social media campaign on healthy eating during COVID-19, which was joint-branded with Public Health Scotland (PHS).
- The COVID-19 Tracker survey indicated that spending more time at home has led to an increased consumption of discretionary foods.⁴ However, positive impacts were also reported, such as increases in home cooking and consumption of fewer takeaways. We worked with C&M team to review and update the nutrition module of our bi-annual Consumer Tracker for Wave 10 and included specific questions on eating during the pandemic.
- New patterns may still emerge and further investigation on the longer-term impacts on dietary intakes is required. In order to assess changes to retail purchases of food and drink during this time we have procured Kantar data to provide a comparison with the previous year.
- In a co-ordinated approach with SG, PHS and PHE, in April 2020, we reissued existing advice for all individuals to consider taking 10mcg/day vitamin D supplement. This was particularly important during lockdown restrictions on being outdoors (the peak months for vitamin D synthesis from sun exposure). It has been hypothesised that low vitamin D status impacts negatively on COVID-19 outcomes, although so far reviews of available evidence by both the National Institute for Health and Clinical Excellence (NICE) and the Scientific Advisory Committee on Nutrition (SACN) did not support this. At present, existing advice stands, but we are monitoring evidence should that change.
- Evidence has linked various risk factors to survival rates from COVID-19, with obesity emerging as the main dietary risk factor. Those from lower socio-economic groups and from Black, Asian and minority ethnic (BAME) populations communities have been at greater risk of dying from COVID-19, which may also relate to obesity. Those living in deprived areas are more likely to be overweight and some BAME populations are more susceptible to obesity related diseases compared with white populations.

⁴ <https://www.foodstandards.gov.scot/publications-and-research/publications/covid-19-consumer-tracker-wave-3>

ANNEX B**Diet and nutrition publications****Situation Report on the Scottish Diet****The Scottish Diet: It need to change**

FSS have published 3 Situation reports on the Scottish diet, presenting a collation of evidence and infographics around diet and diet-related health in Scotland. The report draws together evidence from FSS publications, and other credible publications to make the case for improving the Scottish diet. The reports are aimed at a variety of audiences.

- [The Scottish Diet: It needs to change \(2020\)](#)
- [The Scottish Diet: It needs to change \(2018\)](#)
- [The Scottish Diet: It needs to change \(2015\)](#)

Monitoring dietary intakes and reporting progress towards the Scottish Dietary Goals**Secondary analysis of the Living Costs and Food Survey**

Our primary method of monitoring against the Scottish Dietary Goals since 2001, with data available up to 2015. The aim of this work has been to monitor annual trends in food consumption and nutrient intakes using a robust secondary analysis methodology developed to convert purchase to consumption.

- [Estimation of food and nutrient intakes from food purchase in Scotland, 2001 – 2015 \(2018\)](#)

Monitoring dietary intakes using INTAKE 24

INTAKE24 is an online 24hr dietary tool developed by Newcastle University and commissioned by Food Standards Scotland. The long term ambition has been to integrate INTAKE24 into the Scottish Health Survey, and a pilot survey has been completed (report scheduled for publication)

- [Field Testing of the Use of Intake24: An Online 24-Hour Dietary Recall System \(2018\)](#)
- [Field testing of the use of INTAKE24 in a sample of young people and adults living in Scotland \(2016\)](#)
- [Iterative Development of an Online Dietary Recall Tool: INTAKE24 \(2016\)](#)

Monitoring urinary sodium

As part of the National Diet and Nutrition Survey rolling programme, adults aged 19 to 64 years in Scotland took part in surveys in 2014 and 2016 to provide a 24-hour urine collection. Adults were selected to be representative of the population. The survey in Scotland ran concurrently with the survey in England.

- [National Diet and Nutrition Survey: Assessment of dietary sodium, 2016 vs. 2014. \(2016\)](#)

Monitoring children's intakes

FSS (as FSAS) published two surveys monitoring children's intakes in Scotland. The first (2006) explored sugar intakes and the second (2010) also investigated purchasing behaviours of children around the school day with an additional Food Purchasing Module (FPM).

- [The influence of deprivation and the food environment on food and drink purchased by secondary school pupils beyond the school gate \(2015\)](#)

Scottish boost of the National Diet and Nutrition Survey*

The National Diet and Nutrition Survey (NDNS) rolling programme is a continuous, cross-sectional survey. It is designed to collect detailed, quantitative information on the food consumption, nutrient intake and nutritional status of the general population aged 1.5 years and over living in private households in the UK. Data from the Scottish boost enabled a direct comparison of intakes in Scotland with the rest of the UK.

- [National Diet and Nutrition Survey Rolling programme Results from Years 1-4 combined for Scotland, 2008/09-2011/12 \(2014\)](#)

*Although publication precedes 2015, it has been included to highlight methodology for comparing dietary intakes in Scotland with the UK

Monitoring retail purchase and price promotions

FSS has published three reports monitoring retail purchase and price promotions, using data from KANTAR. We have published data up to 2018, and currently have 2019 data for analysis. Each report follows a similar structure, but may focus on different areas of interest depending on policy priorities at the time. FSS has recently commissioned detailed weekly data to explore changes in purchasing patterns throughout the high alert period of COVID-19.

- [Monitoring retail purchase and price promotions in Scotland, 2014-2018 \(2020\)](#)
- [Monitoring retail purchase and price promotions in Scotland, 2010-2016 \(2018\)](#)
- [Monitoring foods and drinks purchased into the home in Scotland, 2010-2015 \(2016\)](#)

Monitoring out of home purchasing and the out of home environment

FSS has published three reports monitoring out of home food and drink purchasing with data commissioned initially from NPD Group, and latterly using data from KANTAR.

- [Food Standards Scotland. The Out of Home Environment, 2019 \(2020\)](#)
- [The Out of Home environment in Scotland, June 2015 – June 2018 \(2019\)](#)
- [Assessment of the out of home food and drink landscape in Scotland, 2012 - 2015 \(2016\)](#)

Marketing strategies used within premises by out of home businesses

This was a bespoke project commissioned from Ipsos MORI to fill an evidence gap on the types of promotional and other marketing strategies used by OOH businesses in Scotland. The project was limited to branded OOH businesses and employed a mystery shopping methodology.

- [Marketing strategies used within premises by out of home businesses \(2018\)](#)

Availability of nutritional information for a sample of out-of-home food outlets in Scotland

This was a one-off project commissioned from Ipsos MORI to fill an evidence gap on the availability of nutrition information for foods and drinks available OOH. The project was limited to branded OOH businesses in Scotland, and collected online information only.

- [Informed decisions? Availability of nutritional information for a sample of out-of-home food outlets in Scotland \(2018\)](#)

Vitamin D

Scottish Government has overall policy responsibility for vitamin D in Scotland, with scientific support and advice provided by FSS

Analysis of vitamin D status in blood plasma samples from Scottish Health Survey in 2010 and 2011*

There is limited data available on the vitamin D status of population groups in Scotland. The Scottish Health survey rolling programme was used to obtain blood samples for vitamin D analyses. Over 1400 blood plasma samples were analysed to provide a marker of vitamin D status from adults that participated in the 2010 and 2011 Scottish Health Surveys.

- [Analysis of vitamin D status in blood plasma samples from Scottish Health Survey in 2010 and 2011 \(2013\)](#)

*Although publication precedes 2015, it has been included to highlight methodology for comparing dietary intakes in Scotland with the UK

<p>Position Statements</p> <p>The Eatwell Guide Following publication in March 2016, FSS published a position statement of support for the new Eatwell Guide highlighting the extensive, robust and independent nature of its development.</p> <ul style="list-style-type: none"> • FSS support for the Eatwell Guide (2016)
<p>Folic acid In October 2018, UK Public Health Minister announced that the government would consult on mandatory fortification of flour with folic acid to prevent foetal abnormalities.</p> <ul style="list-style-type: none"> • Food Standards Scotland statement on folic acid (2018)
<p>Evidence and expertise</p> <p>Folic acid This work was commissioned to inform the possibility of introducing mandatory fortification of wheat flour.</p> <ul style="list-style-type: none"> • Stochastic modelling to estimate the potential impact of fortification of flour with folic acid in the UK (2017) <p>Food and drink in schools: nutrition requirements review Since implementation of the Nutrition Requirements for Food and Drink in Schools (Scotland) Regulations, updated recommendations were published by SACN on energy, carbohydrates and health and iron and health. The existing standards were redeveloped to reflect these new dietary recommendations.</p> <ul style="list-style-type: none"> • Independent review by the technical working group of nutrition requirements regulations (2018) <p>Discretionary foods This paper provides an evidence base for policy actions to reduce current intakes of discretionary foods including confectionery, sweet biscuits, savoury snacks, cakes, pastries, puddings and sugar containing soft drinks.</p> <ul style="list-style-type: none"> • Briefing on discretionary foods (2018) <p>Nitrites and nitrates Nitrates and nitrites are found naturally in the food we eat. Most come from vegetables and only around 5% come from processed food. Nitrates can be converted to nitrites in the body, where, under certain conditions, they can form compounds called nitrosamines. Some nitrosamines have been found to be carcinogenic (cancer-causing).</p> <ul style="list-style-type: none"> • The facts about nitrates and nitrites in processed meats (2019)
<p>Consultation responses</p> <p>Soft drinks industry levy In March 2016, UK government announced that it would introduce a Soft Drinks Industry Levy from April 2018.</p> <ul style="list-style-type: none"> • Food Standards Scotland's response to Soft Drinks Industry Levy Consultation (2017) <p>Advertising of high fat, salt and/or sugar foods to children Following on from a commitment outlined in Chapter 2 of the Childhood obesity action plan, UK government consulted on options for restrictions on broadcast and online media in order to reduce children's exposure to HFSS advertising.</p>

- Food Standards Scotland's response to Further advertising restrictions for products high in fat, salt and sugar (2019) was not published.

Folic acid

In 2017, FSS published results from commissioned modelling exercise to inform the possibility of introducing mandatory fortification of wheat flour. In October 2018, UK Public Health Minister announced that the government would consult on mandatory fortification of flour with folic acid to prevent foetal abnormalities.

- [Food Standard Scotland's response to consultation on folic acid fortification in flour \(2019\)](#)

Proposed Right to Food (Scotland) Bill

This bill seeks to enshrine the right to food into law, placing clear duties on public authorities, with appropriate targets and measurements to ensure that the people of Scotland's right to food is being met.

- [Food Standard Scotland's response to Proposed Right to Food \(Scotland\) Bill \(2020\)](#)

Monitoring consumer attitudes

Food in Scotland Consumer Tracking Survey

This survey measures changes in Scotland's attitudes, behaviours and knowledge in relation to food over time. The survey is undertaken biannually and comprises a set of consistent questions at each wave, with modules focussing on food safety and authenticity, and diet and nutrition, running annually.

- [Food in Scotland Consumer Tracking Survey Wave 10 \(2020\)](#)
- [Food in Scotland Consumer Tracking Survey Wave 8 \(2019\)](#)
- [Food in Scotland Consumer Tracking Survey Wave 6 \(2018\)](#)
- [Food in Scotland Consumer Tracking Survey Wave 4 \(2017\)](#)
- [Food in Scotland Consumer Tracking Survey Wave 2 \(2016\)](#)
- Food in Scotland Consumer Tracking Survey Wave 1 (2015)

COVID-19 Consumer Tracker

This tracker was carried out in conjunction with FSA to track behaviour and attitudes toward food purchasing and consumption during the COVID-19 pandemic.

- [COVID-19 Consumer Tracker Wave 3 \(2020\)](#)
- [COVID-19 Consumer Tracker Wave 2 \(2020\)](#)
- [COVID-19 Consumer Tracker Wave 1 \(2020\)](#)

Qualitative Consumer Research on eating outside the home

FSS commissioned a bespoke qualitative research piece with consumers to explore views on eating outside the home to support the consultation 'Proposals to Improve the OOH environment in Scotland'. The research had a particular focus on low income consumers.

- [Qualitative Consumer Research on eating outside the home \(2019\)](#)

Attitudes to diet and health in Scotland 2015

This survey aimed to provide contextual information on consumer understanding of a healthy diet, and why it is difficult to change.

- [Attitudes to diet and health in Scotland 2015 \(2015\)](#)

Development of consumer facing resources eating advice

Eatwell Everyday

Eatwell Everyday demonstrates what a healthy diet looks like over the course of a week and provides two examples of a week's meal plan. Eatwell Everyday brings together all recommendations for a healthy

balanced diet and highlights the need to limit foods high in fats, salt and sugars in the diet, and base meals on starchy foods such as bread, rice, pasta and potatoes.

- <https://www.foodstandards.gov.scot/consumers/healthy-eating/eatwell/eatwell-everyday>

Healthy Eating Tutorial

The healthy eating tutorial is primarily aimed at those with no background in nutrition but who may give healthy eating messages to others as part of their job e.g. those working in health, education, the community, local authority, retail, catering and food manufacturing. The tutorial may also be of interest to consumers who want to learn more about healthy eating.

- <https://www.foodstandards.gov.scot/consumers/healthy-eating/nutrition/healthy-eating-tutorial>

Education resources

Curriculum for Excellence linked activities to feed into lesson plans and help deliver food safety and healthy eating messages.

- <https://www.foodstandards.gov.scot/education-resources>

Dietary Guidance

The main tool for communicating advice on a healthy balanced diet in the UK is the Eatwell Guide, however the Eatwell Guide does not encompass wider social and cultural aspects of food choice or consumption.

- [Scoping the need for dietary guidelines for Scotland to support the population on their journey towards a healthier diet \(2019\)](#)

Healthy Eating Campaigns

FSS healthy eating campaigns focussing on various areas of policy interest and aiming to raise awareness and support positive changes in consumer behaviour.

- [Say no to upsizing \(Jun 2018, rerun in Mar 2017\)](#)
- [Let's change our future \(Sept 2016, rerun in Mar 2017\)](#)