

Application and Evaluation of Social Marketing (SM) to Food Safety Education

Prof Chris Griffith and E. Redmond
Food Research and Consultancy Unit
University of Wales Institute, Cardiff

UWIC

Where to start?

Who, What and How?

UWIC

Application and Evaluation of SM to Food Safety

- Initial Planning
- Preliminary Formative Research
- Initial Intervention Development
- Evaluation of Intervention
- Assess effectiveness of Intervention
- Evaluate Process

UWIC

Application and Evaluation of SM: Initial Planning

- Analyse and review literature
- Devise meals
- Assess food handling practices
 - Record practices
 - Consistency
 - Identify Target Groups
 - Risk Confirmation

UWIC

Application and Evaluation of SM: Formative Research

Focus groups used in:

- understanding of issues
- Identification of barriers
- Identification of benefits
- perceived risks and responsibilities
- life point paths
- social norms / self efficacy

UWIC

Application and Evaluation of SM: Initial Intervention Development

Focus groups used to determine:

- preference of interest type and design
- preference for sources and formats
- construction of pilot materials

UWIC

Application and Evaluation of SM: Evaluation of Intervention

Focus groups used to :

- evaluate materials / interventions
- amend
- survey

UWIC

Application and Evaluation of SM: Evaluation of Intervention

- Audience
 - women 60-75 segmented HAPA
- Objective
 - Reduction in Cross contamination
- Determinants
 - Handwashing
 - Washing equipment
- Intervention
 - Video, 2 leaflets, 3 posters, 5 magnets, advertisement

UWIC

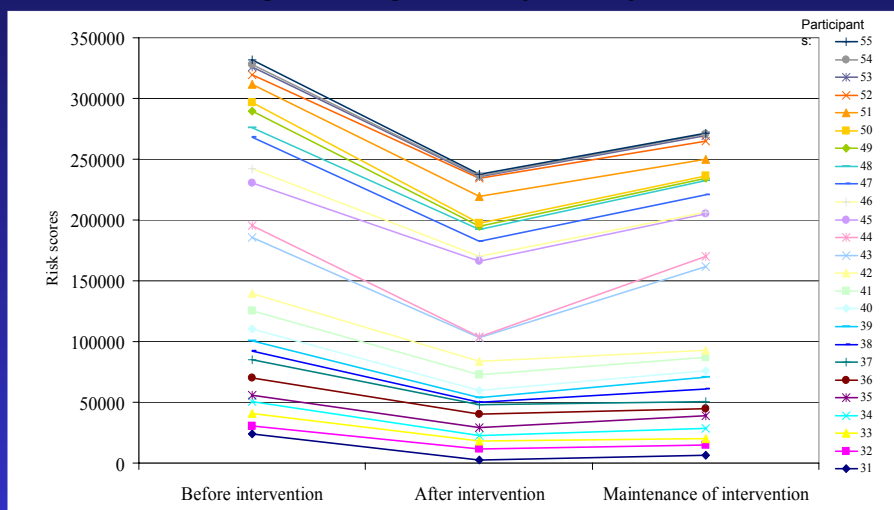
Application and Evaluation of SM: Assess Effectiveness

Focus groups used to :

- evaluate materials / interventions
- amend
- survey

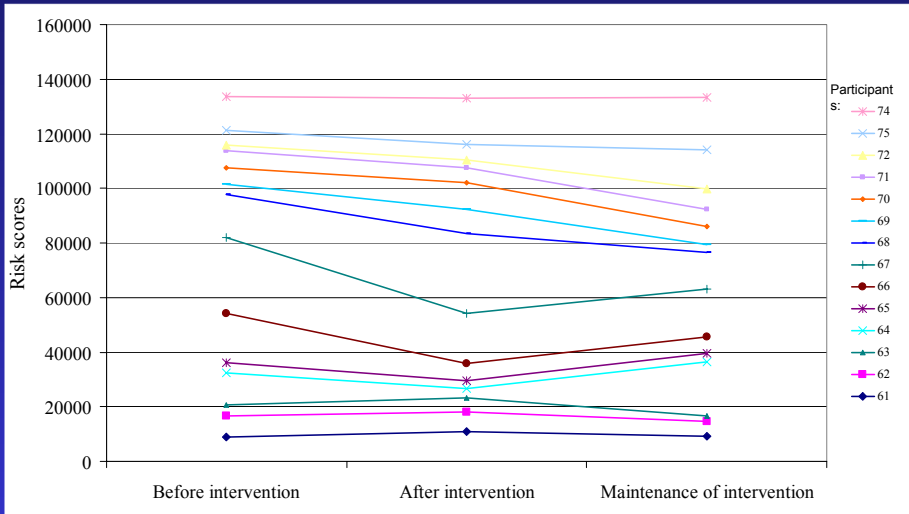
UWIC

Frequency risk scores representing all food safety behaviours for all TEST sample participants ($n=25$).



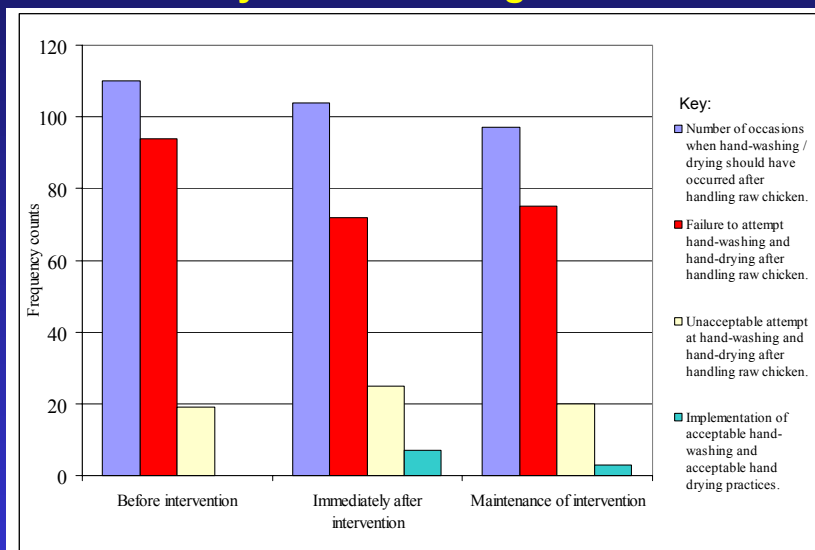
UWIC

Frequency risk scores representing all food safety behaviours for all CONTROL sample participants (n=14).



UWIC

Frequency Counts of Acceptable, Unacceptable and No Attempts at Hand Washing and Hand Drying Immediately After Handling Raw Chicken



UWIC

Application and Evaluation of Social Marketing (SM): Evaluate Process

- “One off” intervention: short term improvement
- Changed behaviour not well maintained
- Use of observation valuable: expensive and time consuming