

FOOD HYGIENE CHRISTMAS CAMPAIGN 2007: EVALUATION OF ACTIVITY

Executive Summary

1. This paper details the evaluation of all activity for the Food Hygiene Christmas campaign 2007.
2. The Board is invited to:
 - **note** the results and formal evaluation of the campaigns; and
 - **note** the success of the campaign activity

COMMUNICATIONS DIVISION

Contacts: James Brandon

Tel: 020 7276 8803 (GTN 276 8803)

Email: james.brandon@foodstandards.gsi.gov.uk

Terrence Collis

Tel: 020 7276 8880 (GTN 276 8880)

Email: terrence.collis@foodstandards.gsi.gov.uk

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Issue

1. The results, reactions and formal evaluation of the food hygiene Christmas campaign 2007.

Strategic objectives

2. The campaign falls within the strategic targets set for food safety. The Foodborne Disease strategy aims to secure further reductions in foodborne diseases.

Campaign background

3. The campaign was designed to raise public awareness of good food hygiene practices and how to reduce risk of food poisoning in the home, focussing on those most likely to cook Christmas Dinner i.e. women, aged 25 – 44, social groups B, C1, C2, D.
4. The two adverts, created and broadcast between the 19th and 25th December, were based around the theme of “recipes for disaster”, featured the celebrity chefs Gary Rhodes and Ainsley Harriot and focussed on the message of not washing your turkey so as to avoid cross contamination (Gary Rhodes) and how to ensure the turkey was cooked properly (Ainsley Harriot).
5. The advertising was accompanied by a press release/press activity which directed consumers to more information on eatwell.gov.uk and the “turkeymail” that consumers could use to ask, and get answers to, specific questions.
6. Evaluation questions were placed on the RSGB Omnibus survey prior to the advertising campaign and shortly after it finished. The survey interviews a representative (in terms of gender, age, and working status) sample of UK adults (aged 16+) of 2000.

Research summary

7. Following the campaign there was a significant decrease in the proportion of adults stating that the poultry was washed (from 79% (pre) to 60% (post)).
8. The most frequently mentioned way of knowing when your poultry is cooked was to see when the juices run clear. There was an increase at the post evaluation stage in the proportion of respondents stating this, from 53% (pre) to 62% (post).

9. The percentage of respondents who had heard or seen any advertising or publicity about the preparation and cooking of turkeys significantly increased at the post wave of research (from 14% (pre) to 30% (post)).
10. A total of 20% of respondents had heard either of the two radio adverts, of which 13% heard Gary Rhodes (not washing) and 14% heard Ainsley Harriot (cooking).
11. There was a significant difference in the proportion of the target sample who mentioned radio between the pre and post wave, when asked if they had seen any publicity. At the pre wave none of the target sample mentioned radio but at the post wave, 19% mentioned the radio.
12. Respondents indicated that the Gary Rhodes advert (not washing) was more likely to give new information with 48% disagreeing with the statement that it didn't tell them anything new, compared to 30% for the Ainsley Harriot advert (cooking).
13. A majority agreed with the statement for both adverts that "it was useful to be reminded about preparing/cooking poultry" (83% Gary Rhodes advert, 84% Ainsley Harriot advert) and a majority disagreed with the statement that it put them off cooking turkey (81% Gary Rhodes advert, 84% Ainsley Harriot advert).

Media Statistics

14. The campaign created 134 separate items/articles in the national and regional press. This included:
 - 1 television interview with Judith Hilton on GMTV
 - 26 radio interviews (15 in England, 6 in Scotland and 5 in Wales)
 - Articles in 6 national newspapers (The Mail, The Mirror, The Sun, Daily Star, The Times (magazine) and The Express)
15. The campaign created 47 million WOTS (weighted opportunities to see), that were 100% positive.
16. The reach of the coverage was greater in social class C1 and the age group 25-44.

Web Statistics

17. The Christmas campaign resulted in the highest ever traffic to eatwell.gov.uk during December.

18. There was a total of just over 150 turkeymail queries in all as a result of Christmas activity. This compares with around 50 last year.

19. At this stage, relatively soon after the campaign, it is impossible to ascertain whether there was any meaningful impact on reducing the cases of foodborne disease over the relevant period.

Board Action required

20. The Board is invited to:

- **note** the results and formal evaluation of the campaigns; and
- **note** the success of the campaign activity;