

# FSA Citizens' Forums

A model for embedding consumer engagement into policy



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# About the FSA

- FSA committed to put the health of the consumer first
- Policy development based on natural sciences and consumer insight
- Responsibility to engage with consumers on a wide spectrum of policy issues
- Developed Citizens' Forums model to enable direct deliberative dialogue with consumers



# Why deliberative?



## Subject

### Range of topic areas

- Trace DNA
- Regulation of meat industry
- Food Hygiene Ratings Scheme
- Animal feed
- Campylobacter / E.coli
- Nano-technology in food

**Technical and scientific  
Not top of mind**



## Consumers

Won't happen to me

Not that bad

Don't want to think about it



## Context

Food scares can be controversial

There can be a lot of noise surrounding the debate

**Daily Mail** 20p  
 NEWS DAY FEBRUARY 13, 2013  
 NEWSPAPER OF THE YEAR 40p

**2 DAY DIE**  
 EVERYONE'S talking about it! And the recipes will make your mouth water

UK abattoir at centre of crisis  
**NOW IT'S BRITISH HORSE MEAT IN BURGERS**

**1** The essential daily briefing  
 Lung not is world No.1  
 Police hit West Yorkshire slaughterhouse

**FREE** Family Christmas cards  
**FREE** Ladybird 500 POKS  
**FREE** Ladybird 500 POKS  
**FREE** Ladybird 500 POKS

**British abattoir raided over horse meat scandal**

**HORSE 'IN SCHOOL DINNERS'**  
 Govt order tests over meat fears

**FIND US KNEW OF HORSE LASAGNE 12 DAYS AGO**  
 But bosses kept meals on the shelves for a week

**Police hit West Yorkshire slaughterhouse**

**MEAT from British horse factories discovered in takeaway burgers and kebabs**

**Royal fury over bikini pictures**

**THE TIM**  
**Mr & Mrs Carter**

**Horsemeat scandal: raid on factories in Britain**

**Horse meat 'passed off as beef' by UK firms**

**Queen Elizabeth II**

**Pistorius goes free**

**1D death threats**

**Queen Elizabeth II**

**Yummy!**



**DAILY STAR** RiRi's naked romps with Mossy  
**FREE OSCARS MUSIC CD**  
**FREE** MUSIC FROM THE OSCARS  
**£9.99**

**DAILY Mirror** The shark  
**GIANT THRILLER**  
**PLUS** Whisperer!

**QUEEN EATS HORSE**  
**Dodgy meat served at Royal Ascot**

**HORSE MEAT IS FOUND IN TESCO BURGERS**  
 Supermarkets clear shelves • Inquiry at supply plants

**Yummy!**

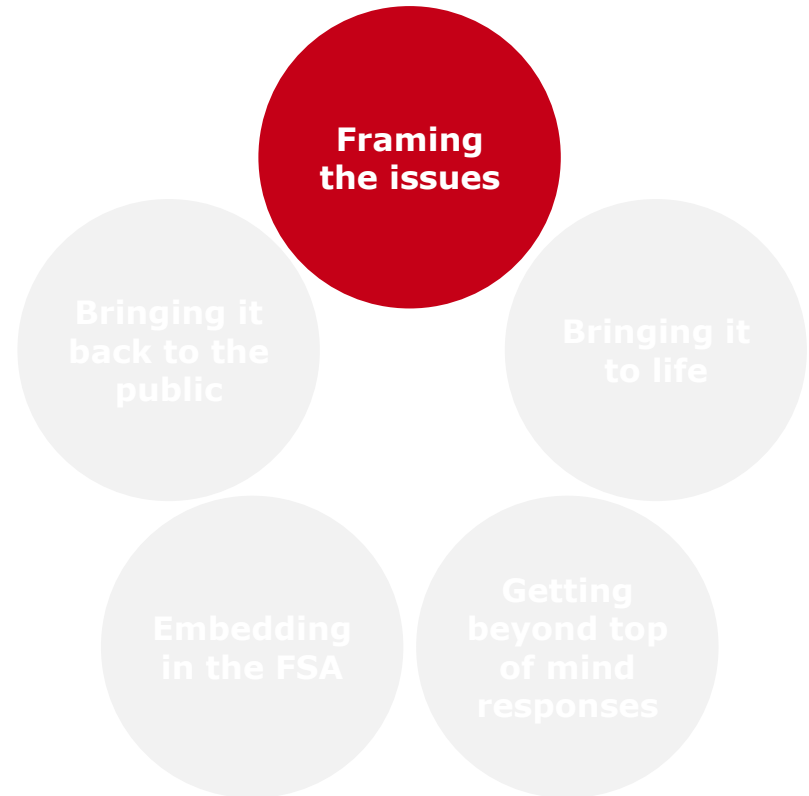
# The Citizens' Forums approach

- Multi-wave workshops or events
- Flexible design
- Focus on diverse policy issues
- Cycle used as checklist



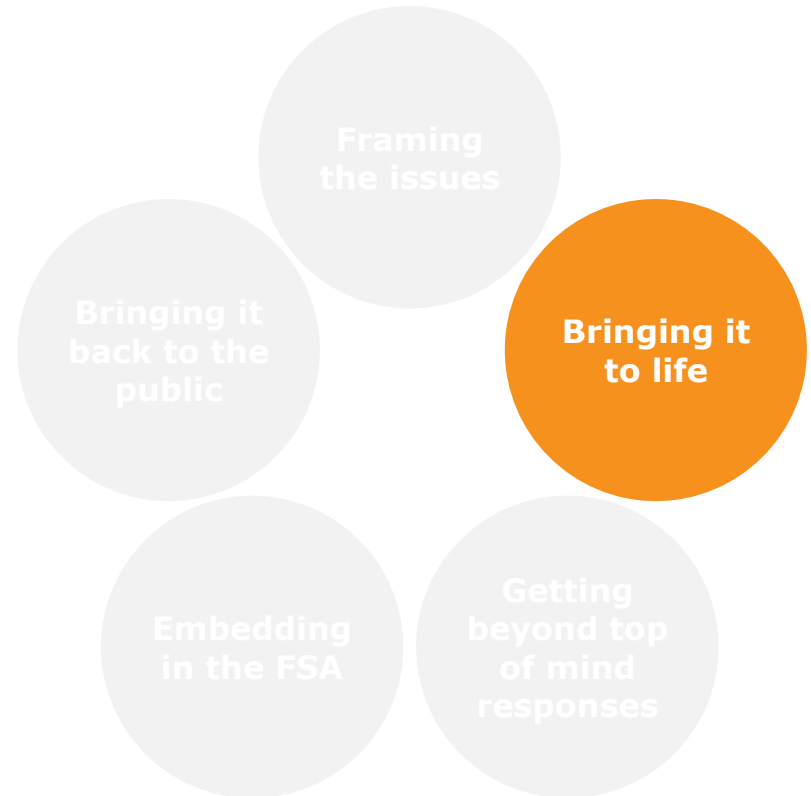
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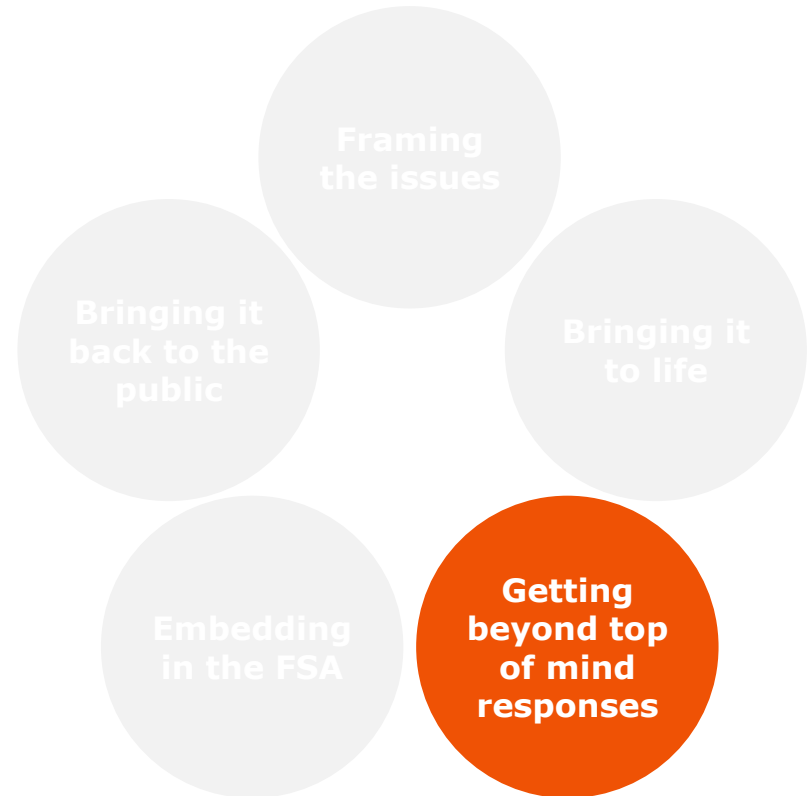
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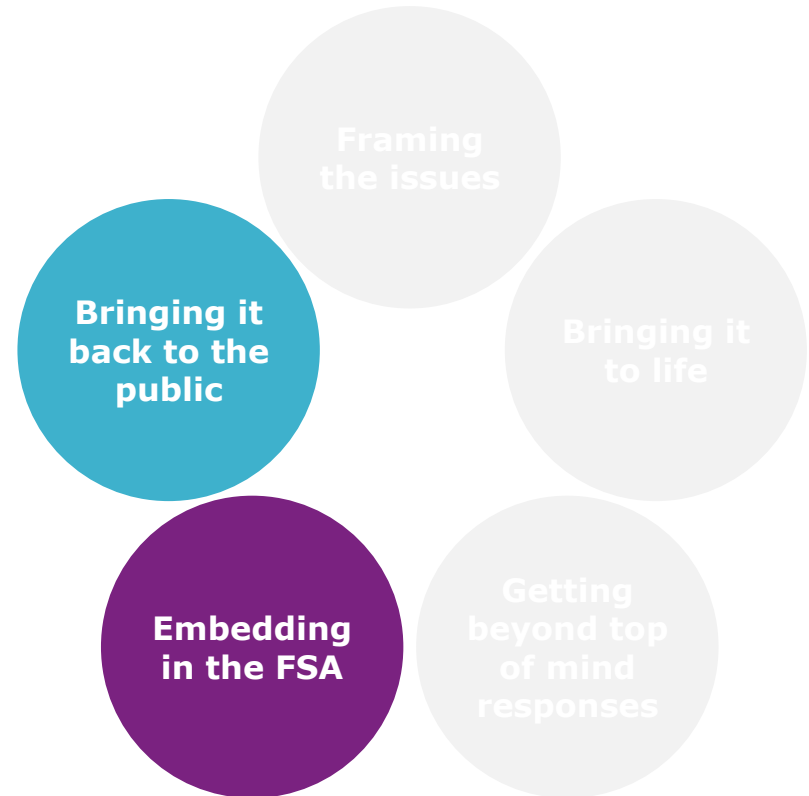
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# Why the forums work



## Citizens' Forums

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- Collaborative working relationship
- Don't re-invent the wheel
- Established a model that could work for other regulators



## FSA

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- Efficiency
- Insight
- Regulators' reference group

Thank you

Questions?