

**Fuse QRM**

**30<sup>th</sup> April 2015**

**Gateshead Council Chambers**

**More than enough on our plates: tackling the takeaway food diet at source**

9:15am	<p><b>Registration/Arrival</b></p> <p><b>Icebreaker discussion</b> What's bad and what's good about takeaways?</p>
10:00am	<p><b>Chair's introduction</b> Speaker: <b>Ashley Adamson</b> (Director of Fuse)</p>
10:10am	<p><b>Speaker session 1, 8-10 minutes each</b></p> <ul style="list-style-type: none"> <li>• Speaker 1 <b>Michelle Estrade</b> (Scottish Collaboration for Public Health Research and Policy); <i>'The Food Business Operator's perspective'</i></li> <li>• Speaker 2 <b>Louise Muhammad</b> (Kirklees Council); <i>'How to engage with Food Business Operators'</i></li> <li>• Speaker 3 <b>Jamie Sadler</b> (Food Nation, Social Enterprise, Newcastle upon Tyne); <i>'Influence through competition'</i></li> </ul>
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12:40pm	<p><b>Panel Q&amp;A</b></p>
1:00pm	<p><b>Chair's closing remarks</b></p>

# Too Healthy to Sell?

Views of fast food vendors in  
lower-income Scottish  
neighbourhoods

# Supporting Healthy Choices

A framework for voluntary action

*“An invitation to the food industry to work in partnership  
with Government in Scotland”*



# Themes

- Pride in what is sold
- Question of responsibility
- Customer demand
- Profit margin
- Neighbourhood context

# Pride

It's homemade soup...  
it's good stuff

*Traditional fish and chip  
shop. We sell all the  
traditional fare*

*Fresh. Everything is fresh. It's not like you  
make something, and [sell it] the next  
day.... no. Make everything fresh and  
nice, from scratch*

# The problem isn't here

*...they've proven a fish & chips is healthier than, well it's got less calories and stuff in it than your kebabs or your pizzas.*

*...well actually this kebab shop is more healthy than chippie shops. Fried things... they cook it in full fat oil and everything, and this is unhealthy, you know? We cook mostly pizzas and kebabs and grill, and it's very healthy...*

# Whose responsibility is it?

*Is it not [enough] just reducing their portion sizes when they're home? You know, to try and cut out? I mean, when they come out and buy something, they're not wanting a reduced burger or a smaller amount of chips... And if they do then they're going to want to pay less. They might buy two.*

# Customer demand

*...the people who are health conscious, they only think about that. The people who are not, they don't bother you even with 100 different options, they're gonna pick the Coke out of it. ...so this is not actually the question, what is available, what is not available. It depends on your own thinking. It doesn't matter how many choices you give the person. If somebody wants something, they come here to buy that thing.*



# Profit Margin: Healthy choices out of reach

*I don't allow my kids to have fizzy juice, so I dinnae really like having it. I'd like to buy fresh juice, but it's the prices. It's so expensive, and you wouldn't make any money. With the price you would have to charge, they wouldnae want to buy it. It's all about price... a case of Coke for seven pound, you would never buy juice for that price, no way.*

# Neighbourhood context

*If you're sitting on Princes Street, posh people walking in, they see this [HLA] sticker in the window, yes, they pick like that. Yes, it does matter. Because their... perception, you know, they want to see those sort of things. But the area we live in, they just walk in, give you money and pick up the [food]. They don't care what you display.*

# Conclusions

- Without clear evidence of potential economic benefit, voluntary guidelines might not be implemented by independent vendors in low-income areas
- Substantial financial support, technical support & encouragement needed
- Interventions must also target consumer behaviour

# Key Question

Intervention  widening inequality gap?



# How to 'Engage' with Fast Food Business Operators



## Kirklees Take-Away Masterclass



Louise Muhammad-Kirklees FINE Project  
Coordinator  
30<sup>th</sup> April 2015

# Benefits of being located within Environmental Health



Environmental Health Officers have a mandate to go into **every** registered food business in Kirklees and inspect for food hygiene compliance...including take-away's

**(372 eligible)**

# Two types of Engagement



1. Getting them out to the event

2. Keeping them interested in what you have to say



# Masterclass Content

## Eatwell Plate

The 5 Food Groups



## Healthy Frying Techniques

The seven considerations





# Some Photo's...



# The Process

6 week timetable



# Outcomes & Evaluation





Kirklees FINE Project  
Kirklees Environmental Health,  
Food, Safety and Wellbeing Team  
Flint Street  
Fartown  
Huddersfield  
HD1 6LG

Email: [fine.project@kirklees.gov.uk](mailto:fine.project@kirklees.gov.uk)

Telephone: 01484 416883

# Takeaway Restaurants

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What could Social Enterprise do to deliver policy action and influence policy formation?

JAMIE SADLER



# A new type of takeaway restaurant

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## MSc Food Policy





Food Nation  
is a  
Social Enterprise



# Our Plan

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- Exciting, healthy food, local ingredients
- Successful, economically viable takeaway model
- Reinvest profits





# Research Findings

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No real leadership or ‘bold’ policies  
at a national level





**LORD  
MAYOR**

**+**

**KFC**



## *‘Choice Editing’*

Planning permission for nutritional compliance?



# Research Findings

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Very little to encourage a new breed of entrepreneurs in the takeaway sector



# With Thanks

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...to Martin Caraher at City University for all his help and support.

**Jamie Sadler,**  
**Managing Director**

[jamie@foodnation.org](mailto:jamie@foodnation.org)

[www.foodnation.org](http://www.foodnation.org)



# Food Environments and Planning

## Afternoon workshop session

**Michael Chang, Project and Policy Manager, Town and Country Planning Association (TCPA)**

[www.tcpa.org.uk/pages/health.html](http://www.tcpa.org.uk/pages/health.html)

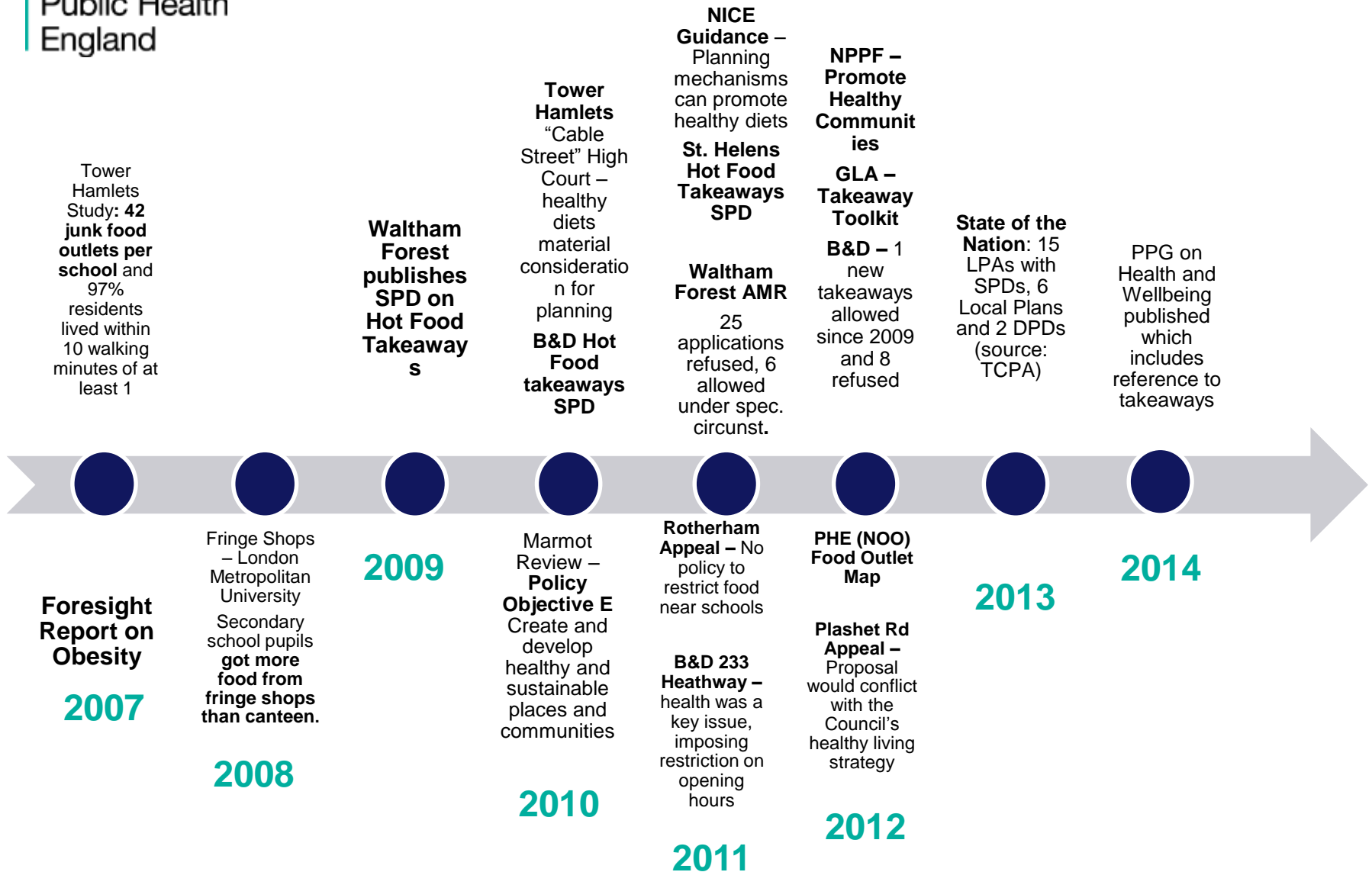
**@CulturePlanning**

twitter 





# Good things take time?



# Planning healthy weight environments

## Dec 2014 (Phase 3)



Public Health  
England

### planning healthy-weight environments –

a TCPA reuniting health with planning project



Andrew Ross and Michael Chang

- Parliamentary launch Dec 2014
- Set out a coherent set of elements to consider in developments to ensure a healthy weight environment
- Focus on development management issues
- **7 collaborative workshops** to inform findings, and identify issues in practice and examples of approaches





## A Movement and Access

- Clearly signposted and direct walking and cycling networks
- Safe and accessible networks and public realm for all
- Well-designed buildings with passive surveillance
- Walking prioritised over motor vehicles, and vehicle speed managed
- Area-wide walking and cycling infrastructure provided
- Use and monitoring of travel plans

## B Open spaces, play and recreation

- Planned network of multi-functional green and blue spaces to achieve multiple benefits
- Easy to get to natural green open spaces of different sizes from dwellings
- Safe and easy to get to play spaces for all with passive surveillance
- Sports and leisure facilities designed and maintained for everyone to use

## C Food

- Development maintains or enhances existing opportunities for food growing
- Development avoids over-concentration of hot food takeaways (A5 use) and restricts proximity to schools or other facilities aimed at children and young people
- Shops/food markets sell a diverse offer of food choices and are easy to get to by bike, walking or public transport

## D Neighbourhood spaces

- Community and healthcare facilities provided early as a part of new development
- Services and facilities co-located within buildings where feasible
- Public spaces are attractive, easy to get to and designed for a variety of uses

## E Buildings

- Dwellings have adequate internal spaces for bike storage, dining and kitchen facilities
- Development includes adequate private or semi-private outdoor space per dwelling
- Car parking spaces are minimised across the development
- Development includes a travel plan that promotes sustainable transport

## F Local economy

- Development enhances vitality of local centre through providing more diverse retail and food offer
- Centres and places of employment are easy to get to by public transport, and on walking and cycling networks
- Facilities provided for people who are walking and cycling to local centres and high streets such as benches, toilets and secure bike storage

# The Food Environment and Planning

## C Food

### Food retail

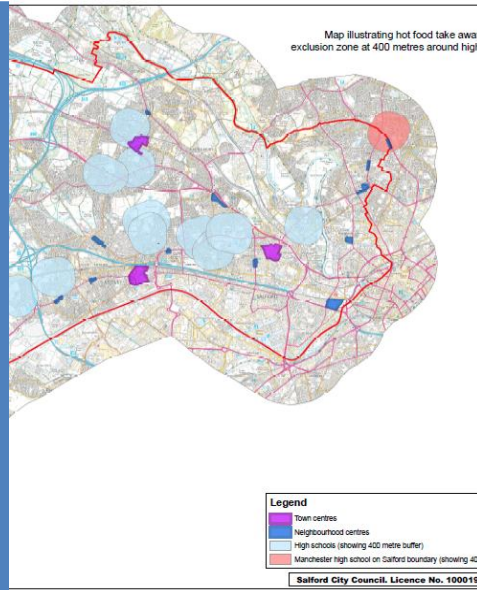
- Development avoids overconcentration of hot-food takeaways (A5 uses) in existing town centres or high streets, and restricts their proximity to schools or other facilities for children and young people and families.
- Shops/markets that sell a diverse offer of food choices are easy to get to by walking, cycling or public transport.
- Leisure centres, workplaces, schools and hospitals with catering facilities have a healthier food offer for staff, students, and/or customers.
- Opportunities for supporting innovative approaches to healthy eating through temporary changes of use have been explored.

### Food growing

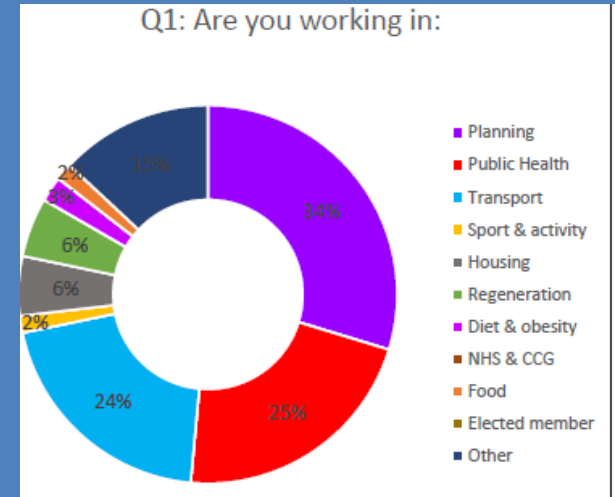
- Development maintains or enhances existing opportunities for food-growing, and prevents the loss of food-growing spaces.
- Opportunities are provided for households to own or have access to space to grow food – for example roof or communal gardens, or allotments.

# SWOT – your actions

## Strengths



## Weaknesses



## Opportunities



## Threats



**Michael Chang, TCPA**

Michael.Chang@tcpa.org.uk

www.tcpa.org.uk


[www.tcpa.org.uk/pages/health.html](http://www.tcpa.org.uk/pages/health.html)

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**tcpa**



# Gateshead Councils Hot Food Takeaway Supplementary Planning Document

Neil Wilkinson Spatial Planning and  
the Environment

# Gateshead is Obese

- 61.9% of people in Gateshead are overweight or obese (Active People Survey, 2012).
- Nearly one quarter (23%) of 10 and 11 year olds in Gateshead are obese, above the national average (19%), and the proportion has risen over the past five years.

## Hot food Takeaway is unhealthy

- The Gateshead Independent Takeaway Study  
Analysis of Nutrient Data, 2013



## **The 2007 UK government Foresight report ‘Tackling obesity: future choices’**

There is evidence that the consumption of hot food take-away foods and fast-foods are determinants of excess weight gain.



## **Planning**

The link between planning and health has been set out in the National Planning Policy Framework and is integrated in our emerging Local Plan.

One of the ways in which planning can have the greatest impact on health, and in particular obesity levels, is the restriction of new hot food takeaways.

# Local Plan Policy CS 14 Wellbeing and Health (adopted March 2015)

The wellbeing and health of communities will be maintained and improved by:

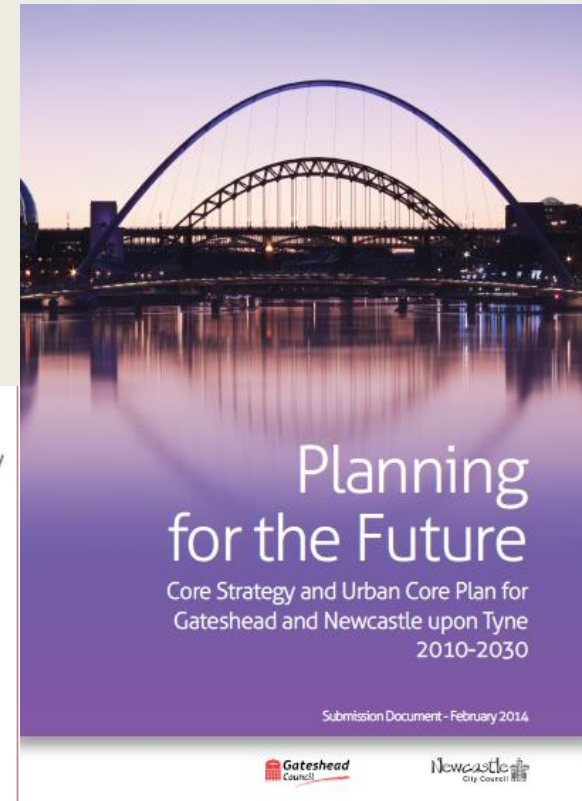
....

3. Controlling the location of, and access to, unhealthy eating outlets.

#### CS14 Wellbeing and Health

The wellbeing and health of communities will be maintained and improved by:

1. Requiring development to contribute to creating an age friendly, healthy and equitable living environment through:
  - i. Creating an inclusive built and natural environment,
  - ii. Promoting and facilitating active and healthy lifestyles,
  - iii. Preventing negative impacts on residential amenity and wider public safety from noise, ground instability, ground and water contamination, vibration and air quality,
  - iv. Providing good access for all to health and social care facilities, and
  - v. Promoting access for all to green spaces, sports facilities, play and recreation opportunities.
2. Promoting allotments and gardens for exercise, recreation and for healthy locally produced food.
3. Controlling the location of, and access to, unhealthy eating outlets.





# Hot Food Takeaway Supplementary Planning document

**Will be material consideration in the determination of planning applications, but not policy itself – you need to hang off CS14**

**It is intended to clarify existing policies rather than duplicate other planning documents.**

**To be adopted June.**

**Gateshead is one of the first Councils to take this approach to Takeaways, other SPDs normally look at more traditional planning criteria such as amenity, whereas Gateshead's SPD tackles health head on.**



# What does the SPD say?

## Controls location

- Where young people congregate –within a 400m radius of entry points to schools, youth centres, leisure centres and parks
- Obese wards - where there is more than 10% of the year 6 pupils classified as obese (all wards in Gateshead currently)
- Over proliferation where the number of approved A5 establishments, within the ward, equals or exceeds the UK national average, per 1000 population (UK - 0.86 per 1000)
- Over concentration – no more than two in a row on a length of frontage and a gap of at least two none takeaway uses. Also less than 5% total frontage use (or no more than 1 if there are fewer than 20 units)

# Other guidance in the SPD

Residential amenity

Hours of opening

Extraction of odours and noise abatement

Anti-social behaviour

Disposal of waste products

Litter

Transport

Health Impact Assessment



# Limitations



- This SPD applies only to A5 hot Food Takeaway, not fast food outlets (restaurants) or outlets that sell pasties etc (bakers/shops).
- Doesn't impact on existing premises, so the perception of change will be minimal
- Delivery technology for example phone apps makes access to takeaway easier even when its restricted in you immediate area.



# Lessons learned

- Evidence base – lack of evidence about takeaways and the links with obesity
- Perceptions and definitions of unhealthy are changeable – there are arguments for ‘healthy’ hot food takeaway
- Other uses that are not takeaways are harder to control
- Not the end of the story – what will happen in the future if takeaways are then perceived preferable to empty units in shopping centres?





# What attributes make an intervention successful?

Dr Amelia Lake  
Durham University

PROTOCOL

Open Access

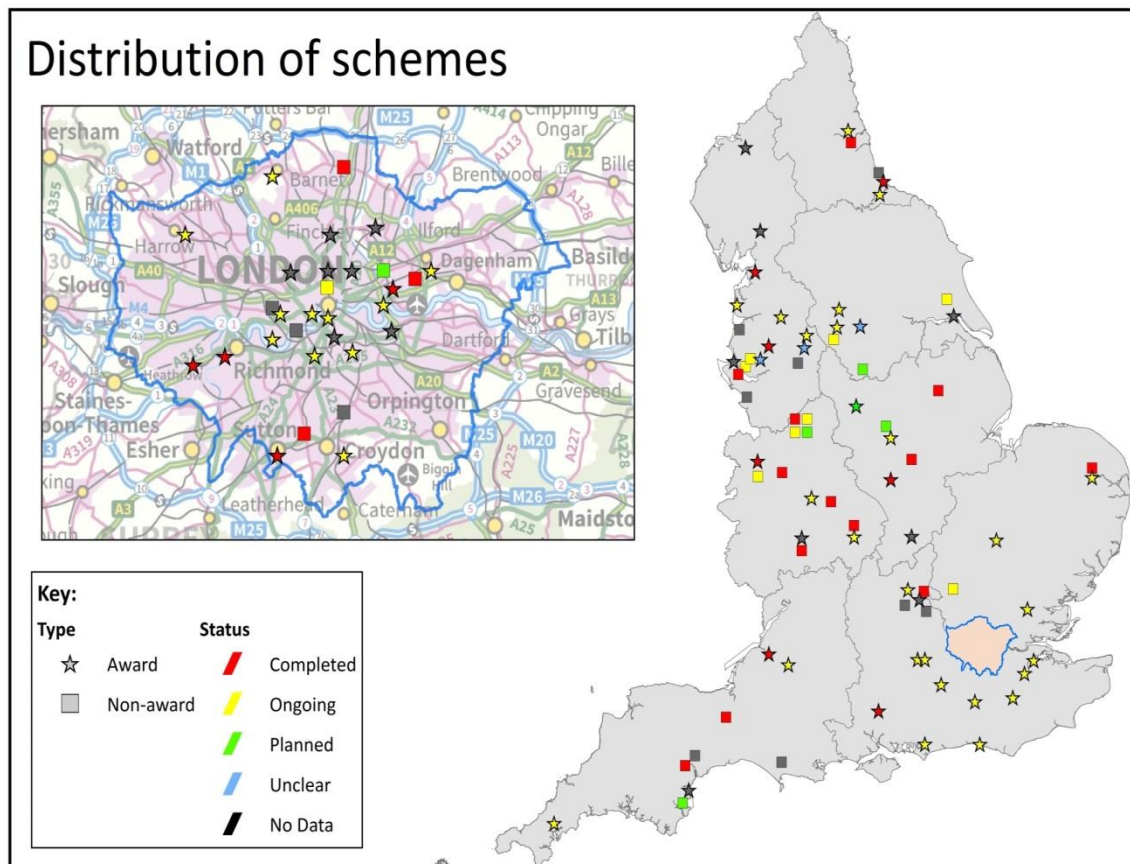
# The effectiveness of interventions targeting specific out-of-home food outlets: protocol for a systematic review

Frances C Hillier-Brown<sup>1,2\*</sup>, Helen J Moore<sup>1,2</sup>, Amelia A Lake<sup>1,2</sup>, Ashley J Adamson<sup>1,3</sup>, Martin White<sup>1,3</sup>, Jean Adams<sup>1,3</sup>, Vera Araujo-Soares<sup>1,3</sup>, Charles Abraham<sup>4</sup> and Carolyn D Summerbell<sup>1,2</sup>

## Abstract

**Background:** Eating out of the home has been associated with higher intakes of energy and fat and lower micronutrient intakes, as well as the development of obesity. Out-of-home food outlets (OHFOs) and the foods obtained from these outlets are an ideal target for interventions to improve diet and tackle obesity. This systematic review will explore the evidence for the effectiveness of promoting healthy behaviour through interventions that modify food practices in specific OHFOs.

# Systematic assessment of completed and presently implemented or planned OHFO interventions in England





# Semi-structured interviews with OHFO stakeholders



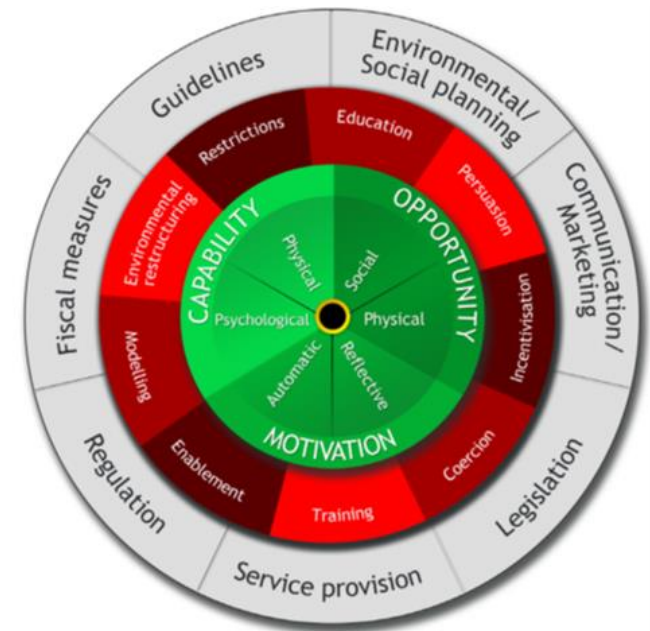
# Systematic review results

- No strong evidence to suggest that calorie or nutritional labelling affected calories or foods purchased overall
- However; evidence suggests effective in;
  - Specific OHFOs, e.g. coffee shops
  - Customers that *notice* and *use* labelling (1/3 customers)
  - Women

# Systematic review results

- The evidence from ‘multicomponent multilevel health promotion interventions’ suggests that intervention **higher up the intervention ‘ladder’** and those interventions with **the greatest number of intervention functions** are more likely to be effective.

Eliminate choice
Restrict choice
Guide choice by disincentives
Guide choice by incentives
Guide choice by changing the default policy
Enable choice
Provide information
Do nothing



# Systematic assessment results

- Developing a **good working relationship** with the businesses is important but requires a **heavy time commitment**.
- Businesses are **anxious about changing** anything relating to the **taste of food**, such as changing the amount of salt they use in cooking.
- There was a **lack of awareness by customers** of some interventions
- OHFOs **preferred** interventions where the **customer was not aware** of any of the changes.
- Changes positively received included equipment or methods to **reduce cost**, and using **cheaper** but healthier ingredients.



# Stakeholder interviews results

Information provision is not enough

Simple, clear, step-by-step instruction...dealing with one item at a time

Need empathy with how business works

Build on the positive things OHFOs are doing

Businesses require fiscal benefits

Practical engagement (e.g. tasting sessions), marketing and brand recognition important

Preference for interventions that do not affect the customer's experience

# Evaluation



- Even in the published literature, study designs were often weak
- 68% of projects in England had some degree of completed or planned evaluation
- Majority (78%) of evaluations were retrospective feedback
- Quantitative data included nutritional sampling, sales data, assessment of healthier practices and stock usage

# Checklist for planning interventions

Characteristics	Restrict, guide or enable choice
	A preference, where possible, for covert interventions
Target person or population	Intervention tailored/targeted to the specific type of OHFO
Intervention deliverer	Passionate, motivated and engaging
	Time and commitment (throughout intervention)
	Jurisdiction to gain access to the food business operator
	Empathy with how business works
Resources	Cost saving, or cost neutral intervention(s)
	Practical engagement with FBOs, marketing and brand recognition
Evaluation	Can be simple but be consistent
	Before and after measures

# Intervention characteristics

<b>Covert</b>	<b>Overt</b>
<b>Single target</b>	<b>Multi-component</b>
<b>Light touch</b>	<b>Intensive</b>



# Issue of the Food Business Operator

- Incredibly difficult to deal with, therefore how to circumnavigate?
  - Upstream, influence through competition: responsive to customer demands
  - Downstream, influence through supplier

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# School for Public Health Research

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**fuse**



**Gateshead  
Council**

Fuse Quarterly Research Meeting

## *More than enough on our plates: tackling the takeaway food diet at source*

**Date:** Thursday 30 April 2015

**Venue:** Gateshead Council chambers

### **Why hold this meeting?**

The purpose of the event was to bring together those with an interest in, or desire to, improve the healthiness of takeaways and out-of-home food outlets within their local authority.

### **Objectives**

- Share ideas
- Identify methods of best practice
- Classify intervention development techniques
- Provide an opportunity for a range of professionals to network

### **Transforming the 'foodscape'**

The QRM was delivered in association with a School for Public Health (SPHR) funded research project; this project is being led by Newcastle and Durham Universities and, with Prof. Ashley Adamson as principal researcher. The project aims to increase the evidence base for effective public health practice, with a focus on population level interventions to promote a healthier diet.

<http://sphr.nihr.ac.uk/wp-content/uploads/2014/12/OK-19.11.14-SPHR-FUS-PH1-FOS-summary.pdf>

## Attendees

The QRM was developed to appeal to planners, environmental health officers, health improvement officials and public health leads from local authorities, as well as researchers and academics. The event received interest from outside these areas, with attendees also including campaigners, third sector workers and Ward Councillors.

## Programme

9:15am	<b>Registration/Arrival</b>  <b>Icebreaker discussion</b> What's bad and what's good about takeaways?
10:00am	<b>Chair's introduction</b> Speaker: <b>Ashley Adamson</b> (Director of Fuse)
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12:40pm	<b>Panel Q&amp;A</b>
1:00pm	<b>Chair's closing remarks</b>

## Speakers

**Ashley Adamson**, is a Professor of Public Health Nutrition at Newcastle University and the Director of Fuse. Ashley has over 25 years' experience working in the health field and is the deputy director of the Human Nutrition Research Centre at Newcastle University, where she has worked since 1995. She also heads the Public Health Improvement research theme in the University's Institute of Health and Society.

<http://www.ncl.ac.uk/ihs/people/profile/ashley.adamson>

**Michelle Estrade**, is a Research Associate at the Scottish Collaboration for Public Health Research & Policy (SCPHRP), based in Edinburgh. Michelle is from the US state of Michigan where she trained as a dietitian and completed a master's degree in public health nutrition. She joined the SCPHRP in 2013 and has been commissioned to carry out a range of projects around the subject of community nutrition and recently published a qualitative study in an open access journal of food vendors' attitudes towards healthier menus in low-income neighbourhoods in Scotland.

<http://www.scphrp.ac.uk/about/people/michelle-estrade/>

**Louie Muhammad**, is the Food and Well-being Coordinator who leads the Food Initiative and Nutrition Education (FINE) Project within Kirklees Council. Her team runs a variety of outreach programmes to engage with the community and food business operators to improve the healthiness of the available food. She is passionate about health improvement and particularly motivated to increase the health of families with young children, women of child bearing age, vulnerable adults and black and minority ethnic groups.

<https://www.kirklees.gov.uk/you-kmc/partners/publicHealth/fineProject.aspx>

**Jamie Sadler**, is the Managing Director of Food Nation, a social enterprise that provides innovative food and nutrition services to schools, businesses and communities across the North-East of England. He is constantly contemplating and generating ideas to inspire people, young and old, about good food and health.

<http://www.foodnation.org/contact-us>

**Michael Chang**, is a Project and Policy Manager working at the Town and Country Planning Association (TCPA). Michael's responsibilities include policy development and research reporting to various bodies such as; government policy consultations and select committee inquiries. He leads on the Association's health and planning work and recently completed; the Reuniting Planning and Health for Belfast Healthy Cities report and the Planning Healthy Weight Environments publication with Public Health England.

<http://www.tcpa.org.uk/pages/tcpa-staff.html>

**Neil Wilkinson**, is the Spatial Development and Environment Manager at Gateshead Council and has led on the development of their Hot Food Takeaway Supplementary Planning Document.

<http://www.gateshead.gov.uk/Building%20and%20Development/PlanningpolicyandLDF/Home.aspx>

**Amelia Lake**, is a Lecturer in Knowledge Exchange in Public Health at Durham University and a Fuse research lead, with a particular interest in the relationship between health and place. Amelia trained as a dietitian and public health nutritionist and has worked extensively in the field of obesogenic environments, i.e. the role that environmental factors may play in determining both nutrition and physical activity.

<https://www.dur.ac.uk/school.health/staffmembers/staffprofile/?username=kfbv67>

## QRM planning team

The organising committee was made up of researchers and academics from both Newcastle and Durham Universities, in collaboration with partners at Gateshead and Redcar & Cleveland Borough Councils.

- **Peter Wright**, Environmental Health and Trading Standards Manager, Gateshead Council
- **Scott Lloyd**, Health Improvement Commissioning Lead, Redcar & Cleveland Borough Council
- **Frances Hillier-Brown**, Research Associate, Durham University
- **Louis Goffe**, Research Associate, Newcastle University

## Speaker presentations

A pdf file of each speaker's presentation can be found on the Fuse website, including Michael Chang's afternoon supplementary planning session.

## Resources

Please feel free to follow up with either of the organisers, Louis and Frances, if there are further issues you would like to discuss either relating to the event or wider issues around the takeaway food environment.

- [louis.goffe@newcastle.ac.uk](mailto:louis.goffe@newcastle.ac.uk)
- [frances.hillier@durham.ac.uk](mailto:frances.hillier@durham.ac.uk)

## Other material of interest:

- Susan Bagwell, Cities Institute, London Metropolitan University, [‘Encouraging Healthier Takeaways in Low-income Communities: Tools to support those working to encourage healthier catering amongst fast food takeaways’](#), 2014
- [MenuCal](#), Food Safety, Authority of Ireland, ‘Online tool developed for food businesses that wish to calculate calories for their menu’
- Intervention development template
- Intervention ideas
- Michelle Estrade et al., [‘A qualitative study of independent fast food vendors near secondary schools in disadvantaged Scottish neighbourhoods’](#), 2014

## Social media:

- To catch-up with the all the event discussion on Twitter please use or search for the hashtag [#FuseQRM](#)
- Two guest posts were written for the [Fuse open science blog](#) in the lead up to this Quarterly Research Meeting:
  - [‘A blether with Scotland’s fast food vendors’](#) by Michelle Estrade, Scottish Collaboration for Public Health Research and Policy (SCPHRP)
  - [‘Whipping town planners into shape’](#) by Michael Chang, Town & Country Planning Association.