Reporting an allergic reaction to food

Discovery

Show and Tell
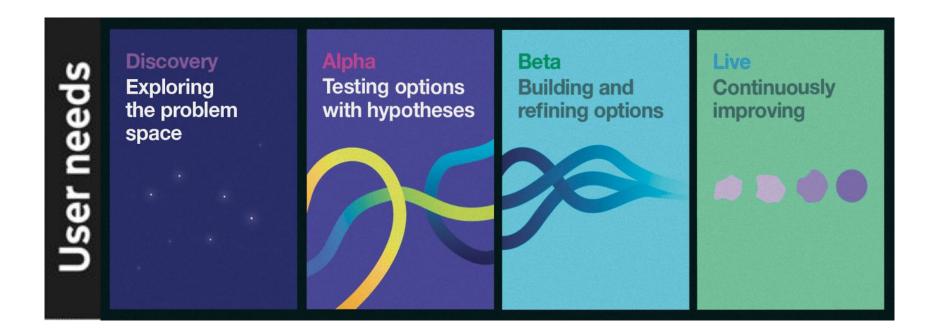
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Show and Tell

- Show you what we have done this week

- Tell you what we are doing next week

- Invite regular feedback and challenge

Our Show and Tells are **every Wednesday at 1300.**

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Discovery - wider context

Why are we here?

A number of **problems** have been acknowledged relating to the reporting of food allergies in the UK, including:

- Allergic reactions to food are currently under reported

- It is difficult to report allergic reactions

- There is no uniform method of reporting allergic incidents - reporting methods vary widely.

Collectively, these problems are potentially creating **avoidable risk** to allergic consumers.

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Discovery foundations

Phase One

Is there a **user need** for a reporting service?

Are the **existing reporting 'services'** meeting the user need?

Phase Two

How can a reporting solution meet user needs and provide the FSA with the information they need?

Week One	Two	Three	Four	Five

✖ First set of business requirements drafted (workshop)

✖ Meet with Industry Exchange Group (bonus research)

✖ Present to business sponsor

✖ Final show/tell

Establish data rules

Discoverability considerations

Draft service design principles, including usability

Relationship with existing FSA services - RAFP, IRU

Establish how solution would work with LAs

What would a potential solution look like, including consideration of original x4 options
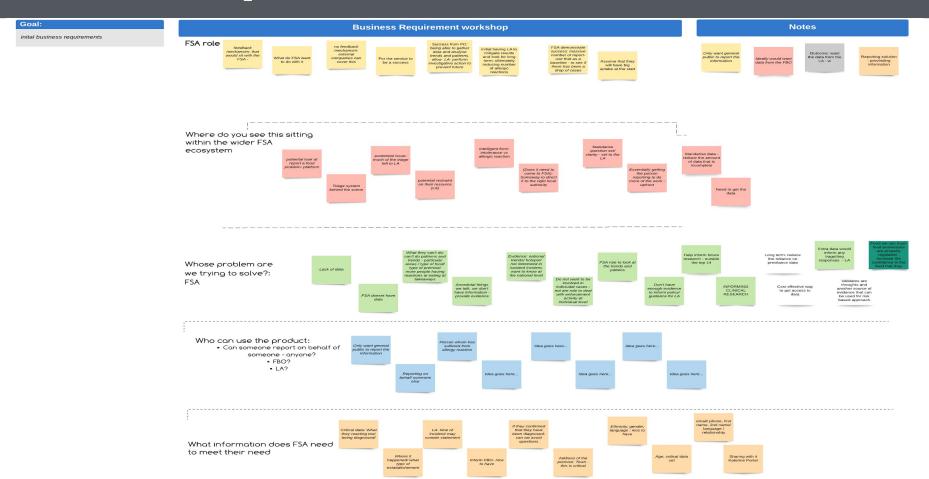
Impact assess potential solutions

Further explore informal ideas

Draft final report, inc, alpha considerations

Weekly ceremonies and additional client inputs and review points

What have we done this week?

Business requirements

Goal:

inital business requirements

Business Requirement workshop

Notes

FSA role

- feedback mechanism: that would sit with the FSA -
- What do FSA want to do with it
- no feedback mechanism: external companies can cover this
- For the service to be a success
- Success from PO: being able to gather data and analyse trends and patterns. allow LA- perform investigative action to prevent future
- initial having LA to mitigate results and look for long term: ultimately reducing number of allergic reactions
- FSA demonstrate success: massive number of report-use that as a baseline - to see if there has been a drop of cases
- Assume that they will have big uptake at the start

Notes:
- Only want general public to report the information
- Ideally would want data from the FBO
- Outcome: want the data from the LA - w
- Reporting solution - provinding information

Where do you see this sitting within the wider FSA ecosystem

- potenial look at report a food problem- platform
- Triage system behind the scene
- potential issue: much of the triage left to LA
- potential restraint on their resource (LA)
- Intelligent form: intolerance vs allergic reaction
- (Does it need to come to FSA): Someway to direct it to the right local authority
- Standarise question set/ clarity - set to the LA
- Essentially getting the person reporting to do more of the work - upfront
- Standarise data - reduce the amount of data that is incomplete
- Need to get the data

Whose problem are we trying to solve?: FSA

- Lack of data
- FSA doesnt have data
- What they can't do: can't do patterns and trends - particular areas / type of food/ type of premise/ more people having reactions at eating at takeaways
- Ancedotal things we talk, we don't have information - provide evidence
- Evidence: national trends/ hotspot/ not interested in isolated incident, want to know at the national level
- Do not want to be involved in indiviudal cases - not are role to deal with enforcement activity at individual level
- FSA role to look at the trends and pattens
- Don't have enough evidence to inform policy/ gurdance for LA
- Help inform future research - outside the top 14
- iNFORMING CLINICAL RESEARCH
- Long term: reduce the reliance on previlance data
- Cost effective way to get access to data.
- Extra data would inform any trageting responses - LA
- Validates are thoughts and another source of evidence that can be used for risk based approach
- Food we can trust- food businesses are properly regulated - increase the confidence in the food that they

Who can use the product:
- Can someone report on behalf of someone - anyone?
  - FBO?
  - LA?

- Only want general public to report the information
- Reporting on behalf someone else
- Person whom has suffered from allergy reaction
- Idea goes here...
- Idea goes here...
- Idea goes here...
- Idea goes here...
- Idea goes here...

What information does FSA need to meet their need

- Critical data: What they reacting too/ being diagnosed/
- Where it happened/ what type of estaballishment
- LA: time of incident/ may contain statement
- Inform FBO- nice to have
- If they confirmed that they have been diagnosed: can we avoid questions
- Address of the premise: Town - this is critical
- Ethnicity, gender, language : nice to have
- Age, critical data set
- email/ phone, first name, 2nd name/ language / relationship
- Sharing with it Katerine Porter

Discoverability considerations

How will users be made aware of the reporting service?

Campaigning

Organic discovery

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Organic discovery

Schema markup is additional code that is added to a web page to help search engines understand what the page is all about.

It will allow your page to be represented in search results using 'rich results' which help with click-through-rates and contribute additional boost to your search engine ranking

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‘Report an allergic reaction'

‘Options after failing GSCEs’

Google options after failing GCSE

🔍 All   📰 News   🖼 Images   ▶ Videos   🏷 Shopping   ⋮ More   Settings   Tools

About 2,190,000 results (0.45 seconds)

You can enrol to resit your **GCSEs** at a local school or college. This means you'll have a timetable and attend classes **with** other **GCSE** students. **For** Maths and English, resitting is compulsory if you haven't achieved a pass (grade 4). You'll need to continue studying these subjects until you either pass or turn 18. 4 Jun 2019

theconversation.com

www.icslearn.co.uk › blog › posts › june › what-to-do-if-you-failed-yo...

What to Do If You Failed Your GCSEs 2019 | GCSE Results ...

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What GCSEs do you have to retake if you fail?   ⌄

Can I retake my GCSEs?   ⌄

Do you have to retake English language GCSE?   ⌄

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Feedback

'How to dispose of cooking oil'

Google how to dispose of cooking oil

Q All   Shopping   Images   News   Videos   More   Settings   Tools

About 5,060,000 results (0.55 seconds)

Steps
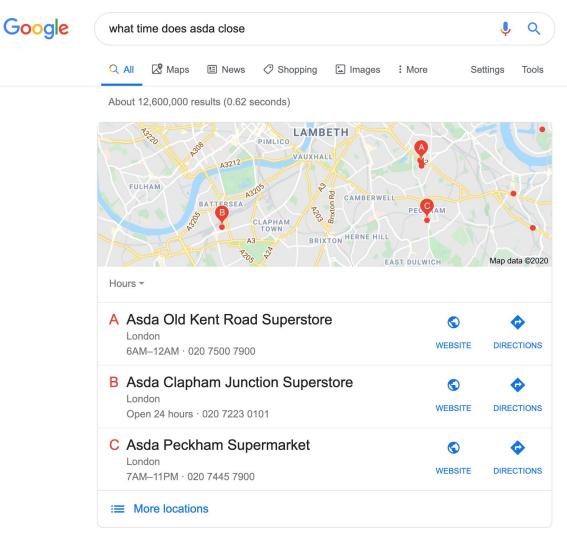
1. Cool the **cooking oil** before you handle it. ...
2. Choose a non-breakable container with a resealable lid. ...
3. Toss the container of used **oil** in the trash. ...
4. Freeze and scoop the **oil** into the trash. ...
5. Pour the cooled **oil** into a plastic trash bag. ...
6. Do not pour the **oil** down your sink. ...
7. Keep **cooking oil** out of your compost.

www.thespruceeats.com

www.wikihow.com › ... › Care and Use of Cooking Equipment

3 Ways to Dispose of Cooking Oil - wikiHow

About Featured Snippets   Feedback

'What time does Asda close'

Usability considerations

Expectation setting

Trust and security

Engagement / value proposition

Copy

Discoverability

How to do it

Interface / usability

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Industry Exchange Group session

- Incidents of allergic food reporting is their biggest growth
- Recognise that it is a very complex area - intolerance versus allergy
- All have their own individual reporting mechanism in place
- Felt FSA should be at the forefront of educating consumers and increasing awareness

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Next week

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Next week

- Testing data requirements to wider stakeholders
- Start creating an epic user story
- Widen out the discoverability considerations to FSA ODD
- Start with impact assessment work
- Look at the options for the 'non-reporting' data collections routes

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Thank you