



RE-MAP Study

Replacing Meat with
Alternative Protein Sources



Public Involvement

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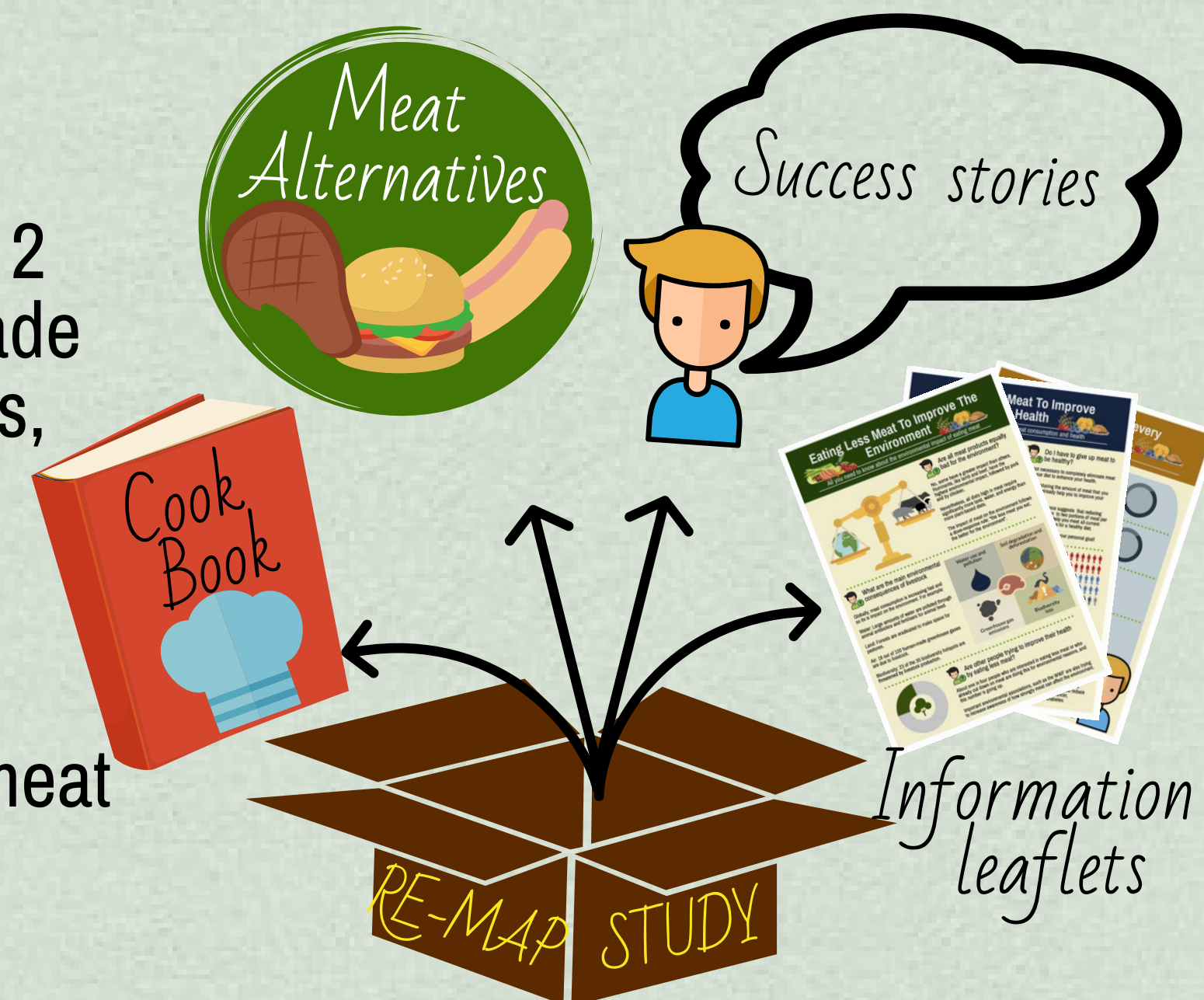
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NUFFIELD DEPARTMENT OF
PRIMARY CARE
HEALTH SCIENCES
Medical Sciences Division

The RE-MAP intervention

Excessive meat consumption can increase the risk of coronary heart disease, type 2 diabetes, and some cancers. Additionally, livestock accounts for 18% of human-made greenhouse gas emissions, degrades vast regions of land, pollutes water resources, and negatively affects the natural biodiversity. We developed a behavioural intervention to help people eat less meat by providing:

- Free meat alternatives for one month
- Information leaflets about the health and environmental benefits of eating less meat
- Two cookbooks containing meat-free or meat-reduced recipes
- Success stories of people who consciously reduced their meat consumption



The public involvement session

Nine adult volunteers participated to a focus group and helped us improve the Re-MAP intervention. The advisory panel provided feedback about each of the four intervention components:

- What meat alternatives should we offer as part of the intervention?
- How can we design the information leaflets to be engaging and easy to understand?
- Were the success stories inspiring?
- What cookbooks should be given as part of the intervention?

What we learned about meat substitutes

The PPI panel sampled different meat alternatives and was asked to vote: was it **YUMMY**, **JUST OKAY**, or **NOT GOOD**? Overall the panel was satisfied with the products but they encouraged us to:

- use a wide range of meat alternatives to ensure participants will not grow bored of the products.
- include also vegetable-based meat alternatives, like patties made of pulses.
- refer to the products as 'meat alternatives' rather than 'meat substitutes'.



What we learned about the leaflets

The panel thought the leaflets were visually attractive, interesting, and motivating. To further improve our information leaflets, the PPI panel encouraged us to:

- Simplify some graphs summarising the health benefits of eating less meat
- Emphasise the positive consequences of eating less meat
- Outline more clearly how a healthy and balanced diet looks like
- Rephrase the text to be snappier and less academic
- Use easier terms when describing health conditions: such as 'bowel cancer' instead of 'colorectal cancer'

What we learned about the cookbooks

We brought some vegetarian and low-meat cookbooks to the PPI session and we asked the panel to understand which one they preferred.

The PPI panel did not have a strong opinion for any of the presented options. As such we decided to include the cookbook with the lowest cost aiming to maximise the cost-effectiveness of the intervention.



Success stories

Prior to the focus group we asked people from the general public, including some volunteers who attended the PPI focus group, to tell us how they managed to successfully reduce their meat consumption. We wrote up their stories in short vignettes, that will be delivered as part of the Re-MAP intervention. The members of the PPI panel were asked to become the 'faces' of these success stories.

We had a photo-shoot session in which participants were asked to hold the logo of the Re-MAP study. Their pictures are now included in the success story vignettes of the Re-MAP intervention.

After reading the vignettes, the PPI panel advised us to include one vignette of a person who reduced meat consumption for reasons related to ethics and animal welfare, rather than only including stories of people driven by health and environmental motivations.

The wider Re-MAP study

The PPI panel also helped us making important decisions for the procedural aspects of the study. In particular they helped us to:

- determine an appropriate compensation for prospective study participants
- determine how to compensate participants in the control condition, who will not receive the benefits of the intervention
- define where and how to advertise the trial
- review the questionnaires we planned to use to make the questions become more understandable and relevant for people's every day life.



A team effort...

The PPI session was developed and implemented as a team effort. Susan Jebb and Paul Aveyard provided invaluable insights for the development of the programme. Lynne Maddocks was key in advertising this session and helped liaising with the participants throughout the recruitment phase. Claudia Dorsel and Fabio Digiacoimo helped with the implementation of the session by engaging the members of the panel, taking notes to capture the most important issues raised during the different activities, and by taking pictures for the dissemination of this work. Green Templeton College kindly hosted this public involvement session.

Kindly funded by:



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Funded by

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