



Exploring red and red processed meat consumption amongst young men in Scotland

Research by SOS UK and Hubbub on behalf of the Scottish Government

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**Students Organising
for Sustainability
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Contents

	Page
Summary	3
About the research	5
Student focus groups: Exploring attitudes and behaviours	9
Co-creation: Deepening understanding and designing interventions	16
Intervention recommendations and next steps	27
Appendix	34

This project was commissioned and funded by the Scottish Government and delivered by Hubbub and SOS UK.

The report is independent: it is not Scottish Government policy and may not reflect Scottish Government policy positions.

About Hubbub

At Hubbub, we’re making sustainability second nature by proving what works on the ground. We run real-world projects that show environmental action can be positive, practical and rewarding. Then we share that evidence with business and government, to give them the confidence to make bolder choices. We like to think of it as doing the messy trial-and-error, so decision-makers are free to remove the roadblocks to progress. We’re testing ideas on the ground, working out what shifts behaviour, and handing over the blueprint for change. People care about the environment. But they don’t – or can’t – always act on it. We fix that.

About SOS UK

We’re transforming education so people protect the climate and nature. Our education system helped cause the climate and nature crisis, but now we’re making it the solution. Our education system helped cause the climate and nature crisis, but now we’re making it the solution. By empowering students and educators to build a better world, we can transform the lives of generations to come. As educators, environmentalists, and activists, we use our expertise to get things done – from changing curriculums across the world, to making sure all school children have access to nature. We mentor. We advise. We campaign. We empower students to lead.





Summary



1. Summary

This report presents findings from student-facing research that combined online focus groups and a co-creation workshop to understand more about consumption of red and red processed meat amongst young men in Scottish higher education and to develop intervention routes to changing consumption behaviours on campuses across Scotland.

Online focus groups

Two online text-based focus groups were delivered with 16 participants – all young men (18-24 years) studying in Scottish universities, and consumers of red / red processed meat. Key findings include:

- Choices are driven most by convenience, affordability, and what feels filling/ like ‘proper food’, with social media shaping food inspiration. Participants shared an awareness of health implications of red/red processed meat consumption, but this didn’t automatically translate into changed behaviour.
- Red meat is widely seen as high-value protein and recovery fuel, while plant-based options are often perceived as less filling, riskier on taste, and sometimes poorer value. Nutrition information is also described as contradictory and hard to trust.
- Participants show openness to change when there are viable alternatives, especially when changes don’t feel forced and when alternatives are appealing, satisfying, framed around abundance and easy to access in everyday routines.

Co-creation workshop

A half-day co-creation workshop with 12 male students aged 18–24, designed to deepen understanding of key consumption behaviours and collaboratively develop intervention ideas grounded in students’ lived experience.

Two behaviours emerged as particularly suitable for intervention within university settings from the focus group stage, and these formed the focus of the co-creation workshop:

- 1.Choosing red or red processed meat as ‘grab-and-go’ food on campus, driven by price, availability, speed and portability.
- 2.Choosing red meat to support fitness and performance, driven by beliefs about protein, recovery and strength, and reinforced by social and digital influences.

The ISM (Individual, Social, Material) behaviour change framework was used as a guiding structure for the workshop.

Intervention recommendations

Following the ISM framework, a range of intervention elements were identified that can be summarised as:

- Redesigning food environments so that non-meat options are as visible, convenient and affordable as meat equivalents.
- Reframing plant-based and alternative proteins as performance-compatible foods, not as sacrifices or substitutes.
- Using credible peer voices, such as and trusted messengers rather than top-down institutional messaging. Address misinformation directly with clear, evidence-based guidance that cuts through conflicting online narratives.
- Building practical capability and confidence to support quick, affordable, high-protein meat-free eating.

This report identifies a series of options that incorporate the elements described above into three packages, ranging from a small-scale pilot to a large-scale programme.



2

About the research



About the research

Context

Scotland's ambitious climate change legislation sets a target date for net zero emissions of all greenhouse gases by 2045. Engaging the public and encouraging people to move towards low carbon living is fundamental to achieving this. According to the UK's Climate Change Committee, [Scotland needs a 20% shift away from all meat and dairy by 2035](#). The [Committee](#) also makes a specific recommendation (at a UK level) to reduce red meat consumption by 40% by 2050, reflecting the higher levels of methane produced by ruminant livestock. The message is clear: meeting our climate targets will require a significant shift in how much meat and dairy we eat.

But meat isn't just a climate issue, it's also a health issue. The [Scottish Dietary Goals](#) (SDGs), which describe the diet that will improve the health of people in Scotland, recommend that adults eat no more than 70g of red and red processed meat per day, while also ensuring that those who already consume the most do not increase their intake. High consumers of red and red processed meat are at a higher risk of developing colorectal cancer and Type 2 Diabetes, as well as other health implications, and around a quarter of Scotland's population consumes more than the recommended amount. Food Standards Scotland advise that efforts should focus on these 'over consumers' of red and red processed meat, instead of applying an 'across the board' reduction.

Equally important is the source of the meat that is eaten. Hubbub and SOS UK are members of the Eating Better Alliance, which advocates for a food system defined by 'less and better' meat and dairy consumption. Similarly the Scottish Government's [Vision for Agriculture](#) highlights the benefits of high quality, nutritious food that is locally and sustainably produced. This means not only reducing overall consumption but also ensuring that the meat on Scottish students' plates is responsibly sourced and ideally from Scotland.

While UK meat consumption overall is gradually decreasing, this trend is reversing among younger men. Hubbub's [High Steaks report](#) explains that men aged 16–24 are twice as likely to report increasing their meat intake year-on-year compared to older men, and nearly three times more likely than the general population. Over 40% of young men eat meat daily, and a similar proportion are unwilling to reduce their intake. The [Scottish Health Survey](#) (2024) found that amongst Scottish men aged 16–24, 35% are exceeding the recommended SDG intake of red and red processed meat (including 20% exceeding 90g per day). Similarly, 28% of Scottish women in the same age group exceed the recommended intake, making them the highest-consuming groups relative to the SDG target among women surveyed. [SOS UK](#) uncovered similar behaviours and views to Hubbub's study in student-focused research with 42% of male students saying they eat meat daily, and 38% saying they wouldn't be willing to change their consumption habits.

We know that meat consumption is underpinned by a complex set of drivers ([see appendix, page 38](#) for references):

- **Cultural narratives:** Traditional ideas of masculinity are often linked to meat consumption, with many young men seeing meat as essential to identity, strength, and status. Eating plant-based food can be stigmatised as feminine or weak, which creates a significant barrier to adopting more sustainable diets.
- **Peer and social influence:** Hubbub polling found that 17% of young men report feeling uncomfortable eating plant-forward food in front of friends and family, compared to just 10% of the general population.
- **Misinformation:** Social media and fitness influencers often promote meat-heavy, "alpha" diets, reinforcing extreme views on protein intake. This misinformation, often algorithmically targeted to young men, can make it harder for students to see plant-forward eating as both viable and beneficial.
- **Educational messaging:** Courses such as sports science may inadvertently reinforce high-protein, meat-heavy dietary norms.
- **Perceptions of cost and nutrition:** Students often perceive plant-forward diets as more expensive and less nutritious, equating 'healthy' with 'meat-rich.' The focus tends to be on meat alternatives rather than accessible staples like beans and lentils.

Meanwhile, women are often overrepresented in studies exploring climate and diet, leaving a gap in our understanding of how best to engage young men. Understanding these dynamics is crucial to developing effective interventions that are:

- Shame-free and playful
- Co-designed with students
- Culturally appropriate
- Framed around health, fitness, convenience, and affordability
- Grounded in real insight, not assumptions

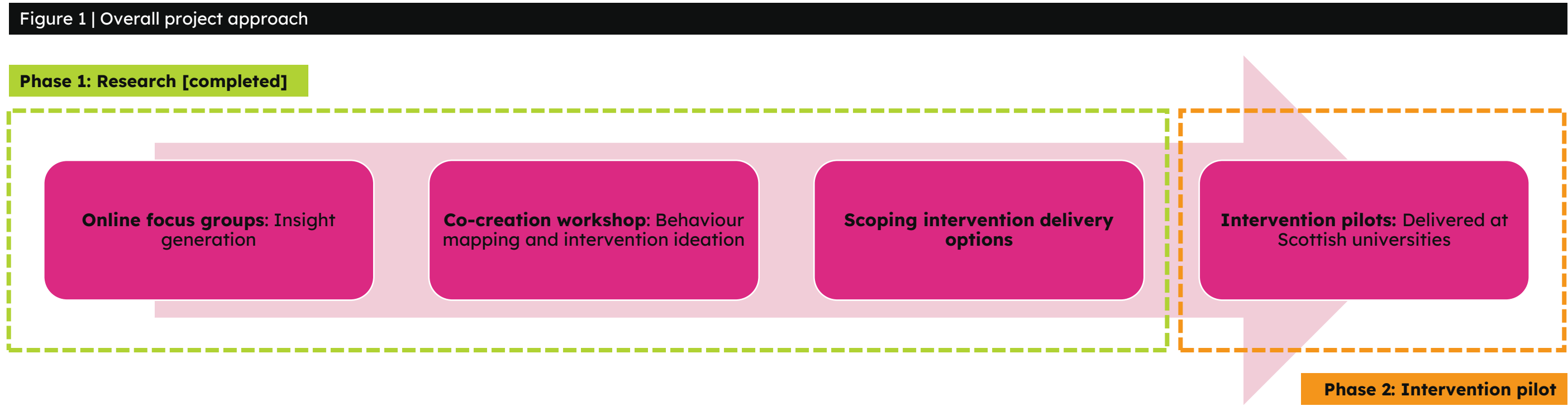


In this context, the Scottish Government sought to better understand the experiences of male students aged 18–24 in higher education in Scotland, with the aim of informing interventions to reduce their consumption of red and processed meat and support progress towards national climate and dietary goals.

To fulfil this brief, Hubbub and SOS UK devised the following two-stage research and development process:

- 1. Online focus groups, to generate greater insight into the specific attitudes, beliefs, values and behaviours linked to red / red processed meat consumption amongst young (aged 16-24) male students, currently studying in higher education in Scotland.
- 2. A co-creation workshop, using insights generated in stage 1 focus groups, to explore specific red / red processed meat consumption behaviours and generate ideas for interventions that will result in reduced consumption.

Figure 1 outlines the elements of the current research, and highlights the intended next steps for the work - the delivery of intervention pilots within universities across Scotland



3

Student focus groups: Exploring attitudes and behaviours



3. Student focus groups: Exploring attitudes and behaviours

The first phase in the research was the completion of two online focus groups to generate in-depth understanding of red and red processed meat consumption amongst the target audience of higher education students identifying as men, aged 16-24.

3.1 Recruitment and participation

A screener survey was developed to select participants based on characteristics essential to the focus group, alongside wider demographic data and availability. The essential screening factors were:

- **Consumption of red and red processed meat:** ‘less than once a week’ or more
- **Gender:** man
- **Education level:** higher education (including ‘BA/ BSc/BEd/ Foundation Degree / HNC / HND / other equivalent Level 4 qualification’, ‘MA /MRes/ MSc/ MEd / MPhil / MBA/ PGCE / other postgraduate qualification’ and ‘PhD /D.Phil/ professional doctorate other doctoral degree’)
- **Age:** 16-24 years
- **Region/nation studying in:** Scotland

Additional screening factors were considered to ensure a diverse range of backgrounds and identities were represented in the research; however, these characteristics did not determine eligibility for participation. These included ethnicity, disability, and socioeconomic status.

The focus groups were advertised through the National Union of Students’ database of students, and via SOS UK’s existing contacts at Scottish universities and students’ unions, and the Environmental Association of Universities and Colleges Scotland. It was also shared on social media via SOS UK’s accounts (e.g. LinkedIn) and paid-for Instagram ads. The opportunity was also shared by Young Scot, Scotland’s national youth information platform.

The online focus groups were text-based, where participants share their opinions by typing responses to questions by the facilitator and/or other participants. Respondents were also asked to respond to visual prompts to indicate their views. This methodology does not require participants to use a camera or microphone and so is particularly suitable for topics of a sensitive nature, or where there may be social desirability bias as social pressure is minimised through the creation of a ‘safe’ / anonymous space.

The two groups had a total of 16 participants, all who identified as men who study in higher education and currently live in Scotland. The table below outlines their reported consumption of red / red processed meat. Please see the [appendix](#) for full details of participants’ demographics.

Characteristic	Details
Red / red processed meat consumption	1 participant - less than once a week 1 participants - 1-2 days a week 6 participants - 3-4 days a week 3 participants - 5-6 days a week 5 participants - every day

3.2 Question themes

The 90-minute text-based focus groups covered the following question areas:

- Current eating habits and the role of red / red processed meat
- Beliefs, feelings and red / red processed meat
- Cutting back on red / red processed meat

The full topic guide can be found in the [appendix](#). The remainder of this section presents the key topics uncovered in discussions with participations under each of these themes.



3.3 Findings: Current eating habits and the role of red and red processed meat

Throughout the groups, participants offer insight into their current eating habits and the role of red and red processed meat. Their reflections on what guides their eating habits can be grouped into the following themes:

- Convenience and affordability
- Social media
- Health concerns
- Perceived essentialism of red meat

It is important to note that the above themes should be understood as interweaving. For example, participants shared that social media informed their health concerns regarding red and red processed meat.

Convenience and affordability				
Participants shared that their current eating habits are guided by convenience and affordability, including on campus. These factors guide choices in general, as well as for food containing red and red processed meat. This means that popular options include ‘grab-and-go’ meals (e.g. ‘meal deals such as a sandwich, chips and a drink’), which often include red and red processed meat.				
“Meal deals such as sandwich, crisps and a drink are my most regular meals. It’s very easy to have in a university setting when cooking is not possible.”	“One thing I eat regularly is a chicken wrap...it’s probably my go-to meal during the week. It’s quick, filling and pretty affordable With my schedule, I don’t always have time to cook something proper, so it’s just convenient.”	“Something I eat regularly is tuna pasta with sweetcorn and cheese. It’s usually quite a cheap meal and saves a lot of time if I’m busy.”	“There is more access to it [red and red processed meat on campus], although I don’t always eat on campus.”	“Processed meat is the easiest to get on campus.”

Social media				
All participants described social media as shaping their current eating habits in some way, with examples of how including discovering recipes and understanding what an ‘ideal’ diet looks like. Social media sources, such as influencers and online nutritional content (e.g. online recipes) are trusted to inform day to day food decision-making and also wider dietary aspirations. One participant mentioned an awareness of sensationalist ‘headlines’ in relation to nutritional guidance, whilst others highlighted the difficulty of critically assessing or verifying the content they encounter online.				
“[Information, ideas or inspiration used to understand what an ‘ideal diet’ should look like includes...] Information from social media... nutritionists, food content creators, fitness influencers’	“The [recipes on social media] have a huge effect on what I eat... I rely on recipes that I come across on TikTok. If I see a cool recipe online, I’m very likely to try it out myself and see what it tastes like.”	“As for online influence, I love trying out recipes I find on Instagram or people’s websites. The internet shapes what I have for dinner quite consistently.”	“I mostly take inspiration from online nutrition guides, social media creators, and general health advice.”	“Most of the food content I see online is from influencers, I think. It’s always hard to audit what content you see on social media.”

According to [Hubbub’s High Steaks report](#), there is concern about misleading nutritional information linked to red and red processed meat. For example, online influencers may exaggerate the importance of meat to meet protein requirements.



3.3 Current eating habits and the role of red and red processed meat [contd]

Health concerns			
Health concerns, including those around red and red processed meat, inform participants’ eating habits. Furthermore, participants understanding of health is informed by varying factors including family and social media.			
“Mainly through my parents and hearing them talk about what they’ve found healthiest throughout their lives including in their own culture, other than that, social media is mainly what I use to educate myself on what’s considered healthiest”	“I try not to eat fast food or takeaways or microwaveable meals as much as I can because ultra-processed foods are less likely to be healthy, especially when you don’t know about the quality of ingredients.”	“I’d say there are a few things I try to avoid or at least not eat too often. Processed meat is one of them, like sausages, bacon, or things like that. I still eat them occasionally, but not regularly. I think mostly because you hear a lot about health risks linked to processed meat, so I’m a bit more conscious about that now compared to before.”	‘[I] try to avoid eating too much fatty products, I try to keep a healthy balance ’
Hubbub’s Protein Pressures research found that to encourage many men to reduce their meat consumption, personal reasons such as health should be focussed on.		Linked to health, the Scottish Health Survey found that fruit and vegetable consumption was lowest for those aged 16-24.	

Perceived essentialism of red meat				
Red meat was understood as ‘essential’ to participants’ current eating habits, particularly for certain meals (e.g. ‘Sunday lunch’). It was often framed as part of ritual or tradition and would be ‘wrong’ to absent from.				
“Sunday lunch feels ‘right’ with meat... without it, it would feel less special.”	“If red meat is not in a meal, the meal is not complete.”	“Sunday lunch to me is a traditional chicken or beef dinner. Without the meat would just seem wrong and un-nutritious as I don’t like meat substitutions.”	“I gain a lot of enjoyment from red meat and so any celebration meal wouldn’t feel correct without it.”	“When it’s a celebration dinner you want to enjoy yourself as much as possible, which for me means having meat usually.”



3.4 Beliefs and red and red processed meat

Participants also shared their beliefs related to red and red processed meat. Their beliefs can be grouped into the following themes:

- Red meat provides nutritional value, particularly protein
- Red meat is ‘natural’
- Masculinity is not linked to meat consumption

Red meat provides greatest nutritional value, particularly protein				
Some participants believed that red meat provides greater nutrients, in particular protein. Some linked it to being essential for gym performance and training. Others acknowledged that there were other foods linked to high nutritional value and protein (e.g. “there are plenty of other options like chicken, fish, beans or plant-based protein”), but that these were not as convenient.				
“I normally have a lot of red meat for high protein intake as I do sports, so for me on a nutritional need, I need copious amount of natural protein.”	“I have incorporated meat into my diet as a way to gain protein. It’s a natural source of protein for me when I eat red meat.”	“I don’t like the idea of them [meat alternatives], prefer real meat for my source of protein.”	“I think it’s [red or red processed meat] essential for either lunch or dinner to get enough protein. As a former vegetarian of 8 years, I think it takes work to get a healthy amount of protein solely based on non-meat foods.”	“There are plenty of other options like chicken, fish, eggs, beans or plant-based protein that can do the same job. To me red meat is convenient and familiar, but it’s not essential for hitting protein targets.”



SOS UK’s student-focussed research found that a quarter of respondents (**27%**) report that their concerns about not getting enough protein stop them from buying and/or eating less meat and dairy.

Red meat is ‘natural’			
Red meat was often framed by participants as a ‘natural’ source of protein, in comparison to processed meat and also to meat alternatives. This characteristic was seen as important and better than the alternative ‘unnatural’ protein sources.			
“I saw red meat as an ideal diet because of the nutritional content, and which is also a clean and healthy meat to eat.”	“I’d describe red meat as clean and healthy because it feels more natural than processed meat. And the taste is totally different.”	“I would say it depends, again if you’re on a diet, or if you are training, or if you are looking for natural proteins etc, then it may be occasions meat would feel essential.”	“If you’re on a diet, or if you are training, or if you are looking for natural proteins etc, then it may be occasions meat would feel essential.”



3.4 Beliefs and red and red processed meat [contd]

Masculinity is not linked to meat consumption				
Most participants shared that they do not believe that being a man or masculinity is linked to (red and red processed) meat consumption. Furthermore, they expressed that eating meat does not form a significant part of their (gender) identity.				
“Being a man doesn’t really reflect my choices on the meat I eat, me and all my friends, male and female eat the same and make similar choices regarding meat”	“Personally, I don’t think eating meat defines masculinity. For me it’s more about taste, nutrition, being full and convenience rather than identity.”	“To me my meat consumption is divorced from my masculinity. I consider myself comfortable with my gender identity, but it doesn’t form a significant part of my self-identity.”	“In my eyes, meat consumption has nothing to do with masculinity. Much like painted nails or watching romcoms doesn’t affect someone’s masculinity.”	“I consider myself to be comfortable with my gender identity (cis man), but it doesn’t form a significant part of my self-identity, and to me meat is just the same towards that as any other food I might buy or eat.”



In contrast, most research presents a strong connection between masculinity and meat consumption. [Hubbub’s High Steaks report](#) shows that men aged 16-24 are significantly more likely than men in general to say they’d feel uncomfortable eating plant-based food with friends and family, suggesting perceived pressure to conform to masculine norms. This divergence is possibly explained by the current research being focused on young men in higher education – this group are more likely to share more progressive views on gender roles and identities than the wider population.

3.5 Cutting back

Participants also discussed cutting back on red and red processed meat during the **focus** groups. Their discussion can be grouped into the following themes:

- No perceived social pressure
- Ambivalence about expected health impacts
- Openness to change is based on viable alternatives

No perceived social pressures			
Participants believed they would not face any social pressures (e.g. from friends) if they decided to reduce their red / red processed meat consumption. Instead, they believed their peers reactions would be neutral or positive.			
“They wouldn’t care; delicious food is what we all bond over but the specific type of it doesn’t really matter.”	“Well, I think most of my friends would be pretty chill about it. Some might tease me a bit at first especially if we’re grabbing burgers or kebabs, but I don’t think anyone would take it too seriously.”	“My friends would probably not care (several are already veggie).”	“I think my friends would probably be supportive or neutral about it, since a lot of people are already trying to reduce meat or try more plant-based options.”



3.5 Cutting back [contd]

Reducing consumption of red and red processed meat is associated with health benefits				
Participants had mainly positive or neutral feelings about the expected impact on their health of reducing red and red processed meat consumption. Whilst they were aware of potential benefits, for example in relation to heart health, concerns around protein intake and the impact on muscle mass remained for some. For some, reducing red and red processed meat consumption wasn't seen as an issue as their meat / protein requirements would be fulfilled by other sources.				
"I think the health impacts could be mostly positive. I'd probably get less saturated fat and salt, which could be better for my heart and overall health."	"I may still be fine if I were to augment that with other good protein combinations."	"[When asked about eating less red/red processed meat] I feel pretty neutral, my life isn't dictated by the food I eat an even then, I'd still have chicken, duck, and other white meats at my disposal."	"I think it could have some positive impacts, like lowering saturated fat intake and encouraging me to eat more plant-based foods. As long as I still get enough protein and nutrients from other sources, I don't think it would negatively affect my health."	"I don't think it would impact much however can understand there being slight difficulty in gaining muscle mass."



Previous research shows that even when men have health or ethical motivations to reduce meat consumption, its strong association with traditional masculinity - and the stigmatization of plant-based diets - can act as a barrier, limiting openness to meat alternatives. Again the divergence from previous research could be explained by the link between higher education and more progressive views on gender roles and identities than the wider population.



Openness to change is based on perceptions of viable alternatives			
Participants share a conditional openness to change based on viable alternatives. Participants shared that they are willing to adjust their eating habits, but only if they perceive the alternatives match meat in convenience, taste, cost and overall satisfaction.			
"They'd need to offer alternatives that are just as convenient, tasty, and satisfying, and that still feel 'proper' in meals and occasions where meat usually belongs."	"I'd be open to eating less red or processed meat, especially for health and environmental reasons, but it would need to be convenient and still feel filling."	"For students like me, convenience, taste and cost are the biggest drivers of what we eat. Any changes would need to fit easily into a busy schedule and not be more expensive."	"There would have to be something available with similar textures and tastes to meat that I could easily use in its place."



Hubbub's High Steaks report found that a quarter (**24%**) of men would not be open to trying plant-based meat, compared to just **15%** of women the same age.

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Co-creation: Deepening understanding and designing interventions



4. Co-creation: Deepening understanding and designing interventions

To ensure the interventions piloted in the intended phase 2 of this work are effective, a mechanism to engage students within the target audience to participate in co-design was developed. A half-day online workshop was convened by the project team with students identifying as men, and within an age range of 18 to 24 as participants.

4.1 Defining behaviours for co-creation

Thematic analysis of the focus group discussions revealed a number of potential distinct behaviours to explore further within co-creation. The following behaviours were selected as being situated strongly within university campuses (and therefore feasible to tackle through the phase 2 piloting of interventions), and due to their prevalence based on the focus group research and findings from wider research:

1. Choosing 'grab and go' options with red or red processed meat on campus (e.g. meal deals, sandwiches, wraps)
2. Choosing red meat for performance and fitness

4.2 Recruitment and participation

Again, the opportunity to take part in the research was advertised through the National Union of Students' database of students, and via SOS UK's existing contacts at Scottish universities and students' unions, and the Environmental Association of Universities and Colleges Scotland. It was also shared on social media via SOS UK's accounts (e.g. LinkedIn) and paid-for Instagram ads. The opportunity was also shared by Young Scot, Scotland's national youth information platform. Additionally, Reddit channels for universities in Scotland were used to advertise the research opportunity. Students responding to the adverts for the workshop were asked to complete the same screener survey as the focus groups, as outlined on page 10.

Some participants who took part in the focus groups were also selected to take part in the workshop. The research was also promoted by specifically posting the workshop opportunity on Reddit, targeting Scotland- and Scotland university-specific threads.

The workshop was attended by 12 participants. All identified as men, studying at higher education institutions and living in Scotland. Please see appendix (page 35) for more detailed information about participants.

Characteristic	Details
Ethnicity	5 participants identified as White ethnicities; 3 as Mixed/Multiple ethnicities, 2 as Asian and 2 as Black
Red and red processed meat consumption	7 participants eat 5-6 days a week 5 eat every day
Willingness to change meat consumption	2 participants said they were very likely to consider eating less meat and/or fewer meat products in the future; 2 said likely, 5 neither, 2 unlikely. 1 did not disclose.

4.3 Co-creation workshop outline

The four-hour online workshop was delivered as follows:

- Introduction to the workshop aims, facilitators and participants
- Mapping behaviours using ISM
- Intervention development

Throughout the workshop participants were split into smaller breakout groups to enable in-depth discussion from across all participants. Following each breakout, the main themes of discussions were shared with the wider group for further reflection and discussion.



4.4 Mapping behaviours

The **ISM model** brings together the main concepts from across the principal academic disciplines associated with behavioural change. It works on the basis that all of the contexts and the multiple factors within them that shape people's behaviours - the Individual, the Social and the Material - need to be considered to develop effective policies and interventions.

Figure 2 outlines the three contexts (along with the factors within them), which can be briefly summarised as:

- **Individual:** This includes the factors held by the individual that affect the choices and the behaviours they undertake. These include an individual's values, attitudes and skills, as well as the calculations they make before acting, including personal evaluations of costs and benefits.
- **Social:** This includes the factors that exist beyond the individual in the social realm and yet shape their behaviours. These influences include understandings that are shared amongst groups, such as social norms and the meanings attached to particular activities, as well as people's networks and relationships, and the institutions that influence how groups of individuals behave.
- **Material:** This includes the factors that are 'out there' in the environment and wider world, which both constrain and shape behaviour. These influences include existing 'hard' infrastructures, technologies and regulations, as well as other 'softer' influences such as time and the schedules of everyday life.

As outlined previously, the first section of the co-creation workshop was devoted to exploring red or red processed meat consumption behaviours in detail through a facilitated discussion using the framing of the ISM model. The second section of the workshop focused on identifying ideas for interventions that would result in a shift in consumption in relation to the two behaviours:

1. Choosing 'grab and go' options with red or red processed meat on campus
2. Choosing red meat for performance and fitness

The following pages map out details of the factors identified as influences on each behaviour across the three contexts within the ISM model by workshop participants. After each behaviour mapping, the suggestions for interventions are described.

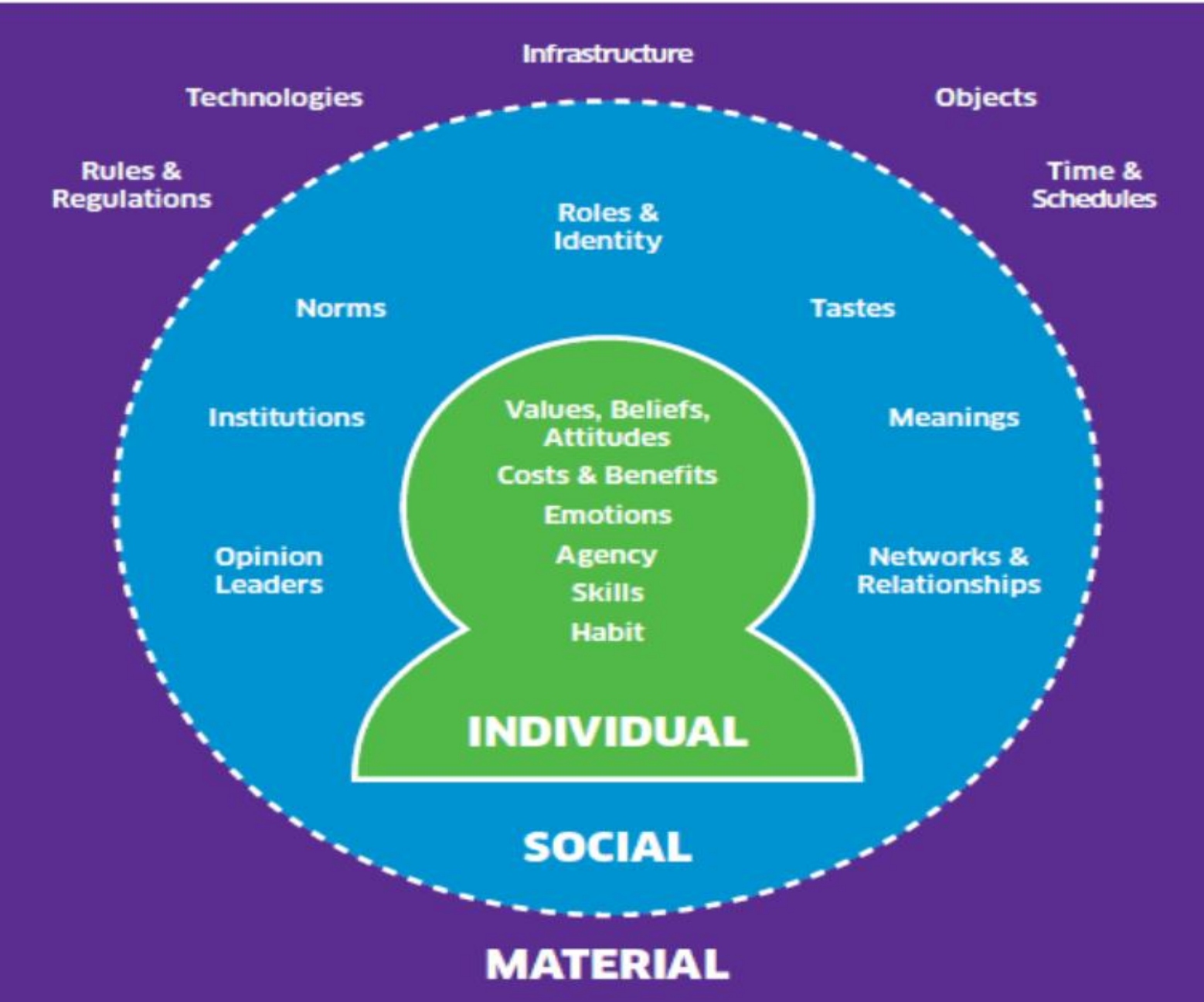


Figure 2 | ISM model – factors affecting behaviour in three contexts Source: [Influencing behaviours – moving beyond the individual: ISM user guide](#), Scottish Government, 2013



Mapping behaviours 1: Choosing ‘grab and go’ options with red or red processed meat on campus – Summary

The following key themes were identified across the Individual, Social and Material dimensions of the ISM model. See slides 19–21 for full detail.

INDIVIDUAL

Costs & benefits

- Cost is a key driver – campus food is expensive; vegetarian options often cost more
- Hot food feels better value and fresher than cold options

Habits & emotions

- Participants reported sticking to familiar foods when grabbing something ‘on the go’ – trying something new is reserved for when eating out for a ‘proper meal’
- Vegetarian options feel less filling whereas red meat satisfies hunger and taste preference

Values, attitudes & skills

- Participants showed some awareness of health benefits of plant-based food, but shared that the information feels contradictory
- Calorie density, protein content and nutrition labels were all actively considered

SOCIAL

Norms & identity

- Participants reported a perception of increased acceptance of plant-based diets amongst their peers
- However, upbringing and cultural background shape food habits into adulthood

Networks & peers

- Friends’ choices strongly influence what is ordered – avoiding ‘food envy’
- Friends giving informal health advice (e.g. commenting on sausage rolls) but not necessarily impactful

Tastes & meanings

- National/international food chains (e.g. Greggs, KFC) preferred over campus venues
- University food seen as functional and predictable, not aspirational

MATERIAL

Time & schedules

- Lecture schedules leave little time to eat so speed (of buying and eating) and portability are important factors in food decisions
- Calorie-dense food chosen to sustain energy through lectures without needing to eat again

Infrastructure & objects

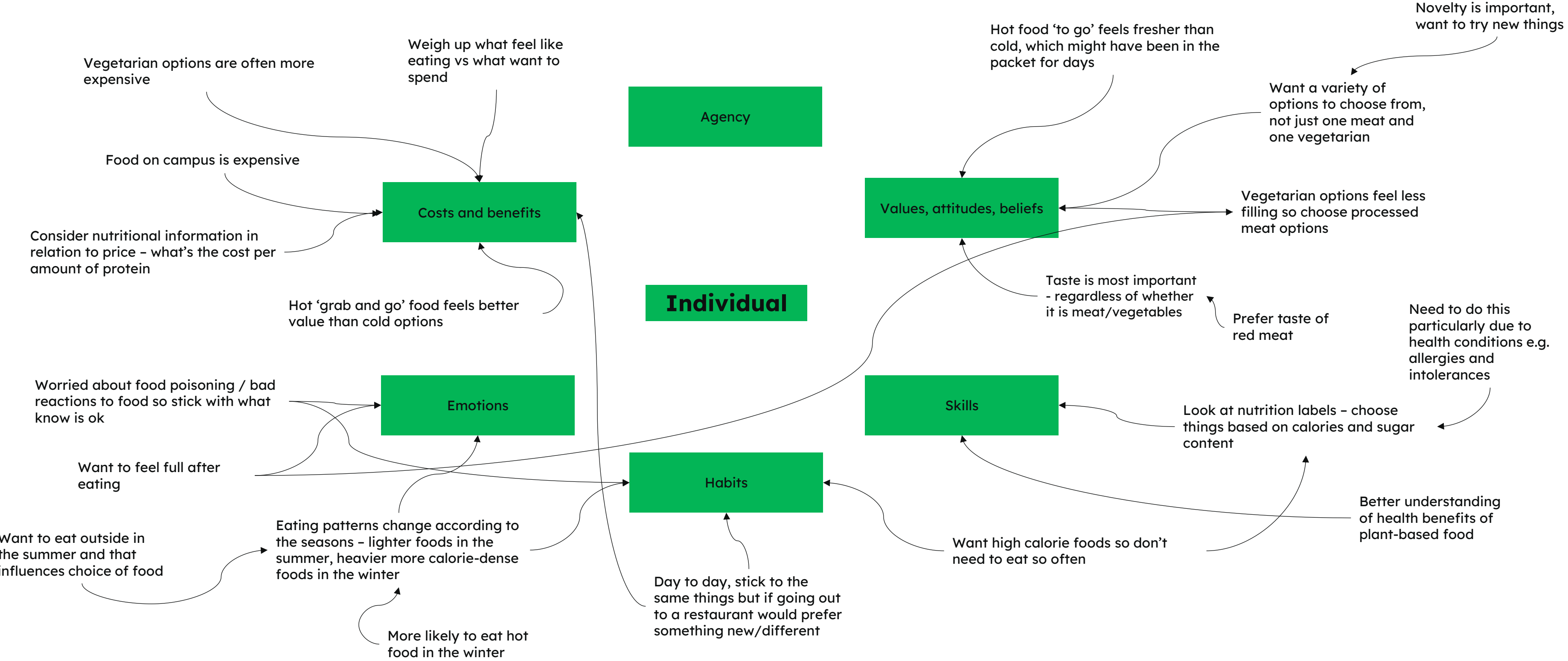
- Campus venues are often too busy so use nearby chains such as Tesco or Greggs instead
- Packaging matters – items that are portable and won’t spill are preferred

Budget constraints

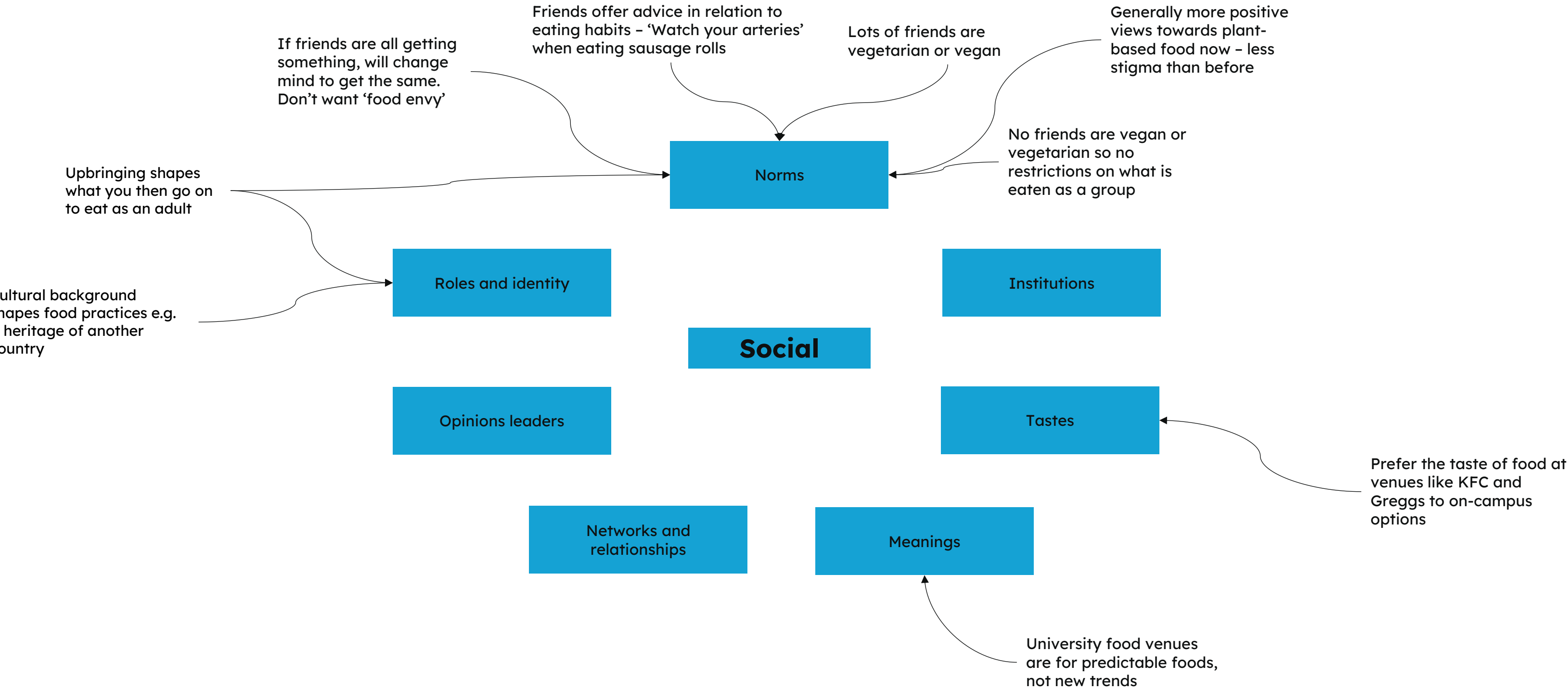
- Limited student budgets constrain choices and plant-based options often seen as poor value for money



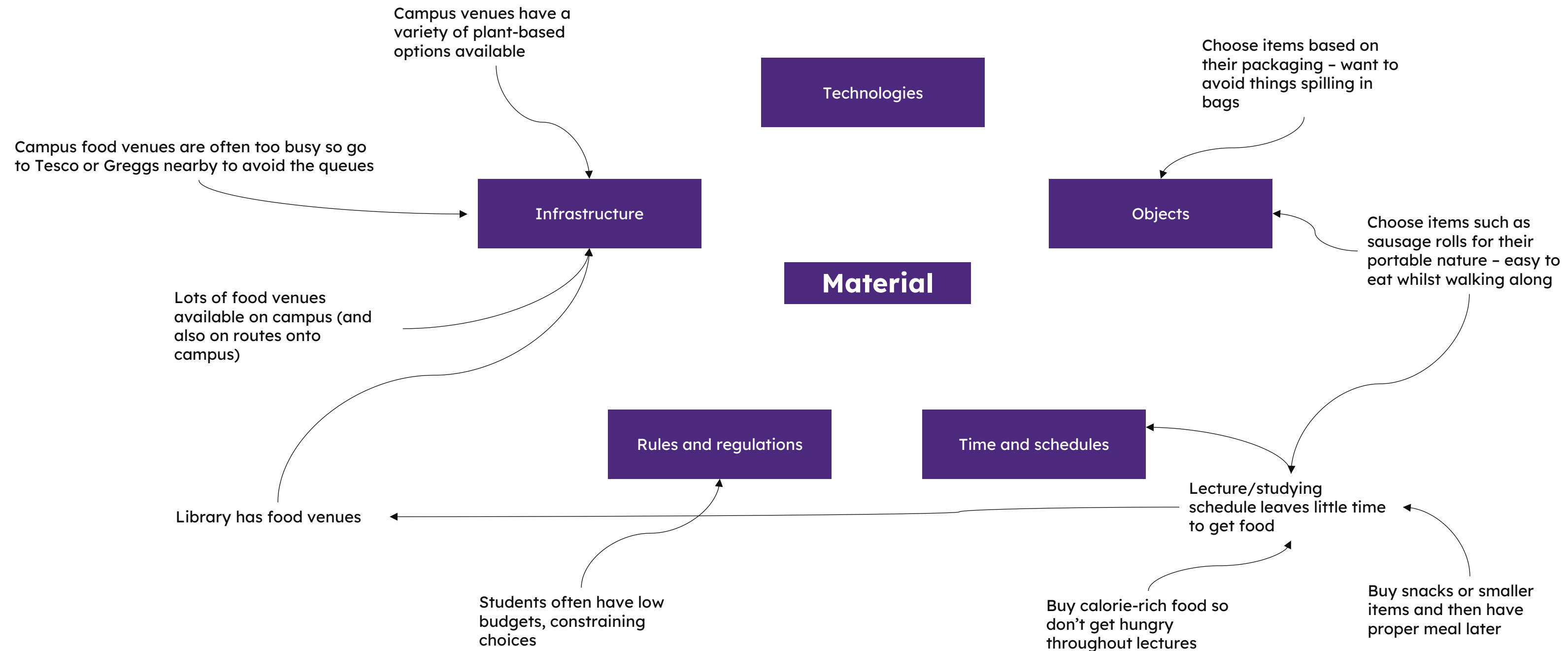
Mapping behaviours 1: Choosing 'grab and go' options with red or red processed meat on campus (e.g. meal deals, sandwiches, wraps)



Mapping behaviours 1: Choosing 'grab and go' options with red or red processed meat on campus (e.g. meal deals, sandwiches, wraps)

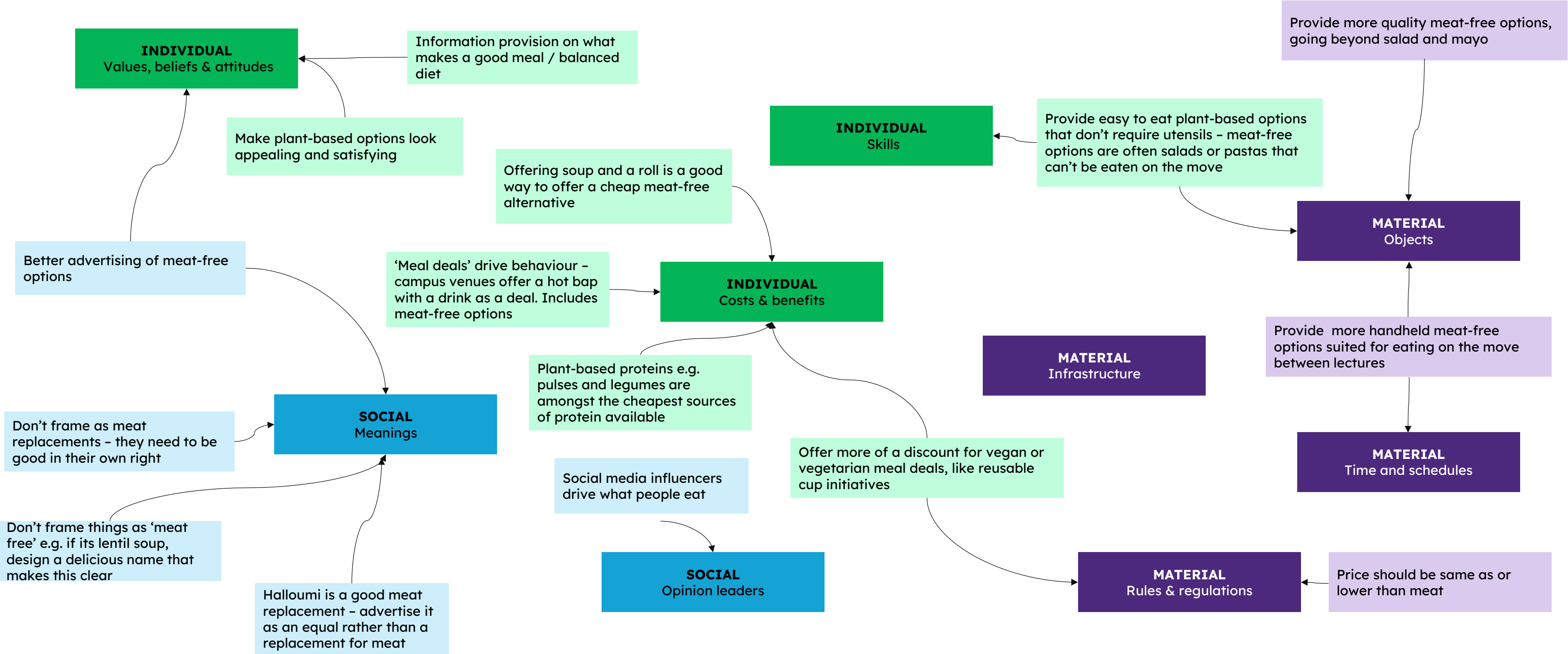


Mapping behaviours 1: Choosing 'grab and go' options with red or red processed meat on campus (e.g. meal deals, sandwiches, wraps)



Developing interventions 1: Choosing 'grab and go' options with red or red processed meat on campus (e.g. meal deals, sandwiches, wraps)

Co-creation workshop participants suggest the following elements, mapped against the ISM model, as part of interventions to support young men to move away from choosing grab and go options with red or red processed meat on campus:



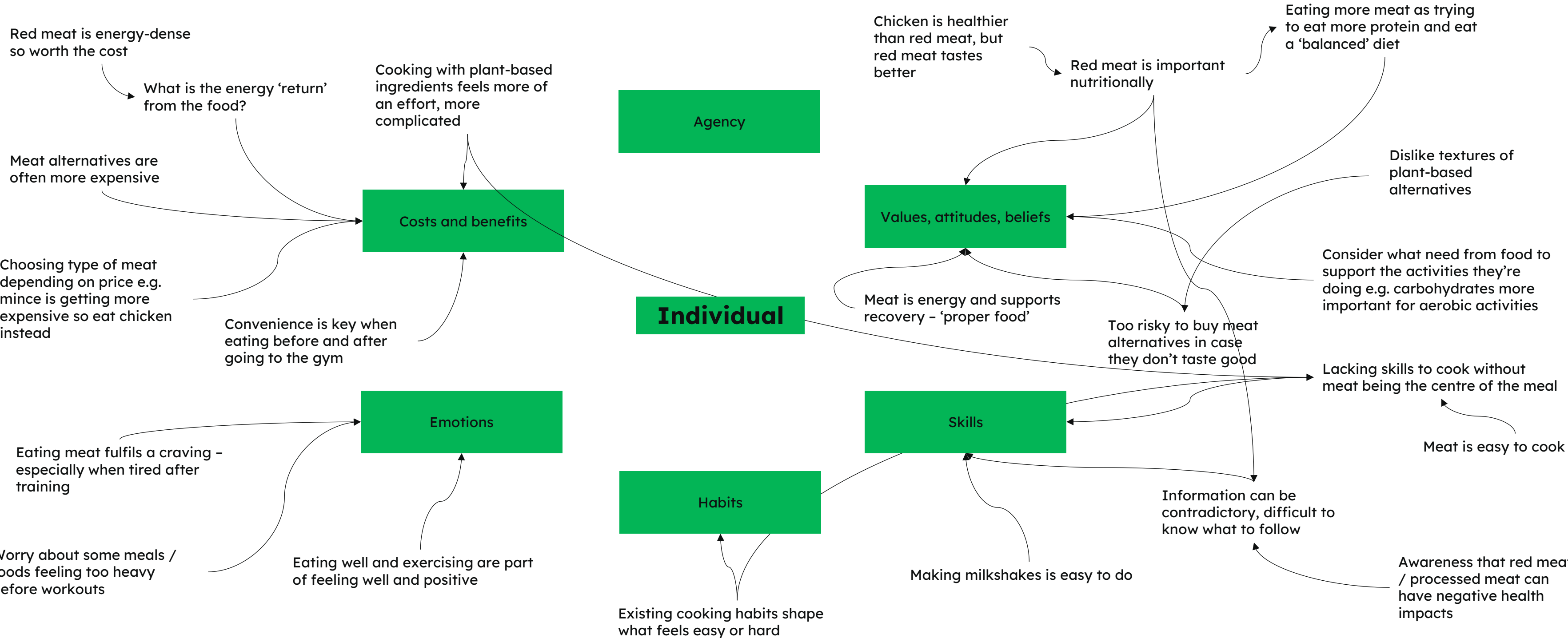
Mapping behaviours 2: Choosing red meat for performance and fitness - Summary

The following key themes were identified across the Individual, Social and Material dimensions of the ISM model. See slides 24–27 for full detail.

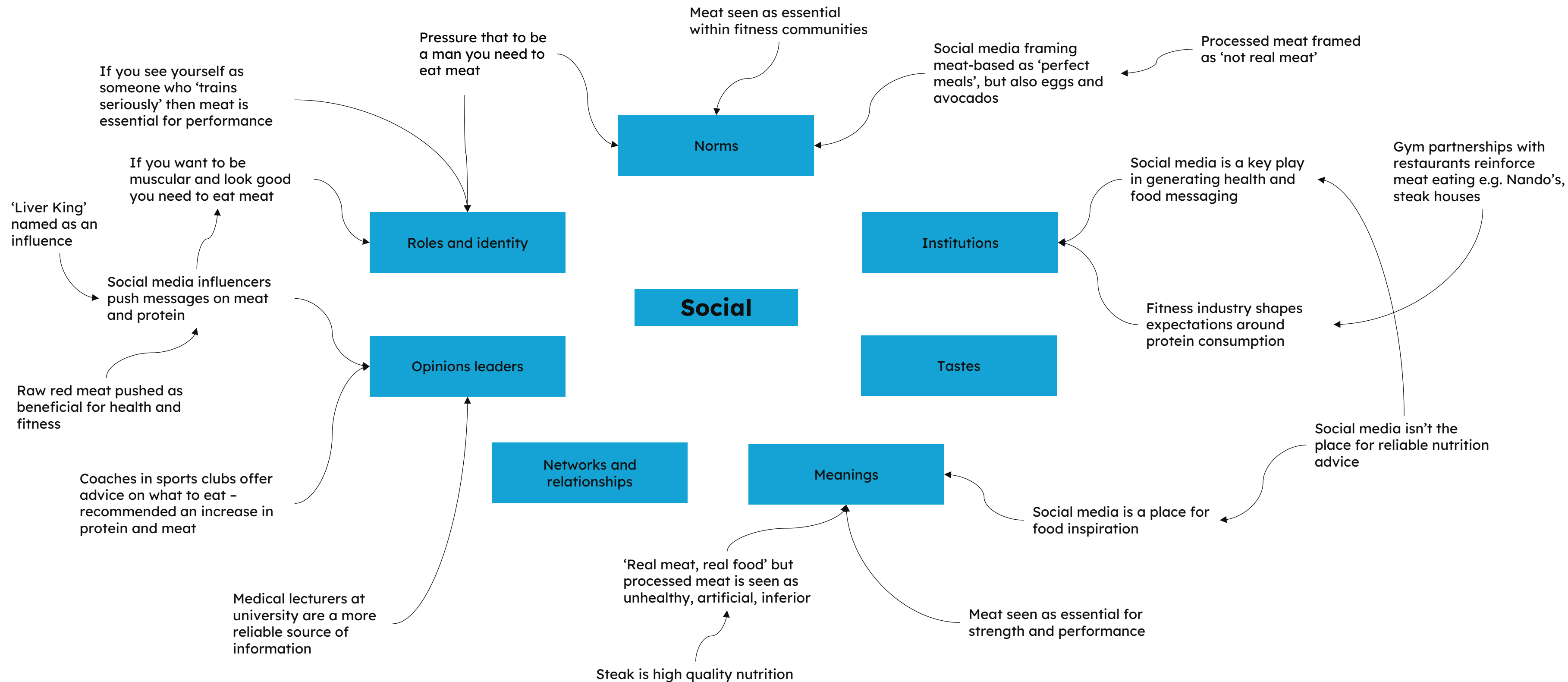
INDIVIDUAL	SOCIAL	MATERIAL
Costs & benefits • Red meat seen as high-value for protein, energy and recovery • Perceived as worth the cost given nutritional “return” Values, attitudes & beliefs • Red met perceived as optimal for strength and performance • Conflicting nutrition information and taste preferences reduce confidence in alternatives Habits & Skills • Existing cooking routines and food choices tend to centre meat as the default protein	Norms & identity • Fitness culture reinforces high-protein, meat-heavy diets • Meat associated with strength, performance and serious training, though not always reflected in personal identity Networks & peers • Coaches, peers and gym environments reinforce meat consumption • Some awareness of misinformation but limited trusted alternatives Tastes & meanings • Meat framed as “natural”, “real food” and essential for recovery and results • Plant-based options often seen as less authentic or less effective	Time & schedules • Time pressure around workouts favours quick, convenient options • Pre- and post-training routines shape food choices Infrastructure & objects • Limited availability of appealing non-meat options in gym/café settings • Protein products and meat more visible and accessible Rules ad regulations • Meat can be expensive, especially if purchasing high quality • Student budgets constrain choice



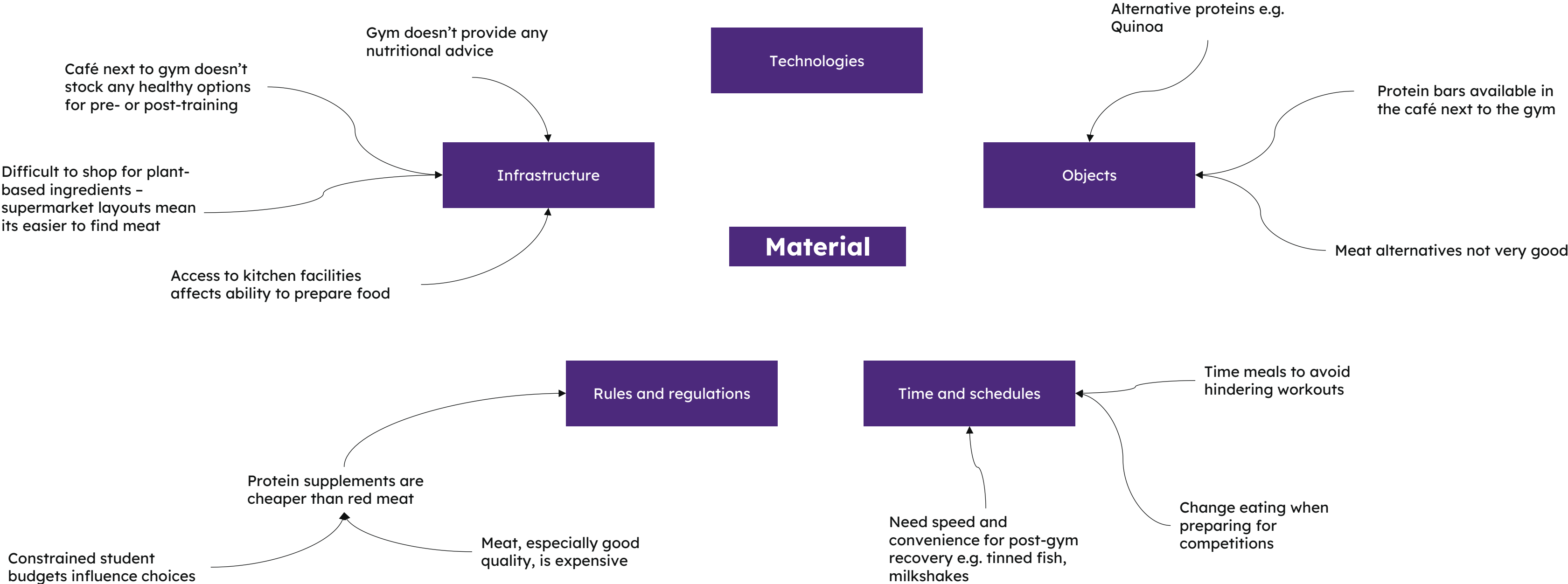
Mapping behaviours 2: Choosing red meat for performance and fitness



Mapping behaviours 2: Choosing red meat for performance and fitness

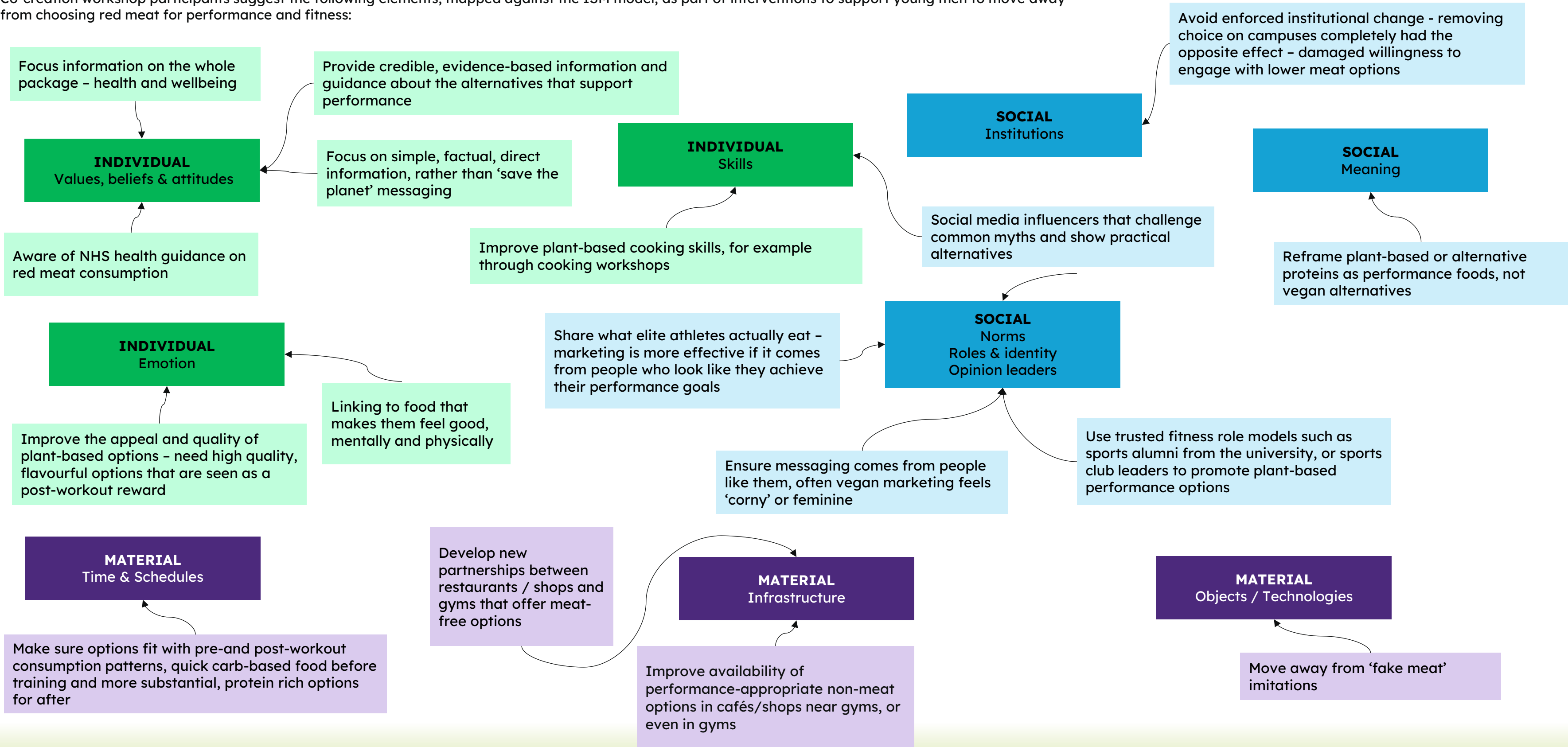


Mapping behaviours 2: Choosing red meat for performance and fitness



Developing interventions 2: Choosing red meat for performance and fitness

Co-creation workshop participants suggest the following elements, mapped against the ISM model, as part of interventions to support young men to move away from choosing red meat for performance and fitness:





Intervention recommendations and next steps



5. Intervention recommendations and next steps

Based on the insights gathered through the research presented here (phase 1), and learning from across Hubbub and SOS UK’s experience of what works to support change, this section sets out our proposals for delivery of interventions at universities in Scotland, with the aim of reducing red and red processed meat consumption amongst students who identify as men, aged 16-24. The interventions are focused on the two behaviours explored through the co-creation workshop: choosing red meat as a ‘grab and go’ option and choosing red meat for performance and fitness.

5.1 Suggested intervention elements

The ISM framework suggests that interventions should encompass elements that target each of the three behavioural contexts in order to have the greatest likelihood of success. The table below outlines each of the suggested elements, and maps them against the ISM behaviour contexts. It also outlines the role they would play in driving behavioural change.

Intervention element		ISM context	Contribution to change in behaviour
1	Choice-environment redesign for non-meat options Structural redesign of the food environment so that plant-based high-protein and/or lower meat content options are as visible, convenient, and affordable as high meat content equivalents at the moment of choice.	Material	The intervention results in an alteration to the physical and economic environment in which choices are made. Interventions result in changed infrastructure, pricing structures and defaults rather than attitudes. Can be described as ‘hard’ changes to the material environment.
2	Prompting at the point of choice Cues that draw attention to plant-based high-protein and/or lower meat content options or their attributes without invoking social norms.	Material	Results in ‘soft’ changes to the material environment, guiding attention to alternative choices. Again, focused on changing the environment in which decisions are made rather than altering beliefs or invoking norms.
3	Social proof and norm signalling Explicit signalling that peers are choosing high-protein plant-based / lower meat content options, activating conformity, food envy, and identity-based norms.	Social	Directly targets shared norms and meanings. Seeks to make the target behaviour socially desirable and recognised as something that ‘people like them’ do.
4	Peer-led performance reframing and content Using credible peers to reframe plant-based protein as compatible with strength, fitness, and performance, through digital and social channels but also in-person aspects.	Social	Works through peer networks, identity and role models to re-signal what ‘people like us’ eat and value. Works through trusted social channels, rather than ‘anonymous’ institutions.
5	Institutional and curriculum reinforcement Embedding evidence-based messages about protein and performance into authoritative institutional channels that shape longer-term norms.	Social / Individual	Institutions play a key role in setting norms, whilst also shaping understanding of nutrition and performance.
6	Counter-misinformation and evidence-led myth-busting Targeted, credible correction of misinformation about protein, masculinity, and performance, delivered by trusted messengers.	Individual	Addresses beliefs and knowledge, and perceived costs/benefits of food choices. Helps individuals make sense of conflicting information through trusted messengers.
7	Capability-building for high-protein meat-free eating Building practical skills and confidence to add high-protein plant foods to everyday meals	Individual	Builds culinary confidence and competence, reducing barriers to adoption.



5.2 Evaluating and finalising intervention elements

Each of the interventions has been mapped against the APEASE framework – a set of criteria used for assessing interventions, intervention components and ideas. Figure 3 on this page outlines the criteria used in the assessment. Figure 4 overleaf (page 29) describes the initial assessment of each of the seven proposed intervention elements. Further evaluation will be possible once the exact plans for the intervention packages are defined.

Figure 3 | APEASE framework criteria

APEASE Framework	
Acceptability	How far (to what extent?) is it acceptable to key stakeholders?
Practicability	Can it be implemented as designed within the intended context, material and human resources?
Effectiveness	How effective and cost-effective is it in achieving desired objectives in the target population?
Affordability	How far (to what extent) can it be afforded when delivered at the scale intended?
Side-effects	How far (to what extent) does it lead to unintended adverse or beneficial outcomes?
Equity	How far (to what extent) does it increase or decrease differences between advantaged and disadvantaged sectors of society?

- Once the scale and package of intervention elements has been agreed, further insight elements are recommended, including:
- Gathering input from key stakeholders who play a role in delivering food services on university campuses e.g. catering contractors, university catering teams and management, students’ union commercial managers, procurement networks
 - Further qualitative research to test and refine student-facing content, materials and resources associated with individual intervention elements e.g. using focus groups to share draft visual materials or key messages to assess reactions and responses, and gain insights into required improvements that would make roll out more successful



Figure 4 | Intervention element assessment according to the APEASE framework

Intervention element	Acceptability	Practicability	Effectiveness	Affordability	Side-effects	Equity
Choice-environment redesign for non-meat options Structural redesign of the food environment so that plant-based high-protein and/or lower meat content options are as visible, convenient, and affordable as high meat content equivalents at the moment of choice.	Largely invisible to users. Low reputational risk for institutions.	Relies on securing catering buy-in. Operational complexity lies mainly in menu design and pricing rules	Targets opportunity and automatic motivation.	Low marginal cost after setup, though higher costs to deliver at scale. Price parity may require short-term subsidy or renegotiated margins.	Potential perceived reduction in choice if not well balanced	Benefits all students, especially budget-constrained ones
Prompting at the point of choice Cues that draw attention to plant-based high-protein and/or lower meat content options or their attributes without invoking social norms.	Low reputational risk for institutions.	Easy to standardise and roll out.	Strong; low cognitive burden on target audience. WRI identifies meal deal bundling with plant-rich options as a 'no regret' technique, simplifying decision-making at the moment of choice with minimal impact on consumers	Low cost	Potential for prompt fatigue.	Strong; low cognitive burden on target audience
Social proof and norm signalling Explicit signalling that peers are choosing high-protein plant-based / lower meat content options, activating conformity, food envy, and identity-based norms.	Generally high but credibility-dependent	Requires reliable sales data and careful messaging	Good population reach	Moderate setup costs, low ongoing costs	Risk of backlash or distrust if claims feel overstated	Can reinforce inclusion if diverse and relatable peer groups are used
Peer-led performance reframing and content Using credible peers to reframe plant-based protein as compatible with strength, fitness, and performance, mainly through digital and social channels.	Ambassadors are authentic and credible	Requires recruitment, training, and oversight.	Evidence supports peer and social influence as a key driver of plant-rich uptake. Impact likely stronger where ambassadors are visibly active in fitness contexts students already respect.	Costs include recruitment, incentives and content production. Potential partnerships	Risk of over-simplifying nutrition or reinforcing narrow performance ideals	Skews toward students already engaged in fitness cultures
Counter-misinformation and evidence-led myth-busting Targeted, credible correction of misinformation about protein, masculinity, and performance, delivered by trusted messengers.	Tone and framing need to be considered carefully	Requires credible messengers and careful targeting	Low cost to produce once messaging is developed. Effectiveness is dependent on messenger credibility and platform targeting — most impactful where content reaches students already exposed to fitness misinformation online.	Higher costs anticipated to achieve required reach, and counter prevalent messaging/narratives.	May backfire if beliefs are strongly held. Needs careful framing to hold credibility.	Particularly benefits groups most exposed to algorithmic fitness content
Capability-building for high-protein meat-free eating Building practical skills and confidence to add high-protein plant foods to everyday meals.	High among participants	Requires more inputs for in-person delivery	High depth, low breadth in terms of reach	Chef/catering staff training alongside student-facing sessions improves the quality of available options — making the investment work harder across both supply and demand sides.	Risk of low engagement or drop-off	Participation likely to be limited to those with an existing interest
Institutional and curriculum reinforcement Embedding evidence-based messages about protein and performance into curriculum that shape longer-term norms.	Formal curriculum change may need sensitive engagement	Change likely to take place over a longer term, relationship-dependent	Longer-term impact but high potential reach across whole cohorts.	Potentially higher up-front costs e.g. staff training, time spent on course redesign	Risk of politicisation if poorly framed	Equity benefit: normalises plant-rich eating for students who may never engage with opt-in interventions.

5.3 Suggested intervention packages

Building on the list of intervention elements described on page 29, the following tables outline how each element could be packaged together and delivered across higher education institutions in Scotland, ranging from a small-scale pilot focused on 1-2 universities, to a large-scale programme involving 10 or more universities. Each table outlines the suggested intervention elements for the package and refers back to the insights generated through this current research that support their inclusion. An estimated cost is also provided; however final costs would be calculated and outlined following identification of the chosen delivery option.

Option 1: Small-scale pilot – 1-2 universities

Estimated cost: £31,000

Intervention elements and ISM contexts	Delivery overview	Relevant phase 1 insights	Learning outcomes for scalability
1: Choice-environment redesign for non-meat options (Material) 4: Peer-led performance reframing and content (Social) 6: Counter-misinformation and evidence-led myth-busting (Individual) 7: Capability-building for high-protein meat-free eating (Individual)	Delivery: • Partner with 1-2 campus catering providers to test repositioned non-meat grab-and-go options — focus on product description, better placement, and pricing at or below meat equivalents. • Recruit a cohort of student ambassadors (ideally with a sports or fitness profile) to create short-form social content reframing alternative proteins as performance foods, peer-to-peer rather than top-down in tone. • Run 2-3 cooking sessions (online or in-person) focused on quick, affordable, meat-free meals for active students. Framing these around protein and performance, rather than sustainability, will be important for this audience. Evaluation: • Light touch approach e.g. pre/post surveys, catering sales data, content reach metrics. Enough to demonstrate proof of concept and build the case for scale-up.	• Awareness of the close ties between red/red processed meat and masculinity/strength narratives even if participants didn’t feel directly influenced • Protein/performance is a dominant motivator; health- and performance-led framing lands better than sustainability-led messaging. • Participants encounter misleading nutrition/protein claims online; credible, specific myth-busting is valued. • Price and convenience are primary choice drivers; non-meat options need price parity and easy grab-and-go visibility. • Peer-to-peer influence feels more authentic than top-down messaging; relatable student voices increase trust.	• Evidence of uptake: Insights into whether choice-environment changes (visibility, naming, placement, price parity) measurably increase selection of high protein plant-based / lower meat grab-and-go options in a live catering setting. • What framing lands for this audience: Clarity on whether a protein/performance frame increases interest and trial more than sustainability/ethics messaging, and which specific messages resonate most. • Role of peer credibility: Early learning on whether student-led voices (especially sport/fitness-identified) improve trust, reduce resistance (“not manly / not filling”), and drive willingness to try. • Identification of effective misinformation themes: Evaluation of the highest-impact myths/barriers (protein adequacy, strength/recovery, “ultra-processed” concerns) and which myth-busting formats feel credible rather than preachy. • Feasibility: Practical learning on what’s implementable at this scale, plus what needs strengthening for a scaled continuation.



Option 2: Mid-level programme – 3-5 universities

Estimated cost - £54,000 to £80,000

Intervention elements and ISM contexts	Delivery details	Relevant phase 1 insights	Learning outcomes for scalability
1: Choice-environment redesign for non-meat options (Material) 2: Prompting at the point of choice (Material) 3: Social proof and norm signalling (Social) 4: Peer-led performance reframing and content (Social) 5: Institutional and curriculum reinforcement (Individual/Social) 6: Counter-misinformation and evidence-led myth-busting (Individual) 7: Capability-building for high-protein meat-free eating (Individual)	Delivery: • All activities outlined in option 1. • Deeper catering collaboration including menu development support, staff training on promoting non-meat options, and point-of-choice nudges (signage, positioning, meal deal incentives). Social proof nudges to be included for testing. • More structured peer influencing through sports clubs and societies — not just content creation but in-person activity, e.g. team challenges and recipe sharing within club contexts. There could be an opportunity for students to take a challenge for example to swap half their meat intake for plant proteins. • Explore links with sports science or nutrition departments to start shifting what students hear in the classroom about protein and performance. Evaluation: • More robust evaluation design • As described in option 1 • In addition, a comparison group, plus qualitative follow-up with participants.	• Peer dynamics drive choice: students avoid ‘food envy’ and often match what friends are buying - visibility and social proof can shift demand. • Desirability beats education: taste, portion size, and how ‘proper’ the option feels can matter more than climate or health framing. • Price and convenience are decisive: tight budgets, meal deals, queues, and grab-and-go packaging strongly shape what gets chosen. • Performance narratives are powerful: meat is linked to strength and recovery; credible fitness voices (clubs, coaches, alumni, academics) could legitimise plant proteins. • Scepticism about meat alternatives is high with participants believing they won’t be filling or won’t taste good. Product improvement and menu development are needed to reframe perceptions. • Some course or fitness content reinforces meat-heavy norms, so building relationships with relevant departments can reduce mixed messages.	• In addition to the continuation of learning outcomes defined in option 1 • Which nudges work best: Comparative learning on point-of-choice prompts, meal-deal incentives, and social proof cues (e.g. “most popular”) - which combinations drive the biggest shift without backlash. • Mechanisms of social influence: Evidence on how peer dynamics (“food envy”, club norms) influence choices, and whether club-based activity creates sustained behaviour change. • Product desirability insight: Clearer understanding of how uptake is limited by taste/portion expectations vs. beliefs about adequacy — and what menu/product changes most improve “proper meal” perceptions. • Credibility ladder for performance nutrition: Learning on which messengers carry legitimacy (clubs/coaches/alumni/academics) and how to reduce scepticism while keeping tone non-institutional. • Stronger evidence base: Findings from a more robust design to establish confidence in effects and unpack what differs by subgroup/context. • Scale-ready blueprint: A refined set of components that can be standardised and tested at a wider scale.



Option 3: Large-scale programme - ~10 universities
 Estimated cost: £205,000

Intervention elements and ISM contexts	Delivery details	Relevant phase 1 insights	Learning outcomes
1: Choice-environment redesign for non-meat options (Material) 2: Prompting at the point of choice (Material) 3: Social proof and norm signalling (Social) 4: Peer-led performance reframing and content (Social) 5: Institutional and curriculum reinforcement (Individual/Social) 6: Counter-misinformation and evidence-led myth-busting (Individual) 7: Capability-building for high-protein meat-free eating (Individual)	Delivery: • All activities outlined in option 1 & 2. • Engage major contract caterers operating across Scottish HE/FE to embed changes systematically across multiple sites. Social proof nudges should be a standard component of the catering brief at this scale, tested and refined. • Explore formal curriculum influence - partner with academics to integrate evidence-based guidance on plant-based performance nutrition into sports science and related teaching. University health services could be a complementary channel here, reinforcing the same messages through a clinical rather than academic route. • National toolkit development - resources any Scottish university or college could use independently, potentially adaptable for schools. • Sustained content strategy with student creators, with a specific counter-narrative strand addressing fitness misinformation - this feels particularly important at scale given how much the Liver King-style content is shaping attitudes in this cohort. Evaluation: • More robust evaluation design • As described in option 1 & 2 • Evaluation with a national communications moment on completion.	• The workshop and focus groups surfaced a strong ‘food envy’ effect where choices shift to match what peers are getting, so making plant-based options visibly popular (sales cues, ‘most popular’ prompts) directly aligns with observed behaviour. • Fitness misinformation is a primary barrier - participants described a steady diet of influencer-led, meat-heavy nutrition content, plus confusion from contradictory advice; this supports the need for a dedicated counter-narrative strand and makes credible performance information essential at scale. • Focus group and intervention discussions emphasised that health and fitness motivations land better than climate messaging, and that guidance is most persuasive when it comes from sources seen as legitimate (e.g., coaches, credible educators, clinicians), not ‘preachy’ institutional comms • The workshop flagged that some course content is actively reinforcing meat-heavy norms - even an informal relationship with relevant academics would be worth building at this stage.	• System-wide implementation learning: Evidence on how effectively large caterers can embed the model across multiple institutions (fidelity, variation by site, operational blockers, what needs central vs local control). • Standard social proof as a default: Learning on how to operationalise and maintain social proof cues at scale (what data/signals work, refresh cadence, what stays credible to students). • Curriculum and institution reinforcement impact: Evidence on whether formal curriculum integration and health-service reinforcement reduces mixed messages and increases confidence in plant-based performance nutrition. • Understanding effectiveness of scaled misinformation efforts: Learning on which counter-narratives reduce belief in influencer-led misinformation and which channels/creators perform best. • Toolkit usability and adoption: Insight into effectiveness and usability of the toolkit (ease of use, uptake, adaptation patterns), and what guidance/improvement is needed to maintain effectiveness.



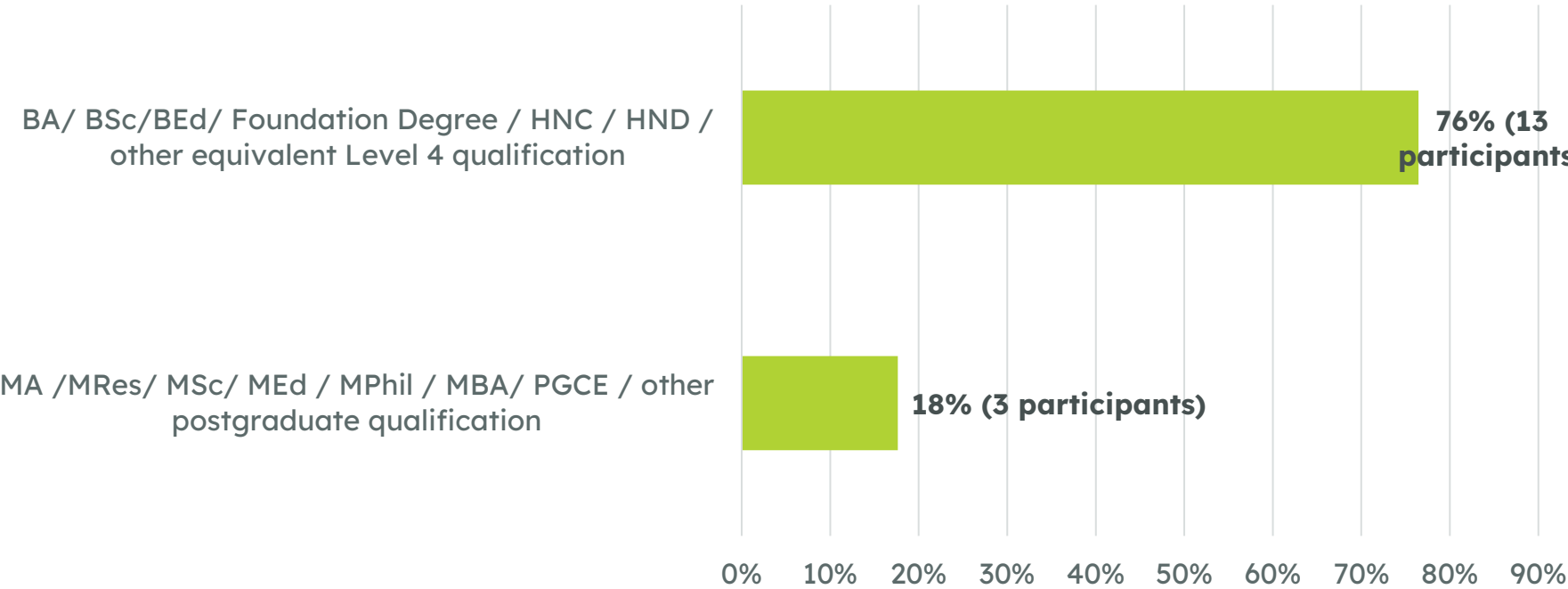


Appendix

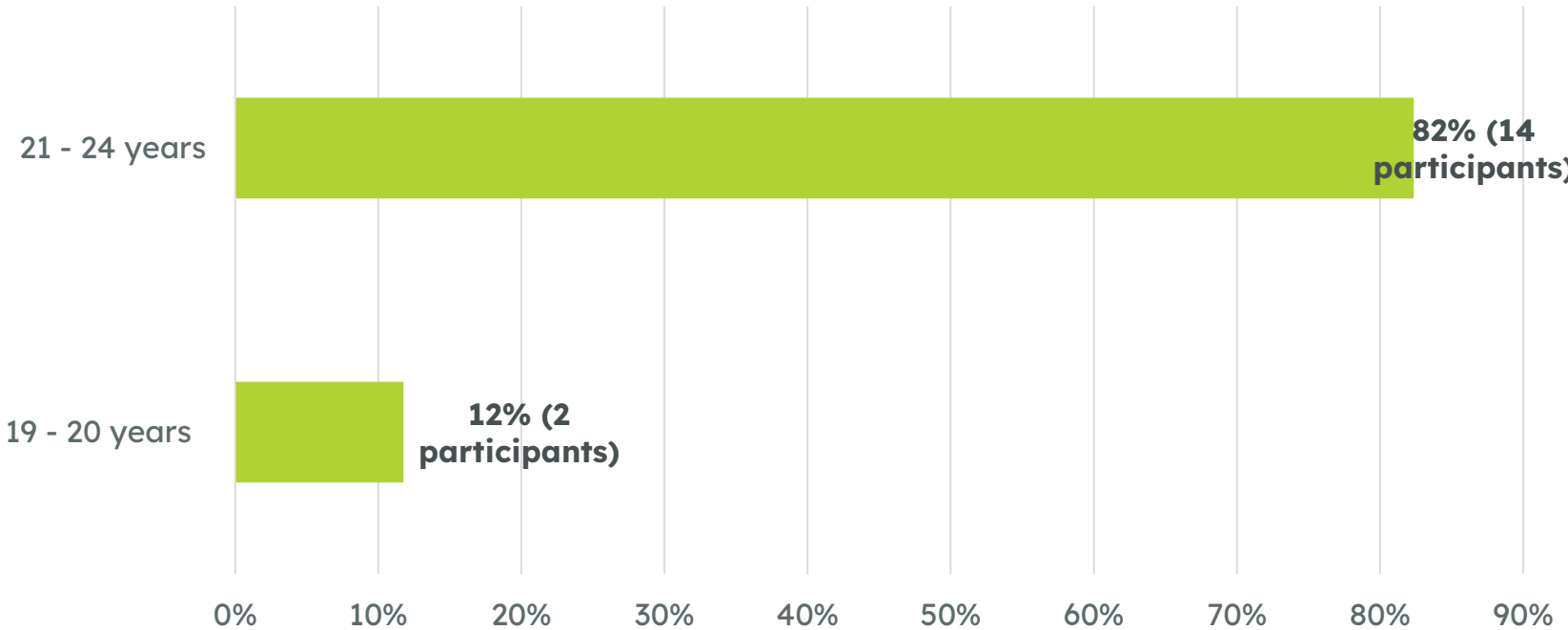


Characteristics: focus group participants

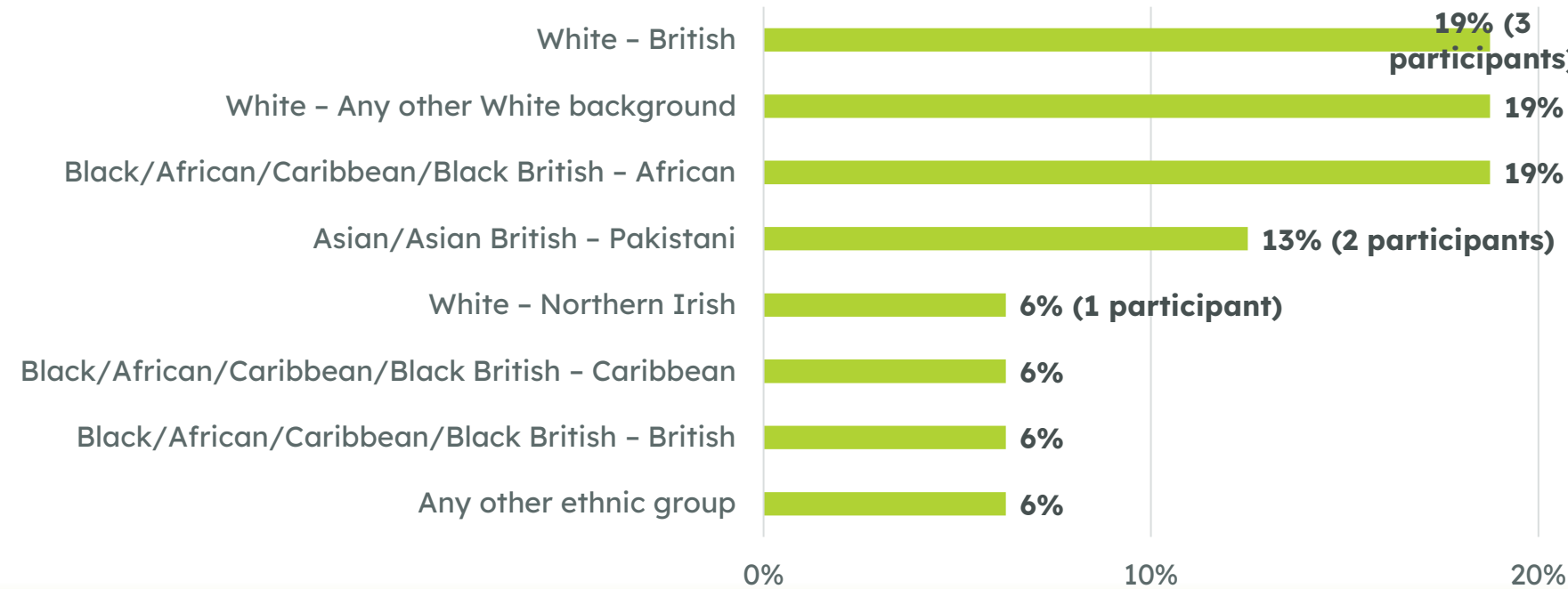
Education level



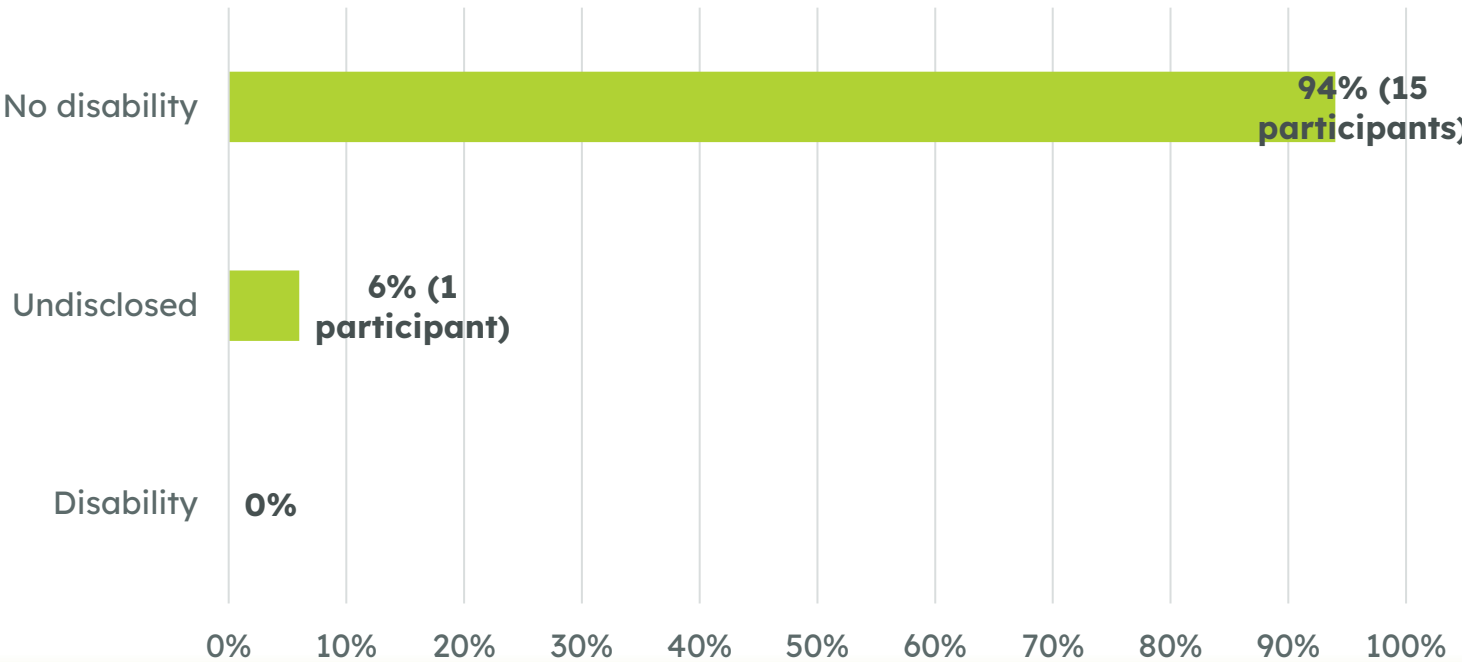
Age



Ethnicity

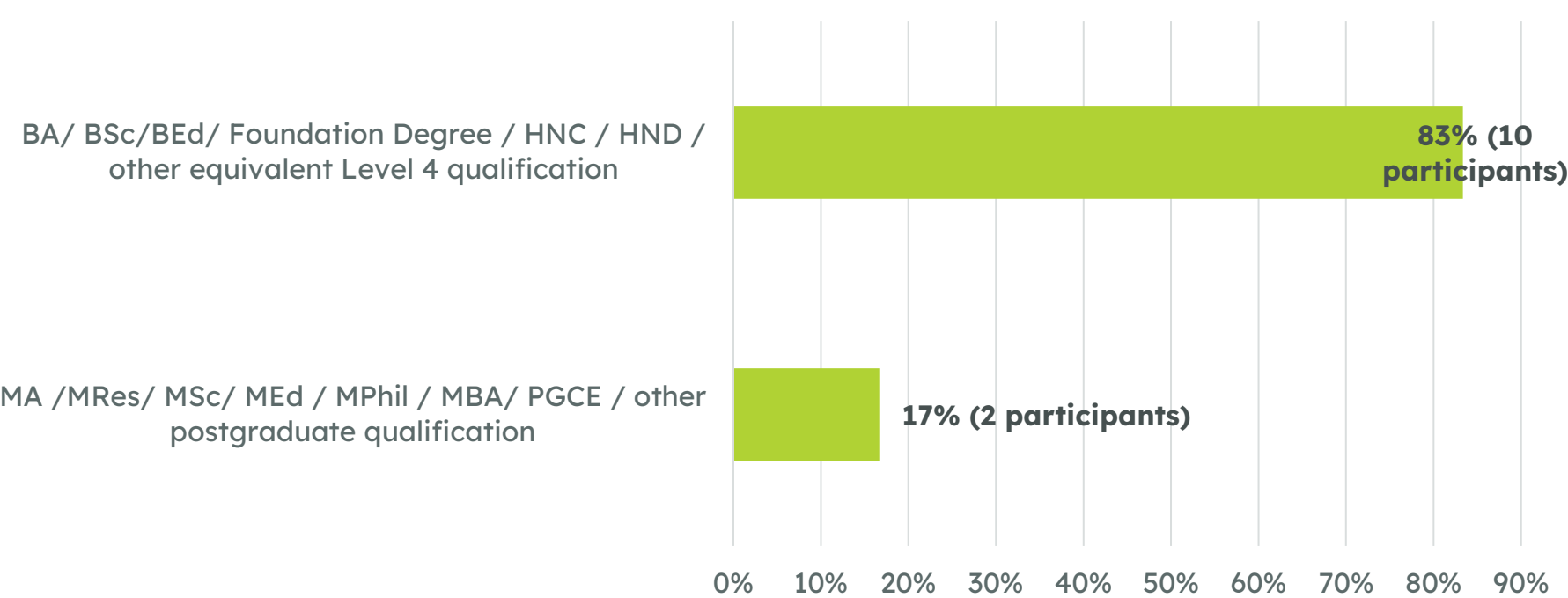


Disability

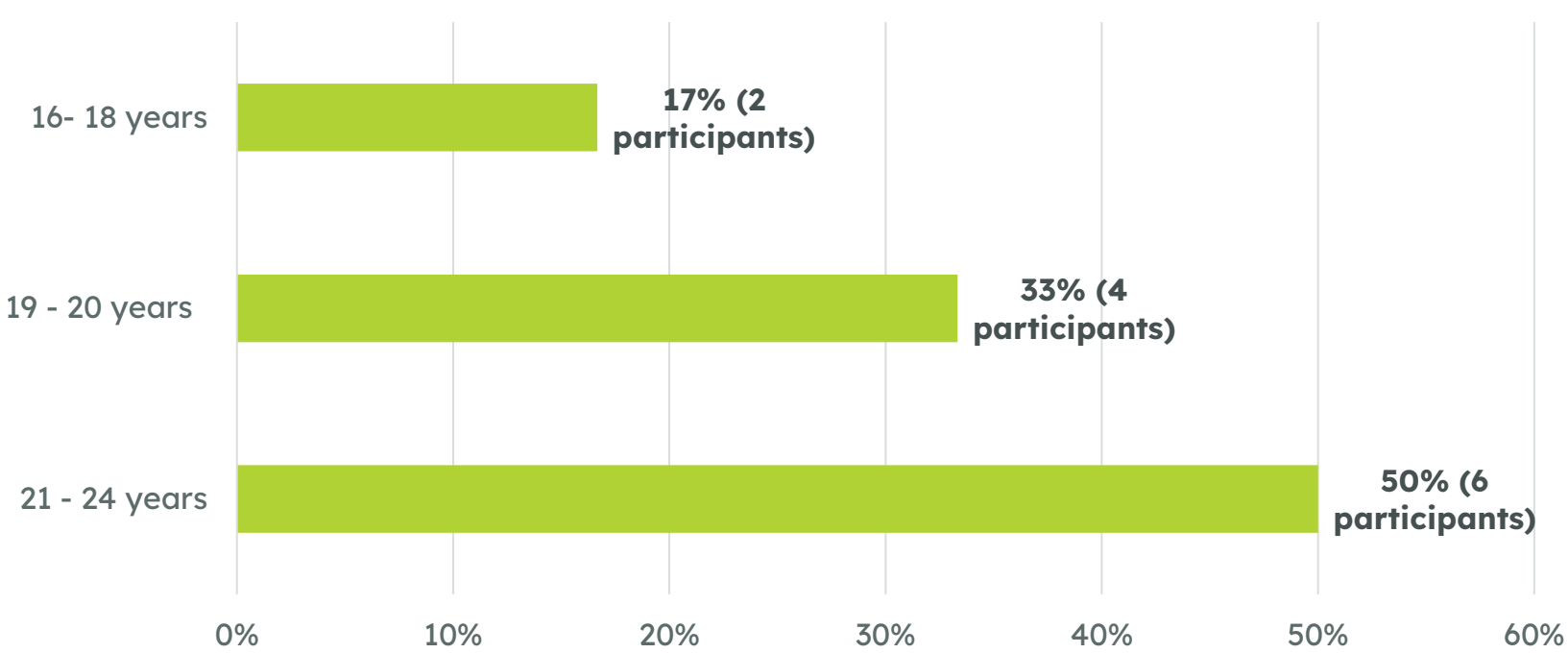


Characteristics: workshop participants

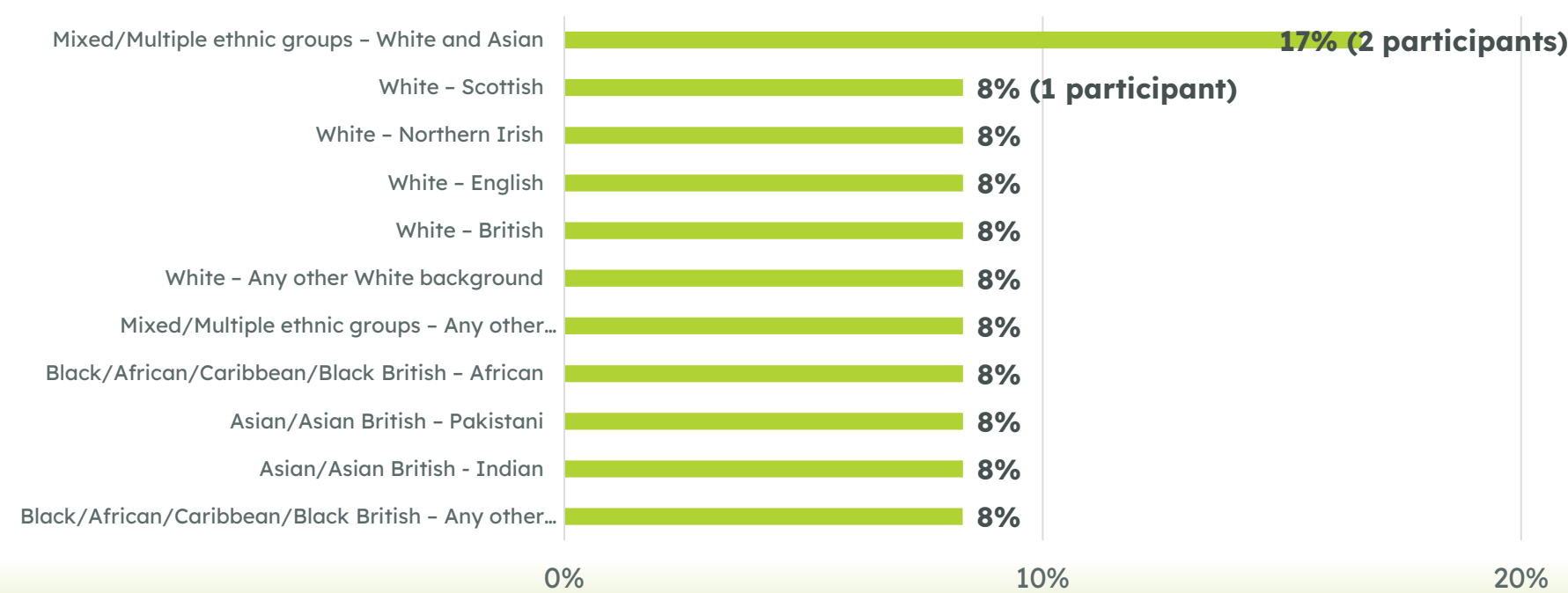
Education level



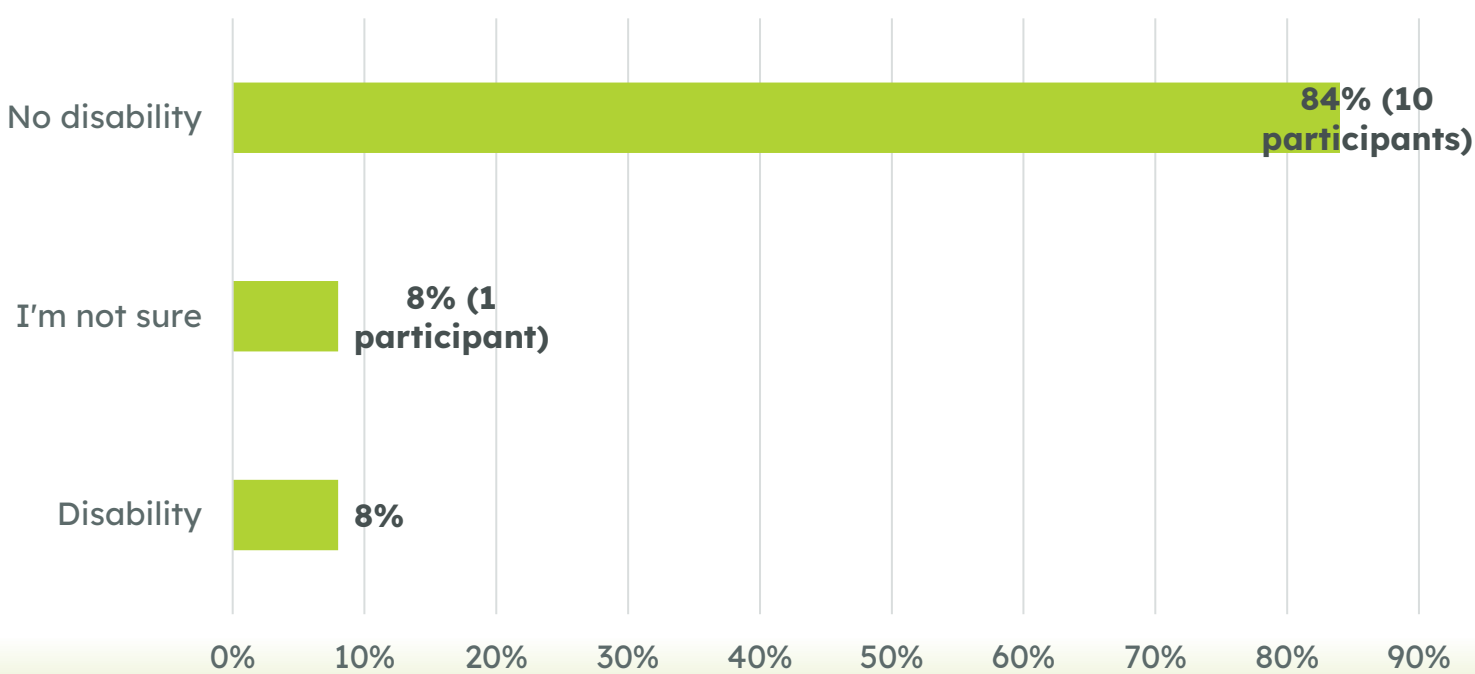
Age



Ethnicity



Disability



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Context

Cultural narratives

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Topic guide: Online focus groups

WELCOME [5 minutes]

Hi everyone, and thanks for joining the group today. My name is XXX and I'm a researcher at SOS UK.

Before we start, we'll tell you a bit more about the purpose of this focus group and run through some admin points.

You've been invited to take part as someone who is a man, and a student who lives in Scotland. We want to know what you think about food and the choices you make in your day to day lives - what you eat, what you don't, and why.

There is plenty to cover, but we're really interested in hearing about your views and experiences in detail so please answer the questions with as much detail as possible.

This isn't a test - there are no right or wrong answers to our questions today, and it's absolutely fine to have a different view or share different experiences to the rest of the group. If you agree, or disagree, we want to know.

The research is being funded by the Scottish Government but this shouldn't affect what you say in this group today.

We will treat everything you say in complete confidence. We will never identify you by name or any other information that could allow someone to recognise you.

Anonymous quotes from this group may be used in reports or other communications, however you will not be named. The online group will automatically keep a record of everything you say, but this is just to help us with the analysis. As I said just now, nothing you say will be attributed to you.

The voucher to thank you for your time will be sent to you via email after this group.

Please do not use Artificial Intelligence (AI) to answer the questions - we just want to know your views!

Finally, we have some observers to the group today, from the Scottish Government. They will be able to read our conversation but please don't worry about this, as I said before, there are no right or wrong answers.

Is everyone ok with this, or does anyone have any questions before we start? If you're ok to go ahead with the group, please put a thumbs up in the chat now.

INTRODUCTIONS [5 minutes]

Just to get us started, it would be great if you could all introduce yourselves:

Please tell us...

Your name?

What you're studying?

Select an emoji that describes you and tell us why!

CURRENT EATING HABITS AND THE ROLE OF RED AND PROCESSED MEAT [30 mins]

Great, now we'll move on to the main topic of today's group...We're here today to talk about the food you buy and eat.

Think of something you eat regularly - a meal or a snack. What is it and why do you eat it regularly?

What makes you choose to eat that regularly?

When did you start eating that regularly?

Can you tell me more about why you're eating that regularly?

What influences your decision to eat that regularly?

How about things you see online, how do they shape what you eat?

What about your friends?

We've just spoken about things you eat regularly, now what about foods you avoid.

Can you tell me what foods you avoid eating, and why you avoid them?

I'm interested in hearing more about red or red processed meat and how that fits into your eating habits.

By red meat we mean beef, lamb, pork, mutton, venison and goat. And by red processed meat we mean things like bacon, sausages, hot dogs, ham and salami.

When you think about a 'normal' week of eating, where does red meat fit in? And where does processed meat fit in?

How do your 'normal', or 'average' eating patterns when it comes to red and red processed meat fit with your ideal diet?

Just to note we're just using the word 'diet' to describe the food choices people might make, not a change in eating specifically to lose weight.

Why do you see this as an ideal diet?

What information, ideas or inspiration have you used to understand what an 'ideal diet' should look like?



Still thinking about your 'normal' eating patterns...

On screen now you'll see a grid with different types of eating you might do.

[TYPES OF EATING:

- Grab and go breakfast
- Snacking between meals
- Ordering a takeaway with friends
- Snacking whilst studying, gaming or watching TV
- Eating lunch at a campus café or canteen
- Pre or post workout/exercise snacks
- Packed lunch
- Breakfast, made at home for myself
- Dinner cooking for myself at home
- Dinner out at a restaurant or pub
- Celebration lunch or dinner
- Eating on a night out
- Sunday lunch]

Use the toolbar to select a tick for when there must be red or processed red meat involved in the type or eating - where it wouldn't feel right or 'proper' if meat wasn't included.

Or use a circle, O, to show where red or red processed meat isn't essential . You might still want to eat meat here, but it could be other kinds of meat such as chicken, or fish.

If there are occasions when you wouldn't want to eat meat of any kind, use a X.

A quick reminder that by red meat we mean beef, lamb, pork, mutton, venison and goat. And by red processed meat we mean things like bacon, sausages, hot dogs, ham and salami.

Can you tell me some more about the specific times when red or red processed meat feels essential?

Why does it feel like these types of meat are essential?

If these types of meat weren't there in those meals or other occasions, what would feel missing?

Are there occasions when red or red processed meat feels less important - you wouldn't really notice or mind if it wasn't there?

How do other types of meat (e.g. chicken) fit in here?

I'm also interested in how eating on campus fits in here. We're just using 'campus' to describe anywhere at your university or at your students' union.

How does eating red or red processed meat fit in with your eating habits on campus?

What about in university or students' union cafés or canteens?

And how about when buying 'takeaways' or 'food to go' through campus venues?

BELIEFS AND RED / PROCESSED MEAT [20 mins]

Thanks for sharing those answers. I'm interested in hearing a bit more about how and why you eat red or processed meat specifically.

Just as a reminder, by red meat we mean beef, lamb, pork, mutton, venison and goat. And by red processed meat we mean things like bacon, sausages, hot dogs, ham and salami.

You'll see a whiteboard on your screen now. I'd like you to add text on the screen anything that eating red or processed red meat does for you. This can be anything you think, feel or notice. Use words or short sentences.

If someone else writes something that reflects how you feel, you can add a tick next to what they've written. Try not to cover up what's written so others can still read it!

I'll add some extra questions in the chat here to help you think about this.

What does eating red or processed red meat do for you?

How does it make you feel? Physically or mentally.

Is there anything you associate with eating it, other than how it tastes?

Does eating red or processed meat say anything about the kind of person you are, or want to be?

How does being a man fit in with this?

How does it fit with what you think it means to be healthy?

Thanks for that. Can you tell me more about...

Thinking about the views you've shared on eating meat, which are things you actively think about, and which are more 'background noise'?

What sources of information , ideas or inspiration do you use to guide your eating habits?

Which of these sources in particular really stick with you?

Why do they stick with you? What makes them stand out?

What makes sources of information about food feel out of touch, or easy to ignore?

Why do you say this?

CUTTING BACK [15 mins]

Thanks again for sharing your views on those last questions. Really useful responses.

I'd like you now to imagine eating less red or processed meat.

How do you feel when you think about this?

How do you think your friends would react if you started eating less meat?



What impacts for your health do you think there would be if you started eating less meat?

What other impacts do you think you would experience?

What positive impacts would there be?

What negative impacts would there be?

Can you think of a time where you naturally ate less red or red processed meat, without even trying?

What happened?

Why do you think you ate less meat?

If someone wanted to change how people like you eat meat, what would be the main thing they would need to understand?

Thinking again about how you eat whilst you're on campus, as we discussed earlier today, what would need to be different for eating less red or processed meat to feel normal or easy?

What gets in the way of eating less meat on campus at the moment?

Is there anything that's already happening at your university that has made you think about eating less red or red processed meat?

How would you feel if you were 'asked' to eat less, or not eat any, red or red processed meat when eating at campus venues? For example, messaging in university canteens or students' union cafés

WRAP-UP [5 mins]

That's all my questions for today, thank you very much for all your answers.

Before we wrap-up, I wanted to check if there's anything that you haven't yet shared in our discussion that you think is important?

Just to reassure you that all your responses are completely confidential. We might use quotes of things you have said in reports, but you won't be personally identifiable.

We'll be in touch after the group with a voucher worth £25 to say thank you for your time that can be used at a range of high street shops and supermarkets.

Thanks again for your time. You can close your browser to exit the group.





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