

31st October 2005

Ref: ENF/E/05/044

SPECIAL INVITATION
2005 REGIONAL STAKEHOLDER CONSULTATION EVENTS
FOOD HYGIENE CAMPAIGN: 4Cs STRATEGY

Improving Food Hygiene Awareness
in the home, through schools and local initiatives:
Developing a New Strategy

Dear Stakeholder

As someone with an interest in food hygiene issues, I am writing to invite you and your colleagues to participate in one of the regional consultation exercise events that the Food Standards Agency (FSA) is holding in November and December 2005.

These important consultation events will provide an important opportunity for you and your colleagues to help shape the development of the Food Standards Agency's new 4Cs (Food Hygiene) Strategy that aims to improve food hygiene awareness in the home, schools and the community.

Since the Food Standards Agency embarked on a Foodborne Disease Strategy in 2001, the incidence of foodborne disease in the UK has reduced by over 15%. The FSA Strategic Plan for 2005-2010 details a number of initiatives to reduce foodborne disease still further. These include developing a new strategy for improving awareness of the food hygiene campaign's basic messages, the "4Cs":

- Keeping things **Clean**
- **Cooking** food thoroughly
- **Chilling** food thoroughly and
- Avoiding **Cross-contamination**

As a first step to develop the new strategy, stakeholders representing the food industry, enforcement, public health, education, consumer and community organisations attended a workshop event in London in July 2005. This event produced a number of valuable views and suggestions that will help to shape the new strategy.

The Agency is now keen to build upon the success of the July event to expand these initial ideas and obtain additional views from stakeholders around the country.

With this in mind, I would like to invite you and your colleagues to attend one of the following one-day regional consultation events:

LOCATION	DATE	Venue
Taunton	17 th November (Thursday)	Taunton Racecourse
Manchester	23 rd November (Wednesday)	Freemasons Hall, Bridge Street
Leicester	24 th November (Thursday)	Ramada Hotel, Granby Street
Cardiff	28 th November (Monday)	Millennium Stadium
Newcastle	30 th November (Wednesday)	Newcastle City Holiday Inn, Newbridge Street
Belfast	5 th December (Monday)	Belfast Waterfront Hall
Edinburgh	7 th December (Wednesday)	Royal Society of Edinburgh Conference Centre, George Street

We hope that these consultation events will provide opportunities for us to develop effective ways of working together to promote awareness of *food hygiene in the home* by working with schools and supporting local initiatives. The key questions for debate will include consideration of what are the most effective (and ineffective) ways to promote food hygiene:

- To young people in primary and secondary education
- Working through local and community initiatives

The Agency always welcomes support from partner organisations in highlighting food hygiene issues. I very much hope that you and/or your colleagues will be able to attend one of the consultation events, as I am sure that your views and input will help inform and develop the new 4Cs strategy.

If you would like to attend, please return the attached RSVP booking form to Hannah Corbett at our event organisers, Connect Conferences via email at foodstandards@connectpa.co.uk or via fax on 020 7222 2677. Alternatively please post to the address given on the form. You will be sent confirmation and joining instructions for the event upon receipt of your booking form.

It is important that we get a wide and balanced audience and a good mix of views. With this in mind I hope that you will book early to guarantee your place and input into the strategy.

I hope that you will join us for what I hope will be an interesting and productive event, and I look forward to receiving your booking form soon.

Yours faithfully

Lucy Foster

Head of Foodborne Disease Strategy Co-ordination
Microbiological Safety Division



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Provisional Programme

10.00 Registration and Coffee

10.30 Welcome and Opening Remarks

Presentation 1:

The FSA's Foodborne Disease Strategy: work to date and the new 4Cs Strategy

Presentation 2:

Speakers will give examples of relevant work and local initiatives undertaken by the Agency in from Scotland, Wales and Northern Ireland

Presentation 3:

Local Speaker(s) will present examples of initiatives and activities taking place in the local region

Question and Answer Session

12.30 Lunch

13.30 Breakout Group Discussion Session

An overview of the suggested strategic themes and initiatives
Delegates will divide into smaller groups to discuss strategy initiatives

15.00 Plenary Feedback Session

Question and Answer Session

15.30 Close of Consultation Event

BOOKING FORM

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(please mark an "X" by the event you would like to attend in the box provided):

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	Edinburgh	7th December (Wednesday)	Royal Society Conference Centre

My details are:

Name	
Job Title	
Organisation	
Address	
Telephone	
Email	
Special dietary requirements?	

Please RSVP using the following methods:

Fax: 020 7222 2677

Email: foodstandards@connectpa.co.uk

Address: 4Cs Consultation Events, PO Box 3380, London SW1P 4WJ