



To: District Council Chief EHO's
Cc: Group Chief EHO's
NIFLG Members
CIEH NI Centre
LACORS

27th September 2007

Reference: **ENF/NI/07/047**

Dear Colleagues,

BRIEFING NOTE – SEPTEMBER 2007

FOOD HYGIENE CAMPAIGN AND RELATED INITIATIVES

This Briefing Note provides you with an update on the Agency's Food Hygiene Campaign and related activities. Perhaps you will bring it to the attention of relevant staff within your organisation.

Yours sincerely

KATHRYN BAKER

GENERAL FOOD HYGIENE AND INCIDENTS



FOOD HYGIENE CAMPAIGN AND RELATED ACTIVITIES
BRIEFING NOTE – SEPTEMBER 2007

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FOOD HYGIENE CAMPAIGN

FOOD SAFETY WEEK 2008

The Agency is currently working on a new approach for Food Safety Week 2008 and will be meeting with partner organisations during October 2008.

Further details will be provided in subsequent issues. To ensure that you receive a copy of the press pack, and to be kept informed of future developments, please make sure that you have registered your details at foodsafetyweek@ecgroup.co.uk and include 'Register' in the subject line.

FILLER ADVERTISEMENTS

The Agency has also produced two new food hygiene filler adverts. These focus on the issue of cross-contamination and attempt to challenge the assumption that food poisoning always occurs outside of the home. They utilise the UV light treatment that was made popular in earlier food hygiene adverts.

Filler advertisements are public notice adverts and are used when a channel needs to fill programming time or has last-minute advertising slots to fill.

You can view these and the existing barbecue filler, by registering your details at: www.coitvfillers.co.uk

For further information please contact Catherine Clarke (020 7276 8842, email: catherine.clarke@foodstandards.gsi.gov.uk

THE COOKING BUS

We are currently seeking applications from community groups and projects to form part of our out-of-school programme for 2008. We are keen to receive applications from initiatives working with vulnerable or socially disadvantage groups.

For further information or for an out-of-school application please contact:

Anupa Shah (tel: 020 7276 8827, e-mail: anupa.shah@foodstandards.gsi.gov.uk

GRANTS FOR FOOD HYGIENE AND NUTRITION INITIATIVES

An FSA grant for food hygiene and nutrition initiatives was given to Somerset County Council in 2005/6, with which they made a DVD for, and with, people with a range of learning disabilities called 'Germ Academy'.

Germ Academy has been put forward for an award in the Oska bright festival – a national festival for disabled film makers and actors - in the categories 'best actor' and 'best special effects'.

For further information please see Oska Bright's website:

<http://www.oskabright.co.uk/OB2007.htm> or contact Steve Jones at Somerset County Council: Tel:01278 455571, e-mail: SAJones@somerset.gov.uk

‘SCORES ON THE DOORS’

Groups of Local Authorities in London, the Midlands and individual authorities in other parts of the UK (up to 60 authorities in total) will be trialling Agency sponsored schemes for ‘scores on the doors’. Some have already commenced, others will be starting during 2007. The aim of the trials is to provide an evidence base to inform an Agency recommendation for one preferred scheme nationwide.

Two Authorities from Northern Ireland (Belfast City Council and Banbridge District Council) will be participating in the London pilot. Two Welsh Local Authorities (City and County of Swansea and the Vale of Glamorgan Council) will also be participating in the pilot. The trial will commence later this year.

Scotland

In Scotland the Food Hygiene Information Scheme, formerly referred to as Scores on the Doors, was launched on 6 November 2006 in five pilot areas - Aberdeen City Council, City of Edinburgh Council, Fife Council, Perth and Kinross Council and Renfrewshire Council.

The grading categories for the scheme in Scotland are ‘pass’ or ‘improvement required’. All businesses are entitled to a certificate from day one based on historical inspection data. Consumers are also able to access the information on the Local Authorities web sites and through the following FSA web site link – <http://www.food.gov.uk/scotland/safetyhygienescot/foodhygieneinfoscot/>

An independent interim evaluation of the Scottish pilot has been completed and the report can be found on the FSA Agency web site at the above address. A second evaluation is currently underway.

A Roadshow is being rolled out across the pilot Authorities in Scotland to raise consumer awareness of the scheme. There was also a Business Forum held in Edinburgh in September to raise awareness of the scheme in the business communities of Scotland and to obtain their feedback.

The pilot local authorities are undertaking shadow inspections within and across Authorities to compare grading outcomes. In addition the FSAS audit branch are undertaking detailed examination of 150 businesses graded as ‘Improvement Required’ from all pilot Authorities to examine evidence of factors relating to failure in compliance. Both of these initiatives are expected to report back in October.

Two organisations have been contracted to carry out the evaluation of the scores on the doors schemes. Greenstreet Berman will be working closely with local authorities to evaluate the impact on their activities and improvements to hygiene standards and compliance and the effect of schemes on industry. Separately, Continental Research are evaluating the impact on consumer behaviour. Evidence available from scores

on the doors schemes in the UK not sponsored by the Agency is also being taken into account.

We have also set up the Independent Advisory Group, which will scrutinise the evaluation process. The Group consists of members from industry, consumer and enforcement bodies.

**For further information please contact Phil Flaherty (tel: 020 7276 8445, e-mail: Philip.Flaherty@foodstandards.gsi.gov.uk)
or in Scotland please contact Pauline Wilkinson (tel: 01224 285114, e-mail: pauline.wilkinson@foodstandards.gsi.gov.uk)**

UPDATE ON BIOSECURITY TRAINING FOR THE POULTRY INDUSTRY

Campylobacter is the most common bacterial cause of foodborne illness in the UK and is therefore one of the key organisms the Agency is tackling in order to reduce levels of foodborne disease. The Agency has been implementing its strategy for the control of *Campylobacter* in chickens, as the consumption/handling of chicken meat is the most significant route of human infection. The strategy is a three-pronged approach with initiatives at all stages of the food chain; on-farm, at the slaughterhouse and in commercial and domestic kitchens through the Food Hygiene Campaign.

From 2003 the main focus of the on-farm initiatives has been a campaign to improve biosecurity on the broiler farm. We have worked with the poultry industry in the production of biosecurity leaflets, booklets and posters for poultry farmers, with company seminars taking place throughout the UK (see <http://www.food.gov.uk/safereating/microbiology/flocks/> for more information).

The most recent initiative has been to extend the training to poultry catchers to raise their awareness of biosecurity. Poultry catching, especially where only a portion of the flock is removed (thinning) is a high risk time for *Campylobacter* infection of flocks. During 2006/07 the Agency, Defra, HSE and ADAS delivered biosecurity training to the majority of poultry catchers in England and Wales. Plans are underway to deliver the training in Scotland and N.Ireland. A poster reminding catchers of the key biosecurity messages is available at <http://www.food.gov.uk/multimedia/pdfs/flockbiosecurityposter.pdf>.

For more information contact Kathryn.callaghan@foodstandards.gsi.gov.uk, Tel: 020 7276 8943.

FSA WALES

FSA Wales Resource Trailer

The FSA Wales Educational Resource Trailer will be attending a number of public events throughout the summer months working in partnership with local authority colleagues and other stakeholders. Details of the trailer, and where it will be, are available on the web: <http://www.food.gov.uk/wales>

The provisional 2008/09 schedule of the FSA Wales Resource Trailer is also currently being considered. To enquire about the availability of the Resource Trailer for your event, email: deb.morgan@foodstandards.gsi.gov.uk or call 029 2067 8999.

Grants for local food hygiene and nutrition initiatives (Wales)

FSA Wales received a positive response from local authorities. A decision on the final grant recipients was made in early June by Appraisal Panels and 2 applications from Wales were successful. They were Neath Port Talbot County Borough Council, who aim to raise awareness to food hygiene, cooking skills and nutrition to vulnerable and disadvantaged groups in the area, and Bridgend County Borough Council who propose a project to educate food business operators of catering establishments in areas of food safety and healthy eating.

FSA Wales AFAL Awards

The launch date of the 2007-08 Award for Food Action Locally (AFAL) awards has been set as Friday 5 October when nomination forms will be available on the Agency website. The closing date for completed nominations is Friday 7 December and the Nutrition team are hoping for another increase in the number of applications received.

Healthy Options Award

Training for Local Authorities in Wales who are taking part in the piloting of an all-Wales Healthy Options Award was held on 5 September. The Award has been developed in partnership by Local Authorities, FSA Wales, CIEH and the NPHS and is based on a scheme developed by Caerphilly County Borough Council. The Award will aim to make the food served by caterers healthier across the board by:

- using healthier cooking and food preparation practices; and
- helping customers make informed choices about food by including healthier items on the menu which are clearly marked, more visible and accessible, and promoted.

Only premises that hold a valid food hygiene award will be eligible to be assessed. The award will be tiered with Bronze, Silver and Gold levels. The pilot will run until the end of December, with the evaluation of the pilot completed by January 2008. It is anticipated that the Award will be launched from April 2008.

FSA NORTHERN IRELAND

Fresher Food' – Students Survival Guide

The guide, which promotes diet and hygiene issues, was launched successfully in October 2006, aimed primarily at first year students at the University of Ulster. To further promote the guide a series of screen savers are being developed with the aim of reinforcing key hygiene and nutrition messages. It is intended that these will be uploaded onto computer terminals within the two University campuses and made available for use in schools. It is also proposed that students will be emailed with a

link allowing them to download the screen saver. Key messages on the screen saver will be updated during the campaign.

Eat Clever – Targeting Homeless

Last year FSA(NI) commissioned research into food poverty and homelessness. On the back of the findings of the research the Agency in Northern Ireland has identified the following target areas of work for the coming year:

- Targeted, practical and accessible information to young single homeless in hostel accommodation (this would include information on food hygiene, budgeting, practical recipes and preparation, for example). This would be part of the life skills support package currently promoted within the hostel setting for 16+ years.
- The development of an accredited cooking skills/hygiene qualification. The plan is to pilot an OCN Level 1 accredited course in Nutrition, Hygiene and Food Skills, with Simon Community, in 5 of their sites throughout NI. (2-3 sites in Belfast and 2-3 sites province wide). It will be a 5 session course. Course materials are currently being developed. It is anticipated that the pilot will commence early October 2007.
- Menu planning support and standards for hostel accommodation, for example to include information on basic facilities required to facilitate good hygiene practices. A meeting was held in FSANI offices on 29 August 07. Hostels that provide meals in NI were invited along to the meeting to discuss menu planning issues.

Grants for local food hygiene and nutrition initiatives (N. Ireland)

PR activity took place at Cookstown District Council on 10 August as part of the Agency's Local Authority Grant Scheme. Cookstown used their £10k grant to hold a series of "Eat Healthy, Stay Healthy" roadshow initiatives. These roadshows will promote key messages on food safety as well as nutrition, to encourage people of all ages to stay healthy. Photographs were taken at the event and excellent coverage was achieved in the local press.

Belfast City Council were also awarded a grant for the same amount and they plan to use this money to develop a toolkit called 'Choose'n'Move' to encourage children and young people to make healthy choices in order to tackle childhood obesity. This toolkit will be ready for PR activity in January 2008.

FSA SCOTLAND

Food hygiene, healthy eating & activity in Primary schools initiative

Following two successful pilots, the Hygiene, Healthy Eating and Activity in Primary Schools ('HHEAPS') initiative is expanding across Scotland during autumn 2007. In association with the Scotland's 'Active Schools' network, Scottish Rugby and 5 Scottish League Football Clubs are now involved. These will reach around 7000 Primary 4 to 6 pupils (approx aged 8-10) in 220 schools across Scotland. National coverage is assured through Scottish Rugby's 8 community rugby regions across

Scotland. This new partnership was launched on 30 August 2007 with pupils, teachers, parents and Active Schools' coordinators from each of the 8 regions invited to lunch with the Scottish Rugby World Cup squad at Murrayfield.

The key innovative concept of this initiative is the use of positive role models such as sports coaches to deliver hygiene and healthy eating messages. Coaches are provided with 'prompt cards' linking the physical activity sessions to key topics in the classroom activities.

Grants for local food hygiene and nutrition initiatives (Scotland)

FSA Scotland has once again offered grants of up to £10,000 to local authorities and food liaison groups across Scotland in support of local projects to promote good food hygiene and nutrition messages. 9 separate projects have been accepted for funding. These cover a range of activities aimed at school children, young adults, the domestic sector and those with special needs. These initiatives should provide a valuable resource for future use.

Food Hygiene Training in Scottish Secondary Schools

The Food Standards Agency in Scotland has provided financial support of £90,000, over a three year period, to secondary schools for certificated elementary food hygiene training. The number of pupils registered with this initiative has exceeded 9,400. The purpose of this project is to meet local demand that already exists and not to divert schools and teaching staff to a new area of work that they do not see as a local priority. The intention is to provide funding towards the cost of student registration and course booklets.

FOOD SAFETY MANAGEMENT GUIDANCE FOR SMALL CATERING AND RETAIL BUSINESSES ENGLAND

Safer Food Better Business (SFBB) Developments

Work is progressing on the interactive DVD based training tool to complement the SFBB packs for caterers and retailers. Text is being kept to a minimum and the DVD has voiceovers in 16 languages common to the catering and retail industries, reflecting the need to train people from diverse communities. The tool will be split into two main sections, one will guide managers through SFBB with the aim of less need for external help from Environmental Health Practitioners and coaches and the other section can be used by staff to help with food safety training.

The DVD is due to be launched late in 2007. The tool will then also be available for download from the Agency's website.

Work is progressing on new and adapted safe methods for catering for vulnerable groups. The new material will include guidance on the avoidance of potential cross contamination issues from the mixed use of food preparation facilities. Two new products will be launched. A supplement for care homes will be in the form of new

safe methods which will be available in autumn 2007, to be used in addition to the main catering pack. The material for childminders and nurseries will consist of a new 'mini-pack' based on SFBB for Caterers, which will be available in early 2008.

Over 313,000 SFBB catering packs (including SFBB for Chinese cuisine and SFBB for Indian, Pakistani, Bangladeshi and Sri Lankan cuisines) and 46,000 SFBB retail packs have now been distributed either through local authorities or directly to caterers and retailers. Diary refills for both catering and retail packs are also available from the publications order line.

Highfield.co.uk, on behalf of the Agency, is continuing to run one-day coaching courses on 'Successful Implementation of SFBB' for enforcement officers. As well as covering coaching skills, the one-day course also covers evaluation of implementation of SFBB. Further information on these courses can be found at <http://www.food.gov.uk/enforcement>. (Click on the local authority resources link and scroll down to Safer food, better business toolkit). By the end of September 2007, around 1,300 enforcement officers will have received such training.

A comprehensive evaluation of the SFBB programme is currently being undertaken. This will have three strands:-

- An extensive research project interviewing businesses to explore their perception of implementing a food safety management system. The project should identify improvements both in managing food safety and in improved business in general.
- Last year local authorities completed a questionnaire quantifying their activity in helping businesses introduce SFBB. The questionnaire also explored the level of compliance of food businesses in implementing food safety management requirements. The survey has just been repeated for 2006/2007 and the Agency is currently reviewing the information received and analysing the data. The Agency is very grateful to those authorities that completed and returned the questionnaire.
- Many of the local authority projects from the first tranche of grants ended in March 2007 and an independent academic review of final reports from these projects is underway.

The findings from all the evaluation activities will be reported to the Board in December 2007. This will summarise the programme's achievements, improvements in business compliance with hygiene legislation, highlight any issues to explore further and point the way for a sustainable future for the programme. The results of the evaluation exercise will also be fed back to local authorities.

There are two further regional seminars being planned; a South East regional seminar on 15 November 2007 and one in the East Midlands on 7 December 2007. The venues and agenda are in the process of being finalised and will follow the format of the recent North West event.

A new edition of the SFBB Newsletter, containing information on developments and case studies on SFBB implementation, was recently published. This can be viewed at: <http://www.food.gov.uk/multimedia/pdfs/publication/fsasfbbaug07.pdf>

SCOTLAND

Support for the introduction of Food Safety Management Systems based on HACCP Principles.

Cook**Safe** is available in digital format from the FSA website in English, Chinese, Bengali, Punjabi and Urdu. The Agency in Scotland is pleased to announce that The Stationary Office is now producing hard copies of Cook**Safe** (in English, Urdu, Punjabi, Bengali and Chinese) and Retail**Safe** on a commercial basis and can be contacted on 0870 600 55 22 or via their website at www.tsoshop.co.uk

E-CookSafe

E-Cook**Safe** continues to be available for download from the FSA website, and CDs are available from the Scottish HACCP team on 01224 285 140 while stocks last. The Scottish HACCP project is now finished and no further updates will be forwarded.

Eat Safe Award Scheme

366 Eat Safe Awards have now been issued across Scotland. The success of the award scheme continues to grow as many caterers, who formed part of the HACCP project, now have a HACCP system in place and are achieving the award standard. In response to stakeholder feedback, FSA Scotland has increased the training requirement of the Eat Safe Award criteria in Scotland only. This change took place on 1 March 2007.

Allergens Project

FSAS has recently launched a project to raise awareness and increase the knowledge and understanding of food allergies with businesses, Enforcement Officers and consumers, within the scope of the Food Standards Agency work. An e-learning interactive training tool has been commissioned on a UK basis and is expected to be delivered by December 2007.

To date, 7 training sessions have been held for enforcement officers in Scotland, with a further 5 to be held in the coming months.

The allergens section of the Cook**Safe** manual is currently being redrafted by the SFELC HACCP Working Group in accordance with updated allergens information

WALES

A series of five 2-day SFBB coaching courses are being held for Welsh Local Authorities from September to January. Courses are being run in North, Mid- and South Wales.

The Food Safety Management Steering group met on 5 September and the main item of discussion was the receipt of some increased Food Safety Management (FSM) funding from the Welsh Assembly Government and how it will be utilised in Wales. Your Regional Food Groups will be discussing this soon.

There are to be two introductory FSM seminars for Chinese and Asian caterers to be held in North Wales in October with the help of the Ethnic Business Support

Programme. We hope that these will also lead to follow on seminars for smaller audiences with some hands on FSM training involved. Seminars of this type are being organised in South East Wales to follow on from the Abergavenny seminar.

If you would like more information on the Steering group, or wish for other items to be discussed at future meetings, please contact the representative from your regional food group or Adrian Preece at FSA Wales. Regional Reps are Kath Johnson (Swansea); Brian Davies (Ceredigion); Gill Dicken (Monmouthshire); Lewis Smith (Torfaen); Sharon Harding (Conwy) and Neil Underwood (Wrexham).

NORTHERN IRELAND

Support for the introduction of Food Safety Management Systems based on HACCP Principles.

Safe Catering

Work on revision of the Safe Catering guide has now been completed. It has been simplified and made more flexible than the previous version. Issue 4 has now been distributed to Councils in Northern Ireland for supply, free of charge, to caterers. It is also the intention that copies will be distributed to catering students through the catering colleges. Training on the guide for EHOs, caterers and catering college staff will be carried out as funding permits.

This new Issue of Safe Catering adds to the 'toolkit' of resource materials provided by the Agency for caterers and can be accessed at <http://www.food.gov.uk/northernireland/safetyhygieneni/safecateringni/>

Eat Safe/Scores on the Doors (SOTD)

Nearly 400 caterers across all 26 District Council areas in Northern Ireland have now received the Eat Safe award with the numbers increasing ever more rapidly (see www.eatsafe.gov.uk).

Two District Councils in N Ireland, Belfast City Council and Banbridge District Council, are taking part in the Agency's Scores on the Doors (SOTD) pilot scheme. Both Councils launched their SOTD schemes on 6 June. Two further District Councils, Carrickfergus District Council and Lisburn City Council, although not part of the Agency's pilot, are also planning to publish hygiene scores on their websites. Both District Councils plan to launch during autumn 2007.

FOOD STANDARDS AGENCY BOARD MEETINGS

All stakeholders are welcome to come and see how the Food Standards Agency operates and makes its decisions at one of the Agency's Open Board Meetings.

Open meetings of the FSA Board give stakeholders and the public an opportunity to see how the Board goes about discussing the Agency's policies and reviewing its work. At the end of each meeting there is a question and answer session where you are encouraged to ask questions or make comments on any of the matters discussed by the Board or, indeed raise any other issues relating to our work.

The next Board Meetings will be held on:

- **17 Oct 2007 Hilton Hotel, Belfast**
- **13 December Hotel Russell, Russell Square, London**

If you would like to attend or would like further information please call 01772 767730 or email fsaboardmeetings@glasgows.co.uk or you can register on line at www.food.gov.uk/aboutus/ourboard/boardmeetings.

Board meetings can also be viewed by live webcast or by podcast.

CONTACTS:

TOPIC	DETAILS
Foodborne Disease Strategy	Bob Martin, Microbiological Safety Division 020 7276 8945, robert.martin@foodstandards.gsi.gov.uk
Local Authority grants scheme	Jackie Spencer, Microbiological Safety Division 020 7276 8900, jackie.spencer@foodstandards.gsi.gov.uk
Food Hygiene Campaign	Jo Pitcher, Communications Division 020 7276 8845, jo.pitcher@foodstandards.gsi.gov.uk
Campaign contact for Local Authorities	Nathan Philippo, Local Authority Enforcement Division 020 7276 8503, Nathan.Philippo@foodstandards.gsi.gov.uk

HACCP in catering and retail businesses

England	Implementation, Special Grant Scheme: Ms Julian Blackburn. 020 7276 8430, julian.blackburn@foodstandards.gsi.gov.uk Policy: Stephen Airey. 020 7276 8118 stephen.airey@foodstandards.gsi.gov.uk
Wales	Keith Blake, LA Liaison Branch 029 2067 8902; keith.blake@foodstandards.gsi.gov.uk
Northern Ireland	Trevor Williamson, General Food Hygiene and Incidents Unit 028 9041 7713; trevor.williamson@foodstandards.gsi.gov.uk

FoodVision

Tracy Boshier, 020 7276 8911,
tracy.boshier@foodstandards.gsi.gov.uk, or
LACORS Foodvision Officer 020 7665 3888,
foodvision@lacors.gov.uk

General contacts

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Wales	Helen George, Nutrition & Food Safety Policy 029 2067 8907; Helen.George@foodstandards.gsi.gov.uk
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