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7TH December 2007

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Dear Colleagues,

BRIEFING NOTE – December 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 faithfully

Michael Jackson
Head of Auditing and Monitoring Unit



INVESTOR IN PEOPLE

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FOOD HYGIENE CAMPAIGN AND RELATED ACTIVITIES

BRIEFING NOTE – DECEMBER 2007

<u>CONTENTS</u>	Page
<u>Food Hygiene Campaign</u>	
Christmas media campaign 2007	3
Food Safety Week 2008	3
Food hygiene ‘filler’ advertisements	4
The Cooking Bus	4
Grants for food hygiene and healthy eating initiatives	4
Scores on the Doors	5
Food Champions Awards	6
Food Vision Website	6
‘Serious About Salmonella’	7
Activities in Wales	7
Activities in N Ireland	8
Activities in Scotland	9
<u>HACCP Guidance for Small Catering and Retail Businesses</u>	
In England	10
In Scotland	11
In Wales	12
In N Ireland	13
<u>FSA Board Meetings</u>	14
<u>Contacts</u>	15

FOOD HYGIENE CAMPAIGN

CHRISTMAS 2007

This year the Agency will be running a Christmas radio advertising campaign encouraging people to make sure their turkeys are cooked properly.

Two new radio adverts will feature celebrity chefs (Gary Rhodes and Ainsley Harriott) who will humorously advise people what not to do thereby promoting the importance of thorough cooking messages and that washing turkeys is unnecessary and should be avoided as it increases the risk of cross contamination in the home. The advertising will be broadcast in England, Wales and Scotland

The radio adverts will run from 19-25 December and will also be available on the Agency's website. This will be complimented by website and local PR activity.

If you are carrying out any consumer activity in the run up to Christmas don't forget that the Agency has web pages dedicated to safe and healthy eating at Christmas at:

<http://www.eatwell.gov.uk/healthydiet/seasonsandcelebrations/winter/>. Please note that Christmas cooking advice on this section will be updated later this month.

The Agency also has an email address for all those Christmas cooking questions which is turkeymail@foodstandards.gsi.gov.uk

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

FOOD SAFETY WEEK 2008

The Agency has now announced the dates for Food Safety Week 2008 as 9 –13 June and is working on new branding and materials that it hopes to unveil in early Spring 2008.

Further details will be provided in subsequent issues. 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.

In the meantime the Food and Drink Federation (FDF) is offering FREE FOODLINK RESOURCES to help you to communicate key food hygiene messages including the four C's to your own audiences.

The foodlink resources can be used as the basis for food safety awareness activities – they include booklets, leaflets and posters, stickers, badges, balloons,

fridge magnets, sticker activity sheets, playing cards and board games. All subject to availability – first come first served! A charge will be applied to cover the cost of postage and packaging.

To order resources please visit:

http://www.foodlink.org.uk/resources_order_form.asp

FILLER ADVERTISEMENTS

Earlier in the year the Agency produced two new food hygiene filler adverts. These focus on the issue of cross-contamination and food poisoning in the home. They utilise the UV light treatment that was 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

FSA England

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 HEALTHY EATING INITIATIVES

The Agency is currently developing the local authority scheme for grants for food hygiene and healthy eating initiatives for 2008/9. It is hoped to launch the scheme in England, Wales and N. Ireland in January 2008 with applications in Scotland requested slightly later.

Full details will be announced in this briefing when the 2008/9 scheme is launched.

For further information please contact: **Jackie Spencer (tel: 020 7276 8900, e-mail: jackie.spencer@foodstandards.gsi.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) are trialling Agency sponsored schemes for 'scores on the doors'. Two companies are evaluating the schemes – Continental are looking at the impact on consumers, and Greenstreet Berman are working with local authorities to identify impacts on themselves, and also the impact on industry. Evidence available from scores on the doors schemes in the UK not sponsored by the Agency is also being taken into account. The Agency will be discussing findings with the Independent Advisory Group and making a recommendation about a national scores on the doors scheme at its Board meeting in March 2008.

Two District Councils 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 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 further evaluation is currently underway.

A Roadshow was 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.

Three of the Pilot Local Authorities are undertaking shadow inspections to compare grading outcomes internally and across Authorities. In addition the FSAS audit branch are undertaking detailed examination of 150 businesses graded as 'Improvement Required' from all pilot Authorities to establish common factors relating to failure in compliance. Both of these initiatives are expected to report back by the end of December.

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 285140, e-mail: pauline.wilkinson@foodstandards.gsi.gov.uk)

FOOD CHAMPIONS AWARDS

In October the Food Standards Agency launched a new awards scheme for local authorities, recognising good practice in improving local food safety or standards, and enhancing community diet and nutrition.

The Food Champion Awards will recognise outcomes of local authority activity, and will focus on the enabling role the authority and its staff have fulfilled in delivering positive food-related outcomes in their locality.

All local authorities in England and Wales can apply to be a Food Champion. The scheme may be rolled out to Authorities and District Councils in Scotland and NI after the initial pilot year.

The Agency has developed the Food Champion Awards with its partners; the Chartered Institute of Environmental Health, the Trading Standards Institute, the Local Authorities Coordinators of Regulatory Services and the Improvement and Development Agency.

More information about the awards can be found at the following link.

<http://www.food.gov.uk/enforcement/goodpractice/foodchampion/>

FOOD VISION WEBSITE

The Food Vision website acts as a portal for local authorities and other community members who want information and ideas about health and wellbeing initiatives. The website is supported by LACORS, the Food Standards Agency and the Local Government Association (LGA).

The fourth Food Vision newsletter, which provides details about the latest updates on the Food Vision website as well as information about other food

related projects and developments throughout the UK, was recently published and is now available to download from the publications section:

<http://www.foodvision.gov.uk/pages/publications>

Please visit the website at www.foodvision.gov.uk

For general enquiries about Food Vision contact:

Mark Bush (020 7276 8905; email: mark.bush@foodstandards.gsi.gov.uk) or
LACORS Food Vision Officer (020 7665 3888; email: foodvision@lacors.gov.uk).

SERIOUS ABOUT SALMONELLA – REDUCING SALMONELLA IN PIGS

The Agency has recently launched its 'Serious about Salmonella' campaign. The campaign is aimed mainly at those involved in the primary phase of pig production and highlights the need for producers to be proactive in terms of on-farm biosecurity to control Salmonella risks. It focuses on five key back-to-basics messages:

- All-in, all-out production can control cross-contamination between batches.
- Farm hygiene and biosecurity can prevent *Salmonella* infection.
- Rodents, wild birds and cats carry *Salmonella*.
- Pig health, feed and water can help control *Salmonella* infection.
- *Salmonella* control starts with weaners.

A DVD and posters have been produced to support these messages, and a booklet will be available shortly. We are also holding a number of regional workshops in November and will be attending the Pig and Poultry Fair in May 2008.

FSA WALES

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.

Food Safety Week

The Food Standards Agency in Wales is currently considering proposals to support Welsh Local Authorities in activities programmed to coincide with Food Safety Week

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 2007-08 Awards for Food Action Locally (AFAL) awards were launched on Friday 5 October and nomination forms are 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

The all-Wales Healthy Options Award 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

Grubs Up – 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 and the course is to begin a pilot period.

- Menu planning support and standards for hostel accommodation, for example to include information on basic facilities required to facilitate good hygiene practices.

FSA SCOTLAND

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 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 (8-10 year olds) in 220 schools and our partnership with Scottish Rugby has enabled national coverage through their 8 community rugby regions across Scotland.

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 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 were 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, per year, over a three year period, to secondary schools for certificated elementary food hygiene training. The number of pupils registered with this initiative has exceeded 9,700. 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.

Events

Recipe For Success

The very successful Recipe For Success cooking shows have been attracting large audiences with celebrity chef Phil Vickery giving FSA advice about good hygiene in the kitchen.

Good Food Show

The Agency's stand at the Good Food Show in Glasgow included information on the FHIS as well as an interactive washing hands game for visitors.

Poster competition

The Agency is running a poster competition again this year and asked Scottish Primary school children to draw posters to highlight key Agency messages on food hygiene, allergens, and diet and nutrition themes. The winning entries will feature in the Agency's 2008 calendar and a celebrity chef will visit the overall winning school. The Agency received over 4500 posters. The competition closed on 5 October 2007.

FOOD SAFETY MANAGEMENT GUIDANCE FOR SMALL CATERING AND RETAIL BUSINESSES

ENGLAND

Safer Food Better Business (SFBB) Developments

Work is being finalised on the interactive DVD based training tool to complement the SFBB packs for caterers and retailers. Text is being kept to 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 EHPs and coaches and the other section can be used by staff to help with food safety training.

The DVD is due to be launched in January 2008. The content will then also be available to view or download from the Agency's website.

Work continues to progress on new and adapted safe methods on catering for vulnerable groups, care homes and childminders & nurseries. Draft safe methods have been circulated to external stakeholders including enforcement officers, for comment. The care homes supplement will consist of 3 new safe methods and

should be used with the main catering pack. The childminders and nurseries booklet is based on SFBB for Caterers. Both products will be available in early 2008.

Over 331,000 SFBB catering packs (which include SFBB for Chinese cuisine and SFBB for Indian, Pakistani, Bangladeshi, and Sri Lankan cuisines) and 48,000 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 on 0845 606 0667.

Highfield.co.uk, on behalf of the Agency, is continuing to run one-day coaching courses on 'Successful Implementation of SFBB' for enforcement officers in England. 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 November 2007, around 1,300 enforcement officers will have received such training.

The evaluation of the SFBB programme is still progressing and the findings will be reported to the board in December 2007.

The Agency hosted a Regional Seminar in the South East of England on Thursday 15 November in order to share good practice and future sustainability on the implementation of SFBB. All South East local authorities were invited. The event was chaired by Alan Harvey (FSA South East Regional Co-ordinator) and presentations were given by LA officers and individuals who have been involved in 1st and 2nd tranche grant projects.

A further seminar, planned for Friday 7th December in the East Midlands of England, will be chaired by Rob Howard (FSA East Midlands Regional Co-ordinator). The format will be similar to the South East Seminar

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 Stationary Office is 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

373 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.

Allergens Project

FSAS has 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, 11 training sessions have been held for enforcement officers in Scotland, with a further 4 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 December.

FSA Wales is funding a series of SFBB seminars for businesses to be arranged in your area. CMi consultants have been engaged to present the seminars and to offer one-to-one coaching to interested businesses. We will meet CMi shortly and inform local authorities of the detailed arrangements.

Another initiative being investigated is the provision of portable DVD players to each local authority to enable EHOs to use the FSA developed FSM DVD as a training/coaching aid during visits to businesses. The provision of handheld

translators is also under consideration. We are also having copies of the FSA NI “safe catering” guidance packs printed.

If you would like copies please let Andrew Morris know (Tel: 029 2067 8960, e-mail: AndrewMorris@foodstandards.gsi.gov.uk).

There were two introductory FSM seminars for Chinese and Asian caterers held in North East Wales and Gwynedd in November with the help of the Ethnic Business Support Programme (EBSP). These seminars were similar to the successful seminar for Chinese caterers held in South East Wales.

It is the steering group’s intention that more of these seminars involving a wide variety of ethnic businesses can be held throughout Wales

The Food Safety Management Steering group next meeting is in early December. 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 Andrew Morris at FSA Wales. Regional Representatives 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.

Additional copies of the daily diary recording book (SC8) have been printed and will be distributed to the 4 groups and Belfast City Council. These books will therefore be available for distribution free of charge to caterers by contacting their local District Council.

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/safecatering/>

Eat Safe/Scores on the Doors (SOTD)

Nearly 430 caterers 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 Borough Council and Lisburn City Council, although not part of the Agency's pilot, have also recently published hygiene scores on their websites. Lisburn City Council launched their SOTD scheme on 22nd October and Carrickfergus Borough Council launched on 5th November.

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 Meeting will be held on **13 December at the 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	Catherine Clarke, Communications Division 020 7276 8845, catherine.clarke@foodstandards.gsi.gov.uk
Campaign contact for Local Authorities	Nathan Philippo, Local Authority Enforcement Division 020 7276 8503, Nathan.Philippo@foodstandards.gsi.gov.uk
<u>HACCP in catering and retail businesses</u>	
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	Kathryn Baker, General Food Hygiene and Incidents Unit 028 9041 7736; kathryn.baker@foodstandards.gsi.gov.uk
<u>FoodVision</u>	Mark Bush tel: 020 7276 8905, Mark.Bush@foodstandards.gsi.gov.uk or LACORS FoodVision Officer 020 7665 3888, foodvision@lacors.gov.uk
<u>General contacts</u>	
Scotland	Food Hygiene Information Scheme, Eat Safe and allergy project Pauline Wilkinson Food Law Enforcement Branch 01224 285140, pauline.wilkinson@foodstandards.gsi.gov.uk
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