



30th May 2008

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To:
District Council Chief EHOs
Group Chief EHOs
NIFLG Members
CIEH NI Centre
LACORS

**BRIEFING NOTE – MAY 2008
FOOD HYGIENE CAMPAIGN AND RELATED INITIATIVES**

This Briefing Note provides you with an update on the Agency's Food Hygiene Campaign and related activities.

I would be grateful if you could bring it to the attention of relevant staff within your organisation.

A handwritten signature in black ink that reads "Michael Jackson". The signature is fluid and cursive.

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Head of Local Authority Unit



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FOOD HYGIENE CAMPAIGN AND RELATED ACTIVITIES
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FOOD HYGIENE CAMPAIGN

FOOD SAFETY WEEK 2008 - 9-13 June 2008

As you know the Food Standards Agency is now the lead partner in Food Safety Week. We've have been busy conducting extensive and in depth research with local authorities, consumers and schools, and we believe we have come up with a brand that will really catch people's attention and enable us all to communicate food hygiene messages.

Therefore we are pleased to announce 'GermWatch', as the theme for this year's Food Safety Week in England, Scotland and Wales. A separate theme has been agreed in Northern Ireland and this is detailed on page 7.

GermWatch has been designed to be an overarching brand for the Food Standards Agency's communication with consumers about food hygiene. Food Safety Week 2008 will be the first time that GermWatch will have been used.

The 4Cs (Cleaning, Cooking, Chilling and avoiding Cross-contamination) will be the focus for GermWatch. Our research has shown that cross-contamination remains the most confusing issue for consumers.

As in previous Food Safety Weeks, District Councils in Northern Ireland may organise local initiatives to compliment the work of the steering group within their Council area. To support any additional local initiatives you may be intending to carry out, the Agency will be producing the following items:

- A5 leaflet FSA/1236/0508
- Cardboard leaflet dispenser FSA/1237/0508
- A3 posters
 - Cross-contamination (fridge) FSA/1238/0508
 - Cross-contamination (Chopping Board) FSA/1239/0508
 - Cleaning FSA/1240/0508
 - Cooking FSA/1241/0508
- Stickers (x 50) FSA/1242/0508
- Balloons FSA/1243/0508
- Schools teachers pack FSA/1254/0508
- Germwatch 'character' finger puppet FSA/1255/0508

- A5 leaflet (WELSH) FSA/1244/0508
- Poster – Cleaning (WELSH) FSA/1245/0508
- Leaflet dispenser (WELSH) FSA/1256/0508
- Schools teachers packs (WELSH) FSA/1258/0508
- Germwatch 'character' finger puppet (WELSH) FSA/1257/0508

Orders can be placed in advance from foodstandards@ecgroup.co.uk or 0845 606 0667.

Some materials remain available from the Food and Drink Federation (FDF) online at: www.foodlink.org.uk

We are very excited about this year's Food Safety Week and want to make it as successful as we can. While we are happy for you to start making your plans for FSW, it's really crucial that this branding remains a secret so that when we launch in June we can really create a big impact in the media. Therefore until June please keep the brand 'GermWatch' under embargo (i.e for internal knowledge only) so that we can make as big splash as we can.

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.

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

GRANTS FOR FOOD HYGIENE AND HEALTHY EATING INITIATIVES

We received an overwhelming response from authorities in England, Wales, Scotland and N. Ireland with 170 applications received for the 2008/9 round. All applications were assessed against the criteria described in the associated guidance, and the Appraisal Panel found it very difficult to decide those authorities which should be funded. As in previous years, the funding available limited the number of applications that could be supported.

26 authorities were selected for support in the 2008/9 round, and will receive grants of between £2,400 and £10,000. We are pleased to announce that the successful authorities are:

Aberdeenshire Council
Antrim Borough Council
Argyll & Bute Council
City of Bradford Metropolitan District Council
Cardiff County Council
Chelmsford Borough Council
Copeland Borough Council
Derry City Council
Durham County Council
Ealing
The City of Edinburgh Council
Fife Council
Forest of Dean District Council
The Highland Council
Horsham District Council
Isle of Wight Council
Leeds City Council
Medway Council
North Tyneside Council
Rochdale Metropolitan Borough Council
South Ayrshire Council

Suffolk County Council
Sunderland City Council
City and County of Swansea
Tetbury Town Council
Wansbeck District Council

Further details, including a summary of the projects, will be published on the website shortly.

For further information please contact: **Jackie Spencer (tel: 020 7276 8900, e-mail: jackie.spencer@foodstandards.gsi.gov.uk)**

If in Scotland please contact: **Lorna Murray (tel: 01224 285114, e-mail: Lorna.Murray@foodstandards.gsi.gov.uk)**

PIG AND POULTRY FAIR

The FSA exhibited a stand in England at the 2008 British Pig & Poultry fair held on the 13th and 14th May 2008. The FSA stand promoted 50% reduction targets for the level of *Salmonella* in pigs at slaughter and *Campylobacter* in chicken at retail by 2010 and the importance of biosecurity in keeping out disease and protecting animal health at all stages of the production chain'

FSA WALES

The FSA Wales Educational Resource Trailer will be attending a number of public events throughout 2008/09 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> . To enquire about the availability of the Resource Trailer for your event, email: helen.george@foodstandards.gsi.gov.uk or call 029 2067 8999.

FSAW Incidents Branch

The Food Standards Agency Wales (FSAW) provides advice to enforcement authorities on current and forthcoming food safety issues, it coordinates the response to widespread contamination incidents, provides risk assessments based on best science and access to food safety experts. Historically, staff at FSAW handled incidents related to foodstuffs whilst environmental contamination and 'on farm' incidents were the responsibility of FSA HQ in London. With a full complement of staff, FSAW will now be taking over the responsibility for all categories of incidents located in Wales or for the Welsh dimensions of UK-wide incidents, providing advice and support to local authorities on incidents. FSAW would urge all local authorities not only to contact the branch whenever they have reason to believe that a product is in breach of food safety criteria, but also if it is only to give advance warning of a developing situation or to request assistance during an ongoing investigation.

Contacts for the FSAW incidents branch are as follows:

Heather Lewis (Head of Branch) – 029 2067 8923
(heather.lewis@foodstandards.gsi.gov.uk)

Deb Morgan – 029 2067 8938 (deb.morgan@foodstandards.gsi.gov.uk)

Richard Smith – 029 2067 8961 (richard.smith@foodstandards.gsi.gov.uk)

Hef Davies – 029 2067 8928 (hefin.davies@foodstandards.gsi.gov.uk)

Fax – 029 2067 8918

Eatwell website launched in Welsh

To meet the growing demand for information about nutrition and healthy eating, the FSA has launched a new Welsh language website.

www.eatwell.gov.uk (Click on 'Cymraeg') provides reliable and practical advice on all aspects of food, diet and health to Welsh speakers.

The other Welsh language website is <http://www.salt.gov.uk/halen> which gives more detailed information about salt in the diet.

Food Standards Agency Wales resource catalogue

FSA Wales has produced a new bilingual resource catalogue, listing all Agency publications and educational materials, available to anyone in Wales working with, or who has an interest in, food.

The catalogue has sections aimed at those who promote healthy eating or food safety messages to others. These include people working in primary, secondary or higher education, farmers, health professionals and community workers and food businesses including caterers.

Copies of the catalogue can be ordered from wales@foodstandards.gsi.gov.uk or 029 2067 8999 or can be downloaded from

<http://www.food.gov.uk/news/newsarchive/2008/mar/resourcecat2008>

Healthy Options Award

Following the piloting of the award at the end of last year, the Healthy Options Award for Wales was launched this April (materials were available for local authorities to download from the CIEH website from 1 April).

The award is based on a scheme that was delivered by Caerphilly local authority, and has been developed in partnership for use on an All-Wales basis by FSA Wales, local authorities, CIEH, NPHS and WAG. The award has 3 tiers and recognises and encourages catering premises to provide healthier options to customers, through employment of healthier catering practices, and providing meals more in balance with the Eatwell plate model -so increasing fruit and vegetable and complex carbohydrates, and decreasing fat, especially saturated fat, sugar and salt. The award also recognises provision of options for children, and rewards staff training and promotion and marketing of healthier options. Catering premises must be in possession of a food hygiene award to be eligible to be assessed. There is a commitment to evaluate the scheme after the first year. Since the launch at the start of the month some 30 catering premises have been presented a healthy options award by local authorities.

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 been developing an accredited cooking skills/hygiene qualification.

An Open College Network Level 1 accredited course in Nutrition, Hygiene and Food Skills has now been piloted with the Simon Community, in a range of their sites throughout Northern Ireland. The course is a 5 session course and comprises taught lessons with a practical cooking session at the end. Course materials are currently being developed with the intention of rolling out the materials to District Councils.

National Food Safety Week 2008

The Northern Ireland Food Safety Week steering group comprising FSANI, Safefood, District Councils and the Northern Ireland Food and Drink Association has started planning for National Food Safety Week 2008. To compliment the general 4Cs themes being developed by the Agency for National Food Safety week, the steering group in N. Ireland has developed some simple hygiene messages targeting shoppers. A 'bag for life' has been designed which displays key message on cross contamination and chilling in the context of shopping. District Councils will work with a nominated retailer in their area to meet with members of the public during food safety week and to distribute the bags to shoppers.

Fresher Food – Students Survival Guide

Following on from the success of 'Fresher Food', the student survival guide produced in 2006 for first year University students, it is intended to re-launch the guide for final year school leavers. The guide, containing advice and guidance on simple hygiene and nutrition messages, along with simple recipes for those leaving home for the first time, will be available as a resource to school leavers from September 2008.

FSA SCOTLAND

Hygiene, Healthy Eating & Activity in Primary Schools initiative

The Hygiene, Healthy Eating and Activity in Primary Schools ('HHEAPS') initiative has continued its success in partnership with Scottish Rugby, 5 Scottish League Football Clubs and Scotland's 'Active Schools' network. Its current phase is nearing completion, reaching around 7,000 Primary 4 to 6 pupils (8-10 year olds) in over 220 schools across Scotland and our intention is to further expand the HHEAPS initiative in the 2008-09 school year.

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 have 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. For 2008 we were particularly interested in projects that focus on working with older people or projects that utilise the Agency's Food Competency Framework for children and young people. We were also interested in extensions to existing initiatives, tailored to new areas or new target audiences.

Scottish authorities were invited to apply by FSA Scotland and successful authorities are listed on page 4.

Food Hygiene Training in Scottish Secondary Schools

The Food Standards Agency in Scotland will be providing financial support of £90,000 this year to secondary schools for certificated elementary food hygiene training. This year's project will be launched at the teachers conference on Saturday 26 April in Dundee.

The number of pupils registered with this initiative last year exceeded 10,000. 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 project provides funding towards the cost of student registration, exam fees and course booklets.

Pilot of the REHIS Food and Nutrition Course for Enforcement Officers

At the end of the last financial year FSAS funded 4 Food and Nutrition courses for Enforcement Officers, one at each of the four Scottish Liaison groups. The courses were delivered via the REHIS (Royal Environmental Health of Scotland) syllabus and have received positive feedback.

Food Hygiene Information Scheme (FHIS)

The Food Hygiene Information Scheme (FHIS) /Score on the Doors pilot has been in operation for 17 months now a report of the progress at the one year point was produced and is available at:

<http://www.food.gov.uk/scotland/safetyhygienescot/foodhygieneinfoscot/fhisreportoneyearon>

Assessment of HACCP Systems training

During February and March 2008 FSA Scotland funded 4 'Assessment of HACCP Systems' courses for Scottish Local Authority Food Enforcement Officers.

The course which has DG Sanco approval was delivered by Campden & Chorleywood Food Research Association and satisfies the requirements of the Food Law Code of Practice. 75 Local Authority Officers participated in the training.

Events

FSAS will once again participate in the one-day food festival 'Taste of Grampian' as well as Scotland's major agricultural four-day event 'Royal Highland Show'.

Visitors to the Taste of Grampian, held in Inverurie's Thainstone Centre on Saturday 7 June, can expect to enjoy the food and drink exhibition, celebrity chef demonstrations, school cookery competitions, in addition to an outdoor arena with a variety of attractions. This annual event attracts around 14,000 visitors each year.

This year's Royal Highland Show will run from 19-22 June at the Royal Highland Centre Showground at Ingliston, Edinburgh. FSAS' stand will feature an interactive kitchen and four cookery demonstrations each day. This event attracts around 150,000 visitors per year.

FOOD SAFETY MANAGEMENT GUIDANCE FOR SMALL CATERING AND RETAIL BUSINESSES

ENGLAND

Safer Food Better Business (SFBB) Developments

Vulnerable Groups

The SFBB supplement for small residential care homes was launched on 7 May 2008. The supplement is to be used together with the SFBB pack for caterers and contains three additional safe methods which cover the following specific food safety issues found in care homes:

- Extra care: Protecting Food
- Mini-kitchens
- Gift Food

It also contains a 'How to use this supplement' and an updated 'Safe method completion record'.

The supplement will be shrink wrapped, ready to be inserted in the SFBB pack for caterers.

One copy of the supplement has been sent to all LAs from our distributors, EC Group, from 9 May. It is intended to be used as a reference copy, a tab divider will also be sent and this, along with the supplement, should be inserted into the SFBB Toolkit for enforcement officers.

Should any LAs not have received their copy, please contact EC Group on 0845 606 0667 or by e-mail at foodstandards@ecgroup.co.uk.

If extra copies are required, these can be ordered free of charge from EC Group by quoting FSA/1252/0308.

The current draft of the SFBB childminders pack has now been tested by registered childminders within local authorities, the National Childminding Association (NCMA) and the National Association of Children's Information Services (NACIS) and the Agency is in the process of analysing the feedback received.

The SFBB DVD was launched earlier this year. A web version of the DVD is expected to be available on the FSA website soon.

Around 430,000 SFBB catering packs (which include SFBB for Chinese cuisine and SFBB for Indian, Pakistani, Bangladeshi, and Sri Lankan cuisines) and around 53,500 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 free of charge from the Agency's publications order line on 0845 606 0667 and we would encourage LAs to publicise this with businesses.

Support for SFBB

The Agency in England will shortly be inviting applications from local authorities for grants to help them support small caterers and retailers to use SFBB to achieve improved food safety and increased legal compliance. Applicants that were successful in the first 2 tranches of awards will be eligible to apply in this third round, but priority will be given to those applicants that received no funding, or limited funding, in previous tranches. We would however, welcome applications that include an element of peer support from those LAs with experience of grant funded work.

An indicative upper limit of £50,000 will be set for each grant application in this current tranche of grant awards. Applications above this limit will be considered where exceptional circumstances apply (e.g. collaborative projects with significant levels of external funding). This limit will be set to allow support to as many LAs as possible at the same time as targeting support on good quality projects.

As before, applications will be considered by an external appraisal panel comprising of representatives from LACORS, the British Hospitality Association (BHA) and an academic institution.

The Agency will shortly be sending a letter to all LAs, inviting applications.

Highfield.co.uk, on behalf of the FSA, is still running 1-day coaching courses on 'Successful Implementation of SFBB' for enforcement officers. As well as covering coaching skills, the 1-day course also covers evaluation of implementation of SFBB. By the end of May 2008 it is anticipated that around 1,450 environmental health practitioners will have received training.

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 Stationery 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-Cook**Safe** continues to be available for download from the FSA website and has now been update to be available to Microsoft Vista users, and CDs are available from the Scottish HACCP team on 01224 285 140 while stocks last. The Scottish HACCP project finished in March 2007.

Eat Safe Award Scheme

420 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.

WALES

FSA Wales has funded a series of SFBB seminars for businesses. CMI consultants have been engaged to present the seminars and to offer one-to-one coaching to interested businesses. A total of 41 seminars and some 750 one to one sessions have been undertaken within the region throughout March and April and were well received by all who attended.

It is the steering group's intention that more seminars involving a wide variety of ethnic businesses can be held throughout Wales following the success of the introductory FSM Seminars for Chinese and Asian caterers undertaken during November. FSA Wales has recently discussed further activities with representatives of EBSP who will provide support during the events.

The Food Safety Management Steering group next meeting is to be held in July at the FSA Wales offices in Cardiff. 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

Safe Catering - Support for the introduction of Food Safety Management Systems (FSM) based on HACCP Principles:

Safe Catering (Issue 4) has been distributed to Councils in Northern Ireland for supply, free of charge, to caterers. The Agency is currently seeking additional funding this year to provide further copies of Safe Catering to District Councils in Northern Ireland.

FSANI is also working with those Further Education Colleges in Northern Ireland who provide catering courses to determine the possibility of Safe Catering and other FSA toolkit support materials being integrated into the curriculum. It is also the intention that copies will be distributed to catering students through the catering colleges.

Additional copies of the daily diary recording book (SC8) have been printed and 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. FSANI is also working with the Northern Ireland Food Liaison Group to establish a means of supply of all further Safe Catering record books.

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

Over 480 caterers in Northern Ireland have now received the Eat Safe award with the numbers increasing ever more rapidly (see www.eatsafe.gov.uk).

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

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:

- **11 June, City Hall, Greater London Authority, The Queens Walk.**
- **17 July, Holland House Hotel, Cardiff**

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.

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 Philipppo, Local Authority Enforcement Division 020 7276 8503, Nathan.Philippo@foodstandards.gsi.gov.uk
<u>HACCP in catering and retail businesses</u>	
England	Ms Julian Blackburn: Head of Food Safety Management Branch, Local Authority Liaison Division 020 7276 8430, julian.blackburn@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
N. Ireland	Kathryn Baker, Local Authority Unit 028 9041 7736; Kathryn.Baker@foodstandards.gsi.gov.uk
Wales	Helen George, Nutrition & Food Safety Policy 029 2067 8907; Helen.George@foodstandards.gsi.gov.uk
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