

To: Directors of Public Protection

10th March 2008

ENF/W/08/013

Dear Director,

BRIEFING NOTE – MARCH 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. We hope that the campaign is helping to support your work at the local level.

The Briefing Note is published on the Enforcement area of the Agency's website (<http://www.food.gov.uk/enforcement/>) and distributed to Local Authorities in England via the Agency's 'Dedicated Mailbox' and EHCnet systems.

The Briefing Note is also circulated by email to other copy recipients as shown above, and to local authorities outside England by the Agency's offices in Scotland, Wales and Northern Ireland.

Please bring this Briefing Note to the attention of relevant staff within your service.

Yours sincerely,



Rob Wilkins

Head of General Enforcement Branch

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.

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 and we hope that over time Food Safety Week will become "GermWatch Week".

The 4Cs (Cleaning, Cooking, Chilling and avoiding Cross-contamination) will continue to remain a focus for GermWatch, however our research has shown that cross-contamination remains the most confusing issue for consumers.

As with previous Food Safety Weeks we would encourage you to carry out local initiatives, particularly those focusing on vulnerable groups and those caring for them, schools & education and community groups and initiatives. To support you in this activity we will be producing the following items:

- A5, 6 page 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

Orders can be placed in advance from foodstandards@ecgroup.co.uk or 0845 606 0667. We are currently hoping that these materials will be available and distributed by mid-May.

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

We will also be producing some activity sheets for teachers and leaflet dispensers for businesses in your area to display their support. So whichever audience you are working with there should be something to meet your needs. We will let you know more about these when they become available.

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)

NEW BUSINESS REGISTRATION CAMPAIGN

Food Standards Agency will be running a new campaign from 10th March through to mid-April - encouraging those setting up a new food businesses (and also existing businesses) to visit the FSA website for help and advice on how to do things the right way. The overall aim is to make sure all businesses are registered with their Local Authority and that they set up and run their business safely.

The campaign will lead with the strap line 'Food Poisoning. Word gets around', highlighting the business implications of doing things the wrong way.

Advertisements will be directing people to a dedicated web page www.food.gov.uk/startingup that will pull together various resources that the Agency has available for this audience, including links to Safer Food Better Business, as well as information on how to go about registering with their local authority.

The campaign will comprise various different elements including local radio, bus stop posters (6 sheets) targeted at areas where there is a high concentration of restaurants, as well as adverts in relevant trade press and websites (inc. ethnic). Activity will be focused in metropolitan areas with high concentrations of restaurants in England and Wales.

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

A good response has been received from authorities in England, Wales and N. Ireland with over 150 applications having been received for the 2008/9 round. Applications are now being assessed against the criteria in the application form and authorities will be informed whether or not they have been successful on 16 May 2008. Authorities in Scotland will be informed by FSA Scotland of the launch and closing dates for their applications and again will be informed as to whether or not they have been successful on 16 May 2008.

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

If in Scotland please contact: **Chris Raftery (tel: 01224 288378, e-mail: Chris.Raftery@foodstandards.gsi.gov.uk)**

CONSULTATION MEETING ON HYGIENE REGULATIONS ON UK EGG PRODUCTION SITES - 27 MARCH 2008

Egg production sites are now included within the scope of European Union food hygiene legislation and is enforced by the Egg Marketing Inspectorate in England and Wales, by the Eggs and Poultry Unit in Scotland and by DARD Quality Assurance Branch in Northern Ireland.

To assist with these activities, a draft guidance document is being prepared, which will be available to both enforcement bodies and industry. A meeting to introduce the guidance and outline key requirements of the legislation is taking place at The National Motorcycle Museum, Solihull on Thursday 27 March. The meeting will cover the planned approach to enforcement, with reference to the standards expected, record keeping and the way in which issues of non-compliance will be dealt with. The event forms part of a formal consultation process on guidance on the application and enforcement of this legislation on layer farms. Therefore, the programme for the day will include adequate opportunity for those attending to ask questions and provide their views.

The meeting is free of charge and lunchtime refreshments will be provided. To obtain more information about this event and a registration form, please contact Lynne Holmes, ADAS, by email (enter 'Hygiene on Egg Production Sites Meeting' in the subject box and send to lynne.holmes@adas.co.uk), fax (fax your name and contact details to **01522 513694**) or telephone (**01522 521290**)

COMING SOON! - FSA GUIDANCE ON VACUUM PACKED CHILLED FOODS

The Agency is pleased to announce the forthcoming publication of its "Guidance on the Safety and Shelf-life of Vacuum and Modified Atmosphere Packed Chilled Foods with respect to Non-Proteolytic *Clostridium botulinum*". The guidance, due to be published on our website in spring 2008, is designed to assist enforcement officers and small businesses in assessing and reducing the risk of *C. botulinum* in vacuum packed foods.

Vacuum packed and modified atmosphere packaged chilled foods stored at or above three degrees celsius may under certain circumstances support the growth of non-proteolytic *Clostridium botulinum*, the organism responsible for foodborne botulism. It is important that these foods have appropriate controls in place to minimise the risk of this organism growing and producing toxin, throughout the shelf-life of the food. The guidance has been designed as a working tool for Local Authority Food Law Enforcement Officers when assessing the risks posed by businesses producing these types of food, with extended shelf-lives beyond the '10 day rule'. It is also intended to raise awareness, particularly among small business operators, of the risk of non-proteolytic *C. botulinum* in these types of food.

The voluntary guidance is a consolidation of existing industry guidance and the recommendations of the Advisory Committee on the Microbiological Safety of Food.

For further information please contact Ian Smith (tel: 020 7276 8975, e-mail: Ian.Smith@foodstandards.gsi.gov.uk)

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>

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: helen.george@foodstandards.gsi.gov.uk or call 029 2067 8999.

Food Safety Week 2008

The Food Standards Agency is currently working on new branding and materials for Food Safety Week - 9th – 13th June 2008 and the Food Standards Agency in Wales has produced a number of resources to communicate key food hygiene messages, promote the four C's and support Welsh Local Authorities in their activities programmed to coincide with Food Safety Week. These resources will include: a small supply of FSA Wales coolbags; "Bubbles & Slime" - an educational resource and Food Safety activity booklets. These items are being dispatched to Directors of Public Protection from early March 2008.

Grants for local food hygiene and nutrition initiatives (Wales)

Local authorities in Wales have again been invited to bid for support of up to £10,000 for local food hygiene and healthy eating initiatives. All applications will have been received by Friday 29 February 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 been developing an accredited cooking skills/hygiene qualification.

An OCN 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 NI. 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 FSA(NI)/Safefood/District Council Steering group have started planning for National Food Safety Week 2008. To compliment the general themes being developed by the Agency for National Food Safety week, the steering group in NI are considering targeting shoppers with some key hygiene messages. Initial thoughts being developed include designing a reusable shopping bag which will display a few simple key messages on the side of the bag.

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.

Balmoral Show

For several years now, FSANI has co-operated with Safefood in a hygiene promotion stand at Northern Ireland's major agricultural show. This year, the stand will consist of a slightly simplified version of 'Strictly Yum Dancing' as run previously by the FSA.

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 in association with Scotland's 'Active Schools' network. Scottish Rugby and 5 Scottish League Football Clubs are now involved. These will reach around 7,000 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 will once again offer 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. We are 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 are also interested in extensions to existing initiatives, tailored to new areas or new target audiences.

Scottish authorities will shortly be invited to apply by FSA Scotland along with a deadline for applications and will be advised whether or not they are successful by 16 May.

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 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 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. The first event for this year took place on Tuesday 4 March at the Easterbrook Hall in Dumfries. This event recently won the Best Live Event category in the Scottish Communicators in Business Awards 2007.

Good Food Show

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

Poster competition

The Agency ran a poster competition at the end of 2007 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 feature in the Agency's 2008 calendar and James Martin recently visited the overall winning school in Newton Mearns, Glasgow for a cookery demonstration. The Agency received over 5,200 posters from 148 primary schools.

FOOD SAFETY MANAGEMENT GUIDANCE FOR SMALL CATERING AND RETAIL BUSINESSES

ENGLAND

Safer Food Better Business (SFBB) Developments

The Agency launched the SFBB DVD on 21 February 2008. Twenty copies of the SFBB interactive DVD package have been distributed to each English local authority, and additional copies are available free of charge from the Agency's publications unit. The package consists of a disc with an insert explaining the use of the DVD, and an accompanying A4 leaflet. These are contained in a wallet to fit into the SFBB pack. The accompanying A4 leaflet *'Working with food? What you need to know*

before you start is aimed at new staff working in food businesses and covers personal hygiene basics such as 'How to wash hands'. The key messages are shown in a strong visual format using minimal text.

The DVD complements the SFBB packs for caterers and retailers. It provides guidance for managers on implementing SFBB, and can also be used for training staff. The content will also be available on the web, and can be watched live online. There is also an option to download the content directly to a computer.

The DVD has voiceovers in 16 languages. Users will select the language they require at the beginning. English subtitles can be switched on, so a trainer or manager can follow the DVD content whilst a voiceover is being played in other languages.

The 16 languages are:

Arabic	Kurdish	Punjabi	Turkish
Bengali	Mandarin	Romanian	Urdu
Cantonese	Polish	Tamil	Vietnamese
English	Portuguese	Thai	Welsh

SFBB Supplements

The SFBB supplement for care homes will be launched shortly. It consists of 3 new safe methods, Extra care: protecting food, Gift food and Mini-kitchens. It was successfully tested within a small number of care homes during December 2007 and early January 2008. The overall results were very positive, and the majority of care home managers found the 'Gift Food' safe method the most interesting, as few had previously considered gift food as a possible area of concern. The supplement is in the process of being printed and will be distributed to local authorities. The anticipated launch date of the care homes material is Spring 2008.

A new SFBB pack aimed at childminders is nearing completion. Feedback received from stakeholders strongly indicated the initial version (which was aimed at childminders and nurseries) should be split into 2 packs. A pack specifically tailored for childminders is currently being tested by registered childminders within a number of local authorities. The National Childminding Association (NCMA) and National Association of Children's Information Services (NACIS) are also testing the pack amongst their members. The anticipated launch date of the childminders pack is Summer 2008.

The FSA would like to thank those local authorities who contributed to the development of the new SFBB products.

Over 402,000 SFBB catering packs (which include SFBB for Chinese cuisine and SFBB for Indian, Pakistani, Bangladeshi, and Sri Lankan cuisines) and 53,000 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 free of charge from the Agency's publications order line on 0845 606 0667.

Support for SFBB

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 February 2008 it is anticipated that around 1,400 environmental health practitioners will have received training.

The findings from the comprehensive evaluation of the SFBB programme were reported to the Board in December 2007. The report can be viewed at:

<http://www.food.gov.uk/multimedia/pdfs/board/fsa071204.pdf>

The Agency hosted a seminar, in the East Midlands on 7 December, chaired by Rob Howard (FSA East Midlands Regional Co-ordinator). Guest speakers from local authorities gave presentations on their involvement on the SFBB projects, and local businesses talked about SFBB from their perspective. The event shared good practice and ideas on how successful implementation of SFBB will be sustained.

The FSA is currently carrying out a number of pilots on delivery of support on SFBB implementation. We are working with a cash and carry company on 1 initiative and with FARMA (the trade association of farm shops) on another, and have advised local authorities in the relevant areas.

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-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 finished in March 2007.

Eat Safe Award Scheme

393 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 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. Seminars have now been held throughout Wales

Portable DVD players have been provided to each local authority to enable EHOs to use the FSA developed Food Safety Management (FSM) DVD as a training/coaching aid during visits to businesses. The DVD was launched on 21 February and will be sent to local authorities soon afterwards. It will also be available free of charge from EC Group. We are also having copies of the FSA NI “safe catering” guidance packs printed and they should be ready in the next week or two. A small supply will be sent to each authority and if you would like extra 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). The Gwynedd seminar was very well attended and follow up seminars are being organised.

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 to be held in April 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

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 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/safecateringni/>

Eat Safe/Scores on the Doors (SOTD)

Over 450 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 2007. 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 in October 2007 and Carrickfergus Borough Council launched in November 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. 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:

- **12 March 2008 at the Radisson SAS Hotel, 80 High St, Edinburgh.**
- **7 May in London (venue to be confirmed)**

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 Philippo, Local Authority Enforcement Division 020 7276 8503, Nathan.Philippo@foodstandards.gsi.gov.uk
<u>HACCP in catering and retail businesses</u>	
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Northern Ireland	Kathryn Baker, General Food Hygiene and Incidents Unit 028 9041 7736; Kathryn.Baker@foodstandards.gsi.gov.uk

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LACORS FoodVision Officer 020 7665 3888, foodvision@lacors.gov.uk

General contacts

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Pauline Wilkinson Food Law Enforcement Branch
01224 285140, pauline.wilkinson@foodstandards.gsi.gov.uk

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