

To:

All Heads of Environmental Services
All Heads of Trading Standards

All CCDCs (via HPA)

Infection Control Nurses Association (ICNA)

LACORS

CIEH (Policy Advisor for Food Safety)

REHIS (Chief Executive)

Scottish Food Enforcement Liaison Committee (SFLEC)

HPA

Royal Institute of Public Health (Centre Manager)

Royal Society for the Promotion of Health

Society of Food Hygiene Technology

Institute of Food Science and Technology

FOOD HYGIENE CAMPAIGN BRIEFING NOTE – JUNE 2010

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 (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

A handwritten signature in black ink, appearing to read 'Bob Martin', with a horizontal line underneath it.

Bob Martin
Foodborne Disease Strategy Branch
FOOD STANDARDS AGENCY

FOOD SAFETY WEEK 2010 (7-13 JUNE) -

COOKING THOROUGHLY AND AVOIDING CROSS-CONTAMINATION

As you will be aware, Food Safety Week took place between 7 and 13 June and aimed to promote important messages to reduce foodborne illness, the need for thorough cooking and, one whose importance is often underestimated, avoiding cross contamination.

In the run up to this year's event, we distributed over 1000 copies of our FSW 'Campaign Toolkit', which was also available on our website¹ and distributed over 200,000 copies of new resources.

Feedback

We have had positive feedback from a many of you already, and we are keen to hear more about what activities you carried out locally and how successful they were, especially if you managed to involve other local partners such as markets, supermarkets, community groups or schools, and how you succeeded in getting them on board.

If you haven't been contact directly (by Matthew Hill on behalf of FSA colleagues in each English region) and would like to tell us what you did, please feel free to complete the form at the back of this Update and return to catherine.clarke@foodstandards.gsi.gov.uk (or fax to 020 7276 8833).

Equally importantly, if through this year's activities you learned lessons and think you could improve the impact of your activities for next year, we want to hear about these too, so that we can share your experiences with other FSW partners so that we can all benefit.

FSW – Future dates

We have already fixed the dates for FSW until 2012, so add them to your calendars:

- 6-12 June 2011
- 11-17 June 2012

If you want to run food hygiene activities outside FSW, don't forget that FSW resources remain available to order throughout the year, and can be found at: food.gov.uk/fsw2010, Further consumer information on the 4Cs can be found at: eatwell.gov.uk/germwatch. All items can be ordered through FSA Publications on 0845 606 0667 or email: foodstandards@ecgroup.co.uk.

Staying in touch

We will announce further developments as they arise, but to be kept informed directly of future developments, please make sure that you have registered your details at foodsafetyweek@ecgroup.co.uk including 'Register' in the subject line.

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

¹ <http://www.food.gov.uk/safereating/hyg/germwatch/2010/>

FSA Consultation: Foodborne Disease Strategy

Reducing Foodborne Disease

Reducing foodborne disease is a key objective in the Food Standards Agency's Strategy for 2010-15.

To achieve this aim, the FSA has developed a renewed Foodborne Disease Strategy for the period 2010-2015, which was issued for public consultation on Wednesday 9 June 2010.

The purpose of this consultation is to seek views on the priorities, approach and objectives described by the renewed strategy. The draft strategy describes the proposed approach of focusing on the control of key foodborne pathogens that have been identified for priority action, *Campylobacter*, which causes the largest number of cases each year, and *Listeria monocytogenes*, which is responsible for the largest number of deaths.

The draft strategy describes the overall approach that will be taken and is not a detailed plan of work, which will be developed separately for each work area. It should be seen alongside FSA work in related areas, such as the Food Hygiene Delivery Programme (which is implementing recommendations from public inquiry into the 2005 South Wales outbreak of *E. coli* O157) and the Food Hygiene Ratings Scheme (scores on the doors).

The consultation asks for comments in response to the following questions:

- Whether, in your view, the overall approach described (i.e. pathogen specific action, rather than commodity-focused) is the most appropriate to achieve the intended outcome? If not, please explain briefly your reasoning.
- Whether we have prioritised for action the pathogens that, if the strategy is successful, will lead to the greatest reduction in the incidence and burden of UK foodborne disease? Do you agree these are the right priorities?
- Whether, in your view, it is likely that successful achievement of the objectives described in the Strategy will deliver a significant reduction in UK human foodborne disease? If not, please explain briefly your reasoning.

We would welcome comments and views on these questions from all stakeholders with an interest in the safety of food produced and consumed in the UK, including those in UK local authorities. The deadline for responses is Thursday 2 September 2010.

Full details can be found at:

<http://www.food.gov.uk/consultations/consulteng/2010/foodbornediseasestrategyeng>

Food Champions 2010 announced

Norfolk County Council and Newcastle-under-Lyme Council, in partnership with Stoke-on-Trent City Council, are the winners of this year's Food Champion awards.

The annual Food Champion awards recognise the achievement of local authorities in either improving food safety or developing healthy eating initiatives for people in their communities.

The winners

Norfolk County Council's work developing new ways of reducing the amount of salt in bread and sausages was recognised as an outstanding example of improving community diet and nutrition. This is part of a wider initiative to raise awareness of health issues and show how local food producers can make a difference.

Newcastle-under-Lyme Council and Stoke-on-Trent City Council have been recognised for their success in improving local food safety. Inspired by the FSA's Safer Food, Better Business, the authorities held practical food safety workshops for 370 takeaway and food outlets. The workshops were tailored to different cuisines and used interpreters to overcome any language difficulties.

Sarah Appleby, Head of Enforcement at the Food Standards Agency, said: 'The winning authorities have demonstrated an outstanding commitment to not only ensuring that local food is safer and healthier in their communities, but also developing tools that can be used by others. They thoroughly deserve the title of Food Champions.'

The Food Champion awards were run in partnership with Food Vision (<http://www.foodvision.gov.uk/>)

CONTACTS:

TOPIC	DETAILS
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