

**FOOD HYGIENE CAMPAIGN BRIEFING NOTE – MAY 2011**

**FOOD SAFETY WEEK 2011**

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/](http://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**



**Bob Martin**  
**Foodborne Disease Strategy Branch**

**Distributed to:**

All Heads of Environmental Services and Trading Standards  
All CCDCs (via HPA)  
Infection Control Nurses Association (ICNA)  
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 SAFETY WEEK 2011 (6-12 JUNE)**

As you will be aware, Food Safety Week 2011 will take place between 6 and 12 June and aims to promote important messages to reduce foodborne illness.

The theme for this year, '**What goes on behind closed doors**', brings the spotlight onto what real people do in their (and our) own kitchens, with the aim of getting them to think about what they do when preparing food, whether what they do is as safe as they think or could actually be creating food hygiene problems they weren't aware of.

We are asking you to help us to reveal and debunk some of the most commonly held food hygiene myths and misunderstandings with consumers in your area, including in-house staff – why should they miss out?

To help you do this locally, we have produced some new resources:

- **MYTH BUSTING QUIZ - Quiz Sheet and PowerPoint presentation**

Many of you have emailed us with suggestions of food hygiene myths we have used these to pull together a questionnaire to test peoples' knowledge. The quiz based on these questions is now also available for you to use with consumers to see how well informed they are, accompanied by explanations of what is fact or fiction and advice.

The quiz sheet, which includes answers and explanations on the reverse, is available online to download or as hard copy to order. It is also available as an online interactive quiz (web link) and as a PowerPoint presentation, which could be used on a loop at events or used on presentations and talks. You can customise this with local details such as survey statistics for your area.

- **VIDEO DIARIES DVD**

We have found that video diaries of real people to be a really effective way of engaging people in discussions about the rights and wrongs of food hygiene. So, we asked some school councils in England to help us find out what really goes on behind closed doors by recording some food video diaries of what they and their families actually do when buying, storing, preparing and cooking food in their own homes.

These diaries have been used to produce a 10-minute film that highlights particular food hygiene practices – both good and bad – that could be a useful stimulus to getting people talking and thinking about what they do themselves, and whether its what they should do.

The DVD can be used in a number of ways, such as

- on a laptop, TV or projected screens at events
- displayed on any TV screens available council, school or community buildings
- as part of a presentation or seminar at either you own presentations or as a resource for others to use.

- **TEMPLATE PRESS RELEASE**

We have also polled over 2000 people across the UK about whether they thought that various statements about domestic food hygiene were true or false. The results from this poll have been used to formulate a national press release that we will be issuing shortly and a template press release with facts and statistics broken down by UK country and by English Government region, allowing you to use this locally in your events or publicity activities.

To make sure you receive a copy of the press release make sure you register your details at [foodsafetyweek@ecgroup.co.uk](mailto:foodsafetyweek@ecgroup.co.uk)

- **Other resources**

As well as making these new resources available, we are also making resources from previous years available for you to use during the week. Details are available at: <http://www.food.gov.uk/safereating/hyg/germwatch/>

Our consumer food website eatwell.gov.uk has now been dismantled, but you'll be able to find all our essential food hygiene advice on NHS Choices at: <http://www.nhs.uk/LiveWell/Homehygiene/Pages/Homehygienehub.aspx>

- **Food Safety Week goes social – New FACEBOOK page**

This year we are also going to trial the use of Facebook as part of Food Safety Week. Many of you have told us it would be good to share ideas for events and resources, and sending us photos about events that you have held. So we'll be using these pages to:

- give you sneak previews of resources as we're developing them
- help you share ideas, pool resources and find out what's going on in your local area
- feedback on Food Safety Week events, what worked what didn't
- keep you posted on what the media are saying about Food Safety Week events.

Give us a go – we're at: [www.facebook.com/foodsafetyweek](http://www.facebook.com/foodsafetyweek)

- **Stay 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](mailto:foodsafetyweek@ecgroup.co.uk) including 'Register' in the subject line.

## **ORDERING FOOD SAFETY WEEK RESOURCES**

To order copies of these or any other Agency publications contact Food Standards Agency Publications on:

- Email: [foodstandards@ecgroup.co.uk](mailto:foodstandards@ecgroup.co.uk)
- Telephone: 0845 060 0667
- Minicom: 0845 606 0678
- Fax: 020 88673225

## **New items for 2011:**

FSA/1623/0511 FSW 2011 – resource DVD  
FSA/1624/0511 FSW 2011 – Quiz sheet (English)  
FSA/1625/0511 FSW 2011 – Quiz sheet (Welsh)

**Other items:**

FSA/1544/0410 FSW Recipe Card Chicken Curry (English version)  
FSA/1545/0410 FSW Recipe Card Chicken (Welsh)  
FSA/1546/0410 FSW Recipe Card Citrus chicken (English)  
FSA/1547/0410 FSW Recipe Card Citrus Chicken (Welsh)  
FSA/1550/0410 FSW picture disc (CD ROM)  
FSA/1236/0508 ‘Germwatch’ A5, 6 page leaflet  
FSA/1237/0508 ‘Germwatch’ cardboard leaflet dispenser  
FSA/1238/0508 ‘Germwatch’ A3 posters – cross contamination (fridge)  
FSA/1239/0508 ‘Germwatch’ A3 posters – cross contamination (chopping board)  
FSA/1240/0508 ‘Germwatch’ A3 posters - cleaning  
FSA/1241/0508 ‘Germwatch’ A3 posters - cooking  
FSA/1242/0508 ‘Germwatch’ stickers x 15  
FSA/1243/0508 ‘Germwatch’ balloons  
FSA/1244/0508 ‘Germwatch’ A5, 6 page leaflet (Welsh)  
FSA/1245/0508 ‘Germwatch’ A3 poster (Welsh)  
FSA/1254/0508 ‘Germwatch’ schools pack  
FSA/1255/0508 ‘Germwatch’ finger puppet  
FSA/1256/0508 ‘Germwatch’ cardboard leaflet dispenser WELSH  
FSA/1257/0508 ‘Germwatch’ finger puppet WELSH  
FSA/1258/0508 ‘Germwatch’ schools pack WELSH

Further information and resources are available at:  
<http://www.food.gov.uk/safereating/hyg/germwatch/>

**Please note** that our consumer food website [eatwell.gov.uk](http://eatwell.gov.uk) has now been dismantled, and you can now find all our essential food hygiene advice on NHS Choices at: <http://www.nhs.uk/LiveWell/Homehygiene/Pages/Homehygienehub.aspx>

---

## “CLICKIN' TONIGHT” ONLINE FOOD SAFETY VIDEO CHALLENGE

As part of her research on awareness of food safety in the domestic at the University of Manchester, Caroline Millman has developed a novel method of interactive survey to test people’s awareness - about food hygiene practices, a food safety video challenge, called *‘Clickin’ Tonight’*.

The challenge is to identify the hazards that may cause food poisoning from a short film of food preparation set in a domestic kitchen. You just need to click the mouse on any hazards you spot, as they happen. It also asks participants a few some questions about food safety awareness and takes less than 10 minutes to complete.

The challenge is available for anyone to use online, at <http://tinyurl.com/clickintonight> and would be suitable to get colleagues or members of the public to try out and as a starting point for discussion about good and not so good domestic food hygiene

practice as part of Food Safety Week activities. The results will also contribute to Caroline's research findings.

If you have any questions or wish to find out more about the challenge, Caroline's details are provided on the [Clickin' Tonight](#) website.

---

## **FSA REVIEW OF OFFICIAL CONTROLS DELIVERY IN THE UK**

In January 2011, the FSA Board considered its responsibilities as the UK's Central Competent Authority for official controls on food and feed safety and agreed to review the delivery of these controls.

It was agreed that the FSA should review the current delivery model for official controls, compare it to an alternative model that involves four national bodies and consider fully the scope for making improvements to the current system. The FSA referenced comparing the current model to an alternative model based on four national bodies because we want to consider radical options to address future delivery needs. This model also reflects the political realities of devolution.

We are at the planning stage for the review and are currently working on the governance framework; what is in and out of scope; the appointment of independent representatives as a steering group and the creation of a consultative group made up of stakeholders.

The review is first and foremost about securing improved public health protection. The FSA has provided reassurance about the high value it places on the work of local authority staff and the FSA's commitment to a thorough and impartial review. The review will need to take account of the wide range of work undertaken by environmental health and trading standards services and the relationships of these services to the wider public health protection and regulatory landscapes. We therefore intend to undertake a comprehensive mapping exercise to allow us to identify and describe these relationships, how they are (or may be) different across the countries of the UK and relative to the size and structure of local authorities. This will inform consideration of the consequences of proposing changes to the delivery model within scope of the review.

The strong governance around the review, our commitment to stakeholder engagement as well as the oversight of the steering and consultation group and FSA Board will ensure the integrity of the review. The review is not going to happen quickly as we are spending time getting it right. We want to be clear about the principles and outcomes that we feel should be the elements against which we can measure current performance and the scope to improve on it.

A report to the July FSA Board will report on the review progress to date and the future work plan; you can see more details at: [www.food.gov.uk/aboutus/ourboard](http://www.food.gov.uk/aboutus/ourboard).

You can also email questions Catherine Bowles, Official Controls Delivery Review Programme Manager at [review.officialcontrols@foodstandards.gsi.gov.uk](mailto:review.officialcontrols@foodstandards.gsi.gov.uk) and she will look to answer your query as quickly as possible.

## **CONTACTS:**

<b>TOPIC</b>	<b>DETAILS</b>
Food Hygiene Campaign	Catherine Clarke, Communications Division 020 7276 8845, <a href="mailto:catherine.clarke@foodstandards.gsi.gov.uk">catherine.clarke@foodstandards.gsi.gov.uk</a>
Foodborne Disease Strategy	Bob Martin, Hygiene & Microbiology Division 020 7276 8945, <a href="mailto:robert.martin@foodstandards.gsi.gov.uk">robert.martin@foodstandards.gsi.gov.uk</a>
<u>General contacts</u>	
Scotland	Jackie McCann, Food and Feed Safety and Hygiene 01224 288378 <a href="mailto:jackie.mccann@foodstandards.gsi.gov.uk">jackie.mccann@foodstandards.gsi.gov.uk</a>
Northern Ireland	Susanne Boyd, Food Hygiene, Standards and Incidents 028 9041 7739; <a href="mailto:susanne.boyd@foodstandards.gsi.gov.uk">susanne.boyd@foodstandards.gsi.gov.uk</a>
Wales	Delyth Murray-Lines, General Enforcement 029 2067 8927, <a href="mailto:delyth.murray-lines@foodstandards.gsi.gov.uk">delyth.murray-lines@foodstandards.gsi.gov.uk</a>
<u>FSA Regional Team, in the English regions</u>	
East of England and South East	Julian Blackburn 020 7276 8437 (Mobile: 07887 631138) <a href="mailto:julian.blackburn@foodstandards.gsi.gov.uk">julian.blackburn@foodstandards.gsi.gov.uk</a>
East Midlands and Yorkshire and the Humber	Marcia Nightingale 0115 9714755 (Mobile: 07768 776258) <a href="mailto:marcia.nightingale@foodstandards.gsi.gov.uk">marcia.nightingale@foodstandards.gsi.gov.uk</a>
South West and West Midlands	Toni Smith 0117 9001730 (Mobile: 07990 795370) <a href="mailto:toni.smith@foodstandards.gsi.gov.uk">toni.smith@foodstandards.gsi.gov.uk</a>
North East and North West	Angela Towers 0161 952 4248 (Mobile 07881 717180) <a href="mailto:angela.towers@foodstandards.gsi.gov.uk">angela.towers@foodstandards.gsi.gov.uk</a>
<u>Food Business Operator compliance</u>	
England	Carol Wittrick, Food Safety Management Branch 020 7276 8547, <a href="mailto:carol.wittrick@foodstandards.gsi.gov.uk">carol.wittrick@foodstandards.gsi.gov.uk</a>
Wales	Rob Wilkins, Head of General Enforcement Branch 029 20 678 957, <a href="mailto:rob.wilkins@foodstandards.gsi.gov.uk">rob.wilkins@foodstandards.gsi.gov.uk</a>
Scotland	Pauline Wilkinson, Food Law Enforcement Branch 01224 285174, <a href="mailto:pauline.wilkinson@foodstandards.gsi.gov.uk">pauline.wilkinson@foodstandards.gsi.gov.uk</a>
Northern Ireland	Susanne Boyd, Food Hygiene, Standards and Incidents Unit 028 9041 7739; <a href="mailto:susanne.boyd@foodstandards.gsi.gov.uk">susanne.boyd@foodstandards.gsi.gov.uk</a>
<u>FSA Review of UK Official Controls Delivery</u>	
	Catherine Bowles, Review Programme Manager <a href="mailto:review.officialcontrols@foodstandards.gsi.gov.uk">review.officialcontrols@foodstandards.gsi.gov.uk</a>