



Food Hygiene Campaign

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BACKGROUND

- ❖ **FSA Foodborne Disease Strategy - seeks to reduce food poisoning by 20% by 2006.**
- ❖ **Target audiences**
 - ◆ **1st Phase - caterers and the catering industry (11th February onwards)**
 - ◆ **2nd phase - general public (launched later in 2002)**
- ❖ **Will run over a 5 year period; £35 m budget**



Objectives

- ❖ Raise profile of FH issues
- ❖ Improve FH awareness, knowledge, practices & standards
- ❖ Strengthen relations between LAs, FSA and food businesses



KEY MESSAGES

The 4 Cs

- ◆ **Cleanliness** - premises, equipment & food handlers
- ◆ **Cooking** - food, especially meat, should be cooked thoroughly.
- ◆ **Chilling** - perishable foods should be kept cold, and hot foods should be cooled as quickly as possible and then chilled.
- ◆ **Cross-contamination** - raw foods should be prevented from from cross contaminating RTE foods

Media Being Used

❖ Television

❖ Radio

❖ Press (particularly trade press)

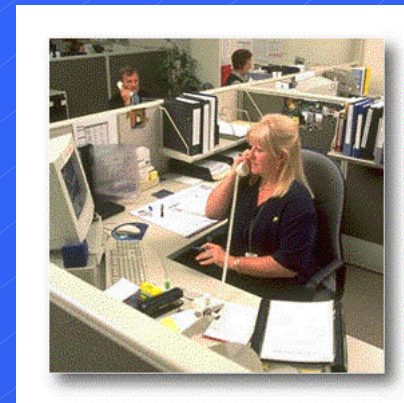
❖ Direct Marketing to catering premises
(information pack being sent to over
250, 000 premises)

❖ Helpline

❖ Websites

◆ www.food.gov.uk

◆ www.food.gov.uk/cleanup [not live yet]



Resources

- ❖ **Information Pack**
- ❖ **Leaflets & Factsheets**
- ❖ **All publications will be available in Welsh, Bengali, Chinese, Gujerati, Hindi, Punjabi, Turkish & Urdu.**
- ❖ **Most available also via the website**