

**IMPLEMENTATION OF THE AGENCY'S FOODBORNE DISEASE STRATEGY:
ANNUAL UPDATE**

Executive Summary

1. The Agency is on course to meet its target to reduce foodborne disease in the UK by 20% by 2006.
2. In July 2000 the Food Standards Agency set itself a target of reducing foodborne disease in the UK by 20% over a five-year period. It subsequently published a 'farm to fork' strategy for achieving this, together with details of the mechanism by which it would monitor trends in levels of foodborne disease.
3. This information paper reviews the main activities of the last 12 months, describing the work carried out and the results achieved. Key activities planned for the next 12-month period are also highlighted. The paper also includes updated provisional data on trends, which suggests that the incidence of foodborne disease reported for 2003 has fallen by just under 18%, compared with the published baseline figure for 2000.
4. The Board is invited to:
 - **note** the decline in the incidence of foodborne disease of just under 18%;
 - **note** the work carried out over the last 12 months, and future priorities as outlined in paragraphs 5 to 15 and Annex 1;
 - **request** a substantive report in 12 months time when data for another year will be available. The Chief Executive will make an oral report prior to this on any significant issues as they arise.

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Issue

1. This paper updates the Board on the main activities and achievements of the last 12 months, and reviews progress towards the target of reducing foodborne disease by 20%.

Strategic Aims

2. The foodborne disease strategy seeks to deliver the Agency's Service Delivery Agreement aim of reducing the incidence of foodborne disease by 20% over 5 years by 2006.

Background

3. The Board last received an update on the foodborne disease strategy in June 2003. A 13% reduction in the number of cases of foodborne disease (based on 2002 data) since the start of the strategy was noted (FSA/03/06/03). Updated provisional data for 2003 indicate the number of laboratory reported cases of foodborne disease decreased by a further 5%, to 18%, compared with the baseline figure for 2000.

Key activities

4. Over the last 12 months, activity has continued to focus on reducing microbial contamination of foods (particularly poultry and red meat), promoting better food safety management and practice, and promoting hygienic preparation of food commercially and in the home.

Reducing microbial contamination

5. A risk-based agenda has been put in place in the meat area, including work to promote clean livestock policies for sheep and cattle to reduce microbiological

contamination of meat carcasses by preventing visibly dirty animals being slaughtered. Evaluation to date has shown an increased awareness of the importance of clean livestock for food safety. Support was provided for an industry-led scheme to monitor *Salmonella* carriage in pigs and to require producers to take steps to reduce this. During its first year, a quarter of samples taken from carcasses for the monitoring part of this programme tested positive for *Salmonella* antibodies. On farm action plans have been developed by Defra and DARD to target farms with the highest percentage of positive samples.

6. In order to target significant *Campylobacter* levels in poultry, a strategy to reduce the prevalence of *Campylobacter* in the UK flock was published in June 2003. Results from a rolling survey of chicken in Wales, which are due to be published shortly, will be used to monitor progress of the strategy in the first year, while a similar survey in England is piloted. A parallel study is being undertaken in Northern Ireland in 2004. Phase 1 of a campaign endorsed by UK Agriculture departments aimed at improving biosecurity on the broiler farm by promoting awareness of *Campylobacter* among poultry farmers, was launched in January 2004. Following evaluation of this initiative via meetings with stakeholders and individual poultry companies, feed-back is being used to shape phase 2 of this campaign, which is currently in progress. Work on poultry transport crate washing has identified areas to target to improve cleanliness. A range of physical methods to reduce levels of contamination in the slaughterhouse have also been identified.
7. The Agency's Report of the Survey of *Salmonella* Contamination of UK Produced Eggs on Retail Sale was published on 19 March 2004. The report showed that only one in every 290 boxes of six eggs on retail sale in 2003 had any *Salmonella* contamination, compared with one in 100 boxes in a survey carried out in 1995/96. This equates to an almost three-fold reduction in the level of *Salmonella* contamination. The Agency is currently exploring the feasibility of carrying out a survey looking at levels of *Salmonella* contamination in non-UK produced eggs. Following a number of outbreaks of *Salmonella* Enteritidis during Autumn 2003 linked to the commercial use of eggs, the Agency issued a trade press release reaffirming its advice on the safe handling and use of eggs to the catering press and enforcement bodies.

Promoting Food Safety Management and Best Practice

8. The Agency set itself a target to implement food safety management based on HACCP principles in 30% of food businesses by the end of April 2004. Surveys indicate that this target has been met. Details of this were published in a report to the Board in March 2004 (FSA 04/03/03). The paper included an Action Plan for the implementation of HACCP-based food safety management systems, in the remaining 70% of food businesses, which was agreed by the Board. This plan describes how guidance materials will be used to assist food businesses to meet the requirements of forthcoming EU legislation (the current priority being the catering sector), the extent of stakeholder engagement, and work to influence the content of training courses on food safety. The Eat Safe accreditation scheme in Northern Ireland and the Welsh food hygiene award scheme which are currently being piloted, are also making a contribution to uptake of HACCP-based food safety management systems.
9. Seminars and low cost training for local authority food law enforcement officers have continued covering areas such as HACCP, shellfish depuration, on-farm pasteurisation and specialist cheesemaking. An independent evaluation of the Cheesemakers' Initiative indicated that the package would relatively easily be transferable to other product groups, such as on-farm pasteurisers and on-farm yoghurt producers.

Food Hygiene Promotion and Education

10. A number of initiatives have been carried out as part of the Agency's five year multi-media Food Hygiene Campaign, which promotes the 4Cs messages: cleanliness; cook food thoroughly; chill food properly; and avoid cross-contamination. These included the official launch (November 2003) of the FSA's 'cooking bus' (mobile kitchen/classroom) for schools. An education pack consisting of a video (Bad Food Live!) and supporting teachers' material, aimed at 10-14 year olds and highlighting basic food hygiene messages, was promoted and made available to all primary and secondary schools across England and Wales during autumn 2003. To date, almost 5000 schools have requested this pack, and evaluation of this initiative via questionnaire has been very favourable. Scottish primary schools competed to design a Christmas card based on food safety themes. The winning card was used as FSA Scotland's official 2003 Christmas card and the top 12 designs became the 2004 FSA Scotland calendar.

11. Ten grants were awarded to Local Authorities to develop local food hygiene promotion initiatives in England. A further seven grants were awarded in Scotland. Two of the developed schemes were joint winners at the FDF Foodlink Communicating Food Safety National Awards in October 2003¹. Local Authority evaluation of these initiatives showed a high level of hands-on local delivery reaching some hard to reach communities. New resources developed by Local Authorities during the scheme, such as teaching resources and translated hygiene manuals for caterers, were utilised. Local partnerships with national health professionals, schools and local community groups were also strengthened. A series of exhibitions and road shows to promote food hygiene messages has taken place around the UK, including presentation of the Bad Food Live! spoof cookery show at the BBC Good Food Show (November 2003), and exhibiting interactive stands at major shows in Edinburgh, Glasgow and Belfast, and also at the Royal Welsh Show. Throughout the year, the Agency has promoted the Food Hygiene Campaign at conferences of key groups, such as health professionals, who can help reach to vulnerable groups with food hygiene education.
12. Over the last 12 months, the food hygiene Campaign has successfully expanded on its earlier work aimed at the catering sector, to focus on those consumer groups most likely to be receptive to behaviour change messages. The Christmas Eating advertising Campaign was repeated in December 2003, and a separate advertisement was shown in Scotland. Evaluation of the Christmas turkey television advertisements showed that awareness and enjoyment of the adverts matched that achieved in 2002 (Annex 2, paragraph 11.2 refers). Press coverage of the initiatives was also higher in 2003. A major TV advertising Campaign to promote messages relating to cross-contamination and good food hygiene practices in the home was launched on 2 June 2004. This Campaign, which was aimed at consumers, ran for 4 weeks over the summer period, and was supported by web-based activity. Preliminary evaluation data indicated that awareness of the advert and messages to avoid cross contamination was at least as high as achieved by campaigns carried out in 2003 (see Annex 1, paragraph 11.6). Joint initiatives have included participation in the FDF June 2003 Foodlink Safety Week initiative and sponsorship of the CIEH-FSA National Curry Chef Competition 2003. The Irish Food Safety Promotion Board (FSPB) also continues to keep the Agency advised of its consumer campaigns. Joint FSPB

¹ Blackburn and Darwen Borough Council video aimed at the Asian community; Wyre Council 'Mission possible' interactive schools initiative

ventures with FSA Northern Ireland included promotion of advice on cooking turkeys (December 2003) and development of a stand to promote hand washing and cross-contamination messages at local events in 2004.

13. Further details of strategy and Food Hygiene Campaign activities, including evaluation of the Campaign's impact in raising awareness and knowledge, are summarised in Annex 1. These evaluations are currently being reviewed to judge the effectiveness of the campaign.

The year ahead

14. At the outset of the Strategy, the Board identified poultry and red meat, HACCP and hygiene education as priorities for the Foodborne Disease Strategy.

15. To continue to address these priorities, over the next 12 months we will work to :

On farm action – poultry and red meat

- (i) Develop and implement an effective mechanism for delivering phase 2 of the *Campylobacter* campaign for broiler farms
- (ii) Promulgate best practice for poultry transport crate cleaning and physical methods to reduce levels of contamination in the slaughterhouse
- (iii) Produce and disseminate guidance to growers on safe management of farm manure to reduce the risks of microbiological contamination of ready-to-eat crops
- (iv) Produce new guidance on presenting pigs, beef and sheep for slaughter (see Annex 1, paragraph 3.2.2)
- (v) Produce guidance on best practice in teat cleaning prior to milking

HACCP-related activity

- (vi) Develop an Industry Guide for implementation of HACCP procedures in shellfish depuration plants by 2005 and consider training for industry stakeholders
- (vii) Progress those areas identified in the Action Plan for implementation of HACCP-based Food Safety Management (Paper 04/03/03) developing and adapting guidance as appropriate – further details are provided in the annex to this paper
- (viii) Promote and co-ordinate implementation of Good Practice Guides for commodity sectors not already covered by Industry Guides

Hygiene education and promotion

- (vii) Engage with Health Departments, bakers, Chinese and other caterers to promote take up of FSA advice on the safe use of eggs and egg products following recent increases in outbreaks of *Salmonella* Enteritidis (see Annex 1, paragraph 7.7)
- (viii) Take forward 15 grant awards to local authorities to develop local food hygiene promotion initiatives in 2004/5
- (ix) Develop a 2005 programme for the cooking bus
- (x) A TV advertising campaign is likely to be run to promote messages about how to avoid cross contamination to consumers

Progress towards the target

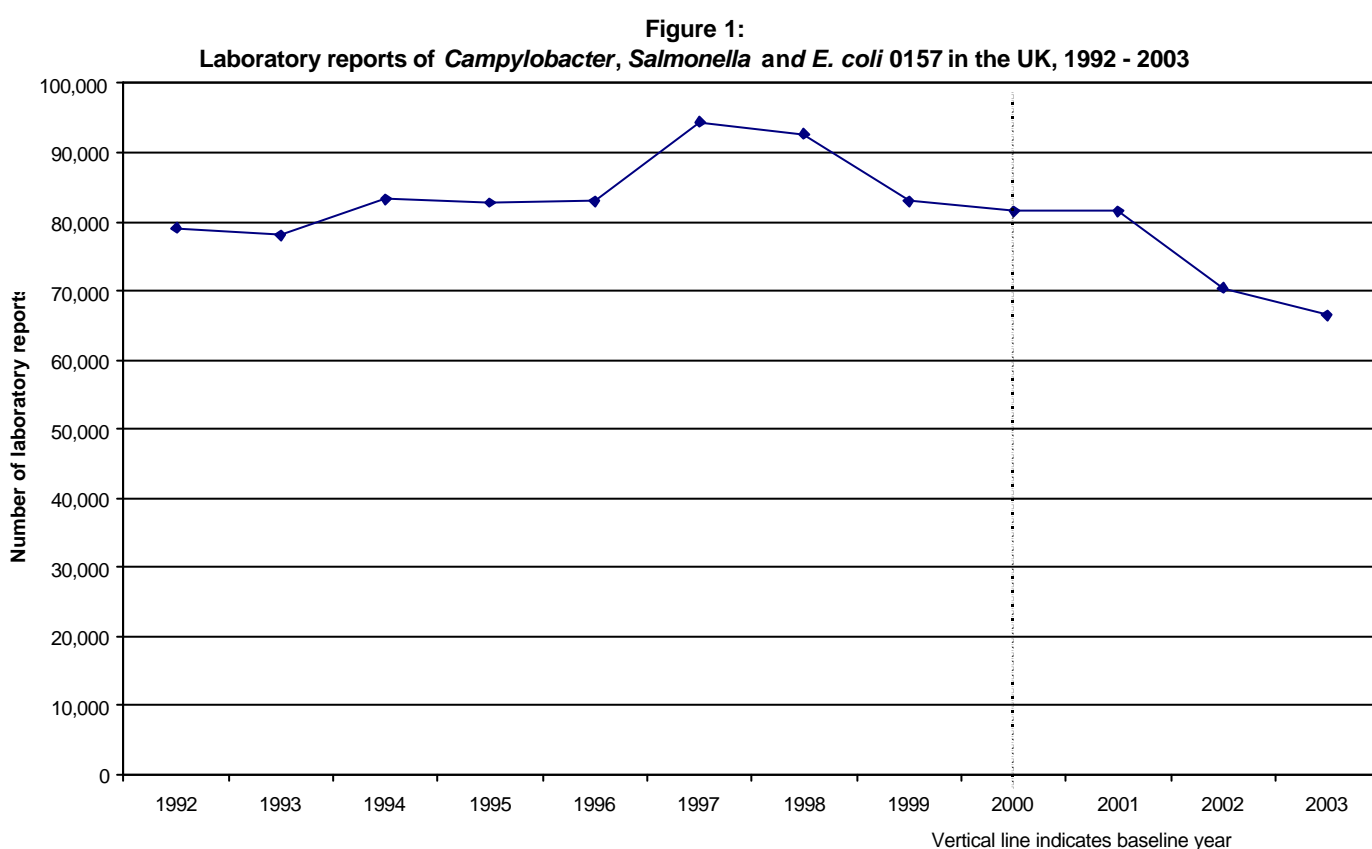
16. Data for 2002 showed the laboratory reported cases of the 5 pathogens being monitored decreased by just over 13% compared with the baseline figure. Updated provisional figures for 2003 (excluding cases acquired abroad) indicate the incidence of foodborne disease has decreased further by just under 18% compared with the baseline figure for 2000. Laboratory reports for each of the five pathogens are shown in Annex 2. Preliminary figures for England and Wales for the first part of 2004 indicate a continuation of the downward trend.

17. Within the overall figure, UK laboratory reports of foodborne illness due to *Campylobacter* are continuing to show signs of a substantial decrease, with a 22% reduction over the two years of the strategy to date, and since publication of the *Campylobacter* Strategy in June 2003. Similarly, cases of foodborne illness due to *E.coli* O157 decreased by 25% over the same period. Cases of *Salmonella* remain virtually unchanged (-0.6%). However this should be viewed in the context of the very sharp fall in reported cases that preceded the setting of the target, and the large series of outbreaks of *Salmonella* Enteritidis in England in 2002 and 2003.

18. Although not impacting on the overall figure for foodborne disease, reported cases of listeriosis in England and Wales have increased since the baseline year. Although the majority of cases in England and Wales in 2003 could not be attributed to food sources, 3 outbreaks of listeriosis attributed to food were reported. However, the annual number of cases of listeriosis is relatively small and the impact of these 3 outbreaks on the overall case numbers has therefore

been insignificant. The situation continues to be closely monitored by the HPA and FSA. The Advisory Committee on the Microbiological Safety of Food (ACMSF) has been informed about the increase in cases and the FSA is revisiting its advice to vulnerable groups to see whether this needs to be re-emphasised, updated, or expanded.

19. Although the decline in laboratory reported cases of foodborne disease is less than that reported in February 2004, revised information still indicates that the Agency is on track to meet its target of reducing foodborne disease in the UK by 20% by 2006 (Figure 1).



Conclusion

20. Implementation of the strategy is proceeding according to plan. After 2002, a year in which the number of laboratory confirmed cases decreased by just over 13%; there was a continuing decrease in laboratory reports for 2003. The Agency is on course to meet its foodborne disease reduction target.

Board Action Required

21. The Board is invited to:

- **note** the decline in the incidence of foodborne disease of just under 18%;
- **note** the work carried out over the last 12 months, and future priorities as outlined in paragraphs 5 to 15 and Annex 1;
- **request** a substantive report in 12 months time when data for another year will be available. The Chief Executive will make an oral report prior to this on any significant issues as they arise.

ACTION PLAN – 1. STRATEGY MANAGEMENT

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
<p>1.1 Establishing the baseline figure for foodborne diseases in the UK</p>	<p>The baseline figure was determined from the total number of reports for the year ending 31 December 2000</p> <p>With the Board's agreement the figures exclude cases reported to have been acquired abroad</p>	<p>Completed</p>	<p>The Board will recall that it agreed that an appropriate way of monitoring success in achieving the target was to use laboratory reports (excluding cases acquired abroad) for the five major foodborne bacteria:</p> <ul style="list-style-type: none"> • <i>Salmonella</i>, • <i>Campylobacter</i>, • <i>E. coli</i> O157, • <i>Clostridium perfringens</i> and • <i>Listeria monocytogenes</i> <p>The baseline figure of 65,209, against which the trend of foodborne illness in the UK will be measured over the next five years, was announced on 23 August 2001¹. This was based on provisional figures for 2000 and was subsequently revised to 65,643 cases on the basis of the final figures for the year</p>	<p>Completed</p>

¹ http://www.foodstandards.gov.uk/press_releases/uk_press/2001/pr010823.htm
 Blue text denotes new activity

ACTION PLAN – 1. STRATEGY MANAGEMENT (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
1.2 Surveillance	Commission the national surveillance centres to compile laboratory reports of the key foodborne bacteria each year	Final laboratory reports of the key foodborne bacteria have been provided for 2002. Provisional laboratory reports have been provided for 2003 and reports are being collected for 2004	<p>The provisional figures for 2001 were provided to the Board in a paper at the meeting held in May 2002 (Annex 2 of Note 02/05/02). This paper includes provisional figures for 2003</p> <p>The provisional figures for 2002 were provided to the Board in a paper at the meeting held in June 2003 (Annex 3 of Note 03/06/03)</p> <p>An announcement of the provisional 2003 figures was made to the Board in February 2004</p>	Update to be provided to the Board each summer
1.3 Project Management	Identification of lead officials within the Agency for each component of the programme	Completed	These officials are responsible for ensuring that colleagues in Scotland, Wales and Northern Ireland are fully involved in project planning and for collating information on implementation across the UK	Completed

ACTION PLAN – 1. STRATEGY MANAGEMENT (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
1.4 Monitoring Strategy Delivery	Establishment of internal systems for managing the implementation of the strategy, including the establishment of the stakeholder consultative group mentioned in the May 2001 Board paper	Completed	<p>Implementation of the strategy is managed by a Project Management Board (chaired by Andrew Wadge).</p> <p>A Consultative Group, consisting of representatives of the main stakeholder groups provides feedback on strategy implementation, commenting on the practicalities of proposed measures and suggesting other approaches that could be considered. Members also feed information on the strategy back to the wider stakeholder community with the aim of maintaining involvement across all sectors</p>	Completed
1.5 Strategy Delivery	Development of action plans for each strand of the strategy and allocation of budgets for project implementation	Completed	Action plans and budgets are kept under review by the Project Management Board.	Completed

ACTION PLAN – 2. POULTRY MEAT

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
2.1 Reduction in levels of <i>Campylobacter</i> in chickens	2.1.1 Review options for the control of <i>Campylobacter</i> in chickens, discuss with stakeholders and prepare and implement a strategy to reduce <i>Campylobacter</i> in chickens	Strategy completed and published in June 2003	The Agency has been very open about the proposed strategy, with the outline being presented to the ACMSF and to stakeholders prior to the document being published on the website for consultation. There seems to be a general consensus that the strategy is an appropriate way forward. Implementation has started (as outlined below)	Completed
	2.1.2 Initiate campaign for improving biosecurity on the broiler farm	Phase 1 of the campaign completed. Material was developed to promote awareness of <i>Campylobacter</i> among poultry farmers and the need for high standards of biosecurity as a foundation for <i>Campylobacter</i> control.	Phase 1 formed a general introduction to the campaign. A poster and leaflet highlighting main biosecurity measures were mailed to farmers in January 2004. Campaign materials were developed with input from broiler farmers and endorsed by UK Agricultural Departments.	Completed
	(continues next page)	Preparations are underway to investigate mechanisms for delivering phase 2 of the campaign which will aim to provide farmers with detailed information on best practice biosecurity measures	Options for phase 2 include a series of technical workshops or seminars involving working with stakeholders to determine the most successful mechanism for delivering this phase	October 2004

ACTION PLAN – 2. POULTRY MEAT (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
2.1 Reduction in levels of <i>Campylobacter</i> in chickens (cont'd)	2.1.3 Poultry related advice from ACMSF <i>Campylobacter</i> Working Group	The final ACMSF report on <i>Campylobacter</i> was completed in February 2004 and is currently undergoing a period of public consultation. The ACMSF will review the report in the light of any comments received, before publishing the final version of the report. Much of the advice has already been acted upon as the ACMSF fed interim advice to the Agency as it was agreed	The ACMSF advice and views have been very helpful in developing the strategy, and the Committee will be consulted as the strategy evolves	Ongoing
2.2 Reduction in levels of <i>Salmonella</i> in chickens	Maintaining low level and working towards further reduction of <i>Salmonella</i> in chickens	A survey in 2002 showed levels had been reduced to 5.7% A rolling programme of monitoring of poultry meat for both <i>Salmonella</i> and <i>Campylobacter</i> is being established Results from the first two years of monitoring in Wales show incidence of <i>Salmonella</i> is being maintained at these low levels	The Agency recognises the success to date of industry measures to reduce the levels of <i>Salmonella</i> in poultry meat. However, further reductions are sought. Implementing the strategy for the reduction of <i>Campylobacter</i> , particularly the proposed campaign on biosecurity, are expected to reduce <i>Salmonella</i> levels even further	Ongoing

ACTION PLAN – 2. POULTRY MEAT (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
2.3 External stakeholder input	<p>2.3.1 Meetings of Consultative Group on <i>Campylobacter</i> and <i>Salmonella</i> in Chicken</p> <p>2.3.2 <i>Ad hoc</i> meetings with stakeholders</p>	<p>No meetings held since the last report but comments on materials for phase 1 of the Biosecurity Campaign were sought and these have had a direct effect upon the materials that were used</p> <p>A further meeting of the Consultative Group (CGSCC) (held in June 2004) preceded by a meeting of the Sub Group on Knowledge Transfer (SGKT) will help the Agency to develop phase 2 of the Campaign</p> <p>Meetings held with various parts of the industry, representatives of the Assured Chicken Production scheme, and researchers, including the British Poultry Veterinary Association (November 2003) to support development of, and promote the Agency's strategy</p> <p>Stakeholder input to phase 2 is planned through CGSCC and SGKT meetings. <i>Ad hoc</i> liaison and promotion meetings, including those with retailers</p>	<p>The Agency recognises the importance of stakeholder involvement, especially as there will be reliance on the industry to voluntarily implement the measures outlined in the strategy.</p> <p>There is regular correspondence with members of the Consultative Group between meetings to inform them of developments on the Agency's <i>Campylobacter</i> Strategy</p>	Ongoing

ACTION PLAN – 2. POULTRY MEAT (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
2.4 Surveillance	2.4.1 Survey of <i>Campylobacter</i> and <i>Salmonella</i> in chicken on retail sale	Completed	The headline figures were published in August 2002. <i>Salmonella</i> levels 5.7%, <i>Campylobacter</i> levels 50%. The final report was published in February 2003.	Completed
	2.4.2 Further surveillance to monitor progress	Welsh survey of <i>Campylobacter</i> and <i>Salmonella</i> in retail chicken started March 2003. This work has been extended for a further 12 months, and to also cover Northern Ireland in 2004	A draft report of the first stage of the survey has been completed and will be published shortly. The final report of stage 2 of the survey is expected spring 2005	Ongoing
		Plans for further retail surveillance and possibility of obtaining information on <i>Campylobacter</i> levels in flocks being considered	The mechanisms for setting up a rolling retail survey are being investigated with a view to setting up a collaboration with 'sentinel' local authorities to undertake sampling and the HPA to carry out testing	Unlikely to get <i>Campylobacter</i> monitoring of flocks until this is done as part of zoonoses regulation

ACTION PLAN – 2. POULTRY MEAT (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
2.5 Research	2.5.1 Review current information on control of <i>Campylobacter</i> and <i>Salmonella</i>	Completed	The following reviews have been completed and reports placed in Agency library: <ul style="list-style-type: none"> • <i>Salmonella</i> in broiler production; • <i>Campylobacter</i> in broiler production; • Crate washing; • Testing and scheduling of flocks at slaughter. These reviews were used in drawing up the <i>Campylobacter</i> strategy.	Completed
	2.5.2 Commission research as appropriate	Programme review of research on poultry took place January 2004	The output from the review will help develop the new programme for future research work in poultry	Ongoing
	(continues next page)	Research on improved methods of crate washing and the effects on foodborne pathogens commissioned. Studies to improve current systems underway	A 'state-of-the-art' report on current has been produced. Draft messages formulated on which Meat Science and Strategy and Meat Hygiene Division plans to promote in summer 2004.	Ongoing
			Test rig nearing completion for phase 2 of project looking at improvements	

ACTION PLAN – 2. POULTRY MEAT (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
2.5 Research (cont'd)	2.5.2 Commission research as appropriate (cont'd)	<p>Work on the physical aspects of poultry processing and the effect on foodborne pathogens, particularly <i>Campylobacter</i>, has been commissioned</p> <p>Work on thinning, assessing methods for detecting <i>Campylobacter</i> and <i>Salmonella</i> in flocks, and control in extensive flocks is being commissioned</p>	<p>Preliminary proof of principle studies have indicated that surface freezing chicken skin, hot water wash and hot air drying results in a reduction in <i>Campylobacter</i> and <i>E.coli</i> numbers. Collaborative work with a chiller manufacturer to investigate possible commercial applications is being explored.</p>	Ongoing

ACTION PLAN – 3. RED MEAT & POULTRY

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
<p>3.1 Implement EU Commission Decision 2001/471/EC on adoption of:</p> <p>(i) HACCP principles in fresh meat and poultry meat premises</p> <p>(ii) Standard microbiological testing procedures in fresh meat premises</p>	<p>3.1.1 Consult on and make legislation across UK by 7/6/02</p>	<p>Legislation made</p> <p>Completed</p>	<p>Coming into force date for small plants was one year later than large plants</p>	<p>Completed</p>
	<p>3.1.2 Produce guidance for industry</p>	<p>Completed</p>	<p>Guidance for industry, particularly for medium/small premises new to HACCP &/or microbiological testing produced and distributed to all meat plants to help ensure effective implementation. One day HACCP Workshops were held around the country.</p>	<p>Completed</p>
	<p>3.1.3 Carry out pilot plant study in 7 plants in England, Scotland and Wales</p> <p>(continues next page)</p>	<p>Completed</p>	<p>The pilot plant study was aimed at producing information on resource implications for smaller plants of implementing HACCP principles and microbiological testing of carcasses and surfaces</p> <p>7 volunteer operators with little or no HACCP experience were provided with free training in return for introducing HACCP ahead of the required date and providing data. One plant was in Scotland, one in Wales and 5 in England</p>	<p>Completed</p>

ACTION PLAN – 3. RED MEAT & POULTRY (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
3.1 As above (cont'd)	3.1.4 Produce FSA Training manual for plants operators and training providers	Completed	Stakeholder group members were involved in the Editorial Panel for the production of the HACCP manual, which was issued to large meat plants before 7 June 02 and to all other plants over the summer. A CD-ROM to accompany the manual was also distributed and is available on request. It contains blank forms that can be downloaded by the plants, model HACCP plans and video clips.	Completed
	3.1.5 Produce instructions and training material for enforcement staff	MHS veterinarians have been provided with a HACCP Manual/ CD Rom and guidance booklet; Guidance material and copies of newsletters; MHS Operations Manual Chapter 19 (now 5) on HACCP; and HACCP enforcement and audit training days	VMHA pilot audit and MHS internal audit of HACCP implementation identified training of MHS staff was needed, in order to secure effective compliance with legislative requirement. An action plan was therefore devised, to consider a new mentor approach to training MHS staff to facilitate auditing of HACCP more effectively	Ongoing
	3.1.6 Agree alternative sampling method for carcass testing with British Retail Consortium (BRC) and red meat industry	Protocol for sampling and microbiological examination using a wet and dry swabbing non-destructive method included in the Regulations. Prototype database developed and available on web-based system for operators to enter and view plant data over time	Research project undertaken to establish performance criteria for microbiological testing of red meat carcasses and demonstrate equivalence of alternative sampling method. Alternative verification project underway	Completed Ongoing

ACTION PLAN – 3. RED MEAT & POULTRY (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
3.2 Promote best hygiene practice in fresh meat production	3.2.1 Agree key messages with stakeholders for the production of clean cattle, sheep and pigs and the link to meat safety	On farm information days for cattle held at two locations in England.	'10 Key Messages' agreed with stakeholders in the beef production chain and illustrated by posters designed to be displayed in the workplace.	Completed
	3.2.2 Produce new guidance booklets for producers for cattle, sheep and pigs	Revised booklet 'Producing Clean Cattle for Slaughter' nearing completion. Stakeholder meeting held to discuss sheep messages	Booklets update existing MAFF leaflets. Safe Sheep initiative involves exhibits and presentations at agricultural shows and producer group meetings. Launch event 'Scot Sheep' May 2004. Posters similar design to those used for cattle	Ongoing
	3.2.3 Initiate ZAP <i>Salmonella</i> monitoring scheme in pigs	ZAP annual report 2002-03 (published April 2004) showed 25.3% samples taken from carcasses in abattoirs tested positive to <i>Salmonella</i> antibodies ² Scheme in place in GB for British assured pigs and in NI for all pigs	<i>Salmonella</i> exposure of pigs measured at slaughter and farms with the highest levels of exposure targeted by Agricultural Departments to develop farm action plans to reduce exposure	Ongoing

² Zoonoses Action Plan *Salmonella* Programme Annual Report July 2002-June 2003. British Pig Executive, MLC

ACTION PLAN – 4. MEAT PREPARATIONS AND MEAT PRODUCTS

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
4.1 Increase the application of the 7 HACCP principles in meat products, minced meat & meat preparations establishments	Consider initiatives to increase the application of the 7 HACCP principles in these establishments	A pilot study was commissioned in March 2003 to provide a snapshot into HACCP implementation in food sectors other than retail, catering, fresh meat and primary production. This study is expected to inform the need for specific initiatives in the meat products, minced meat and meat preparation sectors	Phase 1 of this study completed in November 2003. Initial findings supported the initial assumption that large branded suppliers are HACCP compliant. Phase 2 to assess other businesses underway Consideration of need for specific initiatives in these sectors would follow. Timing to be decided once results of study known	Ongoing
4.2 Measures to aid more effective enforcement of the Meat Products (Hygiene) Regulations 1994 and the Minced Meat & Meat Preparations (Hygiene) Regulations 1995 (continues next page)	4.2.1 Provide training to local authority enforcement officers on the findings of the FVO mission and to advise on measures to strengthen the operation of official controls	Five training courses delivered in England between September 2001 and October 2002. One training course held in Scotland (January 2003) and a further one in Wales (March 2003)	The provision of further training courses is under review Options for further training for enforcers on meat products, minced meat and meat preparations, as well as generic training on all products subject to vertical hygiene legislation, are being considered. Such training would also focus on the changes to the EU hygiene legislation expected to come into force in 2006	Ongoing

ACTION PLAN – MEAT PREPARATIONS AND MEAT PRODUCTS (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
4.2 Measures to aid more effective enforcement of the Meat Products (Hygiene) Regulations 1994 and the Minced Meat & Meat Preparations (Hygiene) Regulations 1995 (cont'd)	4.2.2 Review guidance on the enforcement of the hygiene legislation applicable to premises manufacturing meat products, mince & meat preparations, particularly in respect of 'own checks', to ensure that existing controls are operating effectively	Draft revised guidance was issued for public consultation on March 2003 in the Practice Guidance volume accompanying the revised enforcement Codes of Practice	This work also forms part of the Agency's action plan to secure improvements in this area of food law enforcement following the FVO mission in January 2001	Linked to finalisation of section 40 Code of Practice and Practice Guidelines
	4.2.3 Chapter 15 of the MHS Operations Manual will be rewritten to take account of the findings of the FVO mission	MHS drafting in conjunction with MSD		

ACTION PLAN – 5. FRUIT AND VEGETABLES

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
5.1 Production of guidelines for growers to minimise the risks of microbiological contamination of ready to eat crops	5.1.1 Consultation on draft guidance	Consultation completed and responses have been published	Consultation highlighted potential problems with one area of the guidance. Research work put in place to address this has been completed.	Completed
	5.1.2 Production of final guidance		The final report of guidance received spring 2004	Completed
	5.1.3 Dissemination of guidance	Mechanism for disseminating guidance was discussed at the last meeting of the drafting group (September 2003). The Group agreed the guidance should be disseminated via articles in farming, NFU and other relevant magazines, or included in UKROFS or farm assurance schemes	The stakeholder drafting group met in August to address concerns raised by the Soil Association. Provided consensus can be achieved it is hoped that a public consultation of the updated draft guidelines will take place in late 2004.	Ongoing
5.2 Research	5.2.1 Management of R&D programme relating to the microbiological safety of fruit and vegetables	Research programme completed March 2004	Final report received end of March 2004	Completed
	5.2.2 Review of programme	Planning underway. Review scheduled for October 2004		October 2004

ACTION PLAN – 6. FISH AND SHELLFISH

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
6.1 HACCP implementation in the shellfish depuration sector	6.1.1 Develop outline proposals on shellfish depuration to support HACCP implementation in the shellfish sector	Completed	New areas of work have been identified. The project plan for these work areas has been agreed by the FDS Project Management Board	Completed
	6.1.2 Development of HACCP training courses for Local Authorities	Costed proposals from Seafish for development of an industry guide are awaited	Low cost training courses for enforcers have been developed	Completed
	6.1.3 Development of an industry guide for implementation of HACCP into depuration plants by 2005			Ongoing
	6.1.4 Development of business support to assist with the introduction of HACCP into depuration plants by 2005	Training courses have been arranged in England and Scotland, which EHOs from any part of the UK can attend. Three courses were held in England and two in Scotland in 2003. A further course in Scotland and another in England was held in March 2004		Completed
6.2 Research	Management of shellfish R&D	Review of shellfish hygiene research programme took place in January 2004		Ongoing

ACTION PLAN – 7. EGGS

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
7.1 Surveillance to ascertain current level of <i>Salmonella</i> contamination	Undertake survey of eggs on retail sale	Survey published March 2004		Completed
7.2 Industry training in hygiene-related issues	Review the need for hygiene training for this sector in light of the results of the pilot study on HACCP implementation in sectors other than fresh meat, retail and catering (issue 4.1 refers)	To be informed by the findings of the HACCP pilot study which is expected to report in July/August 2004	Any work that may be required to strengthen the nature of HACCP implementation in the eggs product sector will be considered in light of the results of a wider sector specific HACCP information gathering study. This will also identify deficiencies within the sector and point to whether further training for the industry in hygiene-related issues may be needed	To be established following analysis of the HACCP pilot study

ACTION PLAN – 7. EGGS (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
7.3 Encourage HACCP in businesses not currently covered by an assurance scheme	Consider the need to encourage the use of HACCP initiatives in egg production and processing businesses not already covered by an assurance scheme in the context of the Agency's HACCP Implementation Strategy and in discussion with the industry	Awaiting the results of the HACCP Pilot Study (expected July/August 2004)	To be considered as part of any action arising from the HACCP Pilot Study. Current indications are that HACCP uptake is reasonably good across the industry. Up to 85% of egg production is subject to British Egg Industry Council (BEIC) Lion Code which requires HACCP systems be in place. It is estimated that HACCP is widely used in the egg products sector	To be determined in the context of the HACCP implementation strategy
7.4 Enforcement of current legislation	Invite DEFRA to consider the case for a greater Egg Marketing Inspectorate (EMI) role in enforcement of egg hygiene issues at retail sale	Completed	Current responsibility for enforcement of egg hygiene issues at retail sale lies with Trading Standards Officers in England and Wales. DEFRA assist and advise. Reviews and discussion with DEFRA concluded that there was no case to be made for a greater EMI role in this	Completed

ACTION PLAN – 7. EGGS (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
7.5 Promotion of the use of vaccination	The Foodborne Disease Strategy Project Management Board to consider further following completion of a review of the retail egg survey results	The Agency is looking at the results of the retail egg survey to determine whether it provides any clear information on the role of vaccination Discussed at PMB meeting August 2004	The Advisory Committee for Microbiological Safety of Food (ACMSF) report indicated that vaccination of pullets against <i>Salmonella</i> Enteritidis appeared to have been the key intervention associated with the significant fall in human salmonellosis in Great Britain and in egg-associated <i>Salmonella</i> outbreaks. The results of the retail egg survey showed a general improvement, but this could not be pinned down to specific measures such as vaccination	Completed

ACTION PLAN – 7. EGGS (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
7.6 “Use-by” dates (instead of “Best before” dates) to be indicated on eggs	Explore with DEFRA colleagues the possibility of securing changes to relevant EU legislation	Completed	A further attempt was made to get the relevant EU legislation changed, but without success	Completed
7.7 Publicising and re-emphasising advice on egg consumption for consumers and caterers and enforcement bodies	7.7.1 Ensure current advice features in food hygiene campaign 7.7.2 Caterers to be encouraged to make use of pasteurised eggs	Current advice to consumers included on FSA website Targeted advice to caterers issued January 2003 and issue published in press release in the Autumn of 2002 October 2003 – Reissued advice to caterers via catering press	A series of outbreaks of S. Enteritidis related to commercial use of eggs during the Autumn of 2002 resulted in widespread publicity of the Agency’s advice A further series of localised outbreaks of S. Enteritidis related to commercial use of eggs during the Autumn of 2003 resulted in further publicity of the Agency’s advice	Completed Completed

ACTION PLAN – 8. MILK AND DAIRY PRODUCTS

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
8.1 Review of the enforcement of on-farm pasteurisation	Produce a discussion document reviewing the operation and enforcement of on-farm pasteurisation	<p>Preliminary meetings with LACORS, Dairy Hygiene Inspectorate (DHI), Dairy Industry Association Limited (DIAL) and National Farmers Union (NFU) have been held</p> <p>An independent audit of the food safety management awareness initiatives for on-farm pasteurisers and on-farm milk product producers has been completed, but not yet evaluated, and is being considered in conjunction with the evaluation of the Specialist Cheesemakers Initiative</p>	<p>The Review will consider both the enforcement and the processing functions of on-farm pasteurisation. This Action Point consolidates previously separate points which, it is now considered, should be reviewed as an integrated package. The Project Management Board (PMB) agreed that it was not sensible to review them separately</p> <p>The review of enforcement of on-farm pasteurisation will not cover Scotland, as it is undertaken by Local Authorities and not DHI</p>	Ongoing
8.2 Hygienic standards of production holdings	Produce a discussion document reviewing the role of the Dairy Hygiene Inspectorate in relation to their on-farm advisory capacity	In light of the changes made to the on-farm pasteurisation work, this issue has been deferred until the outcome of the on-farm pasteurisation review is known	The Review will consider the impact of a refocused advisory role for the Dairy Hygiene Inspectorate, who already have a significant on-farm presence, on the hygienic quality of milk, specifically focussing on the need to reduce the risks of faecal contamination of milk during milking	Timing dependent on output from review of the enforcement of on-farm pasteurisation

ACTION PLAN – 8. MILK AND DAIRY PRODUCTS (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
8.3 Food hygiene publicity and education initiatives	Publicise effects of diets on pathogen excretion	Completed	<p>Independent review of literature suggested that the project on effects of diets on pathogen excretion in milk was unlikely to reduce pathogens without adversely affecting milk production and health of the animals</p> <p>Other ways of reducing the incidence of pathogens in faeces were identified, but any study to investigate these options could not be completed within the timeframe of the foodborne disease strategy and would be costly</p> <p>The Project Management Board agreed that the Agency should not undertake further studies in this area</p>	Completed

ACTION PLAN – 8. MILK AND DAIRY PRODUCTS (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
8.4 Legislation and guidance	Review guidance on the enforcement of dairy products hygiene legislation, particularly in respect of 'own checks', to ensure that existing controls operate effectively	Revision of the guidance to industry was awaiting updating of the legislation. It has now been decided that the DHPRs will not be updated This guidance will now be reviewed in the light of the new EU hygiene legislation, which has now been adopted		Ongoing
8.5 Research	Commission research to determine guidelines for best practice in teat cleaning prior to milking	Project commissioned and work is progressing according to the agreed timetable	A collaborative project by teams from Wolverhampton University and Harper Adams Institute has been commissioned for this work. This project is due for completion in October 2004	Ongoing A two-year study started work in Oct 2002

ACTION PLAN – 8. MILK AND DAIRY PRODUCTS (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
8.6 HACCP – dairy products	Implement a food safety management awareness initiative for specialist cheesemakers	<p>An initiative has been rolled out to provide for on-site training for the development of HACCP-based plans by cheesemakers</p> <p>Initiative now in its final stage. Most follow-up visits have been completed and ADAS evaluation is in progress. A draft report has been submitted and is being considered.</p> <p>An independent auditor for the initiative has been appointed and is due to complete a final report in summer 2004. Consideration will be given to any future action when the above report has been evaluated</p>	<p>The initiative is aimed at all small cheesemakers. In England and Wales it involves EHOs and cheesemakers working together with consultancy provided by ADAS. In Scotland all visits have taken place with follow-up visits scheduled for Autumn and a final report by end of 2004</p> <p>Draft report on Cheesemakers Initiative received June 2004, being finalised at present. Found that initiative worked well and could be easily transferred to other related sectors</p>	<p>Scheme was launched in January 2002 with expected completion by summer 2004</p> <p>Ongoing</p>

ACTION PLAN – 9. HACCP (Hazard Analysis and Critical Control Points) in the Food Chain

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
9.1 Develop a HACCP implementation strategy to support the reduction of foodborne disease and meet the specific SDA HACCP target	9.1.1 Develop Action Plan for the implementation of HACCP-based procedures	UK HACCP strategy in place, as endorsed at the Board meeting in March 2004, Based on four pillars of: <ul style="list-style-type: none"> • Business support • Guidance • Training • Monitoring 	FSA Board to be updated on UK-wide progress in March 2005	Completed
	In England: 9.1.2 Develop Action Plan for the implementation of HACCP-based procedures in England and forward to final plan to Cabinet Office by April 2004	HACCP Action Plan Working Group has concluded its series of meetings to develop the Action Plan. The plan has been agreed at Director level and sent to the Cabinet Office 'Better Regulation Task Force'. A Project Board is being established to take forward specific projects outlined in the Action Plan	The Action Plan describes how guidance for the industry will be developed and tested. It emphasises our work with small businesses, and future work collaborating with local authorities and Regional Development Agencies. It also describes work to influence the provision of training, and establishes communication strategies	Completed
(continues next page)				

ACTION PLAN – 9.HACCP (Hazard Analysis and Critical Control Points) in the Food Chain

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
<p>9.1 As above (cont'd)</p> <p>(continues next page)</p>	<p>9.1.3 Develop projects and work streams to implement the agreed Action Plan</p>	<p>Work-streams encompassing a number of projects are being put in place as described in the Action Plan under the auspices of a newly created HACCP Project Board reporting to the FDS PMB as follows:</p> <ul style="list-style-type: none"> • Safer Food, Better Business- evaluation and enhancement • Production of self-help materials • Working with Local Authorities • Piloting Regional Support Centres and exploring funding options • Training • Communications Strategy • Programme Management <p>Costs are expected to be £2.5 million in the first year of the project (2004/5), and £4million in 2005/6</p>	<p>Guidance contained in the Safer Food Better Business pack has been agreed and work is ongoing to develop self-help versions of this approach to implementing food safety management. This will allow consideration and piloting of options for developing SFBB in formats such as video, DVD, CD-ROM. Research contracts to adapt FSBB for different ethnic cuisines and sectors are being put in place and we are continuing to work directly with Trade Associations such as the National Fish Fryers Federation. Testing of approaches is ongoing in a number of Local Authorities (LAs) in England and we are working with LAs and the NW RDA to test a variety of mechanisms of business support with scope for UK wide expansion of these trials. Engagement and Communication strategies are under development and will be taken forward by the HACCP Project Board</p>	<p>Ongoing</p>

ACTION PLAN – 9.HACCP (Hazard Analysis and Critical Control Points) in the Food Chain (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
9.1 As above (cont'd) (continues next page)	In Scotland: 9.1.4 Developing allocation plan that will ensure measurable outcomes and value for money for the allocation of funding of £4M from 2004-6 in Scotland	Significant progress made. Deadline for submission of Local Authority Business Cases for funding September 2004	Funding Strategy issued to Local Authorities June 2004; based on supporting the 4 main pillars of business support, guidance, training and monitoring	Completed

ACTION PLAN – 9.HACCP (Hazard Analysis and Critical Control Points) in the Food Chain (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
9.1 As above (cont'd)	9.1.5 Develop draft guidance model to form part of UK toolbox approach for the implementation of food safety management procedures based on HACCP principles	Completed text of 'Cook Safe' formally endorsed by Scottish Food Enforcement Liaison Committee and agreed by HACCP Working group of the Project Management Board to ensure consistency of advice across the UK countries. Currently with graphic designers	Current version will be reviewed with the Scottish funding strategy and in light of wider UK development	Autumn 2004
		Gathered information on the size and geographical spread of non-English speaking ethnic minority community in Scotland with Local Authorities informing the Agency of their work practices with these communities	The information gathered and the outcomes of this work in Scotland will further be developed as part of the wider UK work to address this sector	Ongoing
(continues next page)	9.1.6 Develop support to non-English speaking/ethnic minority community	Contract awarded for translation provider for guidance material into 3 key non-English languages		Ongoing

ACTION PLAN – 9.HACCP (Hazard Analysis and Critical Control Points) in the Food Chain (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
9.1 As above (cont'd)	In Northern Ireland: 9.1.10 Update existing NI Food Safety Management guidance (Safe Catering) to include all 7 HACCP principles and roll-out to LAs and caterers in NI	Issue 3 of Safe Catering developed and EHOs trained in its use. To date 4500 copies have been distributed to EHOs in NI for use with caterers (of which there are 9500 in NI). Training seminars for caterers on Safe Catering have been held throughout NI	Further revision of Safe Catering may be necessary in light of forthcoming consideration by HACCP working Group in preparation for inclusion in FSA toolbox	Ongoing
	9.1.11 Submit bid for additional funding for continuation of HACCP Strategy	Bid submitted	Outcome of the bid will determine future activity	Completed
	9.1.12 Develop versions of Safe Catering for Chinese and Indian speaking caterers	Dependent on outcome of bid		To commence October 2004
	9.1.13 Put in place additional support mechanism for caterers to implement food safety management including further seminars and visits	Dependent on outcome of bid		To commence October 2004
	9.1.14 Increase number of LAs with caterers in the Eat Safe accreditation scheme	Currently 17 out of 26 Councils have businesses in the scheme		Ongoing

ACTION PLAN – 10. DOMESTIC/GENERAL PUBLIC

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
10.1 Management	Form Agency Steering Group for the Domestic Sector of the Strategy	Completed	Domestic Steering Group includes representation from Scotland, Wales and Northern Ireland and meets every 3-4 months	Completed
10.2 Budget	Identify funding required	Funding to deliver training for key professionals is being considered	Budget for training may need revisiting after discussions with key professional groups.	Review every 3 months
10.3 Food Hygiene Campaign	Contribute to the food hygiene campaign in relation to the domestic sector	<p>Material for the consumer on a range of food hygiene and safety topics for the Agency's "new look" website has been developed Continuing to provide input to major initiatives and in dealing with general consumer enquiries on food hygiene and microbiological issues</p> <p>New 2004 Local Authority grants awarded which will specifically focus on vulnerable groups</p> <p>Launched phase 3 of the Food Hygiene Campaign, directed towards food preparation in the home (see below)</p>	<p>Provided input to summer eating barbecue campaign and the Christmas turkey campaign (2002 and 2003)</p> <p>Key involvement in the initiative to raising awareness on the safe handling and use of eggs particularly by those organisations and businesses catering for vulnerable groups</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Completed</p> <p>Completed</p>

ACTION PLAN – 10. DOMESTIC/GENERAL PUBLIC (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
10.4 Building up alliances	10.4.1 Identification of work areas that overlap or complement work in Nutrition Division and wider parts of the UK	Discussions on these areas at Domestic Sector Steering Group meetings and <i>ad hoc</i> meetings with Nutrition Division, Communications Division and Consumer Branch	Work in this area should continue, to avoid overlaps and identify gaps and opportunities for joint working	Ongoing
	10.4.2 Identify the key professional groups to act as mediators for food hygiene messages and suitable mechanisms for delivery (continues next page)	Key organisations have been identified <i>Agency had a stand focussing on the domestic sector at the following conferences:</i> <ul style="list-style-type: none"> • Community Practitioners and Health Visitors Association (Oct 03), • Infection Control Nurses (Sept 03), • Local Medical Committees (June 03), • British Pharmaceutical (Sept 03) • Nurses in Practice (Oct 03). • Scout event (Sept 03) • Outdoor Show (April. 04) • Primary Care (May 04) • Royal College Nurses (May 04) • Royal College of Midwifery (May 04) • UNISON Conference (June 04) 	Future work plan includes: Establishing dialogue with key groups; constructing a database of contacts in consultation with consumer branch, organising training workshops/ briefings Taking forward existing contacts established with Community Practitioners and Health Visitors Association and Infection Control Nurses Network and Scouts and Guides.	Ongoing

ACTION PLAN – 10. DOMESTIC/GENERAL PUBLIC (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
10.4 Building up alliances (cont'd)	10.4.2 Identify the key professional groups to act as mediators for food hygiene messages and suitable mechanisms for delivery (cont'd)	<p>Conferences and gateway organisations for vulnerable groups identified for targeting in 2004. In May the Agency attended conferences relating to Primary Care, Royal College of Nurses, Royal College of Midwifery and Unison</p> <p>Work is being commissioned to review recent, current and planned initiatives and materials aimed at getting food hygiene messages into homes in the UK</p>	<p>Promoting domestic sector activities and FSA food hygiene information at meetings in 2003 (e.g. Midwives, Nurses, Teachers)</p> <p>Agency had a stand at the Outdoor Show, which was well received with over 2500 leaflets being distributed</p>	
10.5 Identifying target groups	Identify vulnerable groups and suitable communication methods for these sectors (either by amending ongoing methods or identifying additional ones)	<p>Working with Consumer branch to identify gateway organisations for vulnerable groups. Will be establishing dialogue with key organisations probably through a series of stakeholder meetings/briefings</p> <p>Also see 10.3</p>		Ongoing

ACTION PLAN – 10. DOMESTIC/GENERAL PUBLIC (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
10.6 Education	10.6.1 Raise the profile of food hygiene in the National Curriculum	<p>Curriculum in England, Scotland and Wales was reviewed in 2000 and is not scheduled for review again until 2005. Continuing discussion with DfES and the Devolved Administrations on this matter as opportunities arise</p> <p>Information on hygiene work in relation to education/schools is being drawn together. Continuing discussions to identify the best ways of promoting food hygiene messages with teachers and school children</p> <p>Identification of methods of targeting hygiene messages to nurseries, play centres and special-needs schools</p> <p>Launched a 'Cooking Bus' with the aim of delivering healthy eating and food safety messages to school children in England and Wales (see below)</p>	<p>There is an opportunity for input to revision of the curriculum in Northern Ireland as part of the current Key Stage III review</p> <p>Future work plan includes: Discussion paper on hygiene initiatives in relation to schools</p> <p>Continuing to work with Nutrition Division on complementary areas including core competencies</p> <p>Research being commissioned that will help to identify the best ways of getting food hygiene messages into schools in the UK</p>	Ongoing

ACTION PLAN – 10. DOMESTIC/GENERAL PUBLIC (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
10.6 Education (cont'd)	10.6.1 Raise the profile of food hygiene in the National Curriculum (cont'd)	Work is in progress to consider rolling out Wyre Borough Council's local food hygiene 'Mission Possible' initiative to schools	The Agency-funded Wyre Borough Council 'Mission Possible' initiative was a joint winner of the Foodlink Communicating Foods Safety National Awards 2003. This scheme formed part of an Agency initiative to support Local Authority food hygiene promotion activities	Ongoing
	10.6.2 Build a "hygiene" initiative focusing on children, linking to DfES and devolved equivalents, and to non-school activities (continues next page)	Building on the current framework in partnership with other policy areas (e.g. nutrition), DfES and the Devolved Administrations Contacting groups/ organisations to explore opportunities for the promotion of hygiene messages Work being commissioned to review recent, current and planned initiatives and materials aimed at getting food hygiene messages into schools and homes in the UK	We aim to establish links between initiatives already in place and to identify gaps and overlaps Work so far has focussed on Scout events. However, this will widen as the initiative progresses	Ongoing

ACTION PLAN – 10. DOMESTIC/GENERAL PUBLIC (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
10.6 Education (cont'd)	10.6.3 Schools packs	<p>Opportunities for building on this initiative being considered. Existing information being promoted via the Agency's website and articles/advertisements targeting teachers</p> <p>FSA-NI involved in developing "Safe & Sound" booklet with local authorities and other bodies. An interactive format covering food safety, diet and nutrition</p>	<p>Materials to be updated and links to related information improved. Articles to promote <i>The H Squad</i> and <i>Aliens in our Food</i>, which are housed on the Agency's website, will also be produced for teacher and parent magazines</p> <p>Developed for and distributed to all key stage II children in NI</p>	<p>Ongoing</p> <p>Complete</p>
10.7 Surveillance	Identify priorities for microbiological/ food preparation surveys in the domestic setting	Completed	<p>It was recognised that surveys of domestic kitchens are difficult to undertake and there was already a significant body of observational/microbiological studies in the literature. The Agency will be funding a review of past and current research on consumer practices, with a focus on the potential for cross-contamination during food preparation in relation to hygiene in the home</p> <p>The findings from other surveys, e.g. retail chicken and retail shell eggs will provide some information relevant to this area</p>	Completed

ACTION PLAN – 10. DOMESTIC/GENERAL PUBLIC (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
10.8 Research	10.8.1 Review microbiological research in the domestic sector funded by FSA and others	Completed	Summary paper included in domestic sector workshop papers and included as an annex to the workshop report	Completed
	10.8.2 Hold workshop to review FSA research, identify further hygiene messages and research priorities	Completed	Report on the findings of this workshop is currently being revised, prior to being distributed to those who attended and placed on the web site	Completed

ACTION PLAN – 11. PUBLICITY, TRAINING AND EDUCATION

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
11.1 Education and publicity for the trade and general public	11.1.1 Exhibitions	<p>Produced “Bad Food Live!” the spoof celebrity chef show at the BBC Good Food Show at the NEC Birmingham in 2003 for the third year running. It is to be produced again, with an updated script and new character, at the BBC Good Food Show in November 2004</p> <p>Sponsored the CIEH-FSA National Curry Chef Competition – finals took place at the BBC Good Food Show, Birmingham (26 November 2003)</p>	<p>4,000+ members of general public saw the show over 5 days. Raised awareness of link between food hygiene, food poisoning and measures that can be used to prevent it</p> <p>Hugely successful as generated much interest.</p> <p>Currently looking to develop ‘Curry Chef’ and ‘Cooking Bus’ activity in a new format</p>	Ongoing
	(continues next page)	The Agency’s touring road show, “A Recipe for Success” visited 7 locations throughout Scotland and expects to visit two others this year		Ongoing

ACTION PLAN – 11. PUBLICITY, TRAINING AND EDUCATION (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
11.1 Education and publicity for the trade and general public (cont'd)	11.1.1 Exhibitions (cont'd)	FSAS attended The Royal Highland Show, Dundee Flower and Food Festival and the Ideal Home Exhibition with its 'Cartoon kitchen' . The kitchen focuses on food hygiene and safety. In addition, 4 'Recipe for success' events held each year, including a cookery demonstration and panel of experts Q&A session	Interactive 'Cartoon kitchen' revamped in 2004	Ongoing
		FSA Wales used its mobile education resource to exhibit at the major shows including the Royal Welsh Show, the National Eisteddfod, the Urdd Eisteddfod and at 'Crucial Crew' Local Authority Education Department initiatives throughout Wales. A new pantomime, 'Jack and the Beanstalk' was launched at the Urdd in May 2004, combining key food hygiene messages with healthy eating messages. The FSA stand at the Royal Welsh Show will again feature 'Bad Food Live'.	Performed in English and Welsh	Ongoing
	11.1.2 <i>Bad Food Live</i> video and teaching resources	FSA NI Stand at the Belfast Ideal Home Exhibition, where three Eat Safe awards were also presented. Joint FSANI/FSPB 'Calamity kitchen' Stand at the Balmoral Show in May 2004. 'Eat Safe' HACCP promotion stand at IFEX trade exhibition. Christmas 2003 hygiene leaflet made available to Local Authorities for distribution to butchers and smaller retailers	100,000 leaflets distributed	Completed
(continues next page)		Video and teachers notes produced and promoted to primary and secondary schools in England and Wales during autumn 2003	Over 4000 schools requested copies	Completed

ACTION PLAN – 11. PUBLICITY, TRAINING AND EDUCATION (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
11.1 Education and publicity for the trade and general public (cont'd)	11.1.3 Focus on Food/FSA Cooking Bus	The mobile/kitchen classroom was officially launched on 21 November 2003 by Julia Unwin and Melanie Johnson MP. The bus is currently in operation in schools across England & Wales. Worked with Local Authorities to arrange holiday activities in socially disadvantaged areas of the UK, and supported several 'Crucial Crews' events in Wales. The bus is fully booked for 2004, but looking to develop the bus' programme in 2005	Promotes healthy eating and food safety messages through the preparation of food. Designed to fit with the National Curriculum and teachers work objectives	Completed
	11.1.4 FSAS Christmas Card Competition	Completed in December 2003. All pupils in Primary Schools in Scotland were invited to design Christmas Cards with clear food safety themes. FSAS received entrants from 55 schools with the winning card being printed and sent to FSAS stakeholders in December. Nick Nairn gave a cookery demonstration to the winning school in April 2004. Winner and 11 runner up formed FSAS 2004 Calendar	Over 1000 cards received by FSAS Raised awareness of food safety among children in Scotland	Completed
	11.1.5 FSAS Food Hygiene Campaign grants initiative	Seven grants, each worth £10,000, will be awarded in a bid to develop new, or added value to existing projects helping to raise awareness of good food hygiene practices. It is hoped the grants will build on food hygiene promotions work already underway across the country as well as encouraging partnership working between the Agency, local authorities and other local organisations	7 grants awarded in Scotland. Final evaluation stage to be completed by December 2004	Ongoing

ACTION PLAN – 11. PUBLICITY, TRAINING AND EDUCATION (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
11.2 Raising awareness of food safety in the general public	Advertising and promotion	Used television and radio advertising, leaflets, PR and web to promote second Christmas eating campaign.	Formal evaluation of the Christmas safer eating campaign showed 55% spontaneously recalled the advertising, rising to 71% when prompted. 2003 figures were comparable to 2002 indicating the usefulness of timely seasonal reminders for food hygiene issues	Ongoing
	Developing and piloting of phases 1,2 and 3	FSAS contributed to national campaigns running in Scotland		
	Phase 3	TV advertisements ran nationally for 4 weeks in June 2004.	To promote and increase awareness of cross contamination in the home	Ongoing
	Launched cross-contamination TV campaign in June 2004	Supported FDF Food Safety Communication Awards scheme		Completed
		FSANI launched 'Eat Safe' award scheme (June 2003) to promote and increase awareness of food hygiene in catering establishments. Scheme administered by Local Council Environment Health Departments, in conjunction with FSANI, catering trade associations and General Consumer Council (NI)	Preliminary evaluation shows the scheme has been greeted positively, with strong support for the concept from its three key target audiences, consumers, enforcers and caterers. FSANI has plans to promote the scheme further in the coming year to raise consumer awareness as the number of accredited restaurants increases.	Ongoing
	Welsh Food Hygiene award scheme developed in conjunction with local authorities in Wales and launched in March 2002	To encourage food businesses to achieve standards above the minimum statutory requirements. Almost 800 awards issued in one year	Ongoing	

ACTION PLAN – 11. PUBLICITY, TRAINING AND EDUCATION (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
11.3 Food Hygiene Campaign – Stakeholder Involvement	Building relationships with Industry, Caterers, EHOs and hospitality training organisations	Monthly up-dates on the Campaign provided to LAs, CCDCs and the main training awarding bodies		Ongoing
		Stakeholder briefing meeting for phase 3 took place in July 2003. Follow-up letter sent to stakeholders in December 2003 and for the launch of phase 3 in May 2004	Stakeholders generally very supportive of the campaign and a good start for future partnerships.	
		Supporting FDF Foodlink Food Safety Week in June 2004	Focussing on cross contamination	Completed

ACTION PLAN – 11. PUBLICITY, TRAINING AND EDUCATION (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
11.4 Food Hygiene Campaign – caterers	<u>Phase 1</u> 11.4.1 Teaser mail Information pack which included a poster and sticker	Completed	Used data from Consumer Attitudes survey 2002 to help launch Campaign Campaign material available in 10 languages	Completed
	<u>Phase 2</u> 11.4.2 Second information pack which included booklet, 4Cs stickers and 'Bacteria Bites Business' video	Phase 2 ran October/November 2002	Phase 2 resulted in 1,600 calls to order line and 50,000 items of literature requested. Raised awareness, understanding and importance of the 4Cs when opening up a catering business	Completed
	11.4.3 Distributed egg safety leaflet and sticker to caterers and hospitals			
	11.4.4 New Business Pack	New business element of the Campaign ended March 2003	Informal evaluation carried out	Completed

ACTION PLAN – 11. PUBLICITY, TRAINING AND EDUCATION (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
11.5 Food Hygiene Campaign – development	11.5.1 Development and piloting of phases 1, 2 and 3 <u>Phase 3</u>	Completed Working Group established to monitor delivery of phase 3 Advert ran for 4 weeks, and was supported by new publicity literature (leaflets)	The timing of this Campaign in June 2004 was aimed to coincide with the incidence of <i>Campylobacter</i> infection and peak levels of food poisoning cases. The Campaign will be supported by surveillance work carried out on <i>Campylobacter</i> levels in poultry at retail sale.	Completed Completed Completed
11.6 Food Hygiene Campaign – evaluation	Evaluation of phase 1, 2 and 3 activities	Completed Advertisement for general public piloted in the Granada Region Christmas turkey Campaign 2003 Cross contamination Campaign 2004	For caterer-focussed activities: 47% of 16-25 age group spontaneously recalled advertising and awareness in food hygiene publicity continues to rise (68%). For consumer focussed activities: 65% consumers aged 26-35 saw BBQ advertising. 55% of consumers spontaneously recalled the Christmas Eating Campaign advertising, rising to 71% when prompted Recall and awareness of messages over 80%. However no indication of behaviour change after the advert was seen. 60% washed poultry to remove 'germs'. 45% respondents spontaneously recalled advertising (although this was less than in 2002). 97% respondents aware of the importance of cooking poultry properly to avoid food poisoning. 80% awareness of methods for checking poultry is properly cooked Evaluation showed 70% respondents saw the advert, rising to 79% for mothers with young children (target audience. Almost all were able to recall the main message, with 76% mentioning hygiene and 26% mentioning germs and food preparation	Completed

ACTION PLAN – 11. PUBLICITY, TRAINING AND EDUCATION (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
11.7 Web site support for food hygiene campaign and education	Web site development	Completed	Campaign section on new FSA website provides comprehensive information plus downloadable multi-lingual material	Completed
11.8 Surveys	Investigating concerns identified in first Consumer Attitudes Survey about foodborne illness and take-aways	Completed	Survey on microbiological standards in take-aways was commissioned and survey results were published	Completed

UK FOODBORNE DISEASE DATA (2000 TO 2003)

CASES NOT THOUGHT TO HAVE BEEN ACQUIRED ABROAD

Number of laboratory reports (excluding cases acquired abroad)	<i>Campylobacter</i>	<i>Salmonella</i>	<i>Clostridium Perfringens</i>	<i>E. coli</i> O157	<i>Listeria Monocytogenes</i>	All pathogens being monitored
2000 (Baseline data)	51,166 (*78%)	13,138 (*20%)	181 (*0.3%)	1,035 (*2%)	113 (*0.2%)	65,643
2001	50,550	14,336	161	932	156	66,135 (+0.7%) [#]
2002	43,158	12,719	60	761	159	56,857 (-13%) [#]
2003 [^]	39,667	13,210	55 ^{**}	775	239	53,946 (-18%) [#]

* Contribution to the Agency's baseline for foodborne illness

** England and Wales figures not available

[^] Provisional figures

[#] percentage difference compared to the baseline figure

ALL CASES

Number of laboratory reports (all cases)	<i>Campylobacter</i>	<i>Salmonella</i>	<i>Clostridium Perfringens</i>	<i>E. coli</i> O157	<i>Listeria Monocytogenes</i>	All pathogens being monitored
2000 (Baseline data)	63,370 (*77.5%)	16,989 (*20.8%)	181 (*0.2%)	1,147 (* 1.4%)	113 (*0.1%)	81,800
2001	62,912	18,410	161	1,049	162	82,694
2002	53,535	15,828	60	851	160	70,434
2003 [^]	49,309	16,354	55 ^{**}	876	239	66,833

* Contribution to the Agency's baseline for foodborne illness

** England and Wales figures not available

[^] Provisional figures