

IMPLEMENTATION OF THE AGENCY'S FOODBORNE DISEASE STRATEGY

Executive Summary

1. 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.
2. This discussion paper highlights the main activities that have taken place since the Board agreed the Agency's foodborne disease strategy, describing the work carried out and the results achieved. It includes provisional data on trends which suggests that the incidence of foodborne disease has fallen and that, if current trends are maintained, the FSA is on course to meet the target.
3. The Board is invited to:
 - **note** the work carried out to date and the decline in the incidence of foodborne illness toward the target;
 - **comment** on the work plan as outlined in paragraphs 12 to 18 and Annex I;
 - **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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IMPLEMENTATION OF THE AGENCY'S FOODBORNE DISEASE STRATEGY

Issue

1. This paper provides the Board with the opportunity to take stock of the foodborne disease strategy, and to review 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% by 2006, including reducing *Salmonella* contamination of UK produced retail chicken by at least 50% by the end of 2004/5.

Background

3. The increase in cases of foodborne disease, highlighted in the report of the Richmond Committee¹, was one of the key public concerns that resulted in the setting up of the Food Standards Agency. As part of its programme to improve food safety, the Agency set a target of reducing foodborne disease in the UK by 20% over a five year period, and subsequently published a 'farm to fork' strategy for achieving this, together with details of the mechanism by which it would monitor trends in foodborne disease levels.
4. Although there was no single robust measure of foodborne disease, data from a large study of Infectious Intestinal Disease (IID) showed the relative importance of different gastro-intestinal pathogens and demonstrated that the level of ascertainment of the major pathogens through the laboratory reporting system was good. It was therefore agreed that laboratory reports of the five major foodborne bacteria (*Salmonella*, *Campylobacter*, *E. coli* O157, *Listeria monocytogenes* and *Clostridium perfringens*) would be used to monitor trends in foodborne disease across the UK. Together, these bacteria account for the

¹ The Microbiological Safety of Food Parts I and II: Report of the Committee of Microbiological Safety of Food (Chairman Sir Mark Richmond), HMSO London 1990, ISBN 0113212739 and 0113213476

majority of cases of foodborne illness where a pathogen is identified, although some were included mainly because of the severity of the disease they cause. It was also agreed that the baseline figure would exclude cases acquired abroad. The baseline figure of 65,209, announced on 23 August 2001, reflected provisional data for the year 2000. Adjusted for the final figures for the year, the baseline is 65,643 cases.

5. Work carried out by the Communicable Disease Surveillance Centre (CDSC) at the Public Health Laboratory Service (now part of the Health Protection Agency), has subsequently provided an evidence-based estimate of foodborne infectious intestinal disease. Based on the number of laboratory reports, and multiplication factors derived from the IID study, the data suggest that in 2000 there were approximately 1.3 million cases of foodborne illness acquired in England and Wales². Of these around 370,000 led to GP consultations, 21,000 to hospital admissions and 480 resulted in death.

Strategy management and consultation

6. The FSA secured £20 million (£4m in 2002/2, and £8m in each of the following two years) in the Westminster 2002 Spending Review for food hygiene initiatives, such as the Food Hygiene Campaign, aimed at achieving the target. To help implementation in Scotland, the Scottish Executive has provided FSAS with a further £4 million (£2 million per annum from 2004) for implementation of Hazard Analysis and Critical Control Points (HACCP) and £0.7 million per annum (from 2004 to 2006) for additional work on research and surveillance into *Campylobacter* and emerging and evolving pathogens in Scotland. In addition, FSA Wales contributes a substantial part of its overall programme budget (in 2002/03 around £300K) to Foodborne Disease Strategy related activities.
7. Implementation of the strategy is managed by an internal Project Management Board (PMB). The PMB keeps the programme under review, monitors progress against action plans, identifies and manages business risks and decides how the budget should be spent. Progress to date is outlined in Annex 1. A stakeholder consultative group periodically reviews the activity being carried out to deliver the

² Adak G K, Long S M, O'Brien S J. Gut 2002; 51:832-841

strategy to reduce foodborne illness. In March, the group reported that it was generally content with the overall approach and agreed the programme of activities underway would help the Agency achieve its target. Work to support development and implementation of the strategy is also underpinned by advice from the Agency's expert Advisory Committee on the Microbiological Safety of Food (ACMSF). Wider stakeholder involvement has included regional seminars for Environmental Health Officers to support campaign delivery, and provision of monthly updates to Local Authorities and a wide range of stakeholder groups.

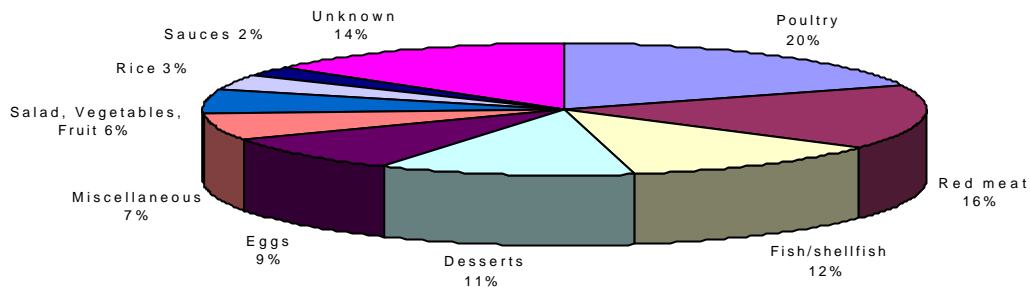
Elements of the Strategy

8. At the outset, the Board identified poultry and red meat, HACCP and hygiene education as the priorities. Reflecting the Board's commitments the main areas of work are to:

- I Reduce microbial contamination of foods (particularly poultry and red meat);
- II Promote better food safety management and practice;
- III Promote hygienic preparation of food commercially and in the home.

If the target of reducing the number of cases of foodborne disease is to be met, the key pathogenic organisms to address are *Campylobacter* and *Salmonella*. Moreover, *Salmonella* is the major cause of death from foodborne infection. These priorities take account of data on the food groups associated with outbreaks (see Figure 1) and the number of laboratory reports of gastrointestinal pathogens.

Figure 1: Food Outbreaks in England and Wales (1992 – 1999) by Food Group



9. Outbreak data have been used to help target efforts to reduce contamination of foods, identifying red meat and poultry as the most important sources of infection. However, it should be noted that, although *Campylobacter* causes the most cases, it seldom causes outbreaks. Therefore outbreak data have limited value in helping to identify the main food groups to target in relation to that organism. Case control studies of *Campylobacter* infection and events such as the Belgian dioxin incident (where patterns of poultry consumption changed) have provided data to suggest that poultry is a source in up to 40% of cases.
10. At the other end of the food chain, good food hygiene in the kitchen can reduce the risk of infection. A range of initiatives to promote good food hygiene have therefore been incorporated into the strategy and, if successful, these would be expected to have an impact on all types of foodborne disease.
11. Action to address these priorities is outlined below. However action in support of the strategy is also being taken across the whole range of food groups. These actions are summarised in Annex I, and include measures targeted at pathogens which may account for fewer foodborne disease incidents, but which nevertheless cause severe disease, for example, in vulnerable groups.

Reducing Microbial Contamination

12. Much effort has been put into meeting EU requirements for the introduction of HACCP in slaughterhouses. This programme will be completed in July. This programme of work, together with the clean livestock policy, which prevents visibly dirty animals from being slaughtered, should reduce the level of contamination of carcasses of cattle, sheep and pigs. These activities are likely to have most effect on cases of *Salmonella* and *E. coli* O157.

13. Efforts are also being made to reduce infection or colonisation of poultry. Major advances have been made in recent years in reducing the prevalence of *Salmonella* in flocks, with strict attention to biosecurity assisted by a vaccination programme. The benefits of this are being seen in a marked reduction in contamination of retail poultry (under 6% in a survey carried out in 2001) and a prolonged downward trend in the number of cases of human *Salmonella* infection. Attention is now turning to *Campylobacter*, which was found in just over 50% of retail poultry in the 2001 survey. Whilst this represents a greater challenge, there is now evidence that the carriage of *Campylobacter* in flocks can be reduced and a strategy for reducing prevalence in the UK flock, as well as considering action in slaughterhouses, will be published by July by the Food Standards Agency.

Promoting Food Safety Management and Best Practice

14. HACCP adoption across the commercial sector is seen as key in reducing foodborne illness. It has already been widely adopted by larger companies. The Agency has set itself a target to implement food safety management based on HACCP principles in 30% of food businesses by the end of April 2004. The Board has agreed to revisit prior approval and licensing at the end of this period. The HACCP implementation strategy was discussed by the Board in February. Whilst attention in this long-term strategy initially focuses on catering, there is a need for effective implementation of HACCP in all sectors. To help identify what initiatives may be required, a study has been commissioned to assess the level of HACCP implementation in the manufacturing sector.

Food Hygiene Promotion and Education

15. A major initiative to promote better food hygiene in the kitchen is the five year multi-media Food Hygiene Campaign (FHC), which promotes the 4 Cs messages:

- Cleanliness;
- Cook food thoroughly;
- Chill food properly; and
- avoid Cross-contamination.

16. Other initiatives include provision of resources to promote food hygiene in the kitchen for use in schools and colleges, and measures to facilitate the adoption of HACCP as a food safety management tool.

17. Up to now, the FHC has concentrated on the catering sector and this activity is programmed to continue for the life of the strategy. However, bursts of advertising aimed at the general public have already taken place in relation to barbecues and Christmas eating, and the next phase of the Campaign will take this further, targeting groups most likely to be receptive to behaviour change messages. A TV advertisement aimed at mothers with young children has been piloted in the Granada area. Focus group data obtained from this population group is being used to plan activity aimed at this key audience. The FSA in NI continues to work with the cross-border Food Safety Protection Board (FSPB) to ensure that consumers in Ireland are suitably advised as to good hygiene practice in the home. Joint initiatives have included the production of consumer leaflets giving general advice over the Christmas period, participation in National Food Safety Week and review of guidance to consumers regarding temperature controls. The FSPB continues to keep the Agency advised of its consumer campaigns on topics such as 'Clean Your Fridge' and 'Wash Your Hands'.

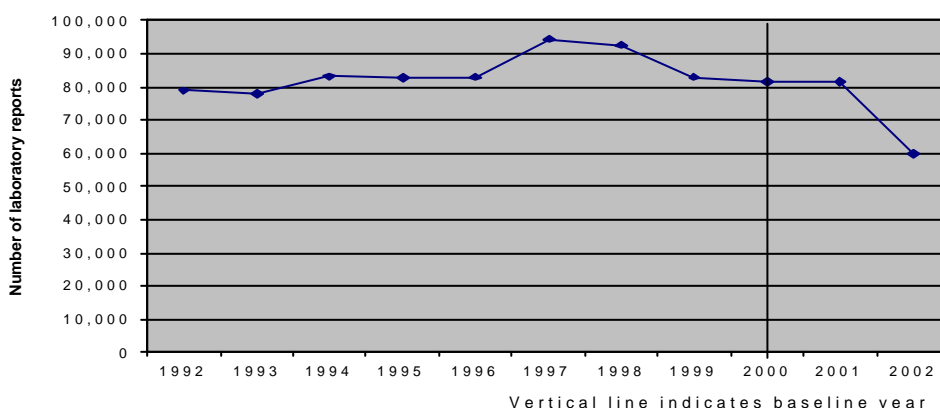
18. Further details of the FHC activity, including evaluation of its impact in raising awareness and knowledge, are summarised in Annexes 1 and 2. These evaluations are currently being reviewed to judge the effectiveness of the campaign.

Progress towards the target

19. In 2001, there was little change from the baseline figure for 2000. Although the UK figures for 2002 are still provisional, because the figures are not finalised until the end of the following year, the data available so far suggest that the laboratory reported cases of the 5 pathogens being monitored have decreased by just over 13% compared with the baseline figure. Thus provisional data suggest that good progress is being made towards achieving the target. Laboratory reports for each of the five pathogens are shown in Annex 3.

20. Within the overall figure, it is noteworthy that UK laboratory reports of foodborne illness due to *Campylobacter* are showing signs of a substantial decrease, with a 16% reduction over the two years of the strategy to date. There does not appear to have been a general decrease in the number of samples submitted, or any other reason that would explain the trend. However, given the rate at which the decrease has occurred, a degree of caution should be observed until it is seen whether this trend is maintained.

Figure 2: Laboratory reports of *Campylobacter*, *Salmonella* and *VTEC O157* in the UK, 1992 – 2002



21. In 2001, cases of foodborne illness due to *Salmonella* decreased in Scotland and Northern Ireland. There was a slight increase in cases of *Salmonella* in England and Wales. This was due to an increase in cases of *Salmonella* Enteritidis other than PT4. Whilst the downward trend for all cases of *Salmonella* resumed in 2002, non-PT4 *S. Enteritidis* has not decreased. In 2002, this effect was largely explained by the occurrence of *S. Enteritidis* outbreaks associated with eggs (largely from Spain) used in food businesses.

22. Between 1995 and 2000, there was no discernible trend upwards or downwards in cases of *E. coli* O157. Over the last two years, there has been a marked decrease in the number of cases, with a reduction of around 34% in England, Wales and Northern Ireland. However, over the same period, cases in Scotland have remained steady. It should be noted that up to 50% of *E. coli* O157 infections are not associated with contaminated food but with sources of infection such as contaminated water, the environment and farm animals.

Conclusion

23. At the present time actions to implement the strategy are proceeding to plan. After a year in which little change was seen in the number of laboratory confirmed cases, laboratory reports for 2002 suggest that there has been an appreciable reduction in the number of cases compared to the baseline. Whilst encouraging, it should be noted that the figures are still provisional.

Impact

24. The programme has been designed to fit within the resources the FSA has secured.

Board Action Required

25. The Board is invited to:

- **note** the work carried out to date and the decline in the incidence of food borne illness toward the target;
- **comment on** the work plan as outlined in paragraphs 12 to 18 and Annex I;
- **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>
1.1 Establishing the baseline figure for foodborne diseases in the UK	The baseline figure was determined from the total number of reports for the year ending 31 December 2000. With the Board's agreement the figures exclude cases reported to have been acquired abroad	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 2001 ³ . This was based on provisional figures for 2000 and has subsequently been revised to 65,643 cases on the basis of the final figures for the year	<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> 	Completed

³ http://www.foodstandards.gov.uk/press_releases/uk_press/2001/pr010823.htm

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	Provisional laboratory reports of the key foodborne bacteria have been provided for 2002 and are being collected for 2003	The provisional figures for 2001 were provided to the Board in a paper at the meeting held in May 2002 (Annex 2 of Note 02/05/04). This paper includes provisional figures for 2003	Update to be provided to the Board each May/June
1.3 Project Management	Identification of lead officials within the Agency for each component of the programme	Lead officials have been identified	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)

Issue	<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	A Strategy co-ordinator has been appointed, a Project Management Board (chaired by Andrew Wadge) has been set up and an external Consultative Group with representatives of the main stakeholder groups has also been convened	The consultative group will provide feedback on strategy implementation, commenting on the practicalities of proposed measures and perhaps suggesting other approaches that could be considered. Members will also feed information on the strategy back to the wider stakeholder community and the aim will be to maintain involvement across all sectors	Completed

ACTION PLAN – 1. STRATEGY MANAGEMENT (continued)

Issue	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
1.5 Strategy Delivery	Development of action plans for each strand of the strategy and allocation of budgets for project implementation	<p>Action plans have been drawn up and appropriate milestones and targets against which progress will be monitored have been identified for each component of the strategy</p> <p>Action plans have been turned into detailed project plans against which the Project Management Board can monitor progress</p>		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 due to be 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 finalised. There seems to be a general consensus that the strategy is an appropriate way forward. Document to be published on website in June 2003	June 2003
	2.1.2 Initiate campaign for improving biosecurity on the broiler farm	Initial preparations for phase 1 of the campaign underway	Phase 1 will be a general introduction to the campaign and will highlight the major biosecurity measures	Autumn 2003

ACTION PLAN – 2. POULTRY MEAT (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
	Poultry related advice from ACMSF <i>Campylobacter</i> Working Group	<p>ACMSF discussed the draft strategy in December 2002 and March 2003</p> <p>The Working Group meets regularly. A final report should be available in 2004 but the ACMSF is feeding interim advice into the Agency as it becomes available. The second tranche of this, on control of <i>Campylobacter</i> in chickens in Scandinavia, was sent to the Agency in January 2003</p>	The ACMSF advice and views have been very helpful in developing the strategy, and the Committee will be consulted as the strategy evolves	Ongoing

ACTION PLAN – 2. POULTRY MEAT (continued)

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
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	Agency target of a 50% reduction in <i>Salmonella</i> levels has been achieved. No specific measures required at this time, however work on <i>Campylobacter</i> should have effect on reducing levels further	Agency recognises the success to date of industry measures to reduce the levels of <i>Salmonella</i> in poultry meat Implementing the strategy for the reduction of <i>Campylobacter</i> , particularly the proposed campaign on biosecurity, would be 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>Meetings of Consultative Group on <i>Campylobacter</i> and <i>Salmonella</i> in Chicken</p> <p><i>Ad hoc</i> meetings with stakeholders</p>	<p>2nd meeting of Group held in December 2002. <i>Ad hoc</i> group on Knowledge Transfer met November 2002</p> <p>Range of meetings held with various parts of the industry, representatives of the Assured Chicken Production scheme, and researchers</p>	<p>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. There is regular correspondence with members of the Consultative Group between meetings</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	Final survey report published February 2003	The headline figures were published in August 2002. <i>Salmonella</i> levels 5.7%, <i>Campylobacter</i> levels 50%	Completed
	2.4.2 Further surveillance to monitor progress	Plans for further retail surveillance and possibility of obtaining information on <i>Campylobacter</i> levels in flocks being considered	Important to have in place mechanisms by which the strategy can be evaluated	Ongoing

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	Review current information on control of <i>Campylobacter</i> and <i>Salmonella</i>	Following reviews completed and reports placed in Agency library: Salmonella in broiler production; Campylobacter in broiler production; Crate washing; Testing and scheduling of flocks at slaughter	These reviews have been used in drawing up the <i>Campylobacter</i> strategy	Completed
	Commission research as appropriate	Research on improved methods of crate washing and the effects on foodborne pathogens has been commissioned	A state of the art report will be produced in summer 2003. Meat Hygiene Division plan to issue guidance on crate washing during summer 2003	Ongoing
		Work on the physical aspects of poultry processing and the effect on <i>Campylobacter</i> has been commissioned	Preliminary proof of principle studies have indicated that surface freezing chicken skin 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	Ongoing
		Work on thinning, assessing methods for detecting <i>Campylobacter</i> and <i>Salmonella</i> in flocks, and control in extensive flocks is being commissioned		

ACTION PLAN – 3. RED MEAT & POULTRY

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
3.1 Implement EU Commission Decision 2001/471/EC on adoption of: i) HACCP principles in fresh meat and poultry meat premises ii) Standard microbiological testing procedures in fresh meat premises	3.1.1 Consult on and make legislation across UK by 7/6/02	Legislation made. Coming into force date for small plants delayed by one year – 7/6/03	Guidance for industry, particularly for medium/small premises new to HACCP &/or microbiological testing produced to help ensure effective implementation. One day HACCP Workshops have been held around the country 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 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	Completed
	3.1.2 Produce guidance for industry	HACCP guidelines and draft booklet on microbiological testing distributed to all meat plants		Completed
	3.1.3 Carry out pilot plant study in 7 plants in England, Scotland and Wales	Pilot Plant Study undertaken. Information obtained has been used to inform production of the Manual and the approach to implementation A report from independent consultants has been received and is being considered by the Pilot Plant Steering Group. Report of pilot plant study to be published in summer 2003		Completed

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

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
As above	3.1.4 Produce FSA Training manual for plants operators and training providers	Training Manual issued to large meat plants before 7 June 02 and to all other plants over the summer	Stakeholder group members were involved in the Editorial Panel for the production of the HACCP manual. A CD-Rom to accompany the manual has also been 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	Chapter 19 of the Meat Hygiene Service (MHS) Operations Manual on enforcement of new regulations issued. Training in HACCP enforcement has been given to virtually all Official Veterinary Surgeons (OVSs)		Completed
	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	Research project undertaken to establish performance criteria for microbiological testing of red meat carcasses and demonstrate equivalence of alternative sampling method	Completed

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 and the link to meat safety	On farm information days held at two locations in England Draft revised booklet 'Producing Clean Cattle for Slaughter' produced	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 Initiate ZAP salmonella monitoring scheme in pigs	Scheme in place in GB for British assured pigs and in NI for all pigs Assignment of ZAP levels to pig farms during summer 2003	Salmonella exposure of pigs measured at slaughter and farms with the highest levels of exposure targeted with Agricultural Departments on farm action plans to reduce exposure	Ongoing

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 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	The pilot study is scheduled to report by the end of September 2003. Consideration of need for specific initiatives in these sectors would follow. Timing to be decided once results of study known	September 2003
4.2 Measures to aid more effective enforcement of the Meat Products (Hygiene) Regulations 1994 and the Minced Meat & Meat Preparations (Hygiene) Regulations 1995	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	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>
As above	<p>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</p> <p>4.2.3 Chapter 15 of the MHS Operations Manual will be rewritten to take account of the findings of the FVO mission</p>	<p>Draft revised guidance was issued for public consultation on March 2003 in the Practice Guidance volume accompanying the revised enforcement Codes of Practice</p> <p>MHS drafting in conjunction with MSD</p>	<p>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</p>	<p>Linked to finalisation of section 40 Code of Practice and Practice Guidelines</p> <p>December 2003</p>

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	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	Completed Summer 2003
	Production of final guidance	Awaiting outcome of research (expected April 2003)	Stakeholder drafting group will hold final meeting prior to guidance being finalised	Autumn 2003
	Dissemination of guidance	Mechanism to be discussed		
5.2 Research	Management of R&D programme relating to the microbiological safety of fruit and vegetables Review of programme	Research programme will be completed September 2003 Initial planning to start Autumn 2003. Review scheduled for Spring 2004	Timing will be dependent on other research priorities	Autumn 2003 Spring 2004

ACTION PLAN – 6. FISH AND SHELLFISH

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
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<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
6.1 <i>HACCP implementation in the shellfish depuration sector</i>	Develop outline proposals on shellfish depuration to support HACCP implementation in the shellfish sector	New areas of work have been identified. Agreement to include these work areas is being sought from the FDS Project Management Board		To be confirmed
6.2 Research	Management of shellfish R&D	Ongoing		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 Salmonella contamination	Undertake survey of eggs on retail sale	Sampling nearly completed	<p>Emerging (and final) results will inform the approach to promoting the wider use of vaccination and FSA's advice to consumers on eating eggs</p> <p>The survey was delayed by discussions to try and resolve industry concerns over the naming of egg producers whose eggs were sampled in the survey. It was not possible to strike an agreement with egg packers about the disclosure of the source of eggs and the survey is therefore taking place at retail rather than at packing stations</p>	Results to be reported in Autumn 2003
7.2 Industry training in hygiene-related issues	To be established	To be informed by the findings of the survey on HACCP implementation in sectors other than fresh meat, retail and catering		To be confirmed

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	To be established	Not yet begun	To be considered as part of any action arising from the HACCP implementation strategy. Current indications are that HACCP uptake is reasonably good across the industry. 75% of egg production is subject to British Egg Industry Council (BEIC) Lion Code which requires HACCP systems be in place. 100% of egg products manufacturers supply retailers and manufacturers who require use of full HACCP systems	To be determined in HACCP 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	Reviews and discussion with DEFRA concluded that there was no case to be made	Current responsibility for enforcement of egg hygiene issues at retail sale lies with Trading Standards Officers in England and Wales. DEFRA assist and advise	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	Action to be determined within one month of any clear information on the role of vaccination emerging from the survey	Not yet begun	The Advisory Committee for Microbiological Safety of Food (ACMSF) report indicated that that vaccination of pullets against Salmonella enteritidis appeared to have been the key intervention associated with the significant fall in human salmonellosis in Great Britain and in egg-associated Salmonella outbreaks. Any activity to promote the wider use of vaccination should await the outcome of the survey (item 7.1) which should provide evidence to support the use of vaccination	Depends on egg survey timetable

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	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	Ensure current advice features in food hygiene campaign 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	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	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 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</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 on-farm pasteurisation will not take place in Scotland</p>	Nov 2003

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

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
8.2 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 on-farm pasteurisation review

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	<p>An independent review of literature has been carried out and as a result, the Project Management Board agreed that the Agency should not undertake further studies in this area</p> <p>The Agency will keep a watching brief on work undertaken by others in relation to dairy cattle vaccination and feeding studies that may impact on pathogen shedding. This is required in case this work highlights anything which might help increased public health protection</p>	<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>	

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, once it has been agreed		Depends on agreement of EU hygiene legislation
8.5 Research	Commission research to determine guidelines for best practice in teat cleaning prior to milking	Project commissioned	A collaborative project by teams from Wolverhampton University and Harper Adams Institute has been commissioned for this work	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>
products	Implement a food safety management awareness initiative for specialist cheesemakers	An initiative has been rolled out to provide for on-site training for the development of HACCP-based plans by cheesemakers	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 a similar exercise is underway with EHOs, cheesemakers and consultants, CHARIS, with the aim of implementing / reviewing individually tailored HACCP-based plans	<i>Scheme was launched on 24 January 2002 and is due to run until March 2004</i>

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	Revise the HACCP implementation strategy of November 2001 and take it forward	The revised HACCP implementation strategy was agreed and endorsed by the FSA Board at its meeting in February 2003	The strategy has been refined and brigaded into four key areas which are being taken forward: guidance, training, business support and monitoring	Ongoing

ACTION PLAN – 10. DOMESTIC/GENERAL PUBLIC

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
<u>10.1 Management</u>	Form Agency Steering Group for the Domestic Sector of the Strategy	Domestic Steering Group established including representation from Scotland, Wales and Northern Ireland	Steering Group to take forward the strategy in this area. Three meetings held	Ongoing - will meet every 3-4 months
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.	March 2004 -review every 3 months
10.3 Food Hygiene Campaign	10.3.1 Contribute to the food hygiene campaign in relation to the domestic sector	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	Provided input to summer eating barbecue campaign and the Christmas turkey campaign 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	Ongoing
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 ad hoc 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

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	<p>Key organisations have been identified</p> <p>Agency had a stand focussing on the domestic sector at the Community Practitioners and Health Visitors Association conference (October 2002) and Infection Control Nurses conference (November 2002)</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>Future work plan includes: Establishing dialogue with key groups; constructing a database of contacts in consultation with consumer branch, organising training workshops/ briefings</p> <p>Taking forward existing contacts established with Community Practitioners and Health Visitors Association and Infection Control Nurses Network</p> <p>Promoting domestic sector activities and FSA food hygiene information at meetings in 2003 (e.g. Midwives, Nurses)</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>
10.5 Identifying target groups	Identify vulnerable groups and suitable communication methods for these sectors (either by amending ongoing methods or identifying additional ones)	Discussed at the May 2002 workshop. An action plan is being drawn up to take forward the communication issues arising from the workshop	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	Ongoing
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 of hygiene work in relation to education/schools being drawn together. Continuing discussions to identify the best ways of promoting food hygiene messages with teachers and school children</p>	<p>There is an opportunity for input to revision of the curriculum in Northern Ireland</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>
	10.6.2 Build a “hygiene” initiative focusing on children, linking to DfES and to non-school activities	<p>Building on the current framework in partnership with other policy areas (e.g. nutrition), DfES and the Devolved Administrations</p> <p>Contacting groups/ organisations to explore opportunities for the promotion of hygiene messages</p> <p>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</p>	We aim to establish links between initiatives already in place and to identify gaps and overlaps	March 2004
	10.6.3 Schools packs	<p>Opportunities for building on this initiative being considered.</p> <p>Existing information being promoted via the Agency's website and articles/advertisements targeting teachers</p>	Materials to be updated and links to related information improved. Articles to promote the H Squad and Aliens in our Food, which are housed on the Agency's website, will also be produced for teacher and parent magazines	December 2003

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

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
10.7 Surveillance	Identify priorities for microbiological/food preparation surveys in the domestic setting	Priority areas identified at the research workshop	The findings from other surveys, e.g. retail chicken and retail shell eggs will provide some information relevant to this area	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	Summary paper included in domestic sector workshop papers. Will be 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	Meeting held on 7 May 2002 Workshop report to be circulated to those who attend the meeting and expected to be published on the website		Completed
	10.8.3 Give further consideration to the area of kitchen equipment in the context of food hygiene	Not yet started	Will need to consider the potential for “trade off” between hygiene and equipment safety. Identify manufacturer base for “critical equipment” in terms of food hygiene. Assess the advantages/disadvantages of antimicrobial materials/surfaces for “improving” food safety/hygiene	March 2004

ACTION PLAN – 11. PUBLICITY, TRAINING AND EDUCATION

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
<p>11.1 Education and publicity for the trade and general public</p>	<p>Exhibitions</p>	<p>Exhibited the “Who’s Got a Hand In It?” parody of The Ready, Steady, Cook programme at a number of trade shows including the Pub and Bar and Restaurant Show in London in 2001</p> <p>Produced “Bad Food Live!”, the spoof celebrity chef show at the BBC Good Food Show at the NEC Birmingham in 2001 and 2002</p> <p>Since 2001, FSAS has exhibited in Scotland at “Foodfest” at the SECC and the Royal Highland Show Glasgow with our giant interactive display the “Hidden Hygiene Challenge”. FSAS has also taken their corporate stand to Fishing 2001, 2002 and 2003, the Black Isle and Border Union Shows</p> <p>The Agency’s touring road show, “A Recipe for Success” visited 7 locations throughout Scotland and expects to visit two others this year</p>	<p>The shows were successful as an introduction to the themes of the food hygiene campaign for the larger caterers</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>The show’s format is hugely popular with the public</p>	<p>Ongoing</p>

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

<u>Issue</u>	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
<p>11.1 Education and publicity for the trade and general public (cont'd)</p>	<p>Bad Food Live video and teaching resources</p> <p>Travelling classroom</p>	<p>In 2003 FSAS intend to attend The Royal Highland Show, Dundee Flower and Food Festival and the Ideal Home Exhibition</p> <p>FSA Wales has used its mobile education resource to exhibit at several major shows including the Royal Welsh Show, the National Eisteddfod and the Urdd Eisteddfod. The 'Wacky Kitchen' pantomime, which is concerned with teaching younger children the importance of food hygiene, has been a central feature at these events</p> <p>Video and teachers notes being produced</p>		<p>Ongoing</p>

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 BBQ (summer 2002) and Christmas eating campaigns (Dec 2002)	Raised awareness of the ‘defrost and cook properly’ message. Formal evaluation showed 65% consumers aged 26-35 saw BBQ advertising. Formal evaluation of the Christmas safer eating campaign showed 55% spontaneously recalled the advertising, rising to 71% when prompted	Ongoing
		Supported Food Links Food Safety Communication Awards scheme	Raised awareness of food safety	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	<p>Monthly up-dates on the Campaign provided to LAs, CCDCs and the main training awarding bodies</p> <p>Pre-campaign briefings were held in February 02</p> <p>Stakeholder meetings were held in August and October 02 to discuss the second phase of the Campaign and view the 'Bacteria Bites Business' video</p> <p>Further stakeholder meetings being planned for Phase 3</p>	<p>EHOs provided data on catering premises for a catering database which the Agency used for mailings of campaign information. Around 250,000 premises on database at time of Campaign launch (Feb-April 2002); extending to around 300,000 on database at time of launch of phase 2</p> <p>Stakeholders generally very supportive of the campaign and a good start for future partnerships</p>	Ongoing

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

Issue	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
11.4 Food Hygiene Campaign – caterers	<p><u>Phase 1</u></p> <p>Teaser mail</p> <p>Information pack which included a poster and sticker</p> <p><u>Phase 2</u></p> <p>Second information pack which included booklet, 4Cs stickers and 'Bacteria Bites Business' video</p> <p>Distributed egg safety leaflet and sticker to caterers and hospitals</p> <p>New Business Pack</p>	Phase 2 ran October/November 2002	<p>Used data from CA2002 to help launch Campaign</p> <p>Campaign material available in 10 languages</p> <p>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</p>	<p>Completed</p> <p>Completed</p>

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

Issue	<u>Action</u>	<u>Progress</u>	<u>Comments</u>	<u>Timescale/status</u>
11.5 Food Hygiene Campaign – development and evaluation	Development and piloting of all aspects of phase 1 and 2 Development of phase 3	Other focus groups – consumers/poultry farmers being considered for Phase 3 Advertisement for general public piloted in the Granada Region	Series of focus groups held with catering managers, owner/proprietors, catering workers (small and large establishments), EHOs, consumers	Completed Ongoing
11.6 Food Hygiene Campaign – evaluation	Evaluation of phase 1 and 2 activities	Critical analysis of activity to date completed	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	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	Developed material for consumers on a range of food hygiene and safety topics for inclusion on the Agency website. Also created a special Campaign site	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	Survey on microbiological standards in take-aways was commissioned and survey results have been published		Completed

Annex 2

The Food Hygiene Campaign has so far consisted of activity aimed at caterers and seasonal activity aimed at the consumer. The main activities associated with the catering campaigns, the BBQ and the Christmas Eating activities are outlined in Annex 1. It should be noted, however, that a number of other publicity related activities have also been carried out in other areas of the Foodborne Disease strategy to help promote key messages. These include:

- The specialist cheesemakers initiative (launched Jan 2002)
- Bad Food Live at Good Food Show (Nov 2001 and 2002)
- The Good2Eat website aimed at 14-24 year olds (launched April 2002)
- Clean livestock and meat safety campaign (2002)
- Implementation of HACCP in meat plants – training manual and CD Rom (2002)
- Foodlink Food Safety Week (June 2002 and 2003)
- Exhibition stand at Community Practitioners and Health Visitors Conference (Nov 2002)
- Exhibition stand at Infection Control Nurses Conference (Nov 2002)
- Egg safety campaign (Jan 2002)
- Clean sheep and meat safety initiative (Jan 2003)
- Grants to 10 LAs for food safety promotion activities in England (March 2003)

In addition a range of other publicity activities are planned for later this year which include:

- Biosecurity campaign on chicken farms
- Launch of travelling classroom

- Launch of Bad Food live video and Teachers notes
- Publication of manure guidelines
- Consumer focused campaign aimed at mothers with young children
- Participation in Curry chef of the Year
- Further BBQ and Christmas Eating Campaigns

Annex 3

UK Foodborne Disease Data (2000 to 2002)

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 final figures)	51,166 (*78%)	13,148 (*20%)	181 (*0.3%)	1,035 (*2%)	113 (*0.2%)	65,643
2001 [^]	50,422	14,252	160	957	153	65,944
2002 [^]	42,871	13,104	63	749	149	56,936

* Contribution to the Agency's baseline for foodborne illness

[^] Provisional figures