

Regional Working

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Food Standards Agency



Regional Unit

- 2006 - Agency teams (of 2) in 4 English Government Offices of the Regions
 - GOSE, GOEM, GOSW, GONW
- Agency currently considering roll-out to other regions
- Aim:
 - help embed key Agency messages
 - strengthen links with regional/local partners to deliver key Agency priorities.



AGENCY STRATEGIC PRIORITIES

- **Eating for Health** – Making it easier for consumers to choose a healthy diet
 - e.g. salt campaign, reformulation, promotion
- **Choice** – enabling consumers to make informed choices
 - e.g. labelling accuracy/awareness, traffic light labelling



AGENCY STRATEGIC PRIORITIES

- **Food safety** – reducing foodborne illness and contamination
 - e.g. food hygiene campaign, SFBB, improved incident prevention/handling, farm to fork controls



Regional Presence Unit



Current Activity

- Establishing offices
- Identifying and linking with key local partners:
 - PCTs, Defra, DH Public Health teams, HPA
 - LAs, CFIs, DfES, RDA, HSE, OFT
 - LAs, EHOs, TSOs, Liaison Groups
- Identifying relevant local Agenda and agreeing shared priorities
- Identifying where regional teams can add value
- Balance – developing capacity and delivery

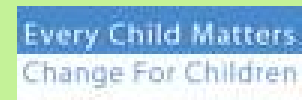
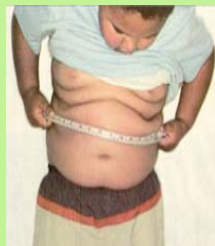
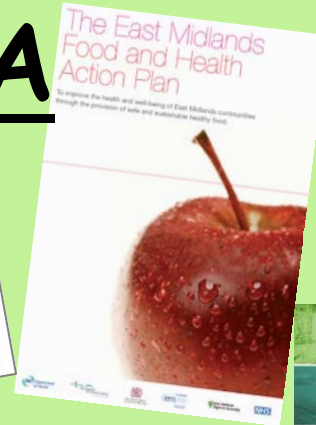


Regional Activity and LAs

- Liaison with LACORS in 2006 on role
- LACORS (through advisors) suggested RPU:
 - update LA meetings
 - raise EHO/TSO profile within GOs
 - improve communication on, and LA contribution to, national Agency campaign initiatives
 - help develop partnerships and training
 - better inform Agency of LA operational issues
 - help link EHO\TSO work with strategic food health agenda



PARTNERS AND AGENDA



Examples of Current Activity

- All LA liaison group meetings attended once - RPU not intended to replace existing Agency contacts
- Piloted regional workshops on:
 - nutrition / SFBB / partnership
- Activity to improve:
 - EHO/TSO links with regional FAHAPs and LAAs
- Improve information on Agency/GO activities and support available
- Improve LA awareness and contribution to Agency salt reduction and traffic light work
- Learn !

