

The Food Standards Agency : a new player

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Food Standards Agency

Microbiological Safety Division

Outline



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- the Food Standards Agency - aims and values
 - dealing with risk
 - some examples of communication

Origin of the Food Standards Agency -Consumer attitudes



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- Loss of public confidence in Government handling of food safety (BSE, Salmonella, etc.)
 - Perceived conflict of interest in Ministry of Agriculture, Fisheries and Food (consumer vs. industry)

Food Standards Agency



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- To re-establish public confidence in the national mechanisms for handling problems concerning food
 - To have a major impact on foodborne infections and other aspects of food safety

The Food Standards Agency - making a difference



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- A new government department
 - New values
 - New powers
 - New functions
 - New targets

The Food Standards Agency - a new Government Department



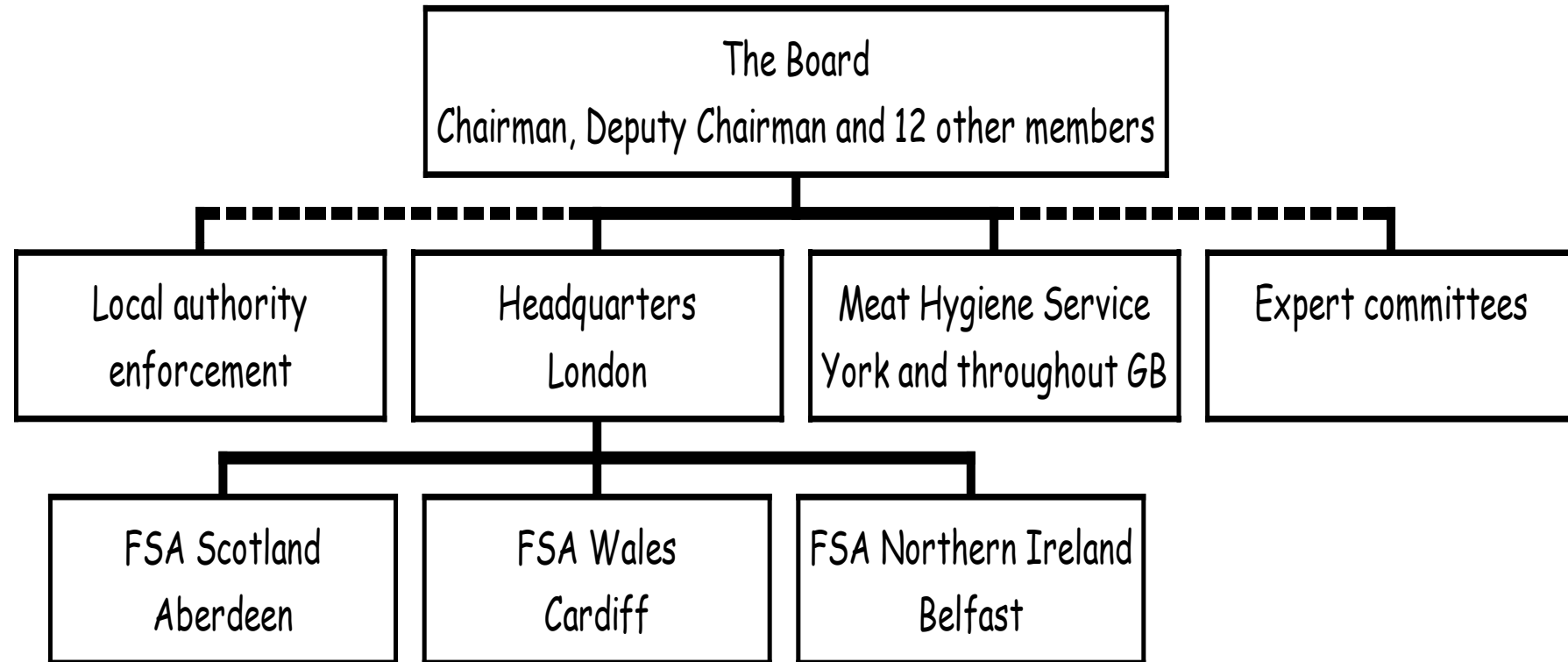
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- non-Ministerial department
- accountable through Health Ministers (or equivalent)
- not an executive agency of DH
- annual report to Parliament

The Food Standards Agency - a new Government Department



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New values

- **to put the consumer first**
- **to be open and accessible**
- **to be an independent voice**



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Working in an open way

- Holding meetings in public
- Holding open forums
- Conducting regular surveys to get feedback from the public
- Launching a new website

FSA Approach to risk



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- **Assess** using best scientific advice and acknowledge uncertainties: reassess in the light of new evidence

Risk assessment



- Advisory Committee on the Microbiological Safety of Food
- Advisory Committee on Novel Foods and Processes
- Spongiform Encephalopathy Advisory Committee
- Advisory Committee on Animal Feedingstuffs
- Committee on Toxicity of Chemicals in Food, Consumer Products and the Environment
- Scientific Advisory Committee on Nutrition
- Advisory Committee on Pesticides

FSA Approach to risk



- **Assess** using best scientific advice and acknowledge uncertainties: reassess in the light of new evidence
- **Manage:** consistent, proportionate; not claim to eliminate risk
- **Communicate:** consultation, openness, honesty, role of the media
- Monitor and audit **enforcement**

Communication issues



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- audiences
 - general public
 - scientists
 - the industry
- messages
 - information
 - advice
 - warnings
- media
 - news media
 - campaign media
 - Agency publications
 - Agency website

News media

We aim to be trusted as the UK's most reliable source of advice and information about food.

- raising the profile of the Agency
- public accountability
- provision of information
- warnings
- advice

What the Campaign Has to Do:

Campaign Objectives:

- Raise awareness of food poisoning as an issue
- Establish the link between poor food hygiene and food poisoning
- Increase understanding of the key hygiene messages
- Change food hygiene attitudes, knowledge and behaviour

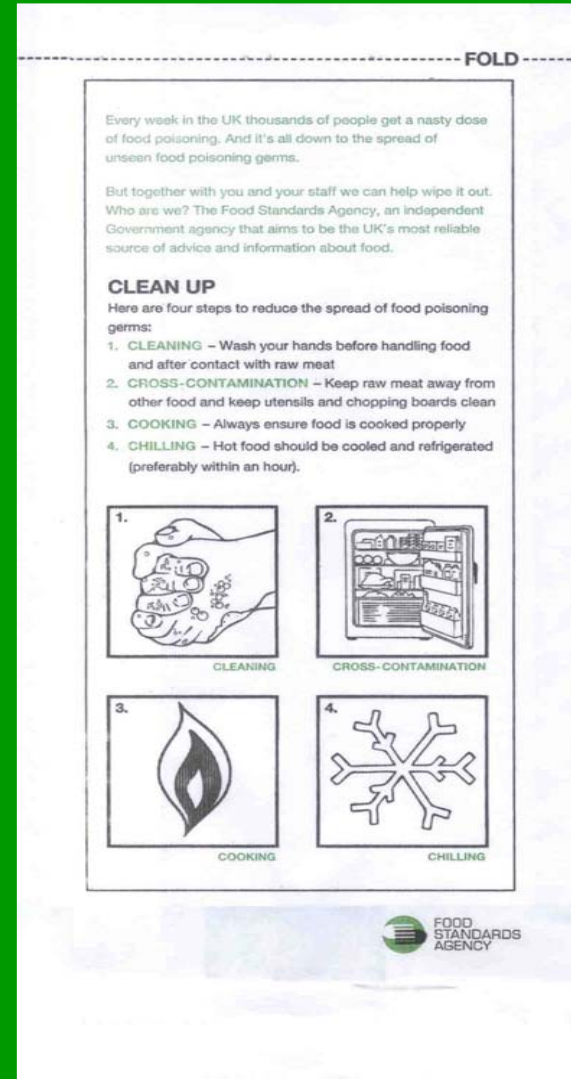
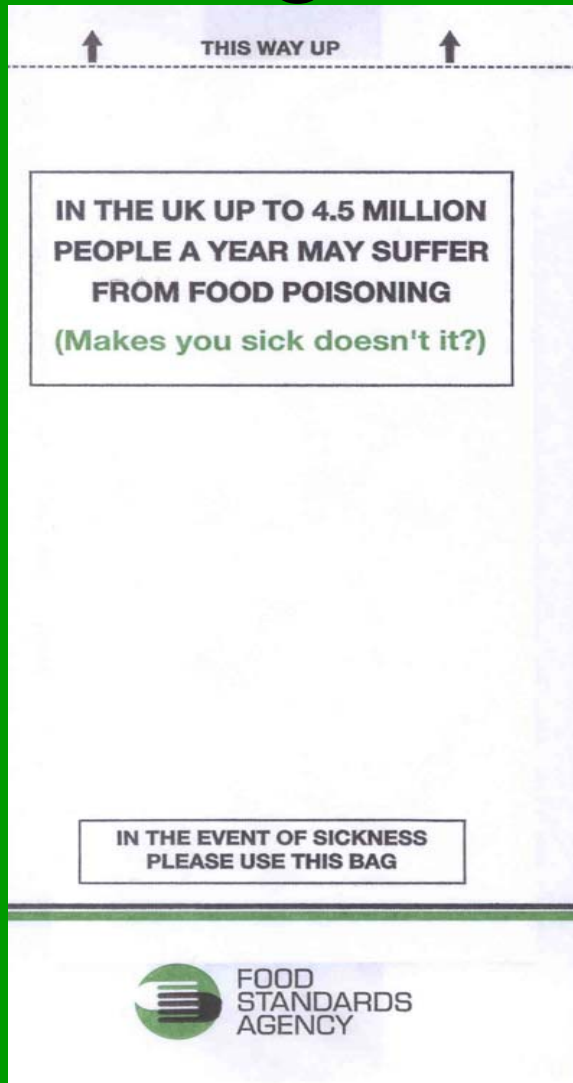
What the Campaign Has to Do:



Campaign Approach:

- Dramatise how easily bacteria can be spread
- Communicate simple messages on what to do to prevent food poisoning (4Cs)
- Use advertising to motivate people who prepare food to change their behaviour, both at home and in catering establishments

Teaser campaign: FSA sickbag



The Grocer
16 February 2002

Grocer
Yes - do pass the sick bags!

The Guardian
12 February 2002
Page 7

**Sick bag stunt
'trivialised' risk**

The government's food standards agency has been accused of trivialising health risks by sending 250,000 sick bags to restaurants in its £20m campaign to improve hygiene.

The Express
12 February 2002

POISON IN FOOD STRIKES 4 MILLION

UK alert as record numbers fall sick

The Daily Telegraph
12 February 2002
Page 11

**Eating out
blamed for
more food
poisoning**

The Mirror
12 February 2002

**5m SICK OF
THEIR FOOD**

Financial Times
12 February 2002
Page 4

Restaurants warned over food poisoning

HEALTH 4.2m SAID THEY FELL ILL AFTER EATING OUT



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First

40 second

TV advert

**Trade Press Advert: Food hygiene -
it's in your hands**



Heat sensitive
trade press
advert -
when heat is
applied
images of the
5 pathogens
are revealed



> **Homepage**

Home
Media Centre
Hygiene Campaign
Your Views
Safer Eating
Healthier Eating
Food Labelling
Science
Enforcement
Food Industry
About us

Northern Ireland
Scotland
Wales

Advanced Search
Email Updates
Tell a Friend
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Monday, April 22, 2002

News



How we measure food poisoning trends

Friday, 19 April 2002

Lab reports of food poisoning cases provide a good indicator of trends in foodborne disease and show how the Food Standards Agency is meeting one of its key targets. They are providing the baseline for how the Agency measures its success in reducing foodborne illness. [More](#)

Advisory committees review

Thursday, 18 April 2002

A review of the scientific committees that report to the Food Standards Agency has made 50 recommendations on the way the committees work. [More](#)



Catering students get healthy cooking lessons

Thursday, 18 April 2002

New plans to teach Scottish catering students how to cook healthier meals were unveiled by the Food Standards Agency Scotland today (April 18 2002). [More](#)

Most Scots consumers unaware of how much fish to eat

Thursday, 18 April 2002

Only a third of Scottish consumers are aware of the recommended amount of fish to eat each week, new research by the Food Standards Agency Scotland has revealed. [More](#)



Don't break it like Beckham

Thursday, 18 April 2002

Bones are in the news – thanks to David Beckham's broken metatarsal weeks before the World Cup. But bone health isn't just important for professional sportsplayers, which is why the Food Standards Agency is funding new research into this area. [More](#)

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