

Welcome to the February 2009 edition of the FSA East Midlands' team newsletter.


This edition leads with details of the launch of our national saturated fat campaign and ideas as to how you can deliver the campaign messages at a local level. You'll also find details of how the saturated fat campaign is linking in with Healthy Weight for Healthy Lives and, our work with regional partners and small and medium sized food manufacturers. We've included highlights of national and regional FSA news items; Food Safety Week, Scores on the Doors and the appointment of a regional Food and Health Manager, along with details of FSA resources that you may find useful.

We would welcome your suggestions on what you'd like to see in future newsletters and any examples of good practice you'd like to share

Regards



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### **Launch of the Saturated fat Campaign**

As you are no doubt aware we are all eating too much saturated fat, on average 20% more than the maximum recommended amount which, over time can have detrimental affects on our heart health. The aim of the campaign is to raise awareness of the health impact of high saturated fat intake and encourage reduction amongst consumers by giving them simple and actionable solutions.

The Agency launched a wide ranging TV and media campaign on 9<sup>th</sup> February. This forms part of the Agency's wider programme of campaigning activity around healthier eating, set to run for the next three years.

Campaign resources available for you to order or download from [www.food.gov.uk](http://www.food.gov.uk) include:

- New saturated fat leaflet that highlights the health messages around eating too much saturated fat and will demonstrate tips of how to cut down
- A4 and A3 posters of the press advertising that demonstrate our top tips for reducing saturated fat intake
- A5 saturated fat quiz flyer – tool to help engage with consumers/begin dialogue

Additional support materials to assist local delivery including facts on sat fat, campaign background, aims, target audience, barriers and messages are also be available.

### **Healthy Weight Healthy Lives**

The Healthy Weight Healthy Lives (HWHL) East Midlands steering group has agreed a regional delivery plan and identified 7 priorities. Rob Howard of the FSA East Midlands team and Fiona Anderson, CEO of the East Midlands Food and Drink Forum, are leading on one of the priorities which is to work with food manufacturers in the region to:

- Reformulate products; reducing levels of saturated fats
- Develop healthier alternatives to existing products
- Use front of pack labelling to give consumers clear information on levels of saturated fats (and other key nutrients)
- Consider portion sizes and energy balance for new and existing products.

Small and medium sized food manufacturers in the East Midlands will be offered free expert consultancy and advice. This will consist of 3 main elements:

- technical advice and support on reformulation of products (provided by East Midlands Food and Drink Forum and the University of Nottingham)
- legal and regulatory advice and guidance on front of pack labelling and health and nutrition claims (provided by Trading Standards East Midlands)
- dietetic advice on portion sizes of products (provided by the University of Nottingham)

The project will run to March 2010 and expressions of interest from businesses can be made to Richard Wigley at the East Midlands Food and Drink Forum email: [rwigley@foodanddrinkforum.co.uk](mailto:rwigley@foodanddrinkforum.co.uk)

### **Regional Food and Health Manager**

The Directorate of Public Health – East Midlands has appointed Claire Glazzard as Regional Food and Health manager to provide regional

co-ordination of public health projects and initiatives including developing and supporting a regional food and health network and assisting healthy schools co-ordinators. Claire moves from her role as Health Improvement Practitioner Advanced (Obesity) with NHS Nottinghamshire County to take her new appointment in March 2009.

### **Local Area Agreements**

In 2008, FSA and LACORS produced a guidance note illustrating how food activities support the delivery of a wide range of indicators from the National Indicator set; available at:

[www.food.gov.uk/multimedia/pdfs/laafoodguidance.pdf](http://www.food.gov.uk/multimedia/pdfs/laafoodguidance.pdf)

The FSA East Midlands team is now working on producing additional information specific to each Local Area Agreement in the region to highlight opportunities available to Environmental Health and Trading Standards staff and their partners to help deliver a number of the outcomes described by the indicators.

### **Food Safety Week 2009: 15-21 June**

The focus for activity this year will be targeting the over 60s (particularly those with reduced immunity) with advice on the safe storage and handling of food.

The Agency's current advice in this area can be found at:

<http://www.eatwell.gov.uk/keepingfoodsafe/storing/>  
<http://www.eatwell.gov.uk/foodlabels/labellingterms/useby/>

The FSA will be developing some new materials for you to use with these audiences, details of these will follow in due course.

The reason for this focus is the recent rise there has been in cases of *listeria* within this age group.

To be kept informed of future developments, please register your details by emailing: [foodsafetyweek@ecgroup.co.uk](mailto:foodsafetyweek@ecgroup.co.uk) and include 'Register' in the subject line.

For further information please contact Catherine Clarke (020 7276 8842, email: [catherine.clarke@foodstandards.gsi.gov.uk](mailto:catherine.clarke@foodstandards.gsi.gov.uk))

### **Scores on the Doors**

The FSA Board has approved a new six tier Scores on the Doors (SotD) scheme for England, Wales and Northern Ireland, which will give consumers clear information about hygiene standards in food businesses. Scotland will continue with a two-tier pass or improvement required scheme. The hygiene

rating scheme will have 6 levels representing the different standards of food hygiene found by LA food enforcement officers when they undertake a hygiene inspection.

In addition to the adoption of a six tier scheme, it was agreed that:

- The scope of the scheme will cover all businesses that supply food direct to consumers so this will include supermarkets, restaurants, cafes and takeaways
- Displaying 'score' will be voluntary, but should be in a prominent position so that consumers can easily see it
- A new UK steering group will be set up to work to ensure that the new scheme will be clear, robust and easy to use for both businesses and consumers, and to manage the migration towards this national scheme.

### **Schools' Resources**

The FSA has developed 2 interactive teaching tools 'myfoodspace' and 'Dish it up' as part of our programme to help young people choose, cook and eat safe healthy food.

Myfoodspace offers a fun way for teachers to introduce food labelling to children aged 9-11 years and does so within the context of healthy eating and the eatwell plate.

The interactive DVD-ROM is packed with cooking videos, recipes and the 'know your label' game. It also includes a teachers' centre with lesson plans, pupil worksheets, slide presentations and professional development videos.

Dish it up is an interactive way for teachers to help young people aged 11-12 years to think about their food choices.

Activities in the CD-ROM tackle hygiene hazards, energy balance, body image and the 'balance-a-tron' helps young people make healthier food choices. Teachers' notes are also included.

For more information about the FSA's work with schools visit [www.food.gov.uk/schools](http://www.food.gov.uk/schools)

### **Allergy Training**

The FSA's interactive food allergy training tool highlight steps that should be followed to make sure good practice is used in the manufacture and production of food. Available on line at <http://allergytraining.food.gov.uk> , the training offers practical advice to LA food enforcement officers and anyone wanting to learn more about food allergy, such as managers and staff in the manufacturing and catering industries.