

The



Campaign

Cooking is the Key

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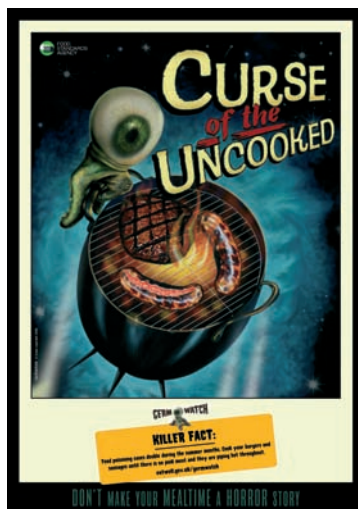
FOOD SAFETY WEEK



DON'T MAKE YOUR MEALTIME A HORROR STORY

Cases of the top two food poisoning germs (salmonella and campylobacter) are set to soar to more than 120,000 in just three months this summer according to the Food Standards Agency (FSA) on the launch of its new GermWatch campaign this week.

And to help spread the message, rather than the germs, *Focus on Food* has produced teaching resources, lesson plans and ideas, for use in the classroom.



Dr Andrew Wadge, Chief Scientist at the Food Standards Agency, said:

“With enough cases of salmonella and campylobacter to fill Wembley Stadium in just three months, this summer might be pretty unpleasant for some people. Even worse, it could prove fatal for vulnerable groups like the elderly.

‘Despite the picture painted by these statistics, admitting the germs might have come from your own home remains a taboo subject. Whether it’s because of the hot weather, undercooked meat on the barbecue or people playing fast and loose with use by dates, food poisoning shoots up over the summer and could make your mealtime a real horror story.

‘That’s why we’ve had to beef up our campaign to really bring the message home. We’re introducing a new character “Grubeye” which will be used in advertising and nationwide activities with schools and local authorities. He’ll be accompanied by some “Killer Facts” about food poisoning to help dispel the myth that food poisoning only comes from that dodgy takeaway.’

The Food Standards Agency, supporters of Cooking Bus number two, launched this hard-hitting campaign during Food Safety Week, which starts today (June 9).

It gives information based on the four C’s - Cooking, Chilling, Cleaning and Cross-contamination.

Focus on Food was the chosen partner to write primary teaching resources to back this campaign.

The resources include ideas for classroom activities and associated work which underpin the messages of the FSA’s Food Safety Week and incorporate the FSA’s basic food competencies of Diet and Health, Consumer Awareness, Food Preparation and Handling Skills and Food Safety.



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A unique character, Grubeye, has been devised to help spread the message of GermWatch.

Grubeye appears whenever people are at risk from food poisoning - nothing makes him happier than when people spread germs, for example, by forgetting to wash their hands before preparing food or by using the same chopping board for raw meat and ready-to-eat foods.

Schools can help spread the food hygiene message, teach the killer facts about food poisoning, and dispel some of the germs from the kitchen.

For more information about GermWatch, or to download the *Focus on Food* teaching resources and information about the Food Competences (which are grouped in age ranges 7-9, 11-12 and 14-16) go to www.eatwell.gov.uk/germwatch

