



**Food
Standards
Agency**
food.gov.uk
**Buidheann
Inbhe-Bidhe**

3 May 2013

Dear colleague,

SUPPORT FOR FOOD SAFETY WEEK INITIATIVES 2013

As you will be aware, Food Safety Week is a national food hygiene campaign which this year runs from the 10 June to the 16 June. The campaign offers an excellent opportunity for promotion of food safety at local level and in recognition of this and the excellent response to last year's initiative, the Food Standards Agency in Scotland wishes to offer financial support again to organisations wishing to take part during this week.

It is hoped that this will allow organisations already engaging with vulnerable or disadvantaged groups to promote food safety messages to their user groups.

This year we have selected the theme of "Kitchen Check". At the core of this idea is a simple self-check performed by consumers in their own homes to assess their existing food-safety behaviour. The self-check will be delivered using a paper-based checklist process and via a simple online mechanism. The checklist will result in a fun rating scale to show consumers how they rate against target behaviours and provide guidance on improving.

The theme will be used to challenge assumptions about food safety risks in the home and motivate consumers take actions to improve their own food safety behaviour. Messaging will focus on good hygienic practice and how consumers can protect themselves in their own homes and kitchens.

The Agency is happy to consider any application for funding for activities to promote food safety week. Each application may include such costs as advertising, purchase of educational materials and food hygiene training.

If you would like to be considered for funding, please complete the attached application form and return as soon as possible and no later than Friday 17 May 2013. You will be advised of the outcome of your application by no later than Monday 20 May 2013.

If you have any queries in relation to this correspondence or to Food Safety Week in general, please don't hesitate to contact Jill Gay on 01224 288376.

Yours sincerely

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