



Minutes of the 122<sup>nd</sup> meeting of the **safefood** Advisory Board

Held on Friday, 23 June 2017 at 10:30am

**safefood** Cork office

---

**PRESENT:**

Ms Helen O'Donnell (HOD) (Chair)  
Dr Mary Upton (MU)  
Mr Brendan Kehoe (BK)  
Mr Alan McGrath (AMG)  
Dr Eddie Rooney (ER)  
Ms Wendy McIntosh (WMI)  
Ms Margaret Jeffares (MJ)  
Mr Stephen Moutray (SM)

**IN ATTENDANCE:**

Mr Ray Dolan, Chief Executive (RD)  
Dr Gary Kearney, Director, Food Science (GK)  
Ms Fiona Gilligan, Director, Marketing and Communications (FG)  
Ms Patricia Fitzgerald, Director, Corporate Operations (PF)  
Dr Marian O'Reilly, Chief Specialist in Nutrition (MOR)  
Ms Alison Dries (secretary) (AD)

**APOLOGIES:**

Mr Paul Gibbons (PG) (Vice Chair)  
Mr Mervyn Oswald (MO)  
Prof Dolores O'Riordan (DOR)

## **1. Introduction and apologies**

**Noted:** The Chair welcomed all members of the Advisory Board to the meeting.

**Noted:** The apologies of PG, MO and DOR were noted.

## **2. Conflicts of interest**

**Noted:** No conflicts of interest were noted.

## **3. Minutes of meeting held on 12 May 2017**

**Noted:** A few alterations to the minutes were noted and will be incorporated before publication.

**Proposed:** AMG

**Seconded:** MJ

## **4. Matters arising from the minutes**

**Noted:** No matters were arising from the minutes.

## **5. Minimum nutritional standards for catering in health and social care presentation**

**Noted:** Mr Andrew Castles (AC), a member of the **safefood** Marketing and Communications team, gave a presentation on the launch of 'Minimum nutritional standards for catering in health and social care'.

**Noted:** AC advised the board on how the project came about. **safefood**, together with the Food Standards Agency in Northern Ireland (FSA NI) and the Public Health Agency (PHA) were keen to develop a project which would make a difference, where they could work in partnership and each organisation bring their skills. The group took their objective from the 'fitter futures strategy' which requires that 'Nutritional standards are in place for staff and visitors in Health and Social Care (HSC) settings and across local government including guidance on procurement and provision.' A tripartite working

group was established to realise these goals. The working group decided to target either community centres or health trusts. An audit of health trusts was conducted which identified challenges around procurement and vending.

**Noted:** Once the project was defined the working group looked at what was taking place in the same area in other parts of the UK. It was agreed that Public Health England's 'Healthier and more substantial catering' toolkit was the best fit for NI. This toolkit formed the basis for the project and was adapted and reviewed for NI.

**Noted:** The working group met with key people from the Hospital Catering Association and procurement to identify the challenges they face, assess what would be practical and secure buy in from all the trusts.

**Noted:** The 'Minimum nutritional standards for catering in health and social care' cover staff and visitors as patients currently have their own standards.

**Noted:** The standards are food based and cover all outlets serving food within the trust i.e. canteens, vending, shops etc.

**Noted:** The working group were delighted to have the endorsement from the British Dietetic Association, Hospital Catering Association and the Chief medical officer when the standards were launched on the 16 June.

**Noted:** The next challenge of the working group is to implement the standards and the following approach is being adopted:

- Driven by Procurement Dietitian/Nutritionist
- Overseen by Steering Group
- Co-funding by the Food Standards Agency, **safefood** and the Public Health Agency
- Business Service Organisation Procurement and Logistics Service – *day-to-day management*
- All new contracts and those that are renewed will be obliged to follow the standards.

**Noted:** The Chair thanked AC for his presentation and commended him on his passion for the project which showed in his presentation.

**Noted:** AMG suggested sourcing celebrity endorsement or an ambassador to assist in the implementation of the standards.

**Noted:** SM asked how you would sell the standards to the private sector. AC responded that contracts with third party service providers rest with the trusts. Once the trusts have taken on the standards, if a shop would like to renew or gain a contract with that trust, it will have to commit to upholding the standards.

**Noted:** HOD offered contact details for a senior person in Sodexo if required.

## **6. Chief Executive's report**

### Corporate plan

**Noted:** A conference call has been scheduled for late June with both sponsor departments to discuss **safe food's** request for a marginal increase in funding for 2018 and 2019.

### Audit and risk committee

**Noted:** The Audit and risk committee met prior to the board meeting. ER reported a positive meeting. The following were discussed at the meeting;

- Draft Annual report 2016 – coming together
- Draft Risk register – how this will be updated
- Anti-fraud and protective disclosure policies – are being very clearly embedded through the organisation.

### Records Management

**Noted:** Participation of all Directorates in **safe food's** approach to implementing a new records management policy and systems to support compliance with Data Protection and Freedom of Information requirements.

## **Campaigns**

**Noted:** FG gave an update on campaigns.

**Noted:** The new Education resource 'MediaWise' which was presented to the board at the May meeting was formally launched on the 7 June. This was a very successful launch, with considerable PR engagement which generated over 400 registrations from teachers.

**Noted:** The 'MediaWise' launch brought about a stakeholder meeting with Deputy Thomas Byrne TD, Fianna Fáil Spokesperson on Education and Skills on the 21 June. This was a very successful and interesting meeting.

**Noted:** The Chair suggested that the health spokesperson from each political party is notified of a launch in future.

**Noted:** The CEO thanked the Chair for her work in securing Richard Bruton TD Minister for Education and Skills to formally launch the resource.

**Noted:** The childhood obesity campaign is in the planning stages. A co-creation method, whereby the creative team discuss messages with parents, is being adopted to create this campaign. Feedback from those delivering the Community Food Initiative's will also be used in the planning stages. The launch date will be late October.

**Noted:** The Burger safety campaign, which will run through social/digital/PR channels and will target primarily young adults who believe that undercooked burgers are safe to eat, will launch on 10 July.

### Events

**Noted:** FG gave feedback on the 'Healthy Ireland stakeholder launch event' which she attended on 18 May. A new Healthy Ireland Network Charter was launched at the event. The Charter was designed to boost the national movement by getting different types of organisations to network together to improve health and wellbeing. FG met the Healthy club manager in the GAA which is a good contact for **safefood**. MF also attended and presented at this event, she reported the importance of sharing work and findings with stakeholders in the same area.

**Noted:** MF gave feedback All-island obesity action forum event which took place in Belfast on the 20 June. The focus of this workshop was 'stigma and weight'. The event helped inform the way forward for the next childhood obesity campaign and as a starting point **safefood** should be conscious of the language and images used around weight.

**Noted:** GK updated on an interesting event due to take place on the 5 and 6 October in Dublin Castle. The event held in conjunction with the FSAI will focus on the integrity of the food chain. It is three years since the horse meat scandal and the event will focus on the work which has taken place since to safeguard against this happening in the future. The event will also look at the complex food distribution systems across the world and show different perspectives as well as looking to the future of food purchasing with speakers from Amazon and Facebook. GK reported it was a great opportunity to work with the FSAI. Maria Jennings from FSA NI will chair one of the sessions.

**Noted:** SM attended the Small Medium Enterprises (SME) workshop in Donegal. He had positive feedback reporting it was hugely beneficial however was disappointed that only 8 to 10 businesses attended. GK reported that locations for these workshops will be reviewed as attendance was at capacity at other locations.

**Noted:** GK updated on the upcoming Knowledge Network event 'to clean or not to clean' taking place on 4 July in Dublin. The use of the term 'hygiene hypothesis' has led to varying interpretations with some consumers believing that excessive cleanliness is responsible for increased risk of developing allergies and other conditions. However, most scientific experts agree that the hygiene hypothesis is a misleading term and the use of the term continues to undermine the attitudes and approached to good hygiene. The **safefood** event will bring together experts from the UK and Ireland in allergies, human and microbe interaction, environmental health and home hygiene to discuss the most recent research and thinking in the area.

## **7. Financial Report**

**Noted:** PF's presentation of the Financial Report for the five months ended May 2017.

## **8. AOB**

**Noted:** MU has kindly organised a visit to Áras an Uachtaráin on Thursday 24 August. The August meeting originally scheduled for Friday, 25 August will be moved to the 24 to facilitate this visit.

**Date of next meeting:** Thursday, 24 August, in Dublin.