



Minutes of the thirty-second meeting of the Advisory Board of the Food Safety Promotion Board held on Friday, 1<sup>st</sup> October 2004, at 1100 am in **safefood**'s Boardroom, Abbey Court, Lower Abbey Street, Dublin 1

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**PRESENT:**

Cllr Bertie Kerr (Chairman)  
Prof Charlie Daly (Vice-Chairman)  
Prof Don Anderson  
Mr Leslie Craig  
Mr Odran Flynn  
Ms Carmel Foley  
Prof Patrick Fottrell  
Mr Pat McColgan  
Ms Catherine Murphy  
Mr Damien O'Dwyer  
Ms Anne Speed  
Prof Sean Strain

**IN ATTENDANCE:**

Mr Martin Higgins, Chief Executive  
Mr Ray Dolan, Director, Planning & Resources  
Dr Thomas Quigley, Director, Scientific and Technical  
Mr Barney Whelan, Director, Marketing and Communications  
Ms Jane Lennox, acted as Secretary

**APOLOGIES:**

Dr Margaret Patterson, FSPB

## **1. Introduction and Apologies**

Noted: The Chairman welcomed all members.

Professor Anderson asked members for a few moments silence in respect of the late Mr Kerr, brother of our Chairman.

The Chairman noted all apologies.

## **2. Minutes of meeting held on 20<sup>th</sup> August 2004**

Agreed: The minutes were adopted without amendment.

## **3. Matters Arising**

Mr Dolan contacted the Comptroller and Auditor General's office and the IPA for advice on the composition of the FSPB Audit Committee and there are no issues in respect of the committee set-up.

## **4. Chief Executive's Report**

### **Corporate Plan 2005 - 2007**

Final sign-off by the health departments is expected the week of 1<sup>st</sup> October 2004. The plan will be supplemented by a series of operational strategies. An away day was held with **safefood**'s own management team which addressed the following strategies:

- I. Resource Planning and Management
- II. Knowledge Creation
- III. Communications and Education (including training)
- IV. Governance and Evaluation

### **Scientific Advisory Committee (SAC)**

The SAC met on Thursday 2<sup>nd</sup> September 2004.

### **Screening of the Food Chain**

The SAC discussed this proposal at length on 2<sup>nd</sup> September but no consensus was reached.

Taking into account the advice of the Board and the SAC, the Chief Executive has decided that **safefood** will commence the areas of Poultry and Dairy at the same time. A further 'fleshing out' of the approach is underway.

Members of the Board welcomed the commencement of the process and would like the Screening of the Food Chain as a standing item on the Board agenda and would like a progress report at each meeting.

It was agreed that a detailed presentation indicating the objectives and milestones for the proposal would be presented at the next meeting of the Board on 12<sup>th</sup> November 2004.

### **Other**

The Chair and Chief Executive met with Dr Maureen Edmondson the newly appointed chair of the Northern Ireland Advisory Committee to FSA and are delighted that Dr Edmondson is anxious to maintain co-operation going forward between the two organisations and looks forward to working together.

Our primary school panto 'The Hands of Doom' has won a Special Award from the Foodlink Communication Awards.

## **Science and Technical Update**

### **Research Call**

Research proposals for a study on 'Food Poverty in Northern Ireland' were evaluated and the successful proposal was awarded to the Northern Ireland Public Health Alliance.

### **Research Events**

A very successful workshop to disseminate the results of the project "The development of a screening system capable of detecting a broad range of toxic and illegal drugs in red meat" was held on 10<sup>th</sup> September 2004.

### **Laboratory Management Workshops**

The Belfast & Dublin regional Laboratory Management Workshops will take place during the week beginning October 4<sup>th</sup>.

### **Lablink Newsletter**

**safefood's** Lablink unit published the third edition of the lablink newsletter in September and is planning a Christmas bumper issue.

### **Development of Reporting System for Rapid Access to Laboratory Results**

The cross-Directorate Lablink/IT team has continued its work in the development of food data reporting systems in Northern Ireland and the Republic of Ireland.

### **Public Health Alliance Ireland**

**safefood** and NICHE (Northside Initiative for Community Health) are jointly launching the Public Health Alliance Ireland report "Health in Ireland – An unequal state" in Cork on 7<sup>th</sup> October.

The Northern Ireland Public Health Alliance (NIPHA) and the Public Health Alliance of Ireland (PHAI) in association with the Institute of Public Health

in Ireland (IPHI) are organising a two-day conference on health inequalities on the island of Ireland on 24<sup>th</sup> and 25<sup>th</sup> November in the Glenroyal Hotel, Maynooth, Co. Kildare. Mary Robinson has agreed to open the conference.

### **Scientific Advisory Committee**

Dr Margaret Fitzgerald, Specialist in Public Health Medicine, Eastern Regional Health Authority presented the findings of the recently completed **safefood** funded project "Acute Gastroenteritis in Ireland, North & South: A study of General Practitioners".

The penultimate draft of the document "Educating for Health – Shaping Our Future. Food Safety and Nutrition in Schools" was circulated to the SAC prior to the meeting and presented on the day by Dr Charmaine Clarke from **safefood**.

### **Irish Heart Foundation "Time to cut down on salt" Campaign**

The Irish Heart Foundation launched a salt campaign on the 23rd September 2004. **safefood** and the Health Promotion Unit of the Department of Health and Children supported this campaign by partly funding a free consumer booklet.

## **Marketing and Communications Update**

### **Advertising**

Christmas campaign is in planning to include direct response radio campaign for the Helpline.

### **Events**

**safefood** shared a section of the Department of Agriculture tent at the Ploughing Championship on 28<sup>th</sup> September 2004.

The launch of the HACCP report to take place on 13<sup>th</sup> October 2004 in the Gresham Hotel.

### **Direct marketing**

Student Activity to take place in the following campuses - DCU, UCD, TCD, UL, NUI Cork, NUI Galway, Queens University, University of Ulster. The activity will include Posters, Postcards, Beer Mats, Survival Kits, Adwalker, Intranet and Bookmarks.

### **Publications**

Mr Whelan gave an update on the progress on publications.

### **Education**

The content of the SPHE labelling resource is now complete and 31 schools in ROI have started piloting the resource. This will be launched nationally in January 2005. The Minister for Ag will launch of the pilot of the resource at the ploughing championship.

'**safefood** for life' - The tendering process has been completed for NI and the successful company will be notified next week.

## **5. SAC Structure**

The CEO presented the SAC paper to the Board and updated them on the current status of the SAC.

The tenure of the present committee is coming to an end and Mr Higgins has written to all existing members to ask if they would like to stay on the committee.

The current Chair, Professor Sean Strain, has suggested consideration might be given to appointing a new Chair. The Board considered a number of options for chairmanship and it was agreed that the present arrangement whereby the SAC is chaired by an Advisory Board member, with a scientific background, should be continued.

In this regard Mr Higgins had spoken to those members of the Board who would be in a position to chair the SAC and both he and the Board are delighted that Professor Charles Daly would be happy to be considered for the chair of the SAC. Mr Higgins will make this recommendation to the NSMC.

## **6. Presentation: Highlights of latest tracking Research**

Noted: Mr Barney Whelan, Director, Marketing and Communications gave a presentation on the Highlights of the latest tracking Research.

## **7. Presentation: Educating for Health – Shaping Our Future. Food Safety and Nutrition in Schools**

Noted: Dr Charmaine Clarke, Scientific Officer gave a presentation on the penultimate draft of the document "Educating for Health – Shaping Our Future. Food Safety and Nutrition in Schools".

Noted: The final document will be circulated at the next Board meeting in November.

## **8. Date of next meeting**

The next board meeting will be held on Friday 12<sup>th</sup> November 2004 at 11.00 am at **safefood**'s boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin 1.

## **9. Any other Business**

Noted:        There being no further business the meeting closed.

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_