



Campylobacter Partner Toolkit

Background

Campylobacter can cause serious illness for the over 65s

Campylobacter is the most common bacterial cause of food poisoning in Scotland and is commonly spread by improper handling, preparation and cooking of raw chicken. Even just one drop of juice from raw chicken can have enough campylobacter in it to infect a person.

Who can contract campylobacter?

Everyone! Anyone can contract campylobacter but the over 65s have a higher rate and are at greater risk of suffering from more serious side effects than younger people.

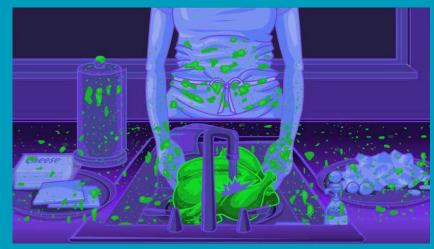


Image source: Drexel University and New Mexico State University

People aged over 65 have:

High rates of illness

High chance of hospitalisation

High risk of severe symptoms

Hospitalisation

For adults aged 20-64 that report to their GP with campylobacter infection, 1 in 9 end up hospitalised.



The risk of hospitalisation increases with age:

70 - 74 years 1 in 5

75 - 79 years 1 in 4

80+ years 1 in 3

Campaign Summary

To reduce the risk of contracting campylobacter, Food Standards Scotland wants to encourage everyone to follow the 4Cs when cooking meals, especially chicken.









We have created a Toolkit which can be shared with your members on various platforms, in order to raise awareness of proper handling, preparation and cooking of raw chicken.

Share the information:

We have created the following assets to help you spread the word on how to prevent food poisoning from chicken:

- Social media images and copy
- Digital leaflet
- Email copy
- Website copy

Download assets



Chilling

Defrost in the fridge in a covered container on bottom shelf away from cooked foods.



Cleaning

Wash hands in warm, soapy water every time after handling raw chicken.



Avoid Cross-contamination

Never wash raw chicken & always use different utensils for raw and cooked food.



Cooking

Check the chicken is cooked to 75°C, there's no pink meat & juices run clear.

Contact us

For any further questions or insights please do not hesitate to get in touch at marketing@fss.scot

Thank you for sharing this Toolkit with your members and contacts and your support along the way.

