



## **Campylobacter Campaign Social Media Copy**

*The following is suggested copy to include across your social channels alongside the media images provided.*

### **Facebook:**

Campylobacter can cause serious illness to those aged over 65. We are working with Food Standards Scotland to remind everyone to follow the 4Cs when cooking chicken to stay safe. Find out more at [foodstandards.gov.scot/campylobacter](https://foodstandards.gov.scot/campylobacter)

### **LinkedIn:**

We've partnered with Food Standards Scotland to help increase awareness of the harmful bacteria campylobacter and the danger it poses to those aged over 65. Always follow the 4Cs when cooking chicken to stay safe. Find out more at [foodstandards.gov.scot/campylobacter](https://foodstandards.gov.scot/campylobacter)

### **Twitter:**

1. Campylobacter can cause serious illness to those aged over 65. Follow the 4Cs when cooking chicken to stay safe. Find out more at [foodstandards.gov.scot/campylobacter](https://foodstandards.gov.scot/campylobacter)
2. Do you know how to avoid contracting campylobacter and reduce your risk of serious illness? Follow the 4Cs when cooking chicken to stay safe. Find out more at [foodstandards.gov.scot/campylobacter](https://foodstandards.gov.scot/campylobacter)

## **Campylobacter Campaign Email Copy**

*The following copy is to include in email communications you are sending to your members.*

### **Campylobacter can cause serious illness for over 65s**

We have partnered with Food Standards Scotland (FSS) to help increase awareness of the bacteria campylobacter and the danger it poses to those aged over 65.

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.

#### **Why is this so important?**

Anyone can contract campylobacter but the over 65s have a higher rate and are at greater risk of suffering from more severe symptoms than younger people. For those aged 65+, 1 in every 5 adults is hospitalised.

#### **How can campylobacter infection be prevented?**

Just follow the 4Cs when cooking chicken to stay safe:

- Chilling
- Cleaning
- Avoid Cross-contamination
- Cooking

#### **Support and guidance**

Visit Food Standards Scotland's website for more support and guidance on this subject.

**[foodstandards.gov.scot/campylobacter](https://foodstandards.gov.scot/campylobacter)**

## **Campylobacter Campaign Website Copy**

*The following copy is to include in communications you are sharing with your members on your website.*

### **Campylobacter can cause serious illness for over 65s**

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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.

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