

Help us cut Kitchen Crime!

Food Safety Campaign
15th Jan – 14th Feb 2019

**Food
Standards
Scotland**
For safe food and
healthy eating

Food Standards Scotland is re-launching its food safety marketing campaign aimed at encouraging good food safety practices in the home, and raising awareness of how changes to our preparation and cooking behaviour can reduce the likelihood of getting food poisoning.

The campaign highlights 20 common 'kitchen crimes' which could potentially lead to food poisoning. A recent survey for FSS¹ has shown that 40% of people who've had food poisoning believe they got it from eating food past its use by date, that wasn't cooked or stored properly or from something they've eaten at home. Yet surprisingly, less than a third of Scots (31%) check the 'use by' date and 14% of people in Scotland would still risk eating chicken or turkey that is pink, which indicates it isn't thoroughly cooked.

We are looking for your support in improving Scotland's 'Kitchen Crime' record.

Some common kitchen crimes:

- Using the 'sniff test' to check if ham is still safe to eat – you can't smell the bacteria which cause food poisoning.
- Not cooking food thoroughly until its steaming hot all the way through to ensure harmful bacteria are destroyed.
- Not reading information on food labels, which helps to handle, store, and cook food safely.

Campaign outline

Food safety information and the consequences of not following good practice is applicable to all walks of life. Whilst for most people this can result in sickness and diarrhoea, it can lead to much more severe consequences for the very young, the very old or those with compromised immune systems.

The campaign will run from 15th Jan to 14th Feb on TV and online.





If you need further information, contact:

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Marketing Activity

TV & YouTube

A 30 sec Kitchen Crimes advert will be appearing on STV, Channel 4 and Sky Adsmart channels throughout the campaign.

The advert is also available to view on the FSS [YouTube](#) channel.

Digital

Our campaign [web page](#) has further information and advice on how to avoid getting food poisoning in the home.

Carousel advertising will appear on Facebook and we'll be posting content regularly on Facebook, Twitter and Instagram.

Online Game

Our campaign call to action is to get people to check their own kitchen crime record with our [interactive quiz](#).

The game goes through each crime asking whether the user is guilty or not guilty and providing further information as to why each crime should be avoided.

1. FSS Food in Scotland Consumer Tracking Survey – Wave 7 (publish date TBC)

Partnerships

We hope retailers, Local Authorities, NHS Health Scotland, Scottish government, support groups and other stakeholders will be partnering with the campaign.

How you can support the campaign and get involved:

- Interact with [FSS Facebook](#), [Twitter](#) and [Instagram](#) posts, and use our campaign images and suggested text for doing your own posts.
- Use our campaign hashtag #KitchenCrimes
- Promote our advert by sharing the YouTube [video link URL](#)
- Link to our web page and online quiz by sharing our [website URL](#) and [game URL](#)
- Circulate our press release and photography
- Print and display our [campaign poster](#)

Thank you!