

Overview from CIEH Wales

Meeting of Council

4 September 2008

Report from Graham Jukes, Chief Executive

1.0 Summary and recommendations

- 1.1 This report summarises the activities and progress in ongoing projects in Wales being led by Julie Barratt since the last meeting of Council.
- 1.2 Council is recommended to note the report.

2.0 Detail

- 2.1 The CIEH Wales Regional Conference, 'Public Health : Changing Behaviours' took place on 23-4th April, in Cardiff. The event sustained a small financial loss, but met all of its other Performance Indicators, in terms of number of attendees on both days of the event, media coverage and feedback from delegates. A number of initiatives continue to flow from the conference, including the establishment of a pilot of the Bottle Marking Initiative currently being proposed by three local authorities in South East Wales. Cardiff University has offered to evaluate the project and the project team has been joined by a Professor of Medical Statistics, who will provide advice and the evaluation itself will be undertaken by a student EHP as her Masters dissertation.
- 2.2 Further to my report on the work of the Pennington Inquiry team to last Council an Emerging Issues note has been published by Professor Pennington, in which he has highlighted some issues upon which he wishes to receive comments. Some of the information requests are directed at specific parties and address issues of which only those parties have information. There is a request however for comment from other parties on more general points. CIEH has provided comments on the general issues that are highlighted in the report, specifically the issues of auditing of HACCP plans, the perceived role of inspectors, and whether this lies in audit or in inspection, the relationship between LBRO principles and forensic inspections of food producing premises and the question of whether it is reasonable to expect criminal activity of the types at the centre of the September 1995 E coli outbreak to be detected during a routine food hygiene inspection of the premises. The report has been submitted to the Inquiry team, and we await the

further deliberations of the Inquiry. Professor Pennington's Report is expected in late 2008, however no date for its publication has been provided to date.

- 2.3 The Welsh Assembly Government has convened a Stakeholder Group to consider the Wales responses to the Environmental Noise Directive. CIEH was invited to participate in the group, and we have accepted the invitation. The group is required to scrutinise and approve the plans prepared by the Welsh Assembly Government, the Director has been asked to lead the group and had accepted. There is considerable pressure on this group, as the Assembly has 4 plans to prepare and submit, however given the high level of the engagement required we consider that this is a very important piece of work both in terms of raising our profile and influencing the emerging plans.
- 2.4 The Director has been invited to join a team of Officers from the Welsh Assembly Government on a visit to the Scottish Executive in Edinburgh, looking at controls on sun beds in Scotland, including the training programme that has been put in place for enforcement staff and also controls over skin piercing and invasive beauty treatment as both of these areas are one win which the Minister in Cardiff either has control or has indicated that is considering seeking legislative competence. The invitation is seen as encouraging, in recognising the role that CIEH has played in drawing attention to these issues, and further as a potential opportunity, as we will offer ourselves as a training provider should the Welsh Assembly Government be minded to fund training for enforcement officers in the way that the Scottish Executive had chosen to do, pointing to our success in delivering training for enforcement officers for the ban on smoking in public places in Wales.
- 2.5 In 2007 the Wales Directorate sponsored the Primary School Children's Cookery Competition at the Abergavenny Food Festival. This is a 3 day event, attended by a number of celebrity chefs and food writers, as well as Welsh Assembly members. Last year footfall was recorded at 38,000 members of the public. We are sponsoring the competition again this year, the event running from 19-21st September, however this year we have also made use of the exhibitor place we have been given and will be running a 'Gerbuster' stand, demonstrating effective hand washing to children using UV light boxes. The Director has the assistance of a team of 14 student EHPs who have volunteered to assist over the course of the weekend. She will also be joined by a member of the Communications Team, as there are considerable opportunities to engage with the media over the weekend.
- 2.6 The Director has engaged with the Board of the Food Festival in order to change the focus of the event from a strictly commercial festival to an event with a broader remit. In addition to the 'Gerbusters' stand the Director has agreed that the CIEH in partnership with Monmouthshire County Council will run the 'Eat Clever' initiative in one of the Communities First areas of Abergavenny, the final day of the course to be Thursday 18th September before the commencement of the Festival on Friday 19th September. Given the media presence at the Festival coverage of the final session of Eat Clever will be greater than we would normally anticipate, allowing us to promote messages about food hygiene and obesity as well as raising the profile of the Eat Clever toolkit and CIEH to a much wider audience than would normally be the case. Subject to the running the Eat Clever

toolkit to coincide with the Festival proving to be a success we plan to run a multiple Eat Clever sessions in 2009 all culminating in the Festival week.

2.7 As part of our ongoing programme of student engagement CIEH Wales Directorate has taken 7 third year students for periods of work experience since May of this year. Each of the students has been provided with a discreet piece of work to complete during the week that they spend with the Directorate, as well as being able to accompany the Director to meetings. Pieces of work completed have included drafting of research briefs, drafting Best Practice Standards, evaluating a piece of research and completing a pod cast and designing a Guidance Note based on the research findings. Each piece of work has been designed to satisfy the requirements of the Experiential Learning Portfolio as well as to furnish the Directorate with a useful resource. Although taking students in this way puts some pressure on the Directorate the feedback from students is very positive, as the week allows them to access training experiences they would not get in any other environment, and also helps them to understand the role of CIEH. Subject to the contingencies of work load the Directorate intends to continue with the practice of offering this experience.

2.8 In the period since my last report to Council the Directorate has again had considerable engagement with the media. A further CIEH generated story was carried on X Ray, the BBC Wales Consumer watchdog programme, being a piece of research commissioned looking at the bacteriological quality of ice. The Director appeared representing CIEH on the programme. The research was also carried on the BBC web site and in the Western Mail newspaper. Since April the Director has made 7 radio appearances and the Directorate has had 9 stories carried in the newspapers circulating in Wales. The Director has also continued to undertake the standard newspaper reviews.

3.0 Implications

Environmental	None specific
Equal opportunities	None specific
Financial	Within existing resources
Legal	None specific
Personnel	Within existing resources
Public health	None specific
Public relations	None specific
Background papers	Research report into Bacteriological Quality of Ice with Director CIEH Wales.
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