

## **Contribution to Health Agenda - Trading Standards**

**Submission of food and animal feed samples for analytical testing by Kent Scientific Services** – over 1700 samples were submitted last year. Analysis varies dependent on the product but includes testing for contaminants e.g. mycotoxins, metals, pesticide residues and nutrients e.g. fat, sugars, salt. This data is used to ensure food safety and check label compliance e.g. accuracy of nutrition information and nutrition claims. The information is also used to identify trends in products for health promotion activity; both as information to consumers to make informed food choices and to support caterers and manufacturers reformulate foods. Results of special interest are forwarded to the Food Standards Agency to consider for national and European standards setting.

**Food Standards Inspections and advice to Kent food businesses** – to achieve legal compliance for food composition and labelling so consumers can rely on the information provided by the manufacturer. Also to promote good practice e.g. advising of Food Standards Agency salt reduction targets in staple foods.

**Working Towards Less Salt** - a partnership project with the Food Standards Agency to reduce salt intake based at workplace restaurants/canteens in the County. There were 2 elements to the project, an educational to enable employees to acquire the knowledge, skills and motivation to drive healthy salt behaviours and support to caterers to reduce the levels of salt in meals served in the workplace restaurant/canteen.

**Healthy Eating Fun Days** – promotion of 5 A Day and the Eatwell Plate through activities to pupils at primary schools.

**School Food Ambassadors** – one officer is a designated School Food Ambassador under the School Food Trust's scheme. Working with 5 other Kent Ambassadors from KCC, PCTs and other agencies to help improve food provision in schools.

**Talks to citizen groups and library events** – to inform consumers to enable them to make informed food choices explaining of food labelling and the Food Standards Agency's signpost traffic light labelling. Promoting specific healthy eating messages e.g. 5 A Day, salt reduction.

**Trading Standards website with pages dedicated to food** – results of analysis, information about salt reduction, interactive food label.

**Local campaigns** – focussing on particular food issues e.g. fat, salt and energy levels of self-service salad bars, artificial colours in take-away foods. Results are used to raise awareness among consumers

and either to gain legal compliance or to seek voluntary recipe reformulation or provision of voluntary nutritional labelling by food businesses.

**TS Alert Messaging** - An email based alert system used to alert agencies e.g. Neighbourhood Watch, Community Wardens immediately of suspected current rogue trader activity to prevent other consumers, usually the elderly from becoming victims and the resultant financial losses and mental wellbeing issues.

**Rogue Traders Rapid Action Team** – A team of officers designated across the county to respond to incidents of doorstep rogue trading working with other agencies to tackle rogues and provide support to victims.

**Provision of consumer advice** – supporting vulnerable consumers or consumers with complex problems that may impact mental health & wellbeing e.g. debt and consumer credit agreements, scams and unsolicited calls and mail.

**Involvement in discussions around a proposal for a Kent Credit Union** – subject to feasibility study.

**Underage sales** – advice is provided to retailers to reduce the sales of cigarettes, alcohol, fireworks and other age restricted products. Using Intelligence, test purchase operations are conducted to take enforcement action against those traders who break the law.

**Tobacco products** – We are undertaking some joint work with the local PCTs and HM Revenue & Customs looking at counterfeit cigarettes and the potential more serious health issues associated with these, and their availability.

**Safer Socialising Award** – working with partners in assessing applications for the Award. The scheme is aimed at improving the night time economy and the safety felt by those using establishments nominated under the scheme.

**Accident prevention – sale and storage of petroleum and explosives including fireworks.** Safety testing of consumer products e.g. toys, furniture, candles, and electrical items including second hand goods. Provision of advice and support to Kent businesses on safety regulations and best practice. Provision of advice to consumers about safe and appropriate purchases, for example toys. Roadworthiness checks on second hand cars from roadside sales and business premises. Free electric blanket testing for residents.