Contact: Henry Tan 9222 4323

Ms Mia Maxfield
Chief Executive Officer
Shire of Kondinin
PO Box 7
KONDININ WA 6367

Via email: CEO@kondinin.wa.gov.au

Dear Ms Maxfield

Partnership to promote the Play it Food Safe. consumer food safety awareness campaign to reduce foodborne illnesses in Western Australia (WA)

The WA Department of Health will be running a statewide Play it Food Safe consumer food safety awareness campaign from November 2020 to February 2021. This is in response to the high rates of Salmonellosis and Campylobacteriosis (foodborne illnesses) in WA, where the cost to the WA community from these foodborne illnesses in 2019 alone was estimated to be more than $18.7 million.

One critical strategy to reduce rates of foodborne illnesses is to educate the public on safe food handling practices in the home where most foodborne illnesses are known to occur.

The Play it Food Safe. campaign includes a range of educational resources which the Department will promote via a range of media channels including TV, radio, outdoor advertising and social media.

However, to increase the exposure and effectiveness of the campaign, we are seeking to partner with Shire of Kondinin to promote the campaign messages through your local communication channels. The Play it Food Safe campaign toolkit (attached) details the range of resources that are available and a suggested list of communication tools that can be used to disseminate them. Further information on the campaign is available online at the:

Play it Food Safe website (bit.ly/PlayitFoodSafe).

Do not hesitate to contact Mr Henry Tan on 9222 4323 or henry.tan@health.wa.gov.au if you require further information.

Yours sincerely

Dr Michael Lindsay
EXECUTIVE DIRECTOR
ENVIRONMENTAL HEALTH DIRECTORATE

26 August 2020

Cc: Shire of Kondinin Environmental Health Section