Ensuring Food Safety: An Important Challenge Today

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Regional Action Plan on Healthy ASEAN Lifestyles

Vision: By 2020 all ASEAN citizens will lead healthy lifestyles consistent with their values, beliefs and culture in supportive environments.

- Priority areas:
  - Accident and injury
  - Alcohol consumption
  - CD control
  - Environmental health
  - Healthy ageing
  - Mental health
  - NCD prevention
  - Nutrition
  - Physical activity
  - Substance abuse
  - Tobacco control
  - Women’s and children’s health

VISUALS

The World Health Day 2015 visual treatment will aim to:
- Send a strong message about food safety—what it is, and why it is important;
- Use common food-related elements (plasticware containing food, bringing in the graphic element of a question mark “?”);
- Ask people “How safe is your food?” as a tactic to generate views/social media feedback to drive the WHO’s social media campaign.

*1 This article is based on a presentation made at the Symposium “Ensuring Food Safety: An Important Challenge Today” held at the 30th CMAAO General Assembly and 51st Council Meeting, Yangon, Myanmar, on September 23-25, 2015.

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The Ministry of Public Health Thailand, and related 12 agencies in food safety and quality control system ("Good Health Start Here" project) set a national food safety emergency response plan for incidents of food safety, either accidental or intentional, and caused by biological, chemical, radio nuclear or food hazards contaminated in water and raw materials.
International Food Safety Authorities Network

Thailand leads the Asian Food Safety Conference in Bangkok, between Six Countries, hosted by Bureau of Food Safety Extension and Support.

Guideline books in Food Chain

Symbols of Food Safety in Thailand

Good Practices in Food Chain

- Good Agricultural Practices - land use, pesticide use
- Good Catering Practices - ensure food served is safe
- Good Hygiene Practices
- Good Laboratory Practices - Quality control
- Good Manufacturing Practices
- Good Retail Practices - tracing system to track faulty product
- Good Storage Practices
- Good Transport Practices
- Good Nutrition and House keeping Practices

Future Requirements

- Establishing Good Practices in Food Chain
- Risk Assessment and Management shall be a part of all regulatory approvals
- Monitoring, Sampling, Identifying, Documenting, Alerting, Acting,
  Tracking Preventing
- Data generation to fill the knowledge gaps
- Effective communication mechanisms
- Reaction and response to anticipation and prevention

Ensuring Food Safety: An Important Challenge Today

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So many of us love street food. It’s arguably the most fascinating food culture in the world, with so many delicious treats miraculously dished out in humble settings, often without sophisticated kitchens or fancy high-end ingredients. Behind such dishes are skills honed over time, tenacious endurance of backbreaking hours, and a love of perfecting great food. But such taste epiphanies cannot be taken for granted; they need to be protected, promoted and passed on. This is what the World Street Food Congress aims to do.

Mohinga, Myanmar
Banh mi, Vietnam
Daulat ki chaat, Delhi, India
Phat Kaphrao, Thailand
Burek, Bosnia-Herzegovina
Sfenj, Morocco
Walkie-talkies, South Africa
Tamales, Mexico
Red red, Ghana
Currywurst, Germany

“Behind such dishes are skills honed over time. But such taste epiphanies cannot be taken for granted; they need to be protected, promoted and passed on”
Unlike Supermarket, Where controlled by MPH.

**Medical Association of Thailand**

**THE FINER DETAILS OF FOOD LABELS**

**PRESENT LABELLING REGULATION**
- Food products carry labels which give information about quantity of ingredients, such as sugar, salt, fat etc.
- Some products carry claims such as high in vitamins, sugar free, low cholesterol etc. as well as some disease-related claims.
- New REgulation: Food products can’t claim they prevent or cure a dis-

**MAT**
- invited to give a speech on 4th NATIONAL HEALTH FORUM 2011, BANGKOK

**Bangkok under new Policy**

**LICENSED VS. UNLICENSED**

**EXPLICIT ADVICE**
- Nutrition experts favour ‘traffic light’ type labelling (in pics) which inform consumers about nutrient contents through simple red, yellow and green boxes.
- The Tdf has introduced such labelling for some categories of food products.

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**Role of MAT Concerning with Food Safety**

**Teach Healthy Practices Safe & Wise Choices**

**Healthcare is everyone’s DUTY:**

“Healthy Thais, Wealthy THAILAND”

**Medical Association of Thailand**

**Remember “3” for Food Safety**

Eat hot, Serving spoon, Wash hands.

**Healthy Practices, Safe & Wise Choices**

**Medical Association of Thailand**