Bangladesh

Use of new technologies to reach a wide audience

The WHO Five Keys to Safer Food were adopted by the Bangladesh Food Safety Authority (BFSA) to develop and communicate simple comprehensive messages on how to improve food safety and hygiene in the informal street food sector. The Five Keys were developed as an app for viewing on mobile phones by millions of street food vendors and contributed to protect consumers who shop in the wet markets in Bangladesh. English version available at https://www.youtube.com/watch?v=4exBFs0oJR.

BFSA is developing an E. learning programme targeted to different food handlers (general public, street food vendors and street food consumers, wet market workers, restaurant managers). The Five Keys to Safer Food are included in the module on Basic Food Safety. The Elearning course, developed in collaboration with FAO is available at http://www.bfsa.gov.bd/m-learning/Index_EN.html

The Five Keys have been used in Bangladesh for several years, including to build health promotion campaigns directed to school children.

“The WHO Five Keys to Safer Food are extremely practical guidelines for safe food preparation and handling that are easily adaptable for communicating basic information on food hygiene and sanitation to food handlers and processors in developing countries”

Prof Alan Reilly, Senior Food Safety Adviser, FAO Bangladesh Country Office, Dhaka