

Preventing Listeriosis From Mexican-style Soft Cheeses In Pregnant Hispanic Women In The U.S.

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The problem: Illnesses from Mexican-style cheeses



- Outbreaks of listeriosis in Hispanic community in California, Texas, North Carolina, and others
- Outbreak of tuberculosis in NYC

Cheese is made with unpasteurized milk



- Cheese is brought into the country illegally for personal use or for sale i.e. door to door
- Cheese is made at home in “bath tubs”



The Solution

- Campaign to educate Hispanic women about the importance of eating Spanish style cheeses made with pasteurized milk

What is Hispanic marketing?

- Reaching target audiences in their language
- Using messages and methods that show understanding of the culture and its sensitivities

Hispanic Consumer Profile

- Distinct sub-groups unified by Spanish
- Open to new product/service information
- Loyal to spokespersons, celebrities and sponsors
- Largest segment of the Hispanic population are Mexican-American



Value Indicators

- Respect for Authority
- Family Values
- Cooperative vs Competitive
- Church Influence

Enhance education already underway

- Work with partners
- Create a product/program that could be duplicated in other states

Research in the Hispanic Community



- Held discussion groups with pregnant women
- Held discussion groups with health care providers to pregnant women

Findings

- Needed to explain carefully what Queso Fresco was; people knew different terms
- Most thought cheese was safe because they ate it “in their home country”.
- Despite outbreaks there was little awareness of the problem in the Hispanic community

If You Are Pregnant . . .

Eating Certain Cheeses Could Harm Your Baby!

Cheeses made from unpasteurized milk can contain bacteria called *Listeria*. It can make your baby sick – *even before he is born*.

- Don't eat Mexican-style soft cheese like Queso Fresco, Panela, Asadero or Queso Blanco **unless the label states that it is made from pasteurized milk.**



- Do not buy or eat Queso Fresco sold **door-to-door**.
- If you think you may have eaten **contaminated cheese while pregnant**, call your doctor or clinic.

Visit
www.cfsan.fda.gov
for more information.



U.S. Department of Health
and Human Services

Outreach and Education



- Outreach to health care providers who care for pregnant women in the Hispanic community

Outreach and Education cont.



- Developed training program for promotoras (health educators) to do education in the community
- Training in Texas and NC

Education and Outreach

- Developed fotonovella (educational story) on risks of eating queso fresco made with unpasteurized milk while pregnant



Outreach and Education

- National campaign to the Hispanic media
- Media tours with the Hispanic media carried out in California, Texas, and North Carolina



DVD Screenshots



U.S. Food and Drug Administration

**The Food and Drug Administration
Launches an Educational Campaign
Targeted to the Hispanic Community
to Raise Awareness about
Listeriosis Risks Associated with
Consumption of Queso Fresco**



U.S. Food and Drug Administration

**La Administración de Drogas y Alimentos
de los Estados Unidos (FDA),
lanza una campaña para informar
a la comunidad hispana acerca
de los riesgos de la Listeriosis,
debido al consumo de Queso Fresco.**



DVD Screenshots cont.



How to get information

- A “how to” carry out a public health campaign to the Hispanic community on the risks of listeria in cheese made with unpasteurized milk is available on CD and on FDA home page



Evaluation

- FDA Survey of consumer knowledge, attitudes and behaviors
- Infant Feeding Practices Study