

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

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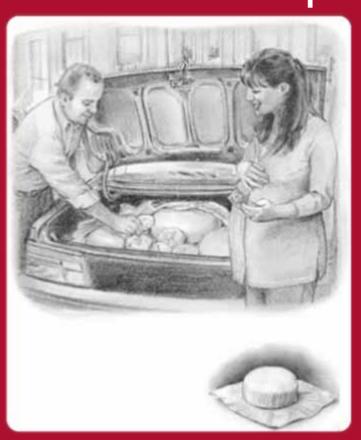
The problem: Illinesses from Mexican-style cheeses



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

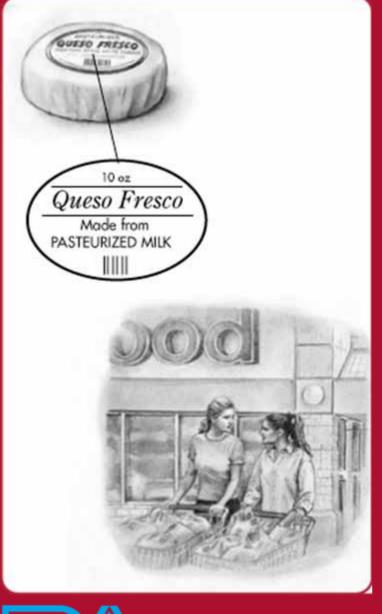


Cheese is made with unpasteurized milk



- 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



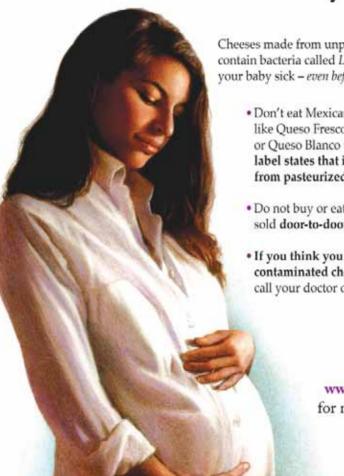
Findings

- 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 Oueso 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.







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 Outeach



 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

FDA

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

FDA

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

