



Food Safety *for* Moms-to-Be

Presented by The Education Team

Office of Food Safety, Defense, and Outreach (OFSDO)

FDA's Center for Food Safety and Applied Nutrition



www.cfsan.fda.gov/pregnancy.html



Moms-to-Be Program Overview

- Development
- Content & format
- Promotion/marketing
- Tracking
- Food safety education landscape
- Video and website demo



The Moms-to-Be Program

- FDA's mission is to *improve public health* by decreasing the incidence of foodborne illnesses.
- Encouraging people to change behaviors to improve their own health is a major public health challenge.
- Understanding the basics of food safety can motivate safer practices involving food handling, storage, etc.
- Thus, education plays a key role.
- **Pregnant women are highly motivated to make safer food choices for themselves and their unborn babies.**



Program development

- Started in 1999
- Worked with an advisory committee of women's healthcare providers and pregnant women
- Tested messages with groups of pregnant women and educators
- *Food Safety for Moms-to-Be*
 - Engaging to (1) women who may become pregnant, (2) women who are pregnant, and (3) nursing mothers
 - Based on current advice, including that from the 2003 FDA Risk Assessment on *Listeria* and from the FDA-EPA Joint Advisory on Mercury in Fish and Shellfish
 - Provide practical skills for women to use in preparing, handling, and storing food:
 - For themselves
 - For family members



Pregnant Women Are at Risk

- Weakened immune system
- Serious health problems
- Premature delivery
- Miscarriage
- Death



Unborn Babies Are at Risk

- Foodborne bacteria crosses placenta
 - Infects unborn baby
- Fetus can't fight harmful bacteria
- Serious health problems
- Developmental delays
- Death



Program Content

- Food safety basics
 - Clean
 - Separate
 - Cook
 - Chill

- Specific food safety focus areas
 - *Listeria*
 - Methylmercury
 - Toxoplasmosis



Moms-to-Be Campaign

- A **Health Educator** toolkit for healthcare professionals, including:
 - Educator's Resource Guide
 - Videocassette
 - DVD
- Comprehensive **website** — for consumers and healthcare professionals (<http://www.cfsan.fda.gov/pregnancy.html>)
 - easily-navigated
 - offers food safety information for women before, during, and after pregnancy
 - offers timely, seasonal articles on food safety and health tips
- Bi-lingual (English and Spanish)



Website

- The site also offers women's health educators and medical professionals an educational online toolkit with:
 - Downloadable Educator's Resource Guide
 - Downloadable PowerPoint presentation
 - Downloadable and printable handouts, poster, and flyer
 - Video
- Links to other FDA and CDC sites on folic acid, food safety, baby food preparation and storage, etc.
- Links to numerous DHHS sites on newborn care and safety



Promotion/Marketing

- Drive to site campaign
www.cfsan.fda.gov/pregnancy.html
 - Placement in women's health magazines
 - Health professional flyers
- Distribution to childbirth educators and women's health professionals through a variety of mailing lists, such as:
 - WIC clinics
 - Assoc. of Women's Health, Obstetric, and Neonatal Nurses
 - American College of Nurse Midwives
 - International Childbirth Educator's Assoc.
- Approximately 50,000 kits distributed to date



Tracking Success

- Health Professionals
 - Mayo Clinic Rochester and North Hawaii Community Hospital cable networks
 - Presentations around the country
 - Newspaper articles
- Web Hits
 - More than 35,000 visitors in the first month live
 - An estimated 1 million page views to date
 - “Email a friend” feature



Multi-pronged approach to food safety education

Target cross-cutting and overlapping audiences with a variety of consumer products:

- *Food Safety for Seniors* video and booklet
- *Science and Our Food Supply* curriculum for middle/high school teachers
- ***Food Safety for Moms-to-Be* website and women's health educator guide**
- *Vibrio* outreach to Gulf states & Hispanic communities (raw oysters)
- *Listeria monocytogenes* outreach to Hispanic communities (regarding consumption of soft cheeses made with unpasteurized milk)
- General *Listeria* information brochure for consumers
- Safe produce handling brochure
- Seafood brochure



Food Safety Partners

- CDC
- USDA
- EPA
- The Partnership for Food Safety Education (including members from industry, academia, and state and federal government agencies)



Food Safety for Moms-to-Be

Award-winning video
& web site demo







Food Safety *for* Moms-to-Be

Questions & Answers



www.cfsan.fda.gov/pregnancy.html

