

I'm Healthy, I'm Pregnant, Why Am I At Risk? Key Food Safety Messages and Communication Channels for Pregnant Women

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**Food Safety Education Conference,
September 2006**

Objectives:

- Provide broad overview the study
- Identify gaps in food safety knowledge among pregnant women
- Describe key findings that impact how USDA shares food safety information with pregnant women

Study Overview(1)

- Conducted by RTI, Spring 2000
 - Designed to better reach pregnant women with food safety messages on listeriosis
 - Publication *Listeriosis and Food Safety Tips* tested
 - 4 different locations
 - Manchester, New Hampshire
 - Cedar Rapids, Iowa
 - Salt Lake City, Utah
 - Raleigh, North Carolina
 - 8 focus groups (7-8 participants/group)
 - In each location:
 - One group high school education or less
 - One group college education

Study Overview(2)

- Selection Criteria:
 - At least 12 weeks pregnant
 - Primary responsibility for cooking
 - Prepare meals at least 3 times per week
 - Not vegetarians
 - Often or sometimes eat hot dogs, luncheon meats, and/or deli salads
- Demographics
 - Racially diverse
 - 87% Caucasian
 - 6.5% African-American
 - 6.5% Other
 - 1.6% Hispanic
 - Average age: 28
 - Average years of education: 14 years
 - Average income: \$42,749

Participants' Food Safety Knowledge

- Follow proper cleaning practices
- Somewhat knowledgeable about safe food handling practices
- Familiar with E. coli and Salmonella
- 12% (8) received food safety information from doctor
- Several read about safe food handling in prenatal magazines
- Not familiar with *Listeria*
- Not aware that pregnant women are among the at-risk
- Eat high risk foods
- Do not refrigerate leftovers immediately
- Do not use a food thermometer
- Do not USDA-recommended storage times

Participant Feedback (1)

- Change title of brochure
- Considered statistics on illness and death and words like “miscarriage” and “stillbirth” effective
- Emphasize the risk
- Develop brochure specific to each at-risk population
- More information on reheating guidelines and USDA-recommended storage times

Participant Feedback (2)

- Best way to be informed about listeriosis is through obstetricians
- Disseminate information on listeriosis through:
 - Prenatal care books, magazines, and web sites
 - Package of information given at 1st prenatal visit

Participant Feedback (3)

- Some participants:
 - Would start reheating or stop eating luncheon meats during pregnancy
 - Plan to follow recommended guidelines
 - Would be more inclined to follow recommended guidelines if doctor discussed with them

What have we done in response to this information? (1)

- Developed materials specific to pregnant women and other at-risk populations
 - Titles of publications are directed to them
 - “Protect Your Baby and Yourself from Listeriosis”
 - “*Listeria* and Pregnancy: What is Your Risk?”
 - Include statistics
 - “Every year, 2,500 Americans become sick from listeriosis, with 1 out of 5 dying from the illness.”
 - Use words like ‘miscarriage’ and ‘stillbirth’
 - “Listeriosis can cause miscarriage, premature delivery, serious sickness, or death of a newborn baby.”
 - Emphasize the risk
 - “Pregnant women are at high risk for getting sick from *Listeria*, harmful bacteria found in many foods.”

What have we done in response to this information? (2)

- Disseminated materials through:
 - American College of College of Obstetricians and Gynecologists
 - WIC Programs
 - Traditional sources
 - Food safety educators, partnering agencies/organizations, conferences

Key Messages (1)

- Pregnant women are at high risk for getting sick from *Listeria*
 - Flu-like symptoms
 - Notify health care provider
- Listeriosis can cause
 - miscarriage
 - premature delivery
 - serious sickness, or
 - death of newborn baby

Key Messages (2)

- Do not eat high risk foods
 - unpasteurized dairy products
 - unreheated deli/luncheon products
 - smoked seafood
 - salads made in the store
- Listeria can grow in the refrigerator
- Foodborne illness is preventable
 - Fight BAC® : **Clean, Separate, Cook, Chill**

Publications Developed Post-Study (1)

L1neaxis and Pregnancy: What is Your Risk?

Safe Food Handling for a Healthy Pregnancy

What is L1neaxis?
L1neaxis is a bacterial infection that can cause food poisoning. It is caused by a parasite called Toxoplasma gondii. This parasite is found in raw meat, especially pork, and in raw vegetables. It can also be found in cat feces. If you eat food contaminated with L1neaxis, you can get sick. Symptoms include fever, muscle aches, and fatigue. In pregnant women, L1neaxis can cause complications for the fetus, such as miscarriage or stillbirth.

How to avoid L1neaxis:
Cook meat thoroughly. Wash fruits and vegetables. Avoid raw meat and vegetables. Avoid cat feces. Wash hands thoroughly.

Why is L1neaxis dangerous for pregnant women?
L1neaxis can cause complications for the fetus, such as miscarriage or stillbirth. It can also cause long-term health problems for the child.

How to protect your family:
Cook meat thoroughly. Wash fruits and vegetables. Avoid raw meat and vegetables. Avoid cat feces. Wash hands thoroughly.

For more information:
Contact your healthcare provider. Visit the CDC website. Visit the FDA website.



Publicist

Can you eat raw eggs?
No, you should not eat raw eggs. Raw eggs can contain Salmonella, a bacteria that can cause food poisoning. Symptoms include diarrhea, vomiting, and fever. In pregnant women, Salmonella can cause complications for the fetus, such as miscarriage or stillbirth.

How to avoid Salmonella:
Cook eggs thoroughly. Avoid raw eggs. Wash hands thoroughly.

Why is Salmonella dangerous for pregnant women?
Salmonella can cause complications for the fetus, such as miscarriage or stillbirth. It can also cause long-term health problems for the child.

How to protect your family:
Cook eggs thoroughly. Avoid raw eggs. Wash hands thoroughly.

For more information:
Contact your healthcare provider. Visit the CDC website. Visit the FDA website.

AWAKENS

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1. Create
Develop a comprehensive communication plan that includes all stakeholders and channels.

2. Separate
Identify key messages and tailor them to each audience segment.

3. Craft
Develop compelling content that resonates with your target audience.

4. Call
Execute the plan and monitor results, adjusting as needed.



PROVIDE YOUR BABY'S FIRST FEEDING EXPERIENCE

Why is breastfeeding important?
Breastfeeding provides your baby with the best nutrition and protection. It helps your baby grow and develop healthily. It also helps you bond with your baby.

How to get started:
Talk to your healthcare provider. Find a lactation consultant. Get support from family and friends.

Benefits of breastfeeding:
Reduces the risk of infections. Promotes healthy weight gain. Helps with digestion. Provides emotional comfort.

Challenges of breastfeeding:
Painful latching. Low milk supply. Fatigue. Lack of support.

How to overcome challenges:
Practice latching techniques. Pump to increase milk supply. Rest when you can. Seek help from professionals.

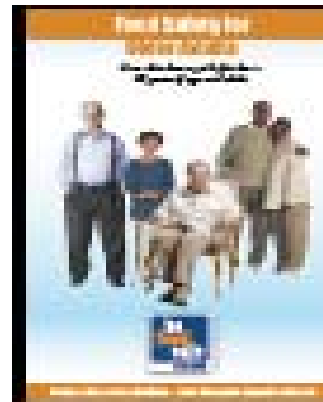
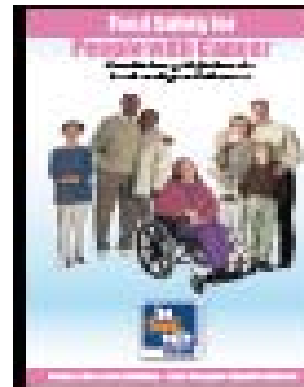
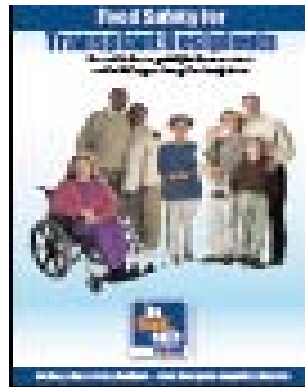
For more information:
Visit the CDC website. Visit the WHO website. Contact your healthcare provider.



Publications Developed Post-Study (2)



Immune-Compromised Brochure Series



USDA Food Safety Resources

Got Food Safety Questions?



“Ask Karen” is available 24/7.
Visit www.fsis.usda.gov. Click on “I Want
To ... Ask A Food Safety Question”

Call the USDA Meat & Poultry
Hotline: 1-888-MPHOTLINE
(1-888-674-6854)

