

EDUCATION PLAN ON METHYLMERCURY ADVISORY

November 21, 2000

PHASE ONE: January - March, 20001

TARGET AUDIENCE: Women planning on becoming pregnant within the next six months, pregnant women, and nursing women

OBJECTIVE: To reach target audience (and their health care advisors) with information about new advisory on methylmercury.

MATERIALS TO BE DEVELOPED

Press Release on advisory on methylmercury

Letter(s) to physicians/health professionals discussing methylmercury advisory and importance of relating the information to pregnant women.

Brochure on methyl mercury advisory

Cover letters to membership associations reaching pregnant women relating the importance of education about methylmercury

News column on methylmercury for insert into weekly newspapers and association newsletters

Video News Release on methylmercury advisory

Satellite Media tour on subject of methylmercury advisory

OUTREACH PLAN:

Outreach to Media

Issue press release on methylmercury advisory

Send press release and consumer brochure to publications and electronic media reaching target audience such as parenting magazines and women's health channels

Send press release and consumer brochure to print and electronic media health reporters

Send "canned" news column to weekly newspapers

Send video news release to television stations

Arrange satellite media tour of radio stations

Outreach to Health Professionals

Mail letter discussing methylmercury advisory and consumer brochure to individual members of :

American Academy of Family Physicians

American Academy of Pediatrics

American College of Obstetricians and Gynecologists

American College of Nurse Midwives

American Public Health Association

Explore partnerships with associations named above.

Send letter, consumer brochure and news column to county health departments

Outreach to Associations Reaching Target Groups

Send cover letter, press release, consumer brochure and news column to associations reaching target audience and encourage their sending information to their members:

WIC program

La Leche

American Foundation for Maternal and Child Health

Childbirth Education Foundation

National Center for Education in Maternal and Child Health

National Maternal and Child Health Clearinghouse
Human Lactation Center
International Lactation Consultant Association
National Women's Health Network
Children's Environmental Health Network
American Dietetic Association
Association of Family and Consumer Sciences

Outreach to Associations Reaching Heavy Fish Eating Groups:

Send cover letter, press release, consumer brochure and news column to associations reaching heavy fish eaters and encourage their sending information to their members:

American Indian Health Care Association
National Indian Health Board

Outreach to Communities with Heavy Fish Eating Populations:

In addition to mailings to county health departments (see above); supply grants to FDA public affairs specialists to perform community-based educational outreach activities about the methyl mercury advisory to heavy fish eating populations in their geographic areas.

PHASE TWO: January – December 2002

TARGET AUDIENCE: Women planning on becoming pregnant within the next six months, pregnant women, and nursing women

OBJECTIVE: To reach the target audience (and their health care advisors) with a reminder message about the methylmercury advisory and to reach the same audiences with general food safety advice for pregnant women.

ADDITIONAL MATERIALS TO BE DEVELOPED

Exhibit on food safety targeted to pregnant women

Video for pregnant women on food safety

Brochure for pregnant women on food safety

Patient brochure for distribution in physicians' offices on food safety (already developed)

Feature press release on advisory on methylmercury

Updated news column on methylmercury

OUTREACH PLAN:

Outreach to Media

Issue feature press release on methylmercury advisory

Send feature press release on methylmercury, consumer brochure on food safety to publications and electronic media reaching target audience such as parenting magazines and women's health channels

Send feature press release on methylmercury and consumer brochure on food safety to print and electronic media health reporters

Send updated "canned" news column on pregnant women and food safety to weekly newspapers

Outreach to Health Professionals and Associations Reaching Target Groups

Send feature press release on methylmercury, consumer brochure and video on food safety and pregnant women to health professional organizations and associations listed above.

Outreach to Communities

In addition to mailings of feature press releases, consumer food safety brochures and video for pregnant women to county health departments; supply grants to FDA public affairs specialists to perform community-based educational programs on food safety to pregnant women in hard to reach groups (i.e. low SES and non-English speaking groups.)

ASSUMPTIONS

- 1. The message has to be provided through many outlets. No outlet alone will achieve message penetration.**
- 2. The message has to be repeated many times over long periods of time to fully penetrate. The rule of thumb for health education behavior change is at least 10 years.**
- 3. The message on listeria can be released in the same manner as methylmercury. It will be released as a separate message from listeria initially. Ultimately, the message on listeria will be incorporated (as will methylmercury) into the overall general messages about food safety geared to pregnant women.**
- 4. Outreach will be evaluated through FDA-USDA consumer survey trends.**