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.

Food Safety for Moms-to-Be
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

**Food Safety for Moms-to-Be**
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

Food Safety *for Moms-to-Be*
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](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

Food Safety for Moms-to-Be
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 for Moms-to-Be*
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
Questions & Answers

Food Safety for Moms-to-Be

www.cfsan.fda.gov/pregnancy.html