# CUSTOMIZABLE MEDIA MATERIALS

1. Pitch Letter
2. Press Release
3. Digital Media and Radio Spots

[YOUR LETTERHEAD]

[Month, date, year]

## [NAME OF YOUR AGENCY] WARNS PREGNANT HISPANIC WOMEN ABOUT RISKS OF EATING CHEESE MADE FROM UNPASTEURIZED MILK

As you know, eating traditional foods like those from home can be a comfort to a person coming to the United States from another country. But if a pregnant woman eats Queso Fresco, Panela, Asadero, or Queso Blanco cheese made in the traditional way with “raw” milk, she is putting her unborn baby at risk. Please read the enclosed information. It could save a baby’s life!

The [Name of Your Agency] is issuing a warning to the Hispanic community in [name of city] about the risks of Mexican-style soft cheeses made with unpasteurized milk. These cheeses can contain *Listeria* bacteria, which cause listeriosis and has been linked to illnesses and stillbirths within Hispanic communities in the United States. It is imperative we get the message out to the community about this issue so that pregnant women are aware that by eating these traditional cheeses, they are putting their unborn babies at risk.

**A(n) [name of agency] representative will be available for interviews to speak to you. Please consider scheduling an interview to discuss this important topic.**

Enclosed is the following information:

* Press Release
* ListeriosisBackgrounder

For more information, please contact:

[Contact name]  
[Organization]  
[Phone]  
[Email]

[YOUR LETTERHEAD]

FOR IMMEDIATE RELEASE

Contact:

[Name]  
[Organization]   
[Phone Number]   
[Email]

## THE [NAME OF YOUR AGENCY] INFORMS HISPANIC COMMUNITY

## ABOUT RISKS OF LISTERIOSIS FROM “QUESO FRESCO”

## Risk of contaminated cheeses are serious for pregnant women

[City Name, Date]- The [Name of Your Agency] is conducting a public health campaign targeted to the Hispanic community.

The [Name of Your Agency] is issuing a warning to Hispanics, especially pregnant women and newborns, older adults, and people with weakened immune systems, to take caution when eating “Queso Fresco”-style cheeses because they could be at risk of contracting listeriosis.

Hispanic consumers should be aware that some cheeses made with unpasteurized milk can put them at risk of listeriosis, a serious illness caused by the consumption of foods contaminated with the *Listeria monocytogenes* bacterium. Queso Fresco-style cheese, which is soft, moist, and white, has been found to be the most popular kind of cheese among the Hispanic community and can include styles such as Queso Fresco, Panela, Asadero, and Queso Blanco.

The U.S. Food and Drug Administration has discovered that some Hispanics are making their own Queso Fresco from raw milk and selling it in their communities and/or transporting cheeses illegally from Mexico. Latinas are at greater risk for listeriosis because they are more likely to consume cheeses made from unpasteurized milk than non-Latina women are. Latinas are also more likely to purchase and eat homemade Mexican-style soft cheeses from local vendors – and these cheeses are often made with unpasteurized milk. Many cases of listeriosis within Hispanic communities have been linked to eating homemade cheeses. Other illnesses that have also been linked to eating unpasteurized cheese include **tuberculosis, salmonellosis** and **brucellosis.**

(over)

[Name of Your Agency's] outreach will include a partnership with community-based health organizations and public service announcements. The [Name of Your Agency] is providing health information in the form of a fotonovela (illustrated storybook) that shows what may happen if pregnant women eat soft Mexican-style cheeses made from unpasteurized milk and by promoting a video version of the fotonovela, available at http://www.fda.gov/Food/ResourcesForYou/HealthEducators/ucm062993.htm

More information about the risks associated with eating contaminated cheese is available from [insert information about your agency].

## Getting the W­ord Out Using Digital Marketing and Social Media or Radio Spots

Digital marketing and social media or radio spots can be effective tactics for raising awareness and promoting your upcoming education sessions about preventing listeriosis throughout your community.

To get you started, examples of messages are shown below. You can customize the messages by adding contact information and/or the date and time of an upcoming presentation. You can tweak the messages to post on Facebook or Twitter, use as radio spots, or create alerts sent via email or text messaging. Include an information resource with your message, such as your agency’s website or the U.S. Food and Drug Administration’s website ([www.fda.gov/food](http://www.fda.gov/food)). You can also upload the video – *Maribel’s Story* – to your agency’s YouTube channel.

**Posts (For use on Facebook, in email outreach, or as radio spots):**

* If you are pregnant, it is important to avoid eating foods that could be contaminated with *Listeria monocytogenes*. These dangerous bacteria may be found in Queso Fresco-style soft cheeses made from unpasteurized milk (like Queso Fresco, Panela, Asadero, and Queso Blanco). They cause listeriosis, a disease that can harm your unborn baby. Learn more:
* Eating Queso Fresco-style cheese made from unpasteurized (raw) milk can cause listeriosis – a serious illness caused by the *Listeria* bacteria. These germs can harm your unborn baby, even if you don’t feel sick. Learn more:
* FDA and CDC have linked the high incidence of the listeriosis disease among Hispanic pregnant women to eating unpasteurized Queso Fresco-style cheeses like Queso Fresco, Panela, Asadero, or Queso Blanco. Don’t put your unborn baby at risk. Learn more:
* If you are pregnant, eating traditional Queso Fresco, Panela, Asadero, or Queso Blanco made with “raw” (unpasteurized) milk may put your unborn baby at risk. Learn more:

**Short Messages (For use on Twitter or as a text messaging campaign):**

* Eating soft cheese made from unpasteurized milk can cause listeriosis disease and put your unborn baby at risk. Learn more:
* If you are pregnant, do not eat soft cheese made from raw (unpasteurized) milk. Learn more:
* Keep your unborn baby safe! Don’t eat soft cheese made from unpasteurized milk. Learn more:
* Queso Fresco-style cheese made from raw milk may be contaminated with the dangerous *Listeria* bacterium. Learn more: