

READ ME FIRST

You can play a critical role in preventing listeriosis! The U.S. Food and Drug Administration (FDA) has developed a program that contains everything you need to educate your community on preventing listeriosis in pregnant Hispanic women in the United States. The program contains the following tools and materials in English- and Spanish-language versions:

Education Toolkit: *Community Educator's Guide to a Serious Foodborne Risk*

The Community Educator's Guide is a self-contained manual that includes background information, common questions and answers, and printable/reproducible materials. Open the guide with Adobe Reader software (which can be [downloaded to your computer](https://get.adobe.com/reader) for free: <https://get.adobe.com/reader>). On pages 3-4 in the guide, you will find an overview of the toolkit materials, including assembly instructions. These materials include a consumer brochure, fotonovela, and community flyer.

Poster

A poster, which is great for alerting pregnant women in your community about not eating cheeses made from unpasteurized milk, is available in three sizes: 8.5" x 11", 11" x 17", and 17" x 22". If you don't have the resources to print your preferred size poster, try finding support from a local business or a printer that would be willing to cover the cost of the printing.

Media Materials

There are two separate files containing information that may be helpful for engaging local news media to spread the word about the risk of listeriosis in the Hispanic community.

One file, a PDF, has these six items:

- Getting Started: How to Get the Media and Community Interested in Your Message
- Getting the Word Out Through Media
- Listeriosis Backgrounder
- Matte Article
- Frequently Asked Questions
- Glossary of Terms

The Microsoft Word file contains three documents that can be easily customized for your organization and audience:

- Pitch Letter
- Press Release
- Social Media and Radio Spots

Video

A fotonovela video, Maribel's Story (English, 5:45/Spanish, 5:47), can be used for community education presentations and/or posted on your YouTube channel. The videos can be accessed from FDA's website at: <http://www.fda.gov/Food/ResourcesForYou/HealthEducators/ucm062993.htm>

