



**Chitlins Walk
Through**
A Social Marketing Case Study

**CDCynergy-Social Marketing
Edition Version 2**

Background – Steps 1.1, 1.2

What: Severe diarrhea (*Yersinia enterocolitica*)

Who: African American Infants

When: November & December-- associated with preparation of Chitlins for the holidays

Background – Steps 1.2, 1.3

What else do we know?

- Associated with breaks in hygiene during preparation
- Food preparer also cares for the infants while handling the chitlins

Background – from article
What the Health Department Did

- Utilized an informational intervention in WIC clinics
- Emphasized:
 - 1) hand washing while handling chitlins;
 - 2) Separating children from the cooking environment
- Repeated this intervention form 1989 till 1996
- Outcome: Yearly winter peaks of cases continued

Background – from article
A Social Marketing Approach


1996 – the health department obtained a CDC fellow with experience in social marketing

Utilized the social marketing principles of:

• Audience Research	• Product
• Behavioral Goals	• Price
• Competition	• Place
• Exchange	• Promotion
• Evaluation	

Formative Research – Phase 2

- Literature reviews
- Community focus groups
- Interviews with pork producers, federal food and health agencies
- Microbiological study of levels of *YE* bacteria present



Audiences – Step 3.1

Primary:

Chitlin Preparers–older African American women

Secondary:

Community leaders, gate keepers
Health care providers

Turning Point

Behavioral Goals – Step 3.2

Primary Audience:

"Pre-boil your chitterlings for 5 minutes before cleaning and cooking as usual"

Secondary Audiences:

Community leaders–Talk about the intervention
Health care providers–Take history and cultures
–Talk about the intervention

Turning Point

Competition/Barriers – Step 2.4

- Status quo: family recipes handed down through generations
- Perception that it will “boil in the dirt”
- Cooking is a family tradition – children are wanted in the kitchen

Turning Point

Exchange – Step 3.3

Costs

- Change from tradition
- Extra 5 minutes of work upfront
- Perceived change in taste

Benefits

- Healthy children/ no trips to hospital
- Children can stay with you while cooking
- Makes cooking easier
- Ownership of solution

Product – Step 3.5, 4.3b

Primary Audience:

- "Pre-boil your chitterlings for 5 minutes before cleaning and cooking as usual"
- Cooking demonstration

Secondary Audiences:

Community leaders–Talk about the intervention
Health care providers–Take history and cultures
–Talk about the intervention

Turning Point

Price – Step 3.5, 4.3b

Price

- Cooking demonstration
- Involving community leaders and grandmothers

Turning Point

Place – Step 3.5

- Grocery stores
- Churches
- Neighborhood porches
- Health provider offices

Turning Point

Promotion – Step 3.5, 4.3d

- Flyers/bulletin inserts
- PSAs
- Newspaper articles
- TV and radio news and talk shows
- In person discussions

Turning Point

Evaluation – Step 6.3

Case Surveillance = lower number of cases!

Turning Point