BACKGROUND

- The unsafe handling of baby poultry has been linked to several outbreaks of salmonellosis across the nation that led to hospitalizations and deaths in recent years.
- Salmonella is commonly spread through consumption of contaminated foods but also found in the feces of farm and backyard animals.
- In 2012:
  - 8 outbreaks in the United States linked to live poultry
  - Maine CDC reported 4 cases linked to outbreaks
  - Maine CDC Infectious Disease Epidemiology Program conducted an educational outreach campaign in March 2013 to feed stores across the state with recommendations on safe handling of baby poultry and risks of infection of Salmonella
  - An evaluation of usefulness and effectiveness of written materials was conducted in June 2013

METHODS

- Educational materials mailed in March 2013:
  - Letter from State Epidemiologist and State Veterinarian
  - Pamphlet titled “Stay Healthy”
  - Survey developed with 37 questions for evaluation

RESULTS

- Thirty-six feed stores contacted.
- Eighteen interviews successfully completed.
- Nine store managers unable to be reached.
- Nine store managers declined to be interviewed.
- All 18 (100%) stores interviewed received the materials.
- All store managers and employees were aware of how Salmonella infection is spread.
- None of the stores remembered visiting any federal CDC websites for information about Salmonella infection.
- No comments about whether the materials or distribution could be improved.
- None of the stores thought customers were dissuaded from buying baby poultry because of the materials.
- Of the 36 feed stores contacted, 18 (50%) used other educational materials in their stores.
- Of the 18 stores interviewed: 12 (70%) used other materials; 6 (33%) did not use other materials.
- Of the 18 stores interviewed: 15 (83%) thought the materials were comprehensive; 9 (50%) thought the materials were useful; 1 (6%) thought the materials were not useful.
- Of the 18 stores interviewed: 15 (83%) thought the materials were worthwhile for employees and consumers.

CONCLUSIONS

- Overall, the 18 feed stores interviewed felt materials were comprehensive, useful, and worthwhile for employees and consumers.
- Feed stores are following recommended guidelines and making educational materials available.
- Feed stores are making educational materials available.
- Overall, the 18 feed stores interviewed felt materials were comprehensive, useful, and worthwhile for employees and consumers.
- Feed stores are following recommended guidelines and making educational materials available.

Table 1. Number of stores using materials

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials with</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>employees</td>
<td>16</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Hung poster</td>
<td>15</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Distributed brochure</td>
<td>15</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Materials helpful</td>
<td>16</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Materials comprehensive</td>
<td>14</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>

Table 2. Locations of materials posted in stores

<table>
<thead>
<tr>
<th>Placement of poster,</th>
<th>Number of stores (%)</th>
<th>Distribution of brochure, (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At or near baby poultry display</td>
<td>8 (53%)</td>
<td>Available at the baby poultry display (41.2%)</td>
</tr>
<tr>
<td>Where feed was sold</td>
<td>1 (7%)</td>
<td>Available where feed was sold (0%)</td>
</tr>
<tr>
<td>At checkout</td>
<td>6 (40%)</td>
<td>Available at checkout in a display (22.2%)</td>
</tr>
<tr>
<td>Other</td>
<td>7 (47%)</td>
<td>Handed to customers at checkout (13.3%)</td>
</tr>
<tr>
<td>In back room near order forms</td>
<td>2 (13%)</td>
<td>Stapled to receipt (13.3%)</td>
</tr>
</tbody>
</table>

Figure 1. National outbreaks

Figure 2. Location of feed stores

Figure 3. Pamphlet mailed to feed stores

Figure 4. Comments from stores on materials

- Helpful for new employees
- Anything that explains no kissing birds and washing hands is helpful
- Good reminder for people to wash hands
- Easier than explaining

- Everyone wants to touch chicks; materials show they are not toys
- Don’t want kids getting sick
- Free is a bonus and keeping people safe is important

Figure 5. Sanitation practices in stores

Sources