Knowledge, attitudes and practices among customers at pork butcheries in Kampala, Uganda

Martin Heilmann\textsuperscript{1,2}, Kristina Roesel\textsuperscript{1,2}, Peter–Henning Clausen\textsuperscript{1}, Delia Grace\textsuperscript{2}

\textsuperscript{1}Institute for Parasitology and Tropical Veterinary Medicine, Freie Universität Berlin, Germany; \textsuperscript{2}International Livestock Research Institute (ILRI) Kampala, Uganda and Nairobi, Kenya
Introduction

• **Food-borne diseases** are a major concern particularly for developing countries

• **Pork consumption** in Uganda is rapidly increasing
  • Most of produced pork is estimated to be consumed in **urban** areas

• Main channels are informal butcheries and so-called **pork joints**
  • Implications on **public health** remain unclear (Roesel et al., 2013)

Objective

Better understanding of increasing pork business at the consumer level.
Materials and Methods

• **60 of 179 pork outlets** in Kampala were randomly selected

• A baseline survey was conducted to assess knowledge, attitudes and practices of 240 customers during pork purchase

• Between June and July 2014, data was collected from through face-to-face interviews by enumerators

Figures: Section of study area with pork butchers from baseline © 2014 Google Maps Engine Lite
Results 1/2

- Half of the pork sold as raw and the rest cooked respectively
- Pork was consumed averagely twice per week
- Pork was the second most common meat consumed at home
- One third of households bought raw pork once or more per week
Results 2/2

• Most customers ate their pork with raw and cooked vegetables, including matoke (59%), cassava (51%), tomatoes (9%), cabbage (5%),

• Main source of information for customers were television (68%), radio (29%), newspaper (15%), internet (10%), friends (9%), colleagues (2%) or others

• Health aspects influenced the majority of respondents’ purchase decisions a lot (89%), while 9% stated “a bit” and 2% “not at all”.
Conclusions and discussion

• The high demand for pork along with the potential for cross contamination between raw pork and vegetables, indicates a food safety risk
  • Not just pork butcheries but also at household level

• Promotion of health aspects through public information channels can be used to influence purchase decisions

• Good hygienic practices are of prime importance for food safety among pork butcheries but also consumers at home
Outlook

• Flies role as vector for disease

• Awareness raising about food safety

• Fly control with insecticide-treated nets
Acknowledgements