

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

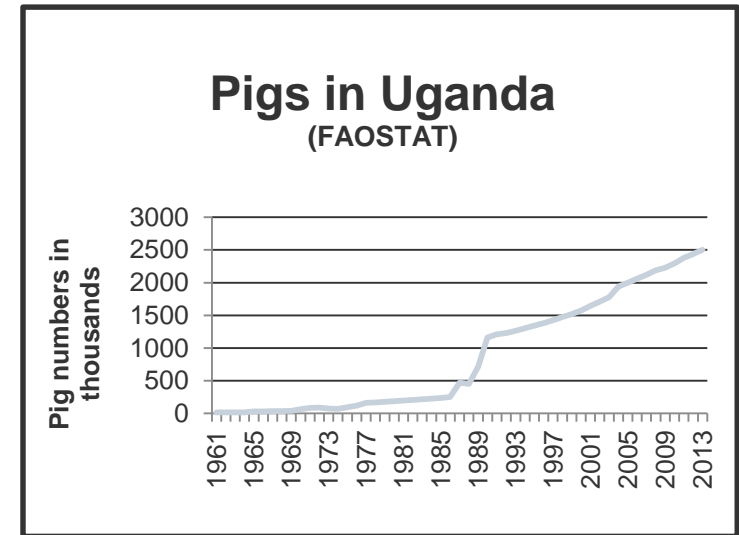


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# Introduction

- **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 butchereries 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.**



Natete zone, Kampala







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# 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



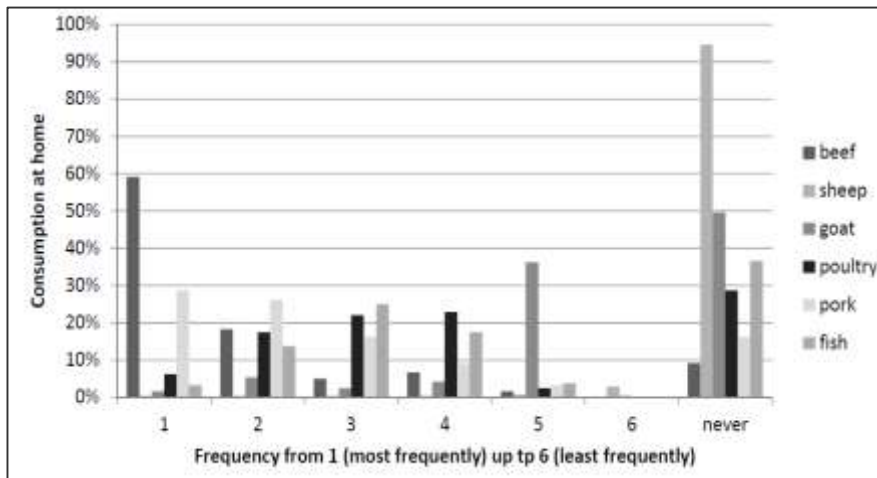
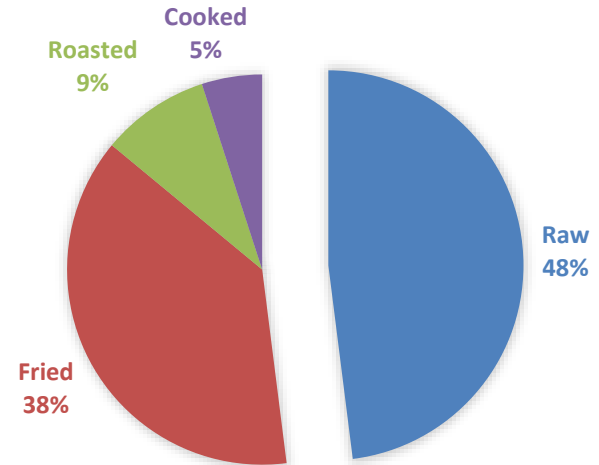
Figures: Section of study area with pork butcheries from baseline © 2014 Google Maps Engine Lite



# Results 1/2

- Half of the pork sold as raw and the rest cooked respectively
- Pork was consumed averagely twice per week

## BOUGHT FORMS OF MEAT



- 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 butchereries 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 butchers but also consumers at home



# Outlook

- Flies role as vector for disease
- Awareness raising about food safety
- Fly control with insecticide-treated nets





# Acknowledgements

