

# Physician's Attitudes About Pork Changes

CHICAGO, Ill. — The pork industry will undertake its most extensive program ever to improve physician attitudes and behavior about pork, resulting from a pilot project showing that changes are possible.

In early 1993, the Meat Board's Pork Industry Group will launch DOCC (Doctor Opinion Correction Campaign), consisting of advertising, telemarketing and direct mail. The program will target primary care physicians in group practices located in metropolitan areas and with patient profiles that call for dietary counseling.

"We feel very confident that we can use pork checkoff dollars effectively to change physician attitudes. After a learning curve of a couple years, we have proven methods that justify a much larger effort," says Pork Industry Group Chairman Larry Larson, Sargeant, Minnesota.

DOCC's training ground was in Baltimore during early 1992. The Pork Industry Group used strategically executed advertising, three waves of direct mail and two cycles of telemarketing to change the attitudes of the 1,500 internal medicine physicians in its Baltimore Physicians Test Pilot Project.

Comparison of identical pre- and post-survey results showed that: (1) physician attitudes about pork can be changed; (2) doctor

attitude and behavior scores about pork went from "negative" in the pre-test to either "neutral" or "positive" in the post-test; and, (3) various message delivery mechanisms are necessary. Telemarketing had high impact.

Specifically, when the Baltimore physicians were asked to rate the appropriateness of different fresh meats for inclusion in a heart-healthy diet, pork's score jumped 33% in the post-test compared to the pre-test. The same percentage change was achieved when physicians were asked to rate their current behavior.

Chicken and fish appear to be pork's major protein competitors. Both received ratings of 8 or 9 for appropriateness and behavior, both pre- and post-test. Pork's ratings were about half that high.

"Our positioning strategy going into the Pilot Project was to show the comparability of today's '31% leaner' pork with chicken. This message seems quite powerful with the physician audience," says Sharlet Brown, director of communications for the Pork Industry Group.

For 1993, the pork industry will invest more than \$1 million to reach physicians through DOCC, journal advertising, patient education material distribution and articles appearing in physician journals. The program is being conducted by the Pork Industry Group on behalf of the National Pork Board.



Shining reindeer line up outside the conservatories at Longwood Gardens, Kennett Square, during the 1992 holiday display. The display, portrayed in flowers, figures, and trees, from Dec. 4 through January 4, 5 p.m. to 9 p.m. each evening. About 200,000 colored lights and fountains set to music bring winter nights alive, while warm indoor displays feature colorful poinsettias and daily musical entertainment. Longwood is located on U.S. Route 1 near Kennett Square and is open daily from 10 a.m. to 9 p.m. during the Christmas display. For further information, call (215) 388-6741.

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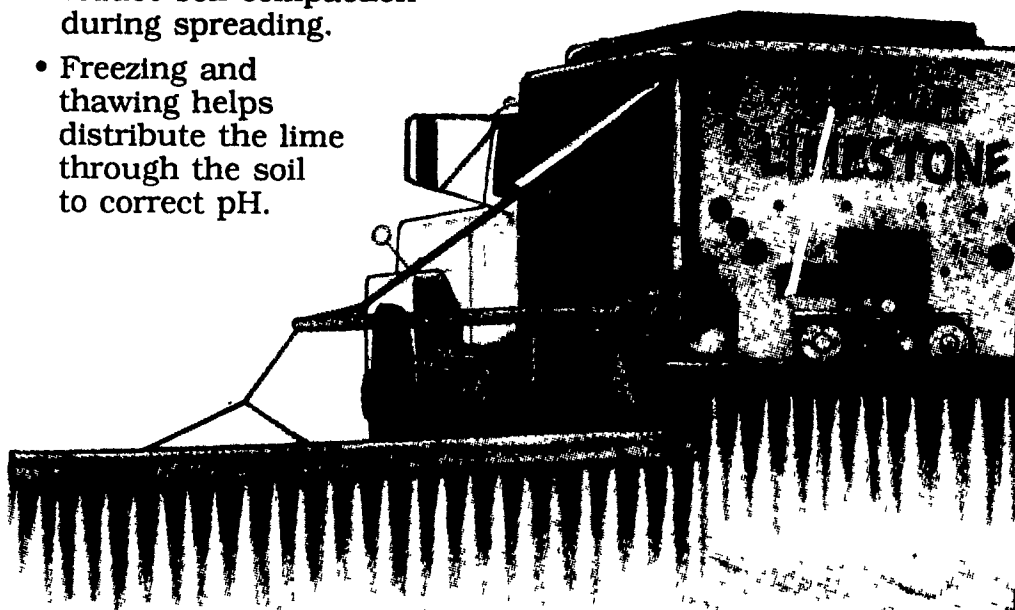
make your tree hunt easy. By using the directory you can be sure that you are supporting our local growers.

To find out where to go in your county to find your choose-and-cut tree, call your Penn State County Extension office, listed in the telephone directory. Ask for your free copy of the 1992 Choose and Cut Christmas Tree Farm directory.

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## The Pennsylvania State 4-H Livestock Judging Team From Chester County Says THANKS

To The Following Individuals And Businesses For Their Support!



Pictured From left to right: Cheryl Fairbairn, Extension Agent and coach, Shannon Templin, Thornton; David Howe, Downingtown; Jesse Holmes, Oxford; Matt Howe, Downingtown, Don Cairns, 4-H Beef Leader and coach.

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Pennsylvania Cattlemen's Association  
Pennsylvania Pork Producers Council  
Pennsylvania Angus Association  
Penn State Stockmen's Club  
Pennsylvania Hereford Association  
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