



St. Elizabeth Healthcare

Services Value: The St. Elizabeth Healthcare “Friend to Friend Folic Acid Campaign” has provided direct one-on-one education to greater than 3,608 women of childbearing age and indirect education through awareness campaign materials estimated to have reached over 5,000 women in Northern Kentucky and throughout the state. Availability of the “Dear Friend” Folic acid postcard on the Northern Kentucky Independent Health District website and its promotion and availability through the Kentucky Folic Acid Partnership website are leading to increased dissemination throughout the state.

Services Offered: The “Friend to Friend Folic Acid Campaign” developed post-cards, pill boxes and magnets in accordance with the CDC materials for folic acid promotion. The post-cards have been utilized in private Pre-Admission consultations, in four local Health Departments, in the First Steps, David Olds (Every Child Succeeds) programs, and at community events including the Grant County Baby Shower, the Boone County Baby Shower and the March of Dimes Walk for Babies. Additionally, the postcard is available electronically through the Northern Kentucky Independent Health District website and the Kentucky Folic Acid Partnership, a statewide initiative. The pill boxes have had widespread distribution at college fairs and women’s health events.

Web site:

www.nkyhealth.org/mx/hm.asp?id=folicacidcampaign
<http://kfap.org/Materials%20and%20Resources/Materials/Folic%20Acid%20Postcard%20x2.pdf>
www.stelizabeth.com

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Description:

The “Friend to Friend Folic Acid Campaign” has four main components. The first was the development of the “Dear Friend” Folic Acid post-card which was developed to match the available CDC Folic Acid pamphlets and materials (Ready....Not). Pill boxes and magnets were also created to match this look and with the information “Take Your Vitamin with Folic Acid Everyday!” The second step was the training of the providers involved in the campaign. Specifically, Pre-Admission (Childbirth) educators, Health Department personnel, Early Childhood workers, and Women’s Health nursing staff were trained to explain the utilization of the post-cards and to provide education on the benefits of folic acid preconceptionally. Third, the education was provided to women of childbearing age in each of the areas previously described and participants were given materials on folic acid, as well as a “Dear Friend” postcard to

	<p>tell a friend or family member about the importance of preconception folic acid. Participants referring a friend to the local health department were eligible (as were the friends presenting to the Health Department) for free folic acid tablets under separate state funding resulting from tobacco penalty dollars. Those participants receiving free folic acid through the four local health departments (and those referring friends) were then given a follow up call in 1 to 3 months to check to see that they were still taking folic acid, to praise compliance and then were sent a “Prevention pays” \$5 gift card to WalMart.</p> <p>The fourth component which was not planned in the original application would be that the Folic Acid is For Friends campaign would garner attention on the state level. The Kentucky Folic Acid Partnership found the project to be innovative and therefore, has decided to publish the post-card and make it available to any state partners, health departments, etc. The post-card was recently highlighted in a state level Kentucky Folic Acid Partnership meeting in September 2009. The cost of the post-card production is minimal and the “Dear Friend” portion of this campaign is highly replicable in other states and areas.</p>
Partners:	<p>St. Elizabeth Healthcare Maternal Childbirth Educators March of Dimes Representative Northern Kentucky Health Departments (Boone, Campbell, Kenton and Grant County) CDC (provision of free materials) Kentucky Folic Acid Partnership Every Child Succeeds Program First Steps Program Women’s Wellness Center</p>
Evaluation:	<p>Excel database monitoring number of events by Childbirth Educators Excel database of patients referring/given free folic acid tablets Follow up phone calls facilitated by medical assistant Four question follow up interview facilitated by medical assistant</p>
Sites most applicable:	<p>Hospitals, Physician offices, Regional Clinics, Health Departments, Collaborative Task Forces, Early Intervention Providers</p>

**National Council on Folic Acid
Folic Acid Promotion Grantee Partner Brief**