

submitted by
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March 3,1999

**Overview
Development Committee Meeting
Folic Acid Education and Awareness Campaign
February 22,1999**

**See attached membership list for attendees.
See attached copy of Barren River District draft district folic acid education plan.
See attached copy of CDC module survey questions.**

**Note: Next Meeting will be at MOD office Louisville on April 19 from 10:00 to 2:00 or ?
Mary Ann will have lunch for us.**

Background of Work Group and Dec. 8,1998 meeting review

The first meeting of the statewide KY Work Group on Folic Acid Awareness and Education met in Dec. 8, 1998. The meeting was lead by Dr. Steve Davis, Director, Division of Adult and Child Health, Department for Health Services for the purpose to bring together representatives from statewide physician groups, and other agency representatives interested in the health of women and children. The participants explored what is presently being accomplished in the area of folic acid education in the various organizations represented at the meeting. The group identified other participants to invite into membership and was provided with an overview of the agenda of the National Campaign Conference to be held in January 1999. A second meeting was discussed for Spring 1999. Members of the Work Group requested information be presented re: research done in other states showing decrease incidence of Neural Tube Defects linked to awareness and education campaigns (Georgia, other?) Dr. Davis requests that the next meeting agenda include tangible activities that Work Group member can participate in and accomplish.

National Folic Acid Conference Report

A wealth of information, brochures, etceteras, and successful campaign activities are available through CDC and the "Blue Book". Barren River District Health Department reports that the Blue Book information provides an ideal model for population-based prevention planning. The National Campaign involved high level representatives from a minimum of 25 important national organizations.

State Department of Public Health, Division of Adult and Child Health Commitment

The Division, though the leadership of Dr. Steve Davis is very committed to the Kentucky Campaign. The Division will help support a part-time State Folic Acid Awareness Campaign coordinator. In addition, Division protocols for folic acid education in the local health department system strongly supports the folic acid messages. The Kentucky Birth Surveillance

Registry is dedicated to providing leadership in the campaign as well as the Nutrition Program in WIC and Adult and Child Health Promotion Team in the Community Health Branch.

March of Dimes Folic Acid Campaign Plan

MOD Target Audience

1. Contemplators: 1999
2. All women: 2000

Goals:

1. Awareness
2. Increase number of women taking folic acid.
3. Increase blood folate level in target audience
4. Reduce number of NTD's by 30% by Year 2001.

MOD has dedicated a 10 million-dollar commitment nationally to this initiative. Includes research, communication. MIOP grants will go to local chapters and will need to be written. This development committee may be helpful in the grant writing.

Three Strategies:

1. Community Action
2. Health Care Provider Education
3. Mass Media

Identify Other Participants for Kentucky Work Group

Ky. Hospital Association (Linda) HMOs:
Blue Cross/Blue Shield (MOD)
Dept of Education (Carol)
Media (MOD)
Pharmacy Branch of DPH (Carol)
Extension Services (Fran) Faith
community KMO(Linda)
Centrum
Parent (MOD)
PTO

Possible spokespersons:

Judy Patton(Carol)
John Michael Montgomery(Katrina)
Ashley Judd(Jane)

Statewide Planning

The Development Committee agreed to the following recommendations:

1. Target Audience: Pre contemplators and Contemplators
2. Identify several areas for more intensive interventions/education/evaluation.
3. Develop a draft 3-year work plan with detailed strategies to present to the Ky. Work Group for input and approval.
4. Kentucky Kickoff targeted for August.

Other Activity Ideas Noted:

Identify Counties that Shriners Hospital serves.

Local Health Department needs to count how many women are given folic acid.

Hospitals may take lead in some community activities.

Roger Ammond at Louisville/Jeff county Health Department may be helpful with Managed Care negotiations.

Possible Agenda Items for Spring meeting with Ky. Work Group

Karen Asher to present Folic Acid CDC module questions and survey details.

Draft of 3-year plan

Identify needed subcommittees and solicit volunteers to serve.

Ask volunteers to do certain targeted activities.

Next meeting of the Development Committee

March 22 at MOD office Louisville from 10:00 to 2:00 or ? to completion of tasks. Mary Ann will have lunch for us.

Possible date for next Ky Work Group Meeting April 20, 1:30-3:00 in Frankfort. To be verified with Dr. Davis