

Kentucky Folic Acid Awareness and Education Work Group

Second Meeting Minutes

April 29, 1999 1:00-3:00

Present: Steve Davis, Judy Myers Perry, Katrina Adams, Mary Ann Hindman, Linda Villwock, Diane Sprowl, Jane Lewis, David Adamkin, Brenda Miller, Michele Cartwright, Rita Hayes, Lorraine Keil, Gary Coplan, Carol Forbes, Audra Smith, Joyce Robl, Richard Mier, Elizabeth Buckner, Holly Turney, Fran Hawkins, Gil Lawson, Lori Chesnut, Emma Walters, Chuck Wolfe, Kerda De Haan, Linda Lancaster.

Dr. Davis opened the meeting with introductions and comments about the Governor's Task Force on Early Childhood. Folic Acid awareness, education and supplementation and the goals of this Workgroup may be incorporated into the goals of the Early Childhood initiative.

Joyce Robl, Geneticist from the University of Kentucky gave a provocative slide show and presentation on Neural Tube Defects. The presentation included statistics and a general overview of this devastating birth anomaly.

Lorraine Keil highlighted folic acid promotional campaigns in other states. Georgia has an extensive campaign that is funded very well. Most states leverage monies through creative partnerships with community organizations, corporations and grants with minimal state funding.

General Discussion:

- Need to identify community programs that demonstrate a decrease in neural tube defect incidence rates related to folic acid awareness and education.
- Kerda De Haan and Linda Lancaster will provide a Folic Acid display at the June Annual Conference of the Kentucky Academy of Family Physicians. Thanks to Dr. Robbie Hutchinson for facilitating the complementary booth and the Academy's offer to include folic acid educational materials in their mailings.
- Dr. Meir will facilitate folic acid awareness through distribution of brochures at the Kentucky Pediatric Society Annual Meeting. Approximately 60-80 physicians will attend.
- Emma Walters and Fran Hawkins are working on folic acid education poster displays that will be available for statewide use.
- Dr. Davis asked that Folic Acid Awareness be included in the Department for Public Health booth at the state fair.
- Dr. Davis encourages HMO's to provide preventive education on folic acid to realize the cost-benefit.
- September 7, Galt House, Louisville is the targeted for the Kentucky Campaign Kickoff.

Mary Ann Hindman, Jane Lewis and Linda Lancaster provided a brief overview of the Folic Acid National Campaign kickoff meeting in Washington, D.C. attended in January. Over 30 national organizations sent officials to this meeting. In addition, all states were

represented. The National March of Dimes and Centers for Disease Control and Prevention are key leaders in this initiative. The March of Dimes has set as a major priority goal the decrease of neural tube defects and they are asking all state chapters to participate. The CDC has a dedicated web page: flo.cdc.gov and continues to develop national strategies and materials for use by state campaigns. The overall message is "Folic Acid Now" with information aimed at two audiences, contemplators and non-contemplators. Distinct messages are developed for these audiences. The Washington meeting presented excellent information about state campaign activities as well as private agency activities related to folic acid education.

Mary Ann Hindman and Diane Sprowl presented a draft plan for Folic Acid education in Kentucky. Members of the Work Group were asked to review the draft and send any comments to Diane Sprowl. (See attached copy of draft plan)

As part of the working with the draft plan, three subcommittees were named, "Professional", "Media" and "Community". Work Group members volunteered to participate on a subcommittee of their choice. The subcommittees were given a list of possibly future activities and were asked to brainstorm others and prioritize activities for the draft plan. Subcommittee will provide a report and recommendations, if any, to the Work Group in August. (See attached for a list of subcommittee members)

The next meeting for the Kentucky Folic Acid Awareness and Education Work Group is set for Thursday, August 5 from 1:30-3:30 in the Press Room, State Laboratory Building, Frankfort Kentucky. (Map is attached)