

Bullets for the Month of December 2001

Prepared and distributed January 18, 2002 Susan Brown, State Folic Acid Campaign Coordinator

- **July 1 through December 31, 2001** The Barren River District HD/Warren County-SAPO Team I-Gracia Pruitt organized, planned and negotiated with WBKO-Channel 13, the ABC network affiliate to produce a TV-PSA on folic acid to air three spots/day x 6 months. WBKO estimated the in-kind donation for this service to be in excess of \$55,000. WBKO made a commitment to do this “because it is a worthy cause.” The PSA is shown early morning, middle of the day and about 10pm-in sync with their news-broadcasts (high viewing times). Susan Brown, State Folic Acid Campaign Coordinator is listed as the contact person to call for further information. The PSA spot has Kim Martin as the spokesperson. Kim lost her only son to anencephaly many years ago. She has two teen-aged daughters and Kim’s father is well known in town from his business-a car dealership. This PSA folic acid campaign has been visible and a great example of how partnering within the community can make things happen. Number of times aired: 540.
- The entire **Month of December 2001** HANDS program in Allen County, provided folic acid materials and education to 14 women of childbearing age
- **December 3, 2001** The Barren River District’s SAPO Team I, team member Brenda Iler, sent a PSA news release to 9 radio stations, 2 TV stations and 4 newspapers promoting folic acid awareness. The FU contact person will be Susan Brown, Statewide folic Acid Campaign Coordinator
- **December 3, 2001** Green River District, Jaime Rafferty, provided group education to teens in a McLean County High School, on folic acid. She distributed materials to 65 people, 39 who were childbearing age females attending a Family & Consumer Science class
- **December 3, 2001** Little Sandy District HD, Carter County HD provided group education to teens at the high school, 21 in attendance-20 were childbearing age women-60 materials distributed
- **December 3, 2001** Heather Dietrich, FIVCO District HD, exhibited folic acid to 15 professionals during a group meeting
- **December 5, 2001** Heather Dietrich, FIVCO District HD, visited 13 hair salons and tanning salons to distribute 325 folic acid brochures and notepads in Boyd Co
- **December 6, 2001** Allen County HD, Lisa Carter, Provided group education to teens at the high school-90 people reached, and 50 of those were women of childbearing years
- **December 6, 2001** Heather Dietrich, FIVCO District HD, distributed 75 brochures to the three businesses in Ashland

- **December 17, 2001** Barren River District HD/Warren County, SAPO Team I distributed 400 pamphlets, 8 posters, 2 pop-up displays and 20 post-it notes, at area bars in Bowling Green
- **December 19, 2001** Sarah Chaffin, Pike County HD, held a “Child Safe Day” Fair and reached 175 women with the folic acid message
- **December 20, 2001** Jaime Rafferty, Green River District HD, ordered 8 strategically placed billboards in Daviess, Henderson and Ohio Counties-they will be in place for 30 days-message-“**Before Pregnancy...Take Folic Acid**”



Approved: _____ Date: _____

THIS DESIGN SUBMITTED AS LAYOUT ONLY LAYOUT & ART ART ONLY

STANDARD POSTER BOARD / 10'5" x 22'8" 36 SHEET

Scale: 1/2" = 1 Foot

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