

Kentucky Folic Acid Partnership Meeting
Minutes
February 1, 2001
Frankfort, Kentucky

Members present: Anna Katherine Mefford, Jackie Klee, Karen Riffe, Delena Young, Pat Seybold, Lynnett Fortney, Denise Maples, Sharon Johnston (guest speaker from the Governor's Office of Early Childhood Development), Katrina Adams, Shari H. Stewart, Kathy Daly-Koziel, Paula Watson, Christi Vincent, Kristen Royalty, Donna Turner, Sara Dunlap, Donna Chapman, Eugenia Smither, Diane Sprowl, Ethel Castle, Missy Schradler, Susan Borders, Emma Walters, Gil Lawson, Jo-Ann Negron, Dr. Ruth Ann Shepherd and Susan Brown. **Unable to attend:** Dr. Davis and Dr. Townley (Legislative meeting), Dr. Adamkin (out of town), Linda Lancaster (ill), Joyce Robl (conference in San Antonio), Linda Villwock (conference in Miami), Fran Hawkins (out of town), Cindy Sullivan (meeting conflict), Bonita Bobo (meeting conflict), Ardith Davis (meeting conflict).

The meeting was called to order by acting Chair Susan Brown. The motion was made and seconded to approve the minutes of last meeting, September 21, 2000.

Welcome to guest speaker, Sharon Johnston of the Governor's office and the office of Early Childhood Development. First, Sharon expressed the regrets of Dr. Townley, for missing our meeting today, but stated Dr. Townley plans to attend our meeting in May. To those of you who missed our meeting, let me assure you, Sharon was a delightful substitute. She shared her belief in the folic acid campaign, "as a mother of three daughters who one day will be the mothers of my grandchildren, I understand the benefits of folic acid and the prevention of birth defects." Sharon and her family are from New Jersey and they have adopted Kentucky as their home for the second time. She told us how proud she is to be a Kentuckian, and involved with the KIDS NOW Initiative. She provided a handout that summarizes each of the components as she more thoroughly described each one (omitting the folic acid campaign due to her audience). If you missed the meeting and you have questions, remember that Dr. Townley plans to attend in May.

Committee reports: Community: Diane Sprowl-Last met on November 30, 2000. Diane reviewed the database and its importance to the campaign. She discussed the two forms that KFAP partners may use, the Community Health Services Report (if you represent a HD) or the Folic Acid Activities and Media Reporting Form (if you are not within the Public Health Department System). Diane also explained that there is a flaw with the Public Health Form, since it does not allow, at this time, a secondary activity code to be used many folic acid activities could be missed. Therefore, if you have the time to complete a second form-The Folic Acid Activity and Media Reporting Form could be used and sent to Susan Brown. If you feel you don't have time to complete a second form-simply send Susan a short email giving the date of the activity, what type of activity (community, professional or media) number of participants and number of materials distributed. Susan can then make sure the activity is keyed into the database as a folic acid activity. If you do not have access to email--mail or FAX your report to

Susan. (Susan said she would re-send the activity form to all members with email and to those without email expect a copy of the form with your minutes). Diane also informed the group to be aware that Joyce Robl has a need to track the recurrence of NTDs through the KY Birth Surveillance Registry. Make sure that when you counsel a mother about folic acid and NTDs that you pass that mother's name along to Joyce if she says she has had a previous NTD affected pregnancy. (There is other info she will need from you as well). Promotional items that community has discussed are pens, refrigerator magnets, bookmarks (a bookmark designed by Diane was passed around the group) the need for English/Spanish language was also addressed. A few other ideas were also mentioned like measuring spoons, cups or bowls. The next meeting for Community will be in Lexington instead of Louisville, on April 26-most likely at Central Baptist Hospital-Shari Stewart will be responsible for the arrangements.

Media: Katrina Adams reported for Linda Villwock: The evaluation for the Year 2000 Plan came up a little short on some things but excelled in others. Feel pretty good about the efforts since we have had no money for publicity; we still managed to send a press release throughout the state. There is a new MODs Spanish PSA available and Katrina brought copies of the Gallup Poll Survey for the MOD submitted December 2000. If you did not attend the meeting or you forgot to get a copy-please let Katrina know that you'd like one. We have lost our celebrity spokes couple of Crystal and John Michael Montgomery. Their schedules have become too full. The KFAP members present offered some suggestions of possible people to try and get: The Judds, Naomi Judd by herself or Wynona Judd by herself or the two of them together, Kevin Richardson (one of the Backstreet boys from KY), Heather Rene French Henry, former Miss KY and Miss America and now married to Lt. Governor Steve Henry. A singer was mentioned whose name could not be remembered but who has done a CD available from the CDC called "Angel Wings" about a child who was born with spina bifida.

Professional: Audra Smith: We have managed 8 links to the MODs web-site and a few others are in the process of getting approval to link as well. MODs kits were distributed to all 120 Health Departments. For the year 2000 180 Professional Activities occurred with 14,000 participants attending through October 2000. Professional needs names of publications our partners know of that we can contact to place folic acid articles. Professional will meet right after the KFAP meeting today at O' Charley's.

Linda Lancaster-Progress on plans for data analysis: Linda was ill and unable to attend our meeting-Susan Brown filled in: We met once-November 30, 2000 and made some decisions about the design:

- The booklet should have a one-page topic, focus at a glance design
- Large print,
- Use of color,
- Real pictures.
- Format would be directed to professionals not patients, and format easily understood by physicians and legislators.

The next meeting to begin analyzing some data will be June 21, 2001. We hope that the results from the follow-up Benchmark survey (to be conducted during March) in Pike and Warren Counties will be in by then.

Featured Speaker:

Lynnett Fortney MS RD LD-National Award Winner
“What We’ve Done in the Cumberland Valley District”

Lynnett provided handouts of a power point presentation she presented at the ASTPN Conference in New Orleans on June 7, 2000, where she received National Recognition for her work in the Community Folic Acid Campaign for Bell, Clay, Harlan, Jackson and Rockcastle Counties. This was the result of a \$4100 Grant from the March of Dimes (the third one that has been awarded to them), and Lynnett expressed gratitude to the March of Dimes for making it possible and for their support and encouragement. Lynnett states that the more you get out into your community-the more it snowballs. They utilized four Mc Donald’s Restaurants and one Dairy Queen Restaurant as well as over 100 businesses break-rooms and cafeterias.

The campaign had three objectives:

1. Develop and implement a Community Folic Acid Campaign in the Cumberland Valley District

Activities:

- Provide newspaper and radio public service announcements
- Place posters or brochures as appropriate with local businesses and community service organizations
- Provide the developed table tents focusing on folic acid in appropriate locations

2. Collaborate with at least one fast food restaurant in each county to increase knowledge of folic acid benefits, recommended daily intake of folate, and common food sources

Activities:

- Develop tray liners for cooperating restaurants. The tray liners will depict the food pyramid, common food sources of folate and define their benefit
- Provide table tents for restaurant tables

3. Increase knowledge of the recommended daily intake of folate, benefits, common food sources, and increase knowledge by 40% with participating students

Activities:

- Develop and coordinate pre-and post-tests to assess knowledge of folic acid with participating high school students
- Plan a folic acid theme day with school food service

- Utilize student's newsletters, provided by the Family Resource Centers, to highlight folic acid information. This newsletter is sent home to the parents

Outcomes:

Objective #1

- Provided educational pamphlets: "Before You Know You're Pregnant" (CDC), "Folic Acid: Good News for Women and Babies" (MODs), "Folate: the Cell Builder" (Washington Dairy Council)
- Adapted PSA's for newspapers and radio from CDC's Utilizing Preventing Neural Tube Defects: A Prevention Model and Resource Guide"
- Participated in Community Health Fair

Objective # 2

- 2500 table tents printed and distributed to 100 businesses across the Cumberland Valley District (Bell, Clay, Harlan, Jackson, and Rockcastle Counties)
- 10,000 tray liners printed and used at Mc Donald's and Dairy Queen

Objective #3

- Pre-and post-tests completed with high school students: 100% of post-tests show improved scores
- Folic Acid theme day planned with school food service

IMPACT:

- Reached a potential population of:
- 116,231

Fringe Benefits:

- Collaborated with Empowerment Zone Grant in Jackson Co to have folic acid billboard displayed
- Folic Acid Task Force
- Governor's Early Childhood Initiatives

Lynnett, we applaud and recognize the wonderful job you and the Cumberland Valley District have done for the Campaign! Thank you for sharing it with us today.

Featured Speaker:

(Jo-Ann is one of our newest KFAP members-in fact this was her first KFAP meeting).

Jo-Ann Negron-Cultural Specialist-HETC AHEC-HETC

NW Area Health Education Center and Training Center:

"How to Reach Hispanics with the Folic Acid Message"

The Term "Hispanic":

- Mexican-Americans
- Salvadoran-Americans

- Honduran-Americans
- Guatemalan-Americans
- Puerto Ricans
- Cuban-Americans

Population Statistics-Hispanic: 21,984

- Mexican: 8,692
- Puerto Rican: 3,682
- Cuban: 1,075
- Other: 8,535
- US Census (1990) Not accurate-estimated that it is 2-3 times higher than this

Mexican-Americans and Neural Tube Defects:

- Risk for a neural tube affected pregnancy is approximately twice as high among women of Mexican descent than among non Hispanic white women
- The prevalence varies from 0.7 per 1000 births in many areas of the US to 3.5 per 1000 in Mexico (Shaw, Verlie, Wasserman, 1997)

Mexican-Americans and Neural Tube Defects:

- Risks of Hispanic women in the US for delivering offspring with NTDs are 1.5-3.0 times higher than for non-Hispanic whites
- Hispanics did not have information on potential risk factors (Shaw, Verlie, Wasserman, 1997)

Who do we need to target?

- In this culture the men come first
- Traditional Mexican-American women marry at a younger age
- Optimal child bearing age for Mexican-American women is between ages 19-24 (Purnell, 1998)

How do we target this population? Go to them!!!!

- Catholic Churches- with a Spanish Mass
- Mexican Grocery Stores-“Bodega”
- Door to door (most effective)
- Health Department (Probably half don’t go there)
- Resource Centers
- Wherever in your community that Hispanics have jobs

Teaching brochures

- Make sure the patient can read!
- Make sure the patient understands! (Many Spanish translations are not readable, because they were translated word for word instead the way Spanish is spoken)
- Illustrations with the food pyramid (they love the food pyramid)

Visualization

- Pictures of food rich in folic acid

Taste Test

- Garbanzo beans, broccoli casserole (Bring prepared dishes and their recipes to the place where you are outreaching, if you reach the children at a young age-possible to change their food preferences)
- Jo-Ann has used this method at the Free-Migrant Clinic and the American Apartments, in Louisville where many Hispanics live (she had beautiful colored

pictures of them as they tasted the new foods-the faces of the children and the mothers (reactions) were very different!

Re-pattern with Mexican-American food-NOT-American food!

- Avocado
- Chickpeas
- Orange juice
- Cooked broccoli with freshly squeezed lemon juice
- Sunflower seeds
- Papaya

Remember Title VI

- Do not use a child to interpret
- Any agency that receives federal dollars must provide an interpreter to provide the same services to all and a plan must be in place
- If worse comes to worst there are interpreters available through AT&T phones-very expensive-must have the right kind of phone equipment

Jo-Ann we welcome you to the KFAP and appreciate the excellent job you did today hitting the highlights of how we can best reach the Hispanic population-thank you!

Katrina Adams-\$15,000 Grant money:

- **Should it be evenly divided between the three committees?**
When we had open discussion the majority felt it was more beneficial to pool the money
- **Should we vote on one or two promotional ideas satisfying to all of the committees and pool the money?** Yes-this was the majority opinion
- **Open discussion** Diane Sprowl took notes at the black board for the brainstorming session that occurred.

Suggestions were:

- Billboards
- Tray liners
- Bookmarks
- Display materials (enough for each District to have access to one-Emma said that the cost was \$800 for the six that were purchased before)
- Individual cereal packets (folic acid enriched types) to give away from your booth when you are doing a Folic Acid Display (Diane's husband works for Southern Foods and may be able to get these at a good price-she'll have him check)
- It was mentioned-but no one is sure how to make it happen-that it would be great to partner with all the McDonalds across the state to have a three month period where they would use our folic acid tray liners and table tents and maybe a soft drink cup (to catch the drive-through customers) with the folic acid tray like the Community Campaign Cumberland Valley did (We would probably have to contact the corporate office-since the restaurants are individually owned?????)

- Table tents and magnets came up, but it was Susan Brown's and Emma Walters' opinion that Linda Lancaster had monies earmarked to purchase those-Emma stated that she had been in a meeting about this the evening before our meeting.

ADDENDUM TO THE MINUTES: Linda was ill and missed our meeting-I have since spoken to her about the above statement. She has received input from the Community Committee and has the table tent critiqued and ready for the maker—however she still needs a design for a magnet-quickly. She would like a decision to be made (ready to go to maker) by April 26th. All three committees' members are asked to submit their ideas-in a design form to Susan Brown by 8 am March 22nd. Susan will compile them all and send them out to the KFAP for critiques due back by 8 am March 29th. The suggested changes will be altered and sent back out to the KFAP by April 5th. Each will be put to vote-Members have until April 12th to turn in their votes. **(Email or FAX Only due to time limits)** A meeting will be held in Lexington at Central Baptist Hospital from 10-12:30 on April 26th. This is a Folic Acid Council Meeting scheduled to write a press release and cover letter to the 3300 professionals receiving a folic acid educational kit-however all community, professional and media committee members who wish to attend are invited-this group will make the final decision on the votes from the Partnership. (There is a community meeting immediately following the Council Meeting).

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It was suggested in our meeting that a conference call with the committee chairs: Diane Sprowl, Linda Villwock, Co-chairs: Audra Smith and Joyce Robl, as well as Katrina Adams, Susan Brown, Linda Lancaster and possibly Sarah Chaffin be utilized to determine how to spend the \$15,000 from the suggestions the KFAP members made today. Susan Brown will notify those people involved to see about scheduling the call.

Susan Brown-New 2001 Plan: The new draft for the year 2001 Plan was distributed to all members present. Each committee is responsible for fine-tuning their individual section-due to Susan by 9:00am March 29, 2001 (Each Chair has 8 weeks from today to meet and make revisions, since we will already be three months into the year by then). Keep in mind that the plan needs to reflect our campaign and it needs to be measurable and attainable. Make sure that by the end of 2001 our activities will measure up! You can delete activities, change dates, and add activities until the deadline. If no changes are made then that is the plan you must meet by the end of the year. **Evaluation of Plan 2000:** Copies of the Year 2000 Plan with its evaluation and comments were distributed to the members present. Most of our objectives were met and even excelled-media fell a little short in a few areas but excelled in many others. Let's try to write the year 2001 plan using the wisdom we've gained from evaluating the 2000 plan.

Next meeting date May 17, 2001 State Lab Building Frankfort 10-12:30. We have a conflict with the September 20th meeting date, since MCH is scheduled then. Any suggestions for re-scheduling, including meeting at the Galt House in Louisville or some other restaurant during MCH will be heard at the next meeting.

Meeting adjourned.

Minutes respectfully submitted,
 Susan Brown RN ICCE IBCLC
 State Folic Acid Campaign Coordinator