

**The March of Dimes
Kentucky Folic Acid Council Meeting
Minutes April 26, 2001
Lexington, Kentucky**

Members Present: Susan Brown, Denise Maples, Heidi Yost-Corner, Sarah Chaffin, and Emma Walters. **Newest member attending:** Jo-Anne Negron. **Community Members Present:** Haydee Canovas and Shari Stewart. **Attended with:** Emma, was Lisa Arvin. **Members Unable to Attend:** Katrina Adams, Sandy Good, Dianne Hillard, Fran Hawkins, Linda Lancaster, Judy Myers, Jaime Rafferty, Joyce Robl, Diane Sprowl, and Beverly Siegrist.

The meeting was held at Central Baptist Health Services in Lexington with KFAP member, Shari Stewart hosting. Council Chair Susan Brown called the meeting to order and introduced the newest members, Heidi Yost-Corner, who is the new Executive Director for the March of Dimes, (replacing Rita Hayes), Jo-Anne Negron and Haydee Canovas who attended for Community, Jo-Anne has agreed to become a member of the Council permanently to offer an Hispanic view; and Shari Stewart, hostess and Community member (No relation to Martha, but the hospitality was splendid). Emma Walters introduced Lisa Arvin, newest employee of the DPH-Nutrition Services Branch who may sub for Emma on occasion in the future.

Minutes A motion was made to approve the minutes from November 30, 2000, by Denise Maples and seconded by Emma Walters.

MIOP Reports:

Pike County-Sarah Chaffin: Sarah shared pictures of events that occurred during March and April in Pike County. Highlights reported were:

- Ron Cadle, a genetic counselor with UK Chandler Medical Center, presented to three of the county high schools (1100 students attended). Information and counseling was provided on genetics and folic acid/NTD prevention. Each schools, ' Folic Acid Teen Council Members were recognized for their efforts in the Campaign.
- Sarah provided an exhibit during The Best Practice Regional Conference held at Jenny Wiley State Resort Park in Prestonsburg. (Approximately 68 in attendance).
- Sarah presented to 22 females and 1 male cosmetology students at East Kentucky Beauty College in Pikeville.
- Sarah presented to 10 girl scouts and their 3 leaders about the folic acid message. The girls will take the folic acid message door to door enabling them to work on their community badge. Each girl wears the March of Dimes green ribbon and pin as she carries a March of Dimes bag containing leaflets explaining how to prevent babies from being born with open spine birth defects.
- Hillbilly Days, 2-day event, exhibit for folic acid Message and literature provided to approximately 500 people (many one-to-one contacts made about the benefits of folic acid and NTD prevention as well as its use for prevention of heart disease and colon cancer.

Warren County-Susan Brown for Diane Sprowl: Highlights

- The Barren River District Health Department purchased 7500 bottles of folic acid pills (100 in each bottle) to be distributed out into the community. Events scheduled for this weekend for distribution include: The March of Dimes Walk America in Bowling Green on April 28th (192 bottles given), and The Greenview Hospital Baby Shower April 29th (bottles were given). On May 16, 2001, an exhibit for folic acid will be displayed at the GM-Corvette Plant Employee Health Fair, with distribution of free bottles of folic acid available to 1300 employees.
- Currently, the follow-up to the Benchmark Folic Acid Survey done in November 1999, in Pike and Warren Counties is being conducted. Results should be available by our June 21, 2001 date, scheduled for the Council members to analyze this data.

Green River District Health Department-Susan Brown for Jaime Rafferty

Jaime Rafferty is the new representative for the GRDHD. She was hired in March and replaces Karen Sharp, who has taken a job with Davis County High School. Jaime was 37 weeks pregnant when I spoke with her on April 19, 2001. Travel is certainly out of the question at this time. Jaime is 23 years old and graduated from Western KY University, two years ago with a degree in Speech/Communications. Jaime is looking forward to serving on the Partnership and the Council, as well as joining one of the three sub-committees. After the birth of her son, and a six-week maternity leave, Jaime will return to work and plans to be very active with the Campaign. She has a fear of driving so she will travel with the staff of the Barren River District Health Department whenever possible. (Since she attended school at WKU, she feels comfortable getting to Bowling Green). Highlights:

- There are four billboards placed in high traffic areas that have been in place 9 months and will remain in place the rest of the fiscal year, 7-01 (the cost was \$2400 dollars)
- PSA's of the March of Dimes "Stork" ran at a local movie theater during a 30-day period between November and December 2000
- They have purchased 10,000 pieces of literature for folic acid from the Pamphlet Library and will be circulating these through 20 different area businesses including libraries, which will issue folic acid bookmarks at checkout.
- MIOP Conference scheduled with Dr. Joseph Mulinare from the CDC on May 16, 2001. It will be a luncheon (prime-rib) from 12-1:30 in Owensboro and CEU's and CME's will be offered.

Jaime states that she hopes her baby will already be born so that her Grandmother can baby-sit while she attends the conference. (She plans to BF by the way, so maybe the Grandmother will baby-sit at the Conference)! Jaime is absolutely delightful and I look forward to meeting her and working with her in the future.

***Please note that the billboards and the PSA's were already in place when Jaime arrived due to the great work of Karen Sharp.**

Old Business: Linda Lancaster was unable to attend. Susan Brown and Emma Walters filled in with bits of info where they could, but some things were left unanswered.

Train the Trainer's Conference for the Commission held on February 22, 2001 at the Commission in Louisville. Well attended and the most rewarding of all the training sessions thus far as a speaker, due to the outstanding participation of the audience. We had scheduled a shorter day based on previous sessions, but ran longer due to the enthusiasm of the group. It was during this training that we met Mary Sue Flora, from the Lexington Commission, who would replace Pat Greer, who has been unable to attend the meetings due to clinical responsibilities.

Grant for PhD student Sabrina Walsh to help with analyzing data for the Council: We think it was received and that she should be joining us at the June 21st meeting scheduled in Louisville from 10-12:30 at the March of Dimes office.
Table tents and magnets The designs are approved for the table tents and magnets, but have not been produced as yet.

Comments from the floor: From Haydee Canovas and Jo-Anne Negron: Will the table tents be in Spanish? We (Emma and I) responded that we didn't believe the table tents were in Spanish because we thought they were to be used mostly in school cafeterias. We do think that the design for tray-liners to be used in McDonalds or whichever chain we partner with for the statewide promotion of folic acid (the KFAP is working on), will be in both English and Spanish.

From Sarah Chaffin: The design for the magnet, instead of those colored arrows all around it, could words be used instead? Ex: Take folic acid to prevent serious birth defects? I explained to Sarah that the way I understood the magnets, were that they will be used as a reminder item for patients receiving free folic acid through the HD. They should already have received counseling and the pills. The magnet is to stick on the refrigerator to remind them to actually take the folic acid every day. Therefore, the magnet doesn't need a lot of information on it, but it does need to be bright and colorful so that it will be used. Having pictures instead of all words is easier to understand by more languages.

Denise Maples: Benchmark Survey Denise explained that Horizon Research International got a late start on the follow-up survey. It was due to occur 16 months after the original was completed in November 1999, meaning March of 2001. Due to some personnel changes, and the addition of a new question in this survey, it did not begin until the middle of April. We are hoping to hold Horizon to their original date of completion. However, if that changes Denise will let us know. As stated earlier, we have a meeting scheduled June 21, 2001, for the Council to begin analyzing the data.

New Business: Public Affairs-Denise Maples for Katrina Adams Denise shared that in March there was a special day called "Mission Day" during which the March of Dimes was acknowledged as having provided the lunch for the legislature. This was a folic acid nutritious lunch with a peanut butter sandwich, an orange and a cookie. It was a huge success.

New Members for the KFAP-Susan Brown: Our most recent members are #46 Western Kentucky University, #47 Pike County HD, #48 Magoffin County HD, #49 Whitley County HD, and #50 Pennyrile-Purchase District HD.

New Members for the KFAC: Jaime Rafferty from the GRDHD, recipient of the third national MIOP grant given to KY, Dianne Hillard from the Commission in Lexington, replaces Mary Sue Flora who has taken another job (who was replacing Pat Greer), Jo-Anne Negron from AHEC-HETC, an RN and a cultural specialist who happens to also be Hispanic, and Beverly Siegrist, EdD, RN, Associate Professor Department of Nursing, Western KY University.

Letters to all 120 County HD Copies of the letter sent to HD's on April 4, 2001 by the State Coordinator were distributed to those in attendance. We have three new partners, thus far, as a result of the letter. There have also been other inquiries about the campaign and the folic acid packets for use in the schools, distributed by the State WIC Office, as a result of the letter.

Letters to administrators from Dr. Davis Copies were distributed to the members present and questions or concerns were directed to Emma Walters. Emma was reassuring by reminding us that this was the first year of the program- things happened in the beginning where several areas in the state did not even receive their folic acid for a while due to back orders (the supplier couldn't keep up with the large demand). There have been some coding errors that we need to correct (and those are ever-changing-heard in a meeting yesterday that we can code for counseling but we won't receive any payment without giving out the folic acid and coding it as well). Getting everyone trained and informed occurred in the first year. Change isn't easy for everyone to accept. Emma said she felt sure the numbers would go up in the second year, now that we better understand how this is supposed to work.

Plan Partnership Agenda was deferred since the meeting is already planned.

Develop Cover Letter and Press Release for the 3000 Physicians' Kits and 300 Certified Nurse Midwives' Kits We developed a rough draft for the cover letter first, using ideas from sample articles and letters that Susan and Sarah had written and shared with the group. Once the priorities that Linda Lancaster had suggested for us were met, editing began. Emma Walters and Shari Stewart provided most of the editing. Then all of the members present offered suggestions for the appearance of the letter: bullets, greeting or no greeting, the importance to not appear as a form letter or to offend either the physicians or the Certified Nurse Midwives. Once we were satisfied with the cover letter, Emma began to write the press release by editing an article Susan had written about the Physicians Power to Change Behavior. As she finished, the time had come that she needed to leave to go to another meeting. She and Lisa left and the rest of us continued. Haydee Canovas also wrote a different edited version of Susan's article that was also used for the revision. As lunch orders were taken we continued to work on the Press

Release. Susan read to the group what had been written, and it was decided by the group that the article didn't quite flow smoothly enough. Another concern was our main point was not clear. Suggestions were made for improvement and Susan took those and reworked the press release on her return to Bowling Green on Monday. The ending was re-written to include a quote from Dr. Davis for impact. (I have not received an approval to use the quote from Dr. Davis as yet- at the time of typing these minutes). The two drafts have been sent to Linda Villwock, Linda Lancaster, and Emma; and Dr. Davis received a copy of the press release (for quote approval). Members of the Council also received a copy of the cover letter draft.

**Next meeting date June 21, 2001 "Analyzing Data" Louisville
10-12:30 EDT March of Dimes Office**

The meeting was adjourned.

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

