

**The March of Dimes Kentucky Folic Acid Council**  
**Minutes November 30, 2000**  
**Louisville, Kentucky**

**Members present:** Katrina Adams, Susan Brown, Linda Lancaster, Denise Maples, and Diane Sprowl. **Unable to attend:** Sarah Chaffin (sick mother), Fran Hawkins (attending conference in Washington DC on obesity), Pat Greer (working clinic-states a replacement will be forthcoming).

The meeting was called to order by Chair, Susan Brown. **A correction** was made to the minutes on page two, point four. Quotation removed and reworded to say: The extra \$0.5 million dollars that was allotted to the folic acid campaign is being considered by the Early Childhood Development office for use in the KIDS NOW Campaign. With that change the minutes were approved.

**Updates from the BRDHD, Pike County and the DPH** were shared. It is possible that we may receive some help from a PhD student named Sabrina Walsh. Another "Train the Trainer's" was held for eight people in Frankfort on November 1, 2000. Susan and Diane have been working hard on the database. Input was given on any perceived problems that having a secondary activity would cause to the reporting-none that we could see.

**Brainstorming ideas:** Received email from Fran Hawkins with her suggestions (keep it simple and make it appealing to both physicians and legislators). Linda brought five examples of layouts and the group was in agreement on the favorite. Decisions made:

- The booklet should have a "one page topic focus at a glance design"
- Large print
- Use of color
- Real pictures

Format should be targeted to professionals not patients. Written to be easily understood by both physicians and legislators. Mention was made of the copyrighted slogan from South Carolina: "Everyday for Someday," and the thought was that we should try again to see if we can use/buy their copyright. Katrina also thought that she had heard that slogan before on March of Dimes materials and would check on that end of it.

**The grant money for the KFAP that is on the MOD's books must be off the books by the end of December.** The BRDHD will look into allowing that money to be transferred to the BRDHD for the use of the KFAP. The amount is \$15,000 (\$5,000 for each of the three sub-committees or could be pooled together for a joint endeavor-will put on the KFAP's agenda to discuss). Also on the agenda will be time allowed for the three committees to brainstorm on a promotional item. The group felt it would be important for Sarah Chaffin to try and attend that Partnership meeting to share some of the many creative things she has done in Pike County. Due to conflicting engagements for several KFAP members-Dr. Davis included- the meeting has been changed to February 1, 2001 from the January 18<sup>th</sup> date. The next KFAC meeting will be April 26, 2001. This will be a business meeting. The next KFAC data-analyzing meeting will be June 21, 2001. Hopefully the results from the follow-up MIOP Benchmark Survey, to be done the middle of March in Pike and Warren Counties, will be in. The meeting was adjourned.

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