

# Kentucky Folic Acid Partnership Meeting

September 26, 2002

State Laboratory Building, Frankfort

## MINUTES

**Attendance:** Teresa Bunch (for Tamara Johnson, Whitley Co. HD), Emily Anderson, Audra Summers, Joyce Robl, Jennifer Wyatt, Fran Hawkins, Sarah Walsh, Paul Hopkins (for Sarah Chaffin, Pike Co. HD), Bonita Bobo, Donna Chapman, Sandy Cleveland, Denise Maples, Linda Lancaster, Christi Vincent, Dr. Steve Davis, Diane Sprowl, Teresia Huddleston (guest with Diane from Barren River District HD)

### **Welcome and Introductions**

The meeting was called to order by Diane Sprowl.

The minutes from May 23 were approved as written.

### **Message From Susan Brown**

Susan is doing well and was able to visit the health department earlier this week. She is still unable to drive and is not finished healing, but she is walking without a walker. Susan is eager to get back to work, and she enjoys emailing members of the Partnership. (While she is on medical leave, her email address is [sbrownfolicacidco@yahoo.com](mailto:sbrownfolicacidco@yahoo.com).) Pictures of the wrecked car and of Susan ten days after the crash were passed around.

### **Chair Report – Dr. Steve Davis**

- Dr. Davis reported that recently at another meeting someone said that they are as impressed with the work of KFAP as they are with any other workgroup because of all of the activities from Pikeville to Paducah. He expressed his heartfelt thanks for this group.
- At the Department for Public Health there have been recent changes in the Division of Adult and Child Health and in one of five of its branches, the Maternal and Child Health Branch. Sharma Klee has been the Branch Manager for about four years, and she has now accepted another very important role in a pilot project of the branch. Linda Lancaster has accepted the role of acting branch manager while Sharma assumes her new duties. Sandy Cleveland, who is the Prenatal Nurse Coordinator, has agreed to take on the folic acid responsibilities that Linda has had in addition to her prenatal role.
- KIDS NOW is alive and well and growing. The initiative is like a pizza with slices that need to stay together. Folic acid is a well-funded integral part of KIDS NOW. Kentucky was chosen as one of six states to go to San Francisco for the National Governor's Association meeting, because the way Kentucky used its tobacco settlement dollars to fund KIDS NOW is being looked at as a template for other states. At the national level, KIDS NOW received "accolade after accolade after accolade" for using 25% of the state's tobacco settlement money to fund health related issues. State senators are asking Dr. Davis for information on Kentucky's program. There is now data from the Kentucky Birth Surveillance Registry and

other sources that show visible, tangible outcomes of KIDS NOW that supports the need to continue. There has also been a “wave effect” on preventing other health problems.

- Kentucky is one of many states with a budget shortfall. Programs that survive budget shortfalls are those that have clear goals, objectives, and people working in an organized, concerted effort. Therefore, we must keep going with our work. Keep in mind that folic acid is part of a chain and that all links in the chain must be kept intact for it to work.
- During October Gil Lawson will be doing a series of media articles regarding KIDS NOW.

## **Committee Reports**

**Media** – Diane Sprowl reported for Jaime Rafferty: Paul Hopkins brought to the meeting several CD’s of the CDC’s “Ready Not” radio PSA, as well as copies of a presentation that Sarah Chaffin has used. Diane has the items from Sarah, and anyone who would like to have them can contact Diane. Paul also reported that Sarah has recently done 14 radio station contacts, 3 library displays, WIC classes, classes at 14 schools, and a local access TV program about folic acid in Pike County. The media committee had a conference call on August 5. Later in the agenda the fall radio PSA campaign will be discussed in detail.

**Community** – Diane Sprowl: Several members have recently promoted folic acid in their communities. Patty, from Spina Bifida Assoc. of KY was on WHAS “Good Morning Kentuckiana” in Louisville. Emily Anderson is scheduled to do “Focus on Frankfort” on radio 103.7 on October 8. The Barren River District Health Department currently has two March of Dimes “B” Attitude billboards, as well as theater ads in Bowling Green, and they had a display at the MCH conference, and they have had displays at several health fairs in Warren County. Sarah Walsh stated that the March of Dimes is doing one last big “stork” PSA push with 15 TV stations in Louisville, Lexington, and Paducah. The March of Dimes has contacted the mayors in those three cities to promote Folic Acid Awareness week this week. The community committee will meet today following the Partnership meeting.

**Professional Education** – Joyce Robl: The professional education committee met after the last Partnership meeting. They are making progress with articles in publications and displays at professional meetings. They are looking for a school health and/or clergy representative for the Partnership. If anyone knows a school health or clergy contact who might be interested in joining the Partnership, let the committee know or go ahead and ask them to join. A post card survey was sent to all of the 3,300 health professionals that had previously been sent the folic acid health professional kits in order to get feedback about the kits. Sarah will provide the survey to be emailed to Partnership members to see what questions were asked. Dr. Davis did a presentation at the OB/GYN luncheon during the KMA meeting. There were about 75 OB/GYN’s present. Joyce attended a CDC

meeting in Atlanta last week. She did a poster session about the KBSR data at the meeting. The Program Coordinator for the National Council on Folic Acid saw the poster and asked questions about how KFAP works.

**Featured Speaker: Joyce Robl**  
**“Kentucky Birth Surveillance Registry Update”**

Joyce presented Kentucky Birth Surveillance Registry data on NTD's. The data will be included in the first Birth Defects report from the Registry that will be finished by January. Overall, there has been a steady decline in NTD's except for an unexplained spike in 2000. Consumption of daily folic acid in Kentucky is higher than the nation. Also, health care provider advice is by far the number one reason why women would take folic acid.

The KBSR is involved with birth defect:

- Data
- Etiology (cluster investigations)
- Prevention (NTD/folic acid education, education to women with diabetes, Fetal Alcohol Syndrome, preconception, and general awareness)
- Service Referral (First Steps, parental feedback, Parent Information Network of KY)

The people who work with the KBSR are:

- Joyce (medical record extraction)
- Sandy Fawbush (medical record extraction and “database guru”)
- Tracy Miller (data analysis, National Data Committee)

Joyce also talked about some of the speakers she had heard at the national conference the previous week. One of the speakers, Dr. Godfrey Oakley, formerly with the CDC and a well-known expert on folic acid, did a presentation encouraging health professionals to promote folic acid for the other benefits of reducing the risk of heart disease, breast and colon cancer, and Alzheimer's.

**Old Business**

**Fall Radio PSA Campaign:** The email from Jaime was distributed. In the email there are printouts of the content of the “Ready...Not” and “Before You Hear It” radio PSA's, a fill-in-the-blank pitch letter, and guide for how to get the PSA's placed. The timeline for running the PSA's will be from November 18 through December 2, 2002. Members can use one or both of the PSA's, and there is also a country music PSA available for free from the CDC that may be good to use with some media but not with others. The following members who were present are planning to place the PSA's in their areas:

- Teresa Bunch, Whitley County
- Emily Anderson, Franklin County
- Denise Maples, Jefferson County

- Christi Vincent, Carter and Elliott Counties
- Sarah Chaffin, Pike, Johnson, and Floyd Counties, as well as Mingo W. Virginia
- Diane Sprowl, Warren, Barren, Butler, Edmonson, Hart, Logan, Metcalfe, and Simpson Counties

Any other members who plan to place the PSA in their area should let Jaime know so that she can be aware of any gaps in the coverage.

**Pharmacy Activities:** Dr. Robert Kuhn is the pharmacist who joined the KFAP last spring. He was working on some pharmacy activities to promote folic acid, but he had an accident on July 2<sup>nd</sup> and has been unable to work until recently because of a fractured L1. He is unable to attend this meeting. So, pharmacy activities are on hold until Bob is able to resume his participation.

## **New Business**

**KIDS NOW Awareness:** Linda Lancaster talked about how the folic acid supplementation program and other individual initiatives are stronger because they fall under the KIDS NOW umbrella. Also, we need to promote the fact that KFAP and KIDS NOW are partners, because that relationship strengthens both KIDS NOW and KFAP. The Governor's office did some research that indicates a need to increase public awareness that KIDS NOW is an initiative for kids. Linda suggested ways that KFAP members could promote KIDS NOW awareness when appropriate. Some things KFAP members could do are:

- Use the KIDS NOW logo as appropriate on folic acid campaign materials—(Linda will email the logo to Diane to send to the KFAP members)
- Promote the partnership with KIDS NOW and KFAP when doing any media contacts on folic acid
- Utilize the KIDS NOW website, [www.kidsnow.ky.gov](http://www.kidsnow.ky.gov) (Linda or Sandy will check on placing a link on the DPH website to the KIDS NOW home page.)
- Utilize a stamp of the logo (currently being developed)
- Obtain brochures from Dr. Kim Townley's office to include with materials on folic acid given at programs and health fairs

## **Next Meeting Date**

The meeting dates for 2003 were set, and the room at the state lab was reserved from 10:00 to 12:00 EST:

- **January 23, 2003**
- **May 22, 2003**
- **September 25, 2003**

## **Adjournment**