

# KENTUCKY FOLIC ACID PARTNERSHIP BULLETS

Activities Reported During November 2003 through December 16, 2003

Activity Date	County	NOTES
10/8/2003	Monroe	Monroe County HD manned a booth at the Woman's Health Forum reaching nearly 200 women with the folic acid message. Display contained CDC materials: Before You Know You're Pregnant, Living with Spina Bifida, and Take Folic Acid Every Day magnets. Sandy Thompson reported.
10/20/2003	Rockcastle	The Cumberland Valley-Rockcastle County participated in a health fair at a school reaching 110 women of CBA with orange juice, materials, and a folic acid display board. Lynnett Renner reported.
10/22/2003	Butler	SAPO team 2 member Kim Flora provided a short 15-minute discussion with three pregnant teens at Butler County HS about prematurity and folic acid. She distributed vitamins, pamphlets, and commodities. She also left another 15 bags of materials with the Family Resource Center to distribute to any other girls in this situation. Kim Flora reported.
10/28/2003	Pike	Pike County HD reached 42 students and their parents with the folic acid message by distributing Frisbees, brochures and other literature totaling 168 pieces of material to kids in grades K6 through 4th attending Christ Central Academy. Sarah Chaffin reported.
10/28/2003	Pike	Pike County HD provided a presentation to 5th, 6th, and 7th graders attending Christ Central Academy. Twenty-eight students were reached with the folic acid message during a slide presentation, games and puzzles and various other activities. The class was 90 minutes and 224 pieces of materials were distributed to the students. Sarah Chaffin reported.
10/29/2003	Pike	Pike County HD provided folic acid education to 94 sixth grade students at the Pikeville Grade School. The class was 45-minutes in length and consisted of a slide presentation, puzzles, games and various other activities, including 658 materials that were distributed. Sarah Chaffin reported.
10/31/2003	Pike	Pike County HD reached 8 beauty shops with the folic acid message: Diana's Hair Creations, Hair Sensations, Hair Studio, Hair Factory, New Dimensions, ABC House of Beauty, Town and County Beauty Salon, and Cost Cutters Family Hair Care. Each of these salons received 4 posters, 2 pamphlet holders, 100 pamphlets, 1 basket to hold 100 each of lotion packets and emery boards. The packets and emery boards are imprinted with the folic acid message: Folic Acid 400mcg daily-Pike County HD name and phone number. Owners also received a folder with extra folic acid materials educating them more thoroughly about NTDs and the benefits of taking folic acid to prevent these birth defects. Sarah Chaffin reported.

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10/31/2003	Warren	The Barren River District-Warren County distributed 300 folic acid bags and 300 "Get the "B" Attitude" brochures to students at Dishman Elementary to use as "Trick or Treat" bags for Halloween night. The brochures were for the students to share with their parents. SAPO Team I, Ann Bray reported.
10/31/2003	Pike	Pike County HD runs an ad for folic acid, every hour-every day of the month of October. Take folic acid 400mcg every day to reduce birth defects of the brain and spine. Carried on Inter-Mountain Cable WPRG-TV. Reaches approximately 23,000 households. Sarah Chaffin reported.
10/31/2003	Boyd	FIVCO District HD Melitza Stephens distributed materials at the Hispanic Latino Coalition Health Fair at Cooks Family Foods processing facility during a health fair. Ashland/Boyd County HD reported.
11/1/2003	Pike	TV ad in Pikeville (WPRG-TV-Inter Mountain Cable) Runs the entire month of November: importance of taking folic acid 400mcg everyday to reduce birth defects of the brain and spine. Runs every hour, every day of the month. Reaches approximately 23,000 households. Sarah Chaffin reported.
11/5/2003	Warren	The Kentucky Chapter of the March of Dimes Barren River Division in Bowling Green provided "The Best of Bowling Green, on November 5th. Folic acid and prematurity awareness were highlighted during this 6th annual fundraising event. A live and silent auction, samplings of food from Bowling Green's "Best" restaurants, and more than 50 vendors representing the best Bowling Green has to offer were in attendance. Kathleen Kennedy, MODs.
11/6/2003	Fayette	The March of Dimes of the Bluegrass in Lexington, presented "Star Chefs 2003" a 10th anniversary celebration at the Embassy Suites Coldstream Ballroom with Gourmet sampling, a Live and Silent Auction, cash bar, and special guests Mr. And Mrs. John Michael Montgomery. This fundraising event provided folic acid and prematurity awareness and generates money to "help save the babies." Katrina Adams Thompson.
11/7/2003	Pike	Pike County HD reached five beauty salons: Goldie and Justine's Beauty Salon, Hair Clinic and Tanning, Shear Elegance, Beauty Box, and Beulah's Unisex Hair Design with the folic acid message. Each salon received 4 posters, 2 pamphlet holders, 100 pamphlets, a basket to hold 100 each of lotion packets and emery boards. The packets and emery boards are imprinted with "Folic acid 400 mcg daily-Pike County HD and phone number." Each salon operator also receives a green folder with more information about folic acid and NTDs to better understand how folic acid reduces NTD, colon cancer, and heart disease. Sarah Chaffin reported.
11/7/2003	Whitley	Holiday Newsletter sent to 50 daycare providers containing full-

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		page article about the importance of folic acid. This newsletter educated the professional daycare workers (approx 5 per site), as well as the parents of the children who attend as staff re-distribute the information. Teresa Bunch reported
11/12/2003	Pike	Pike County HD contacted four beauty salons: Lida's Little Beauty Shop, Touch of Class Styling, Hair and Company, and Linda's Beauty Salon. Each salon received four posters, two pamphlet holders, 100 pamphlets, one basket to hold 100 lotion packets and 100 emery boards. The packets and emery boards are imprinted with the message "Folic acid 400mcg daily and the name and phone number of the Pike County HD. Each owner receives a green folder with additional materials about folic acid to better educate the women about folic acid. Sarah Chaffin reported.
11/13/2003	Pike	Pike County HD spent five hours manning a display at Wal-Mart Super Store in Pikeville. Sarah Chaffin distributed 1,002 materials plus 115 bottles of multivitamins to the 143 persons in attendance.
11/14/2003	Pike	Pike County HD spent five hours manning a display at Cato's Store in Pikeville reaching 80 people with the folic acid message and distributing 619 pieces of literature and 73 bottles of multivitamins. Sarah Chaffin reported.
11/18/2003	Warren	The Barren River District provided 50 folic acid bags to the March of Dimes that contain vitamins, a key chain/pillbox, 2 brochures, and a button. Prematurity materials will also be added to the bags by the MODs. These will be distributed to diners eating at TGIF on 11-18-03, which is National Prematurity Day. A press release to the radio stations and TV about the folic acid/prematurity info bags to be given out at TGIF was also issued by the MODs. The announcement was read on AM Kentucky-Channel 13-TV on 11-18-03. Diane Sprowl reported.
11/18/2003	Warren	Contacted by the Pennsylvania Folic Acid Campaign and offered tech support and shared documents and implementation tools that we have used in KY. Email and mailings contact provided. I shared a folic acid power point presentation and the physician/professional packets that we used in 2000. I also provided our activity forms to show how our database is a vital part of our campaign. They are very impressed with our campaign and look forward to continued contact in the years to come. Susan Brown reported.
11/18/2003	Warren	WKU student interviewed Susan Brown for a presentation she plans to give to 16 nursing students on breastfeeding and folic acid. Materials and research information provided. Her presentation will be on Dec 2nd. She feels very strongly about reaching her peers with these important public health issues. The student is Asian and comes from a family of eight children who were all breastfed. Susan Brown reported.

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11/19/2003	Pike	Pike County HD spent five hours manning a display at Goody's Store in Pikeville reaching 141 persons distributing 877 materials and 87 bottles of multivitamins. Sarah Chaffin reported.
11/20/2003	Pike	Pike County HD spent five hours manning a display at Peebles Store in Pikeville reaching 132 persons with the folic acid message distributing 668 materials and 55 bottles of multivitamins. Sarah Chaffin reported.
11/21/2003	Pike	Pike County HD manned a display for five hours at Big Lots Store in Pikeville reaching 171 persons with the folic acid message. There were 962 materials distributed with 91 bottles of multivitamins to CBA women. Sarah Chaffin reported.
11/24/2003	Pike	Pike County HD manned a store display for five hours at Dawahares in Pikeville distributing 667 materials and 62 bottles of folic acid to 97 persons. The display included a baby bootie filled with key chain/pillboxes, and a lady's shoe filled with folic acid magnets. Also a green mug filled with pens and puzzle pens. Sarah Chaffin reported.
11/25/2003	Boyd	Ashland/Boyd County HD participated in the Ashland Christmas Parade and distributed
11/26/2003	Pike	Pike County HD manned a store display for five hours at Magic Mart Store in Pikeville. They distributed 1,018 materials and 142 bottles of folic acid to 200 persons present. The display included a large baby bootie filled with key chain/pillboxes, and a lady's shoe filled with magnets. A green mug held pens and puzzle pens. Sarah Chaffin reported.
12/1/2003	Pike	Pike County HD manned a display for 5.5 hours at the Dawahares store at South Side Mall in Pikeville. They distributed 766 materials and 79 bottles of folic acid to the 138 persons present. A baby bootie held key chain/pillboxes, and a lady's shoe held magnets. A green mug held ink pens. Sarah Chaffin reported.
12/1/2003	Barren River	A press release was sent to all media outlets in the Barren River District (eight counties), written by Susan Brown entitled "Make Baby's First Christmas the Best it Can Be." The article featured healthy habits like no smoking, no alcohol, and no recreational drugs. It addressed FAS, and FAE, and other birth defect; early prenatal care and taking folic acid daily prior to, during, and after pregnancy was stressed. The article appeared in the Glasgow Daily Times and the Butler Banner and one other source. It also appears on the Barren River District website @ <a href="http://barrenriverhealth.org/">barrenriverhealth.org/</a> Susan Brown reported.
12/2/2003	Pike	Pike County HD reached two beauty salons: Bedazzled and Headz to Toez, with 614 materials including 4 posters each, 2 pamphlet holders each, 100 pamphlets each, one basket each and 100 lotion packets and emery boards each, The lotion

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		packets and emery boards are imprinted with a folic acid message and the name and phone number of the HD. Each salon owner also receives a green folder with extra information on folic acid, folate, and NTD's. Sarah Chaffin reported.
12/3/2003	Pike	Pike County HD manned a store display for 5 hours and 15 minutes at Magic Mart Store in Goody, KY distributing 1397 materials to 277 people and 106 bottles of folic acid to childbearing age women. Sarah Chaffin reported.
12/8/2003	Warren	Childbearing age women attending a "How to" breastfeeding class received folic acid education and viewed a 7.5-minute video about folic acid and birth defects at the Barren River District HD. Susan Brown reported.
12/8/2003	Barren River	A press release was sent to all media outlets in the Barren River District (eight counties), written by Susan Brown entitled "Wear Green Ribbons in January to Support Birth Defects Prevention and Awareness Month." The article featured information about the KFAP and five local organizations to belong to the statewide partnership. It quoted statistics from the KY Birth Surveillance Registry and encouraged healthy habits like taking a multivitamin daily every day of the childbearing years, and seeking early prenatal care if pregnancy is suspected. The article lead to a WBKO TV live interview and also a radio interview scheduled for December 29, 2003. The article appears on the Barren River District website @ barrenriverhealth.org/ Susan Brown reported.
12/10/2003	Barren River	Diane Sprowl appeared on WBKO Channel-13TV for the Live at Five news broadcast. She was interviewed about January being Birth Defects Prevention and Awareness Month and she also spoke about the Statewide Green Ribbon Campaign planned for the entire month of January 2004. Amy Bingham who interviewed Diane said, "A lot of people wear green during the holiday season and we'll have to carry that over into January." Diane presented Amy with a green ribbon and a bookmark as a reminder. Susan Brown reported.

Prepared and Distributed December 16, 2003 by Susan Brown  
Kentucky's Statewide Folic Acid Campaign Coordinator