



Activities “Bullets” Reported During December 1, 2006 through January 12, 2007
LIST OF ALL ACTIVITIES REPORTED

Service Code	Activity Date	County	NOTES
12-16	12/1/2006	Statewide KY	Diane Sprowl reports that there have been 1,058 hits to the kfap.org website as of 12-1-06.
12-16	12/2/2006	Hardin	The statewide March of Dimes' PSC committee met in Elizabethtown to vote on 12 grant proposals submitted for funding related to prematurity and other perinatal health issues. The business meeting included a report about the KFAP from Susan Brown. There were 10 participants in attendance.
1216-	12/4/2006	Statewide KY	Susan Brown sent the FANews via email to all 92 members of the KFAP. This month's issue had info re: the January Birth Defects Prevention Month and Folic Acid Week. See your copy for ordering info.
1212-	12/4/2006	Warren	Susan Brown shared info from the focus groups with the Baby Net Coalition to help them understand the preterm birth problems at hand. This group consists of educators that would be able to perform informal focus groups for further input. The group wants to use the prematurity campaign as part of their focus for 2007. PR campaigns are planned to target January, May and June (Mother's Day and Father's Day) to help get the message out. Many Baby Net committee members agreed to be a part of the speaker's bureau list for the prematurity toolkit.
1212-	12/8/2006	Warren	Susan Brown submitted revisions to the prematurity toolkit committee using changes gleaned from the prematurity focus groups that were done in Lexington.
12-16	12/12/2006	Metcalfe	Susan Brown taught pregnancy workshop classes and smoking cessation support to participants in Metcalfe County. This was a class that focuses on the dos and don'ts of pregnancy including substance abuse, PTL signs and symptoms, SIDS, folic acid, Angels Don't Walk they Fly, and "Because You're Pregnant."
12-16	12/14/2006	Statewide KY	Susan Brown prepared and distributed the November KFAP Bullets and Reports to all 92 members of the KFAP.
1216-	12/18/2006	Warren	Susan Brown prepared and distributed a press release to all TV outlets in the 8 counties of the Barren River District HD about Folic Acid Awareness Week from January 8-14, 2007.
1216-	12/18/2006	Barren River	Susan Brown prepared and distributed a press release to all 12-radio outlets in the BRDHD about National Folic Acid Awareness week January

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			8-14, 2007.
12-16	12/19/2006	Barren River	Susan Brown prepared and distributed a press release to all radio media outlets in the 8 counties of the BRDHD about Birth Defects Awareness and Prevention Month in January 2007.
1216-	12/19/2006	Barren River	Susan Brown prepared and distributed a press release to all newspaper media outlets in the 8 counties of the BRDHD about National Folic Acid Awareness Week January 8-14, 2007.
12-16	12/19/2006	Barren River	Susan Brown prepared and distributed a press release to all TV media outlets in the BRDHD about Birth Defects Prevention and Awareness Month in January 2007.
12-16	12/19/2006	Barren River	Susan Brown prepared and distributed a press release to all newspaper media outlets in the 8 counties of the BRDHD about Birth Defects Awareness and Prevention Month in January 2007.
12-16	12/20/2006	Barren River	Susan Brown prepared and distributed 10 packets each containing 228 pieces of materials to assist with the upcoming Birth Defects Awareness and Prevention Month (January 2007), and also to alert them to the FA Awareness Week specifically during January 8-14, 2007. All OB providers in each of the 8 counties in the BRDHD received the packets. The three HDs that had no local OB provider received a packet for their use in the local county health department. The packets contained 100 bookmarks in English, 100 bookmarks in Spanish, 5 pamphlets on Birth Defects and 5 on FA, three fact sheets, a letter explaining the campaign and a call for help, 5 B Attitude flyers, three EDC wheels, a FA notepad, and a FA RX pad. Posters from the www.cdc.gov/ncbddd website promoting January as Birth Defects Prevention Month were also included. A 6-question "Test Your Folic IQ!" test was also provided as a master to make copies from. The fact sheets from the National Birth Defects Prevention Network www.NBDPN.org state the Impact of Birth Defects, Research and Prevention, State Birth Defect Programs, and Activities and Initiatives of the National Birth Defects Prevention Network. Each OB provider was also encouraged to visit the www.kfap.org website to encourage their participation in the partnership. A total of 1,228 materials were distributed to these sites, with the ability to copy and distribute to thousands more during the month of January.
12-16	12/21/2006	Statewide KY	Diane Sprowl updated the www.kfap.org website with the latest KFAP reports and bullets. She also updated the home page to list the upcoming 2007 activities and campaigns.
12-16	12/22/2006	Metcalfe	Susan Brown taught pregnancy WS classes and smoking cessation support to participants at Metcalfe County. Participants blew into the smoke analyzer machine, took pre and post tests, viewed "Works of Wonder," part I depicting three different ways to experience childbirth and had opportunity for questions and answers. Those in attendance today received a \$10 gift card to Wal-Mart in appreciation for coming to an 8am class 3-days before Christmas.
9999-	12/27/2006	Hart	Susan Brown taught smoking cessation support to participants in Hart County.
12-16	1/3/2007	Warren	The BRDHD placed this message: Prevent Birth Defects-Go Get Folic Acid Now! On their sign in front of the Warren County HD/Barren River District office on State Street in Bowling Green. Thousands travel this high traffic location each and every day and the message was posted there for two

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			weeks.
12-16	1/3/2007	Statewide KY	Diane Sprowl reports that there were 1,112 hits on kfap.org as of 1/3/07.
1216-	1/3/2007	Barren River	Susan Brown appeared on WBKO-TV the midday live broadcast and delivered a 5-minute interview to promote January as Birth Defects Prevention Month reaching approximately 11,000 viewers.
12-16	1/3/2007	Warren	Susan Brown prepared and supplied a birth defects prevention and awareness/ folic acid awareness week booth at the Barren River District HD lobby during the entire month of January 2007. Materials were available to the public in both English and Spanish. Stickers, pamphlets, brochures, bookmarkers, a folic acid quiz and posters were all provided.
1216-	1/4/2007	Monroe	Jill Ford with the Monroe County HD provided a display for Folic Acid Awareness Week in the lobby of the health department providing folic acid pamphlets, bookmarks and stickers totaling 100 materials to reach women of childbearing age during this event.
1216-	1/4/2007	Monroe	Jill Ford with the Monroe County HD targeted local businesses providing folic acid materials to be accessible to the general public (especially women) during the month of January for Birth Defects Awareness and Prevention month at: Curves for Women, local hair salons, the Wellness Center, and the local library. A total of 150 materials were provided.
1216-	1/8/2007	Barren River	Susan Brown provided a 7-minute live radio interview with Roy Brasfield on WKCT "Drive time" radio about this week being folic acid awareness week and the need for all women and especially Hispanic women to take folic acid now before becoming pregnant and throughout the first trimester of pregnancy.
1216-	1/9/2007	Barren River	Susan Brown provided a TV interview with Fida Georges to highlight the problems of Hispanics having 1.5 to 2 x's the risk for having a baby with NTDs, and the need for folic acid to be taken every day. This taped interview was played at the 5, 6 and 10 o'clock newscasts reaching approximately 133,000 viewers. Also interviewed was another BRDHD employee and a Hispanic mother, Luz Castillo who translates for the Hispanic women who do not speak English. She was able to provide more personal information about this issue. The reporter doing the interview is also of Hispanic ethnicity. Excellent coverage with a national newscast link was used with this, revealing the possible benefits of folic acid against Alzheimer's Disease. The BRDHD taped interview was also used during the AM KY segment the next morning.
12-16	1/9/2007	Metcalf	Susan Brown taught pregnancy workshop classes and smoking cessation support to participants in Metcalfe County. One mom who registered 16 cigarettes on the smoke analyzer agreed to stop smoking in her car for the next two weeks and to "blow a 10 or below" at the next class. If she meets her goal she'll receive a \$10 gift card to Wal-Mart on January 23, 2007. This was class#3 about the stages of labor, medications and procedures, the cardinal movements of the baby through the pelvis, and a short glimpse of what a C-section performed after a long labor might look like, exposing them to a mom who labored over 20 hours before the decision was made to do a C/S due to FTP.
12-16	1/9/2007	Warren	Susan Brown taught pregnancy workshop classes and smoking cessation support to participants in Warren County. This class is about the do's and don'ts of pregnancy. Each participant took a pre and post test during the 2-hour session and viewed 5 videos about: folic acid, Angels Don't Walk

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			They Fly, the Back to Sleep campaign, the Signs and Symptoms of PTL, and "Because You're Pregnant," a video that explains the different trimesters of pregnancy and the importance of keeping PN appointments and good nutrition and weight throughout pregnancy.
12-16	1/10/2007	Hart	Susan Brown taught pregnancy workshop classes and smoking cessation support to participants in Hart County. This class covers the do's and don'ts of pregnancy. Each participant took a pre and post test during the 2-hour session and viewed 5 videos about: folic acid, Angels Don't Walk They Fly, the Back to Sleep campaign, the Signs and Symptoms of PTL, and "Because You're Pregnant," a video that explains the different trimesters of pregnancy and the importance of keeping PN appointments and good nutrition and weight throughout pregnancy. One mom is 10 weeks pregnant and also has a 4-month old son with a recently diagnosed birth defect. We talked about special screening tests that can be done in pregnancy to possibly help detect those problems prior to delivery. The mom stated that she doesn't believe in abortion, and explanation was given that the results of the testing can also be used to learn more about the problems the baby "might" have prior to birth, to enable a family to be more prepared if needed (learning as much as you can about the condition and how this will affect the family) versus having to deal with the news unexpectedly at postpartum-a time when many women feel stressed already.

KEY CODES

1212-Prematurity

1216-Folic Acid

12-16 Folic Acid and Prematurity Done Simultaneously

9999-"Other" Perinatal Health Issues

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Per Susan Brown, Kentucky's Statewide Folic Acid Campaign Coordinator