



ALL Statewide KFAP Activities “Bullets” Reported During December 2007

Service Code	Activity Date	County	NOTES
1212-	11/1/2007	Statewide KY	Kelly McKown reports that 100 Prematurity Awareness Month posters were distributed to all 7 March of Dimes Divisions (Boyd, Daviess, Fayette, Jefferson, McCracken, Pulaski and Warren Counties) for distribution within the community.
9999-	11/1/2007	Statewide KY	Susan Brown sent an article to all 92 KFAP members and also to all 26 BabyNet Coalition members about "Infant Feeding Methods and Childhood Sleep-Disordered Breathing," published in the Pediatrics Journal November 1, 2007 Vol 120 No5, pp1030-1035.
1212-	11/2/2007	Barren River	BabyNet Coalition promoted Prematurity month by submitting 5 different articles on prematurity that ran in 10 newspapers simultaneously, 1 per week during the entire month of November. The final article explained the Healthy Babies are Worth the Wait Initiative and told about the toolkits available to community leaders within the BRDHD. (Four articles were written by Susan Brown and one by Diane Sprowl).
9999-	11/5/2007	Statewide KY	Susan Brown sent an article to all 92 KFAP members and all 26 BabyNet Coalition members about "Breastfeeding linked to heart health benefits" that was published in Reuters on 11-5-07.
1212-	11/6/2007	Statewide KY	Susan Brown provided an article: Low cholesterol caused preterm, low-weight infants to the 92 members of the KFAP and the 26 members of the BabyNet Coalition. The article was published in the Endocrine today magazine reporting the results of a study published in the American Academy of Pediatrics (2007; 120:723-733).
12-16	11/8/2007	Fayette	Kelly McKown reports that a fundraiser was held in Fayette County: Signature Chefs reaching 260 people with information about prematurity, folic acid, birth defects, tobacco, alcohol and drug use during pregnancy, and infant mortality.
12-16	11/12/2007	Jefferson	Kelly McKown reports that Norton Suburban Hospital in Louisville provided a display during the month of November from 11-12-07 through 11-30-07 in the lobby of the hospital reaching 1900 people with materials about prematurity, folic acid, birth defects, tobacco, alcohol, and drug use during pregnancy, and also infant mortality.
12-16	11/12/2007	Jefferson	Kelly McKown reports that 300 people attended the Prematurity Awareness Day at Norton Suburban Hospital in Louisville. Materials on prematurity, Folic Acid, birth defects, tobacco, alcohol and drug use during pregnancy were distributed.
12-16	11/13/2007	Jefferson	Kelly McKown reports that 190 professionals attended the March of Dimes Prematurity Summit in Louisville. Speakers and displays provided

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			information about prematurity, folic acid, birth defects, tobacco, alcohol and drug use during pregnancy, and infant mortality.
1212-	11/15/2007	Boyd	Shawnda Smith HANDS Coordinator with the Ashland Boyd County Health Department reports that she provided their clinic supervisors with Healthy Babies are Worth the Wait handouts and brochures from the HBWW toolkit. These will be used in educating women who come through clinic. They also received blue March of Dimes' coolers to distribute to pregnant women and also childbearing age women who come to obtain birth control/family planning advice. The clinic supervisor is very excited about the initiative and very willing to assist in the distribution of the materials and information.
9999-	11/15/2007	Statewide KY	Susan Brown sent an article on breastfeeding helping with the lungs and breathing capabilities of babies to all 92 members of the KFAP and all 26 members of the BabyNet Coalition.
1212-	11/15/2007	Boyd	Shawnda Smith HANDS' Coordinator reports that 30 families currently being served by the Boyd County Hands' Program have received fact sheets from the HBWW Toolkit. She also reports that Family Support Workers are using the flipcharts in the home with these families to educate them about preterm birth and that Healthy Babies are Worth the Wait! The workers are wearing their 9-month pins to work each and every day as part of their uniform. The families have responded well to the information and seem amazed by the facts being shared about preterm babies. From November 15 through November 30th they plan to present the material in each of the 30 family's homes that they serve. They will also present the material to any "new" families they enroll to the HANDS' program. Of special interest is the brochure that focuses on brain development differences between 35-40 weeks (the graphic differences in the brain development is amazing to the families). Mothers have also received a HBWW T-shirt and I'm told that they love them!
1212-	11/15/2007	Boyd	Shawnda Smith HANDS' Coordinator reports that she provided professional education about the HBWW initiative to professionals within her health department. The clinical nursing staff and also to the WIC Nutritionists. Pat Kees, Program Director for WIC is excited to involve the nutritionists to help educate CHA women using the toolkit handouts. These nutritionists have access to approximately 1200 pregnant women per year. In addition the clinic sees about 1920 females for family planning/pregnancy testing services per year.
12-16	11/20/2007	Warren	Susan Brown taught pregnancy workshop classes and smoking cessation to 8 participants in Warren County. This was class #7 covering the normal newborn characteristics and safety for babies. Diapering and cord care were demonstrated on male and female babies. Participants learn how to recognize feeding cues and what to do with a crying a baby. The point is made that parenting is difficult, but having a premie increases that level of difficulty. Recovery after cesarean section is also more difficult.
1212-	11/26/2007	Statewide KY	The News Press printed an article entitled "Efforts Nationwide to Stymie Preterm Births," which quoted Dr. Ruth Ann Shepherd and was sent via Linda Lancaster to all 92 members of the KFAP.
12-16	11/27/2007	Jefferson	Kelly McKown reports that 27 people attended the NICU Family Support committee meeting in Louisville receiving information about folic acid, prematurity, birth defects, tobacco, alcohol and drug use during pregnancy and infant mortality.

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1212-	11/27/2007	Statewide KY	Susan Brown sent an article published in Reuters Health Information on November 13th 2007 titled: Babies born 1-3 early have higher death risk the 92 members of the KFAP and the 26 members of the BabyNet Coalition.
12-16	11/27/2007	Warren	Susan Brown taught pregnancy workshop classes and smoking cessation to 6 participants in Warren County. This was class #8, the final class in the series covering a review of breathing and relaxation, massage, visualization, the birthing balls and a trial of labor. Every single participant blew a 0 today, into the smoke analyzer machine. That represents no smoking or secondhand smoke exposure within the last 24 hours. This completes the series of classes during 2007. A new series will begin on January 8, 2008. Until then...HAPPY HOLIDAYS!
12-16	11/28/2007	Jefferson	Kelly McKown reports that 700 people attended the Signature Chefs fundraiser held in Louisville. Those in attendance received materials about prematurity, folic acid, birth defects, tobacco, alcohol and drug use in pregnancy, and infant mortality.
12-16	11/29/2007	Jefferson	Kelly McKown reports a presentation was given to the University of Louisville med students and OB/GYN club, with materials on prematurity, folic acid, birth defects, tobacco, alcohol and drug use during pregnancy, and infant mortality.
1212-	11/30/2007	Boyd	The Daily Independent Newspaper (Ashland's newspaper) has received a press release about Healthy Babies are Worth the Wait written by Kerry Kirshner. Shawnda Smith expects it to print next week.
9999-	12/3/2007	Statewide KY	Susan Brown sent an article from the L.A. Times to all 92 members of the KFAP entitled "Breast or Bottle, No final answer yet."
9999-	12/3/2007	Barren River	The BabyNet Coalition provided their weekly column Did you know that... to the 10 newspapers serving the 10-county BRADD area. This week's article is about Grief During the Holidays. (Written by: Susan Brown).
1212-	12/3/2007	Boyd	Shawnda Smith reports that 3,120 women of childbearing age were provided prematurity materials from the HBWW toolkit through WIC and clinical services.
12-16	12/4/2007	Statewide KY	Diane Sprowl reports that 1,614 hits have occurred to the www.kfap.org website, as of today, December 4, 2007.
1216-	12/4/2007	Statewide KY	Susan Brown sent an article that appeared in the NY Times to all 92 members of the KFAP about "Growing Debate Over Folic Acid in Flour."
9999-	12/6/2007	Warren	Susan Brown prepared and distributed 50 flyers about the services she provides at the BRDHD including pregnancy WS Classes, smoking cessation support, preventing late-preterm birth, breastfeeding, breastpumps for return to work or school and also hospital grade pumps for special circumstances.
12-16	12/6/2007	Barren River	Susan Brown made 25 professional packets containing materials about breastfeeding, pregnancy workshop classes, smoking cessation, folic acid and preventing late-preterm birth that were distributed to 25 local physicians in Hart, Metcalfe and Warren Counties.
12-16	12/6/2007	Warren	Susan Brown prepared 10 packets of educational materials about childbirth, preventing late-preterm birth, smoking cessation and the prevention of birth defects, folic acid and breastfeeding to be used at a later date for classes in Logan County that Selina Blick would present.
12-16	12/6/2007	Statewide	Susan Brown prepared and distributed the KFAP Bullets and Reports for

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		KY	November 2007 to all 92 members of the KFAP.
1216-	12/13/2007	Monroe	Jill Ford reports distributing 20 folic acid pamphlets at the local Mennonite School for teens of childbearing age and their teachers to read.
12-16	12/14/2007	Statewide KY	Susan Brown forwarded two articles to KFAP members and BabyNet members about Elective C-sections causing more breathing risks in babies, and also an article stating there are no concerns about folic acid fortification in spite of the two scientific studies that linked an increase in colorectal cancers to too much folic acid. This article references the fact that these increases began prior to the fortification of flour.

Key Codes:

1212- Prematurity

1216-Folic Acid

12-16 FA and Prematurity Offered Simultaneously

9999-Other Perinatal Health Issues

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Per Susan Brown, Statewide FA Campaign Coordinator