



All Statewide Activities “Bullets” Reported During December 1, 2008 through January 14, 2009

Service Code	Activity Date	County	NOTES
1212-	8/28/2008	Shelby	The March for Babies Kickoff for Shelby Co., KY was held on August 28th. Information was presented on prematurity and the March for Babies event.
1212-	11/3/2008	Pulaski	March of Dimes Cardinal Division PAD proclamation in the Commonwealth Journal.
1212-	11/3/2008	Pulaski	The Commonwealth Journal in Somerset ran a copy of the March of Dimes Prematurity Awareness Day proclamation in its 11/03 edition. The proclamation highlights the problem of prematurity and issues a call to action.
1212-	11/5/2008	Pulaski	March of Dimes Cardinal Division hosted Realty Town at Southern Elementary.
1212-	11/6/2008	Jefferson	The March of Dimes Greater Kentucky Chapter held a Healthy Babies Coalition meeting at KMA.
1212-	11/8/2008	Hardin	The March of Dimes Greater Kentucky Chapter held a Chapter PSC Meeting.
1212-	11/11/2008	Mason	The Ledger Independent in Maysville ran an article announcing the new March for Babies event scheduled to take place in May. The article included information on premature birth, birth defects, infant mortality, and the costs of prematurity to the community, and Petition for Premies information.
1212-	11/11/2008	Mason	Newspaper article announcing the new March for Babies in Maysville, Ky.
1212-	11/12/2008	Boyd	Lauren Buskey of the Goldenrod Division of the March of Dimes did a radio interview with WLGC radio on Prematurity Awareness Day, giving information on prematurity. She also spoke about the Healthy Babies Are Worth the Wait program.
1212-	11/12/2008	Boyd	March of Dimes Goldenrod Division WLGC radio interview on Prematurity Awareness Day and why we recognize it and Healthy Babies are Worth the Wait.
1212-	11/12/2008	Laurel	The London Sentinel Echo ran Prematurity Awareness Day information in its 11/12 edition. November 12th was Prematurity Awareness Day.
12-16	11/12/2008	Warren	The Barren River Division of the March of Dimes held a Prematurity Awareness Day event at TGI Friday's in Bowling Green where they asked diners to sign the Petition for Premies and passed out information on the March of Dimes mission, prematurity statistics, and folic acid.
1212-	11/12/2008	Boyd	TradingMarkets.com ran an article focusing on the Prematurity Report Card.

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1212-	11/12/2008	Jefferson	The Louisville Courier Journal published an article focusing on the Prematurity Report Card.
1212-	11/12/2008	Franklin	The March of Dimes Greater Kentucky Division held a Healthy Babies Caucus and Prematurity Report Card press conference in Frankfort, Ky.
1212-	11/12/2008	Fayette	The Lexington Herald Leader featured an article focusing on the Prematurity Report Card.
1212-	11/12/2008	Boyd	The TradingMarkets.com website ran an article on Prematurity Awareness Day highlighting the release of the March of Dimes Premature Birth Report Card and the problem of prematurity in the commonwealth. It also included information about Healthy Babies Are Worth the Wait.
1212-	11/12/2008	Boyd	March of Dimes Goldenrod Division Prematurity Awareness Day article featured in the Daily Independent Newspaper.
1212-	11/12/2008	Fayette	WTVQ.com article on the Prematurity Report card and the Healthy Babies Caucus.
1212-	11/12/2008	Jefferson	WHAS 11 News featured a story focusing on the Prematurity Report Card.
1212-	11/12/2008	Ohio	The Cincinnati Enquirer website ran an article on Prematurity Awareness Day highlighting the release of the March of Dimes Premature Birth Report Card and the problem of prematurity in the commonwealth.
1212-	11/12/2008	Fayette	The Lexington Herald-Leader ran an article on their website on Prematurity Awareness Day highlighting the release of the March of Dimes Premature Birth Report Card and the problem of prematurity in the commonwealth.
1212-	11/12/2008	Jefferson	The Louisville Courier-Journal ran an article on Prematurity Awareness Day highlighting the release of the March of Dimes Premature Birth Report Card and the problem of prematurity in the commonwealth.
1212-	11/12/2008	Franklin	A press conference was held at the State Capitol Rotunda to officially launch the Healthy Babies Caucus within the Kentucky General Assembly. Twenty legislators who have signed on to be members of the caucus were present as well as Dr. Steve Davis, Dr. Kimberly Alumbaugh, a Louisville OB/GYN, and Aimee Perry, a March of Dimes ambassador mom. Sen. Julie Denton and Rep. Jimmie Lee will serve as co-chairs of the caucus.
1212-	11/12/2008	Jefferson	WAVE 3 News story on the Prematurity Report Card.
1212-	11/12/2008	Boyd	The Ashland Daily Independent newspaper ran an article on Prematurity Awareness Day, giving information on prematurity. It also included information about the Healthy Babies Are Worth the Wait program.
1212-	11/12/2008	Jefferson	WLKY news story on Prematurity Report Card.
1212-	11/12/2008	Laurel	PAD information in the Sentinel Echo.
1212-	11/12/2008	Fayette	WTVQ.com news story on Healthy Babies Caucus.
1212-	11/12/2008	Fayette	WKYT.com/WYMT news story on Prematurity Report Card.
1212-	11/12/2008	Ohio	The Cincinnati Enquirer ran an article focusing on the Prematurity Report Card on their website.

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1212-	11/12/2008	Warren	T.G.I. Fridays March of Dimes Night.
1212-	11/12/2008	Mason	Bluegrass Division decorated courthouse for PAD.
1212-	11/13/2008	Jefferson	The Louisville Courier Journal ran an editorial supporting the Healthy Babies Caucus created in the General Assembly based on the premature birth rate in the commonwealth.
1212-	11/13/2008	Boyd	March of Dimes Goldenrod Division hosted the Citizen of the Year award. The dinner honored a celebrity in the Ashland area, recognizing the March of Dimes and our mission.
1212-	11/13/2008	Fayette	Editorial on Lexington Herald Leader Website about Healthy Babies Caucus.
1212-	11/13/2008	Fayette	The Lexington Herald-Leader website ran an editorial supporting the Healthy Babies Caucus created in the General Assembly based on the premature birth rate in the commonwealth.
1212-	11/13/2008	Jefferson	Editorial in the Louisville Courier Journal about the Healthy Babies Caucus.
1212-	11/13/2008	Boyd	The Goldenrod Division of the March of Dimes held its annual fall fundraising event on 11/13. The Citizen of the Year Dinner honored Brandon Webb, a pitcher for the Arizona Diamondbacks. At the event, information about the March of Dimes and the problem of prematurity was presented, along with the Petition for Premies.
1212-	11/18/2008	Jefferson	Prematurity Summit was held at the Galt House.
12-16	11/18/2008	Jefferson	The annual March of Dimes Prematurity Summit was held in Louisville on November 18th with about 170 individuals participating. Speakers included Dr. David Adamkin, Dr. James Collins, Dr. Iffath Hoskins, Dr. Diane Ashton, Dr. Ruth Ann Shepherd, and Dr. Karla Damus with topics ranging from Healthy Babies Are Worth the Wait to racial disparity in premature birth and the pros and cons of elective c-sections. At lunch, all participants were given folic acid information at their tables.
1212-	11/19/2008	Warren	Smoke Free Coalition at the Health Department
1212-	11/19/2008	Jefferson	CNAC Committee Meeting
12-16	11/20/2008	Warren	Susan Brown provided 435 Spanish materials to Carol Douglas with the BRDHD to be used during a Spanish Health Fair on Saturday November 22, 2008. The materials were 10 different pamphlets/booklets related to pregnancy, folic acid, prematurity, birth defects, smoking, alcohol and drug use during pregnancy and a book on Breastfeeding 101 in Spanish in addition to the Medela booklet also in Spanish.
1212-	11/21/2008	Warren	Presentation at high school FBLA meeting.
1212-	11/21/2008	Pulaski	The Cardinal Division of the March of Dimes held its annual fall fundraising event. This year they held a testimonial dinner, honoring Congressman Hal Rogers. At the testimonial, information was presented about the problem of prematurity and the mission of the March of Dimes. The Petition for Premies was also available for guests to sign.
12-16	11/21/2008	Warren	The Barren River Division of the March of Dimes spoke to a Bowling Green high school FBLA group where they asked students to sign the Petition for Premies and passed out information on the March of Dimes

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			mission, prematurity statistics, and folic acid.
1212-	11/21/2008	Pulaski	March of Dimes Cardinal Division testimonial dinner honoring Rep. Hal Rogers.
1212-	11/25/2008	Fayette	Bluegrass Division Delta Sigma cereal eating contest in Lexington, Ky.
1212-	11/26/2008	Warren	March of Dimes Barren River Division Board of Directors meeting.
1212-	11/30/2008	Jefferson	The Louisville Courier-Journal ran a front page article in the Sunday, 11/30 edition, talking about the rise in c-section rates and its possible link to prematurity. Two March of Dimes volunteers were interviewed about their c-section experiences.
1212-	11/30/2008	Jefferson	Article in the Courier Journal about the rise in c-section rates.
1212-	11/30/2008	Jefferson	"Increase in C-sections worries some experts," was the headline on the front page of the Sunday Louisville Courier Journal newspaper on 11-30-08. Early births and health problems were linked and the article continued inside section A16, column 1 for another half page of reporting. This publication reaches hundreds of thousands of subscribers in the Louisville area and throughout the state of KY, as well as those readers via the internet Courier Journal website. This article helped to wrap up the month of N
12-16	12/1/2008	Warren	2539 hits on www.kfap.org as of 12/1/08
9999-	12/1/2008	Woodford	Susan Brown reports that the KY BFG Peer Counselors and their supervisors attended a quarterly meeting in Versailles where they viewed a recorded webinar on "Human Milk for the Premature Infant: Evidence and Best Practices," presented by Dr. Paula Meier. 1 CEU credit was available to health professionals when they provide an online evaluation of the program. A very detailed and technical presentation that offered 3 major reasons preterm infants benefit from breastfeeding: 1. It's a mechanism to involve the
12-16	12/2/2008	Warren	Susan Brown provided the Medical Center of Bowling Green with 675 materials on folic acid, birth defects, C-sections and prematurity that will be distributed to women cared for at the Medical Center.
1212-	12/4/2008	Jefferson	The Ohio Valley Division of the March of Dimes held its annual REACH (commercial real estate) award breakfast on 12/04 at Churchill Downs. Approximately 600 people attended. The mission of the March of Dimes was presented, along with a piece of a video about a NICU.
12-16	12/9/2008	Statewide KY	Susan Brown welcomed new KFAP member Jennifer Riley to the KFAP who'll represent the SBAK. Susan walked Jennifer through the online reporting system over the telephone explaining each question and dropdown box. Patti Dissel continues to manage the operations of the SBAK, but Jennifer will now be responsible for reporting their activities and participating in the videoconference meetings. Susan also reports that Jean Smith is retiring from the Montgomery County HD the end of this month. Susan offered praises for Jean's support of the KFAP over the years and she'll be greatly missed. Elicia Combs will replace Jean as KFAP representative in 2009.
1212-	12/10/2008	Statewide	A statewide press release was sent from the KY Department for Public

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		KY	Health per Beth Crace Fisher entitled: "Breastfeeding Important for Infants Born Premature." Susan Brown received the article via an email from Becky Derifield and she then distributed it to KFAP and BabyNet members.
1212-	12/12/2008	Fayette	The Bluegrass Division of the March of Dimes held its fall fundraising event that brought 160 individuals from the business community together. The mission of the March was presented as well as the Petition for Preemies.
9999-	12/12/2008	Statewide KY	Susan Brown reports that The Center for the Advancement of Women's Health newsletter was mailed to all women across the state of KY in December 2008. The 8-page newsletter offered several pages on the topic: Menopause and Hormone Replacement Therapy--What should Women Do? But also included was one full-page that was dedicated to Breastfeeding. An article titled: Weighing the many benefits of breastfeeding. It reported on the many health benefits to both mothers and babies, but also the savings in cost to families who would save much by not having to buy costly formulas and other supplies needed for formula feeding--even when the need for the mother's need for additional foods is taken into the equation, her savings with breastfeeding remains significant. Breastfeeding also helps us globally--positively affecting the environment and society.
1216-	12/18/2008	Monroe	Folic Acid press release/article placed in Monroe Co Citizen: CDC's "What is Folic Acid and Why Do you need it" targeting general population re: overall health benefits of folic acid; also targeting women of childbearing age ant prevention of NTDs
1212-	12/19/2008	Statewide KY	Susan Brown provided via email the article "Elective Early Deliveries Pose Risks for Babies," to 121 health professionals that are members of the KFAP and BabyNet Coalitions and also to three BFG Peer Counselors. The information for the article was provided by the March of Dimes during their conference in New York. It discussed the risks involved with elective Cesarean surgeries and inductions and how this can negatively affect birth outcomes.
12-16	12/31/2008	Statewide KY	Susan Brown provided via email the website for the KPA "Health Professional Education on Prematurity II: The Late Preterm Birth," course that provides professionals opportunity for CME/CEU credits. Susan took the course and received 1.2 Contact hours and handouts that included an excellent PowerPoint presentation. The email was sent to BabyNet and KFAP members-a total of 118 persons.
9999-	12/31/2008	Warren	Susan Brown provided info to health professionals interested in breastfeeding to view the ABC newscast video about Working Mothers and Breastfeeding at website: http://abcnews.go.com/VideoplayerIndex?id=6551326
12-16	1/1/2009	Warren	There were 2623 hits on kfap.org as of 1/1/09.
9999-	1/5/2009	Statewide KY	Susan Brown sent an email to all BabyNet members and also the three BFG Peer Counselors that told of going to the Obama petition website to sign their support of bringing the importance of breastfeeding to the

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			attention of the incoming President and his legislative staff: "To make BFG a high priority and an essential public health issue." Members were encouraged to then forward the email to other colleagues and interested parties. www.usbreastfeeding.org/obamapetition
1216-	1/5/2009	Statewide KY	Susan Brown via email submitted a list of activities from the National FA Council that can be offered during FA Awareness Week. The list includes a FA tutorial available from the CDC on the ABC's of Folic Acid. One hour of free continuing education hours are available when the course is completed and evaluation/posttest questions are answered.
1216-	1/5/2009	Statewide KY	Susan Brown via email distribution provided a website to all KFAP members to view a CDC article promoting this week as Folic Acid Awareness Week.
1216-	1/5/2009	Warren	On this first Monday in January 2009, the Barren River District Health Department has provided a Folic Acid Awareness Display in the front lobby of the District office. Information in Spanish and English are provided for self-taking. Stickers with the logo: "Go get folic acid now" are available, as are booklets about Emma's Story and Living with Spina Bifida. Posters for Get the "B" Attitude and Mama Says, in addition to bookmarks from the CDC and the March of Dimes are also available. All pamphlets, bookmark
1216-	1/5/2009	Statewide KY	Susan Brown informed all KFAP members about the opportunity to access the NCFE web-based educational activity for 1 contact hour of continuing education for health professionals on the "ABC's of Folic Acid Counseling" (WB1125). To receive the free credit participants must go to the CDC's website and complete an evaluation and posttest.
9999-	1/5/2009	Warren	BabyNet members and three BFG Peer Counselors received info on accessing Amy Spangler's website geared to assisting breastfeeding professionals and educating mothers. Amy's www.babygooroo.com
1216-	1/5/2009	Statewide KY	Susan Brown alerted KFAP members to the availability of free materials to help with Folic Acid Awareness Week available through the NCFE including a pocket card for professionals, 4 steps for counseling high risk women about folic acid, and a handout: "Debunking the Myths: The Truth about Spina Bifida and Folic Acid."
1216-	1/5/2009	Statewide KY	Susan Brown sent info to KFAP members to visit www.cdc.gov/Features/FolicAcid/ to read an article supporting National Folic Acid Awareness week titled: Women Need 400 mcg of Folic Acid Every Day.
9999-	1/6/2009	Warren	Susan Brown taught 4 pregnant women during her "Breastfeeding Made Simple" session. All were first-time moms-to-be and all had a desire to breastfeed. Two would be returning to work or school and two would be stay-at-home moms. Two were from Bosnia and they shared additional views with the class bringing in some of their ethnic heritage. Comments were made that they've noticed that in KY most women bottle-feed with formula, and in their country it is the norm to breastfeed. Society there, not only supports Breastfeeding but it provides working (BFG) mothers with a full year of maternity leave with 80% of their paycheck income

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			paid. This is an excellent incentive for women to choose breastfeeding.
1216-	1/6/2009	Warren	Susan Brown reports that the Barren River District HD sent a press release to all media outlets in our 8-county area promoting National Folic Acid Awareness Week. It included info from the CDC and a quote from local RD, LD, CDE Teresia Huddleston who said, "I always tell my clients the importance of taking a daily folic acid supplement, in addition to eating a healthy diet.
1216-	1/6/2009	Warren	"Take Folic Acid Daily to Prevent Birth Defects," is the statement posted at the Barren River District Health Department, on the message sign facing State Street in downtown Bowling Green. Thousands of drivers pass this sign each day, as they travel down the hill from Western KY University's campus.
9999-	1/7/2009	Statewide KY	Susan Brown distributed the Lamaze International newsletter with articles about maternity care in the U.S not widely using best practice standards of care. Six best care papers were included with #6 pertaining solely to breastfeeding standards of best care practices. Distributed to 121 KFAP, BabyNet Coalition members or BFG Peer counselors.
1212-	1/7/2009	Statewide KY	Susan Brown provided an article on "Preemies face some risk of psychiatric disorders," to KFAP and BabyNet members via the website: www.nlm.nih.gov/medlineplus/newsfullstory73412.html (not available after 2-1-09).
1212-	1/7/2009	Statewide KY	Susan Brown distributed via email to all members of the KFAP and BabyNet Coalition plus to three BFG peer counselors, a letter from the Lamaze International that contained an excellent article "Best Practices in Maternity Care not Widely used in the U.S." Members were also able to access 6 best care practice papers, provided through Lamaze International. The first five addressed pregnancy and childbirth issues including the problems associated with PTB, LPTB, inductions and elective cesarean sections.
1216-	1/13/2009	Statewide KY	Susan Brown alerted members to the Dr. Oz/Oprah webisode tonight at 9/8 central time where plans have been made to address the NCFA's letter requesting clarification and recommendation for childbearing age women to use enriched products in order to get enough folic acid daily (in response to a show that aired last week, during National Folic Acid Awareness Week when the suggestion was made by Dr. Oz that women should avoid choosing enriched foods for better health). A two page letter was sent in response to this from the NCFA and arrangements were then made to highlight the FA message during this webisode. A case where an error ended up being a blessing in disguise. The KFAP is a longtime member of the NCFA and our name was listed among those supporting the NCFA letter that was sent to the Oprah show.

Key Code:

1216-Folic Acid 1212-Prematurity 12-16FA & Prematurity Simultaneously
9999-Other Perinatal Health Issue Activities (Like Breastfeeding, SIDS, etc.)

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