

*Kentucky Folic Acid Partnership and the Greater KY Chapter of the March of Dimes  
Year 2000 Plan*

**Community Action**

<i>Objective</i>	<i>Activities to Achieve Objective</i>	<i>Evaluation</i>	<i>Comments (optional)</i>
<p><i>Use the objectives listed below as the basis for your 2000 Kentucky Folic Acid Partnership Plan. Adapt the numbers or wording as needed, and add others if appropriate.</i></p>	<p><i>Use the sample activities suggested in the list below to build on those of your 1999 plan. Activities may be adopted as is, deleted, added to, or adapted as needed based on the resources and readiness of your state. Numbers in parentheses should be adjusted to be realistic for your state, but should always build or expand upon what you accomplished in 1999.</i></p>	<p><i>Please quantify results as appropriate for each objective/activity. (Fill in at year-end 2000)</i></p> <ul style="list-style-type: none"> <li>• <i>Total number of people reached</i></li> <li>• <i>Women of childbearing age reached</i></li> <li>• <i>Number of materials distributed</i></li> <li>• <i>Number of sites</i></li> </ul>	<p><i>Continue activity in 2001?</i></p> <p><i>Eliminate activity in 2001?</i></p>
<p><b>Objective 1.1</b> Expand Kentucky Folic Acid Partnership Community Action Committee membership and activities to double the number of women reached (over 1999 baseline 2165) and significantly increase vitamin usage among all women of childbearing age. The number of women reached in 2000 according to the database was 26,390.</p>	<p><b>Activity 1</b> The committee will develop 2000 Community Action Committee action plan, including budget needed, by May 2000. Secure funding (in-kind and sponsorship) commitments by September 2000.</p> <p><b>Activity 2</b> Secure commitment of (3) new state level organizations and associations to implement multifaceted folic acid activities by May 2000. These may include departments of public health, pharmacist associations, supermarket/grocer associations, college medical clinics, etc.</p>	<p>\$15,000 was awarded to the KFAP to be shared among the three sub-committees. There is interest from two pharmaceutical companies to fund projects. Our Governor has signed the KIDS NOW initiative that provides 3 million dollars over a two-year period for the purchase of folic acid pills and counseling to be provided to the approx. 125,000 women of childbearing age who receive their care from 120 county health departments.</p> <p>Twenty-six new agencies have been added this year. See KFAP list (We began with 19).</p>	<p>Ongoing</p> <p>Ongoing</p>

**Objective 1.1 (Continued)**

**Activity 3**

Committee members will recruit at least (5) state or local retail chains (pharmacies, food stores, vitamin stores etc.) for beginning or expanding to distribute folic acid information and vitamins (as available) to women of childbearing age by July 2000.

This is being done on the local level in several locations across the state. For example the city of Bowling Green has involved 18 pharmacies. Major chains like Wal-Mart and Kroger are participating in most areas across the state. All 120 county HD's are dispensing a **free** years supply of folic acid and providing counseling on folic acid and its direct link to decreasing NTD's to all women of childbearing age who come to their clinics

Will continue for 2001.

**Activity 4**

Develop a process evaluation database to evaluate KFAP activities by June of 2000. Evaluation should be measured through December 2001. Coordinate with evaluation projects being conducted by public health agencies. Include a system for KFAP members to report activities for the Folic Acid Coordinator to enter into the database.

A statewide database is in place for all Health Departments to report from a selection of nine activities. The Coordinator also receives reporting from other agencies not in the system and adds that data into the database. Queries and reports can be made specific to the desired information needed. This system makes tracking our numbers much easier and more accurate.

Completed

**Activity 5**

Distribute promotional items, such as table tents or refrigerator magnets to Kentucky State Park Resorts, schools, and/or restaurants statewide by December 2000.

Distributed table tents and tray liners to Dairy Queen and Mc Donald's in the Cumberland Valley District. The schools in that area had a folic acid theme day where the whole day folic acid foods were served. Lynnett Fortney, a nutritionist, received a national award for her work. Many local health departments across the state have gone into the schools with items from the CDC and the March of Dimes such as bookmarks, note-pads, (Cont'd next page)

Completed-will develop new idea for 2001.



<p><b>Objective 1.2 (Continued)</b></p>	<p><b>Activity 3</b> The Folic Acid Coordinator and/or March of Dimes Program Services Coordinators will train March of Dimes chapter and division staff and volunteers on key messages and materials to support 2000 KFAP folic acid plan activities by June 2000.</p>	<p>With participation from the Folic Acid Campaign Coordinator and organization from the March of Dimes Program Services Director and coordinators on October 21, 2000, seventy chapter and division staff were trained at the Volunteer Leadership Conference.</p>	<p>Will be an annual Volunteer Leadership Conference.</p>
<p><b>Objective 1.3</b> Increase the number of Kentucky Folic Acid Partnership-specific programs directed at increasing folic acid supplement use among women of childbearing age.</p>	<p><b>Activity 1</b> Work with at least (10) pharmacies to distribute folic acid information via prescriptions and/or POP displays by Dec 2000.</p>	<p>Surpassed the goal with 18 in the city of Bowling Green alone. This activity has been done across the state.</p>	<p>Ongoing</p>
	<p><b>Activity 2</b> Distribute folic acid materials to at least (30) Family Practice or OB/GYN offices for distribution to women in their practices by December 2000.</p>	<p>Surpassed the goal. Database shows 51 providers with 5450 materials for their practices from Jan-Oct 2000.</p>	<p>Ongoing</p>
	<p><b>Activity 3</b> Expand education and awareness venues to at least (20), to reach women not yet contemplating pregnancy-dance clubs, college campuses, salons, gyms, etc.</p>	<p>The college campuses, bars, hair salons, sororities, and nursing students have been targeted. After educating the nursing students, they were sent into the middle and high schools to teach. Flyers were inserted in hospital employee paychecks. Cards were included in floral arrangements during the month of May (Mother's Day, Graduation and prom time). Database shows 126 activities and 82,302 participants Jan-Oct 2000.</p>	<p>Excelled</p>

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**Professional Education**

<i>Objective</i>	<i>Activities to Achieve Objective</i>	<i>Evaluation</i>	<i>Comments (optional)</i>
<p><i>Use the objectives listed below as the basis for your 2000 Kentucky Folic Acid Partnership Plan. Adapt the numbers or wording as needed, and add others if appropriate.</i></p> <p><b>Objective 2.1</b> Increase the number of practitioners who recommend taking a daily multivitamin containing folic acid to their patients of childbearing age through at least (5) venues to reach (500) by December 2000.</p>	<p><i>Use the sample activities suggested in the list below to build on those of your 1999 plan. Activities may be adopted as is, deleted, added to, or adapted as needed based on the resources and readiness of your state. Numbers in parentheses should be adjusted to be realistic for your state, but should always build or expand upon what you accomplished in 1999.</i></p> <p><b>Activity 1</b> Conduct poster or workshop presentations at a minimum of (10) professional education conferences to reach (200) practitioners by December 2000.</p> <p><b>Activity 2</b> Place folic acid editorials or articles in (10) state or local medical, nursing or public health publications by December 2000.</p> <p><b>Activity 3</b> Distribute semi-annual mailing through at least (5) KFAP member organizations on Folic Acid Campaign updates using existing membership newsletters and other publications.</p> <p><b>Activity 4</b> Coordinate with at least (4) KFAP member organizations to add March of Dimes Folic Acid Campaign hotlinks to appropriate locations of their web sites.</p>	<p><i>Please quantify results as appropriate for each objective/activity. (Fill in at year-end 2000)</i></p> <ul style="list-style-type: none"> <li>• <i>Number of health professionals reached</i></li> <li>• <i>Women of childbearing age reached</i></li> <li>• <i>Number of materials distributed</i></li> <li>• <i>Number of sites, etc.</i></li> </ul> <p>Database shows 51 activities and 5450 participants reached Jan-Oct 2000</p> <p>The Local Health Link, KY Epidemiologic Notes &amp; Reports, KY Birth Surveillance Registry, KY Currents, KPA, Humana Newsletter, PCC</p> <p>Humana, KY Currents Dietetics, KBSR, MOD's, KPA, Newsletters to 15,000 "Community Health Lifelines"</p> <p>The following organizations have added hotlinks: Humana, DPH, Barren River District Health Department, (Cont'd. next page)</p>	<p><i>Continue activity in 2001?</i></p> <p><i>Eliminate activity in 2001?</i></p> <p>Exceeded</p> <p>Not met-Seven placed, Need to continue as a goal</p> <p>Continue</p> <p>Exceeded and to continue in 2001</p>



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**Mass Media**

<p><i>Objective</i></p> <p><i>Use the objectives listed below as the basis for your 2000 Kentucky Folic Acid Partnership Plan. Adapt the numbers or wording as needed, and add others if appropriate.</i></p>	<p><i>Activities to Achieve Objective</i></p> <p><i>Use the sample activities suggested in the list below to build on those of your 1999 plan. Activities may be adopted as is, deleted, added to, or adapted as needed based on the resources and readiness of your state. Numbers in parentheses should be adjusted to be realistic for your state, but should always build or expand upon what you accomplished in 1999.</i></p>	<p><i>Evaluation</i></p> <p><i>Please quantify results as appropriate for each objective/activity. (Fill in at year-end 2000)</i></p> <ul style="list-style-type: none"> <li>• <i>Number of PSAs placements achieved (by TV, radio, cable stations print)</i></li> <li>• <i>Number of news stories generated (TV, radio, print)</i></li> <li>• <i>Number of spokespersons trained</i></li> <li>• <i>Advertising sponsored and revenue generated through promotions and corporate sponsorships</i></li> </ul>	<p><i>Comments (optional)</i></p> <p><i>Continue activity in 2001?</i></p> <p><i>Eliminate activity in 2001?</i></p>
<p><b>Objective 3.1</b> Expand the base of existing volunteers on the Communications Committee who are focused on folic acid by 3-5 to ensure success with key objectives.</p>	<p><b>Activity 1</b> Examine existing volunteer communications members already focused on folic acid awareness. Determine the types of expertise needed for new committee members.</p> <p><b>Activity 2</b> With the chapter board, Folic Acid Council, and chapter communications committee, and program services committee, target and recruit (5-7) new committee members.</p> <p><b>Activity 3</b> Invite all targets to a brainstorming work session of the committee and seek their longer-term commitment to the campaign.</p>	<p>The Communication's Chairman was out several months this summer and fall. Another vital committee member, Holly Turney was out the last quarter of the year due to a pregnancy and birth. Media activities have been at a lower level than last year due to these developments.</p> <p>Three new members were recruited for the Media committee.</p> <p>See above- Activity 1.</p>	<p>Ongoing</p> <p>Will be a focus in 2001</p> <p>Will be a focus for 2001</p>

<b>Objective 3.2</b>	Increase TV, print and radio PSA placements by 20% over 1999 placements.	<b>Activity 1</b>	Update media list for radio stations, newspapers, magazines, television stations and cable operators (e.g. Media One, Cox, Time Warner) for each community.	List is updated.	Met goal-continue in 2001
		<b>Activity 2</b>	Develop a plan for in-person delivery of materials to high-priority media and mailing PSA's to lower-priority media. Distribution should include creative strategies (packaging, etc.) to increase visibility and likelihood of play.	Not met.	Continue 2001
		<b>Activity 3</b>	Execute delivery plan one month before the official "start date" for play.	Not met.	Continue 2001
		<b>Activity 4</b>	Develop media promotion to secure heavy PSA usage.	Not met. The presidential election, and then the holiday season, significantly reduced available airtime, for unsponsored PSA's in the latter half of the year.	Continue 2001
		<b>Activity 5</b>	Monitor the various media usage of the advertising, offering thanks to those who use the ads, and making follow-up calls and visits to those who do not.	Due to key members being out for several months, the plan fell short in some areas.	Need in 2001
<b>Objective 3.3</b>	Generate publicity or news coverage around folic acid.	<b>Activity 1</b>	Develop a short list of news story ideas using national materials, stories generated through the Folic Acid Council, chapter ambassadors and volunteers, etc.	Many print and radio opportunities surfaced during January 2000, to promote folic acid with National Birth Defects Prevention Month. February, heart prevention month was utilized in some florists during Valentines Day to promote folic acid. In the Cumberland Valley District Health Dept., March was used to promote folic acid during National Nutrition Month. (Cont'd. next page)	Exceeded

**Objective 3.3** (Continued)

**Activity 1** (Continued)

**Activity 2**

Target appropriate media for various types of stories. For example, use radio for call-in shows with health experts; use print to convey more technical information, and television for more visual stories.

(Continued) A Registered Dietitian named, Lynnett Fortney, was awarded a National Award for her work in several counties for folic acid.

At the Barren River District, May was targeted with area florists to promote folic acid during Mother's Day, proms, and graduation.

Media committee members coordinated and participated in Governor Paul Patton's announcement of folic acid vitamin supplements for distribution through all 120 county health departments during a press conference held in Ashland, KY, September 29, 2000.

A New Year's Resolution Announcement is being distributed the last week of December 2000 to all daily and weekly newspapers throughout the state and radio stations in 25 markets.

The State Folic Acid Coordinator did two hour-long call-in radio talk shows. She also taped a ten- minute interview for Western's Educational radio station that was aired several times.

Joyce Robl did radio interviews in Lexington, Frankfort and Louisville.

The database shows 40 Media announcements and interviews with 3816 participants.

TV was used for the Governor as well as newspapers.

TV was used for the Mother's Day promotion in Bowling Green and Nutrition Month in Cumberland County.

Billboards were used in Louisville, donated by Outdoor Systems, on the market January through February 2000. (The billboards presented March of Dimes' folic acid information).

Exceeded

<b>Objective 3.3 (Continued)</b>	<b>Activity 3</b> Recruit and train (2-3) volunteer spokespersons to be interviewed for newspaper articles, talk shows, television interviews, etc.	The Communication Coordinator provided media and message training to 5 key staff including the KY Folic Acid Campaign Coordinator at the Barren River District on February 16, 2000, and to key staff at the Pike County Health Dept. on February 18, 2000 (these were the recipients of a MIOP Grant). Training was provided on July 28, 2000 to the Cardinal Division staff and volunteers of the Greater KY Chapter of the March of Dimes in Somerset, KY. Training was provided to the members of the KFAP on September 21, 2000, in Frankfort.	Excelled
	<b>Activity 4</b> Prepare written materials to send to media representatives after pitching story ideas by telephone. (Tip: Anticipate reporter, editor, and producer needs for information or other resources, and be available when they want to use the story.)	We significantly expanded training this year so that dozens of healthcare providers and other professionals are prepared to initiate and distribute news releases from their particular organizations and in their respective communities. They are armed to respond to media inquiries re: folic acid and neural tube defects.	A significant number of partners were trained to meet this goal.
	<b>Activity 5</b> Track placement of news stories, keeping written records of <u>types</u> of stories that were used by media, and <u>numbers</u> of stories placed.	The statewide database is in place to help in tracking numbers of stories placed.  We did not meet an objective of securing sponsorships to fund television time for the PSA's. Our celebrity spokesperson for 1999, Crystal Montgomery, declined to participate in the year 2000 activities.	Met goal-continue in 2001  Need to find a new celebrity spokesperson.