

## *Kentucky Folic Acid Partnership and the Greater KY Chapter of the March of Dimes Year 2001 Plan*

<b>Community Action</b>			
<b>Community Action Problem Statement:</b> According to a 2000 Gallup Poll, 75% of women of childbearing age report having heard or read something about folic acid. Based on all women, only 34% say they take some type of vitamin containing folic acid on a daily basis. Another 11% say they take a vitamin containing folic acid less frequently.			
<b>Goal:</b>			
<b>Objectives</b> (Objectives are measurable statements that specify the <b>outcomes</b> of program activities, products or services within a specific time frame).	<b>Activities to achieve objective</b> (Describe the <b>methods</b> necessary to achieve <b>objectives</b> . Tell <b>who</b> is going to do <b>what, where, how</b> and <b>when</b> .)	<b>Evaluation</b> Please quantify results as appropriate for each objective/activity. (Fill in at year-end 2001) <ul style="list-style-type: none"> <li>• Total number of people reached</li> <li>• Women of childbearing age reached</li> <li>• Number of materials distributed</li> <li>• Number of sites</li> </ul>	<b>Comments (optional)</b>
<b>Objective 1.1</b> Lead the Kentucky state folic acid Partnership and council with adequate representation and expertise to support chapter plan during 2001.	<b>Activity 1</b> Apply for 2001 state folic acid council support funds from the national office by January 5, 2001.		
	<b>Activity 2</b> Strengthen effectiveness and scope of KFAP through any or all of the following strategies by May 2001: Recruit pharmaceutical sales representative, develop partnerships with retail outlets, utilize Folic Acid Tracking Forms (database) to track activities.		
	<b>Activity 3</b> Conduct quarterly updates on the national Folic Acid Campaign and materials available from national office during 2001.		
	<b>Activity 4</b> Maintain administrative support for council including but not limited to, meeting minutes, member's mailing/email lists, expenditure records, and new member orientation during 2001 through the Statewide Folic Acid Coordinator.		

## *Kentucky Folic Acid Partnership and the Greater KY Chapter of the March of Dimes Year 2001 Plan*

<b>Community Action (Continued)</b>			
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<b>Objective 1.1-Continued</b> Lead the Kentucky state folic acid Partnership and council with adequate representation and expertise to support chapter plan during 2001.	<b>Activity 5</b> Folic Acid Coordinator will Chair Partnership Meetings if Chair Person is unavailable.		
	<b>Activity 6</b> State Folic Acid Coordinator will Chair the MOD Folic Acid Council and explore merging of the FA Partnership and MOD FA Council.		
	<b>Activity 7</b> Take an active role in the Partnership Sub-Committees by attending meetings and/or communicating by mail, fax, phone or e-mail as necessary.		
	<b>Activity 8</b> Both the Folic Acid Partnership Chair and MOD Council Chair will serve on the Chapter PSC.		
<b>Objective 1.2</b> Increase the proportion of women of childbearing age who are aware of folic acid by 3% (over 2000 baseline), by December 2001.	<b>Activity 1</b> Expand use of the “Get the “B” Attitude” Community Action Kit materials through at least 500 additional venues within the three MIOP target areas by November 2001.		
	<b>Activity 2</b> Include folic acid messages by all program staff (“Get the “B” Attitude”, Take Folic Acid,) on all Program mail, fax cover sheets, voice mail messages, etc., by February 2001.		

***Kentucky Folic Acid Partnership and the Greater KY Chapter of the March of Dimes Year 2001 Plan***

<b>Community Action (Continued)</b>			
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<b>Objective 1.2-Continued</b> Increase the proportion of women of childbearing age who are aware of folic acid by 3% (over 2000 baseline), by December 2001.	<b>Activity 3</b> Display and distribute “Get the “B” Attitude” print materials and reminder products at chapter events. This includes WalkAmerica, Special Events, mission/program and volunteer development events during 2001		
	<b>Activity 4</b> Folic Acid Partnership and Council Members will display and distribute “Get the “B” Attitude” print materials in (100) community settings, e.g., hair salons, nail salons, cosmetics supply stores, tanning salons, coffee shops, convenience stores, public libraries, women’s health and fitness clubs, grocery stores, pharmacies, drug stores, etc., by July 2001.		
	<b>Activity 5</b> Orient and update staff and volunteers through “folic acid mission moments” at staff and volunteer meetings by December 2001.		
	<b>Activity 6</b> Place (10) articles (per Division) on folic acid in community newsletters, church bulletins, club announcements, employee newsletters for WalkAmerica teams, etc., by October 2001.		

***Kentucky Folic Acid Partnership and the Greater KY Chapter of the March of Dimes Year 2001 Plan***

<b>Community Action (Continued)</b>			
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<p><b>Objective 1.3</b> Increase the proportion of non-pregnant women of childbearing age who report taking some type of vitamin containing folic acid every day by December 2001. (To support the National Folic Acid Campaign target objective to increase the percentage of non-pregnant women of childbearing age who report taking some type of vitamin containing folic acid from 29% to 40% by 2001.)</p>	<p><b>Activity 1</b> Partner with at least 50 pharmacies/drug stores, or one chain, to implement in-store promotion of vitamins to all women by October 2001.</p>		
	<p><b>Activity 2</b> Partner with at least 10 entities (ex: businesses, government agencies, restaurants, gas stations, Mom and Pop grocery stores, retail stores, courthouses, libraries, hospitals) per county to implement in-store distribution of folic acid <b>reminder products</b> (your choice ex: bubbles with folic acid card attached, pins, buttons, bookmarks, dry-erase boards, pop-up displays with literature, congratulation cards for marriage applicants using the folic acid message-free folic acid pills-and any other ideas you have) to all women by October 2001.</p>		

***Kentucky Folic Acid Partnership and the Greater KY Chapter of the March of Dimes Year 2001 Plan***

<b>Community Action (Continued)</b>			
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<p><b>Objective 1.3 (Cont'd.)</b> Increase the proportion of non-pregnant women of childbearing age who report taking some type of vitamin containing folic acid every day by December 2001. (To support the National Folic Acid Campaign target objective to increase the percentage of non-pregnant women of childbearing age who report taking some type of vitamin containing folic acid from 29% to 40% by 2001.)</p>	<p><b>Activity 3 (MOD)</b> In the second quarter of 2001, utilize print materials and reminder products developed under the Hispanic Women's Initiative to implement a "word of mouth" campaign among Spanish speaking women who are not contemplating pregnancy.</p>	<p>300 Hispanic women have been reached in Louisville and Lexington alone. The Migrant Worker's Clinic in Shelbyville provides weekly outreach on Saturdays to Hispanic women from AHEC/HETC staff. Two Hispanic Festivals held in Louisville and Lexington-South Christian Ministries.</p>	
	<p><b>Activity 4</b> Distribute 1,000 folic acid reminder products, including but not limited to, bookmarks, post-it notes, postcards, and "Get the "B" Attitude brochures with reminder sticker, etc., by September 2001. (Ex: Distribute at health fairs, conferences, festivals, fundraisers, or schools).</p>		
	<p><b>Activity 5 (MOD)</b> Award two 2001 Chapter Community grants at \$15,000 each to community based organizations that can increase vitamin consumption.</p>		

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<b>Community Action (Continued)</b>			
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<b>Objective 1.4</b> Outreach to other Folic Acid Campaigns by supplying updated info about Kentucky's Campaign on our web site.	<b>Activity 1</b> The Community Committee will develop an original informational item as a master available to others by December 2001.		
	<b>Activity 2</b> Supply a list of free products available from several sources and place on web site.		
	<b>Activity 3</b> At least 10 partners to link to the web site by December 2001.		

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<b>Professional Education</b>			
<b>Professional Education Problem Statement:</b> A 1999 March of Dimes survey of health care providers (non-random sample of academic centers with OB/GYN residency programs) showed that only 28.7% always recommended folic acid to their patients. Only 26.8% reported recommending folic acid most of the time. According to a 2000 Gallup Poll, only 20% of women mention their health care provider as their source of information on folic acid.			
<b>Goal:</b> All health care providers will counsel women of childbearing age to take a multivitamin with folic acid every day.			
<b>Objectives</b> (Objectives are measurable statements that specify the <b>outcomes</b> of program activities, products or services within a specific time frame).	<b>Activities to achieve objective</b> (Describe the <b>methods</b> necessary to achieve <b>objectives</b> . Tell <b>who</b> is going to do <b>what, where, how</b> and <b>when</b> .)	<b>Evaluation</b> Please quantify results as appropriate for each objective/activity. (Fill in at year-end 2001) <ul style="list-style-type: none"> <li>• Total number of people reached</li> <li>• Women of childbearing age reached</li> <li>• Number of materials distributed</li> <li>• Number of sites</li> </ul>	<b>Comments (optional)</b>
<b>Objective 2.1</b> Increase by at least <b>3000</b> , the number of health professionals who are aware that folic acid must be taken before pregnancy to prevent neural tube defects, by December 2001.			
	<b>Activity 1</b> Coordinate with an additional 2 council member organizations to add March of Dimes Folic Acid Campaign hotlinks to their websites.		
	<b>Activity 2</b> Through the FA Partnership and Professional Education Sub-Committee, provide a clinically oriented folic acid overview, to be used by health professionals to train their peers through at least 8 events by September 2001.		
	<b>Activity 3</b> Through the FA Partnership, send Folic Acid Articles to at least 8 Health Publications by December 2001.		
	<b>Activity 4</b> Exhibit at a minimum of 12 Health Professional Conferences by December 2001.		

## *Kentucky Folic Acid Partnership and the Greater KY Chapter of the March of Dimes Year 2001 Plan*

<b>Professional Education (Continued)</b>			
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<b>Objective 2.1-Continued</b> Increase by at least 200, the number of health professionals who are aware that folic acid must be taken before pregnancy to prevent neural tube defects, by December 2001.	<b>Activity 5</b> A Folic Acid Seminar will be held in Green River district in partnership with the local Hospital for at least 75 professionals by December 2001. *MIOP Activity.		
<b>Objective 2. 2</b> Increase, by at least 50, the number of health care providers who recommend taking a daily multivitamin containing folic acid to their patients of childbearing age by December 2001.	<b>Activity 1 (March of Dimes)</b> Distribute 2,000 national Folic Acid Resource Kits by August 2001 as a part of the grant from the Department of Health/KIDS NOW Initiative.		
	<b>Activity 2 (March of Dimes)</b> Collaborate with Folic Acid Council to conduct folic acid Medical Grand Rounds for 30 OB/GYNs by August 2001.		
	<b>Activity 3 (March of Dimes)</b> Collaborate with Folic Acid Council to conduct folic acid Nursing Grand Rounds for 30 maternal child health nurses by August 2001.		
	<b>Activity 4</b> Collaborate with the Folic Acid Council, MOD Professional Education Committee and Western Kentucky University to conduct a professional conference for at least 50 by December 2001.		No cost to MOD.

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<b>Professional Education (Continued)</b>			
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<b>Objective 2:3</b> Contact at least 1,000 health care providers who were reached last year through campaign activities.	<b>Activity 1</b> In conjunction with all educational opportunities for health professionals, reinforce folic acid consumption message through distribution of nationally developed educational or reminder products.		
	<b>Activity 2</b> Display and distribute patient education materials and patient reminder products at a minimum of 10 health professional conferences to reach a minimum of 1,000 health professionals that were previously reached by December 2001.		
<b>Objective 2:4</b> Increase by at least 100 the number of women who receive Folic Acid supplements in addition to the ones receiving it through the KIDS NOW Initiative.	<b>Activity 1</b> Barren River District Health Department will distribute folic acid supplements to women at community events in Warren County.		
<b>Objective 2:5</b> Increase the number of assumed non-contemplators who receive folic acid information by at least 300 by December 2001.	<b>Activity 1 (March of Dimes)</b> The MOD Collegiate Council/Chain Reaction Group will distribute information to at least 300 students during the 2001 school year.		
	<b>Activity 2 (March of Dimes)</b> The MOD Collegiate Council/Chain Reaction Group will participate in at least 2 major health conferences by December 2001.		

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<b>Mass Media</b>			
<b>Mass Media Problem Statement:</b> In a 2000 Gallup Poll, 30% of women who say they were aware of folic acid report having seen a magazine or newspaper article about it. 24% report hearing about it on radio or television. Only 20% mentioned their health care provider as their source of information.			
<b>Goal:</b> Increase the number of media outlets' usage of folic acid information for women of childbearing age.			
<b>Objectives</b> (Objectives are measurable statements that specify the <b>outcomes</b> of program activities, products or services within a specific time frame).	<b>Activities to achieve objective</b> (Describe the <b>methods</b> necessary to achieve <b>objectives</b> . Tell <b>who</b> is going to do <b>what, where, how</b> and <b>when</b> .)	<b>Evaluation</b> Please quantify results as appropriate for each objective/activity. (Fill in at year-end 2001) <ul style="list-style-type: none"> <li>• Total number of people reached</li> <li>• Women of childbearing age reached</li> <li>• Number of materials distributed</li> <li>• Number of sites</li> </ul>	<b>Comments (optional)</b>
<b>Objective 3.1</b> Realign the base of existing Communications volunteers who are focused on folic acid promotion to at least 3 to ensure success with key objectives, by the end of the second quarter of 2001.	<b>Activity 1</b> Build on skills and expertise of current communications committee members focusing on folic acid, and identify additional skills/expertise needed to increase effectiveness in the first quarter of 2001.		
	<b>Activity 2</b> With the support of the Executive Committee, Folic Acid Council, and Program Services Committee recruit/reassign committee members to promotion activities, by the end of the second quarter of 2001.		
	<b>Activity 3</b> Provide orientation and training to new Communications Committee members within one month of their joining.		
<b>Objective 3.2</b> Increase TV, print, radio, and community advertising PSA placements by 10% over 2000 placements, by December 2001.	<b>Activity 1 (March of Dimes)</b> Each Division Communications Committee will update media list for radio stations, newspapers, magazines, television stations and cable operators (e.g. Media One, Cox, Time Warner) for each community by June 2001.		

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<b>Mass Media (Continued)</b>			
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<b>Objective 3.2-Continued</b> Increase TV, print, radio, and community advertising PSA placements by 10% over 2000 placements, by December 2001.	<b>Activity 2</b> Each Division Communications Committee will develop a plan for in-person delivery of materials to high-priority media and mailing PSAs to lower-priority media. Distribution should include creative strategies (packaging, etc.) to increase visibility and likelihood of play, as well as follow-up tactics, by the end of June 2001.		
	<b>Activity 3</b> Execute delivery plan for Spanish language PSAs.		
	<b>Activity 4</b> Billboards will be placed in at least 2 Counties in the Green River District area during 2001.	Four billboards have been displayed in highly populated areas for 6 months of 2001 in the Green River District.	
	<b>Activity 5</b> PSA's will run at least 10 times in area movie theatres in the Green River Division.	PSA's ran for an entire month prior to each movie's showing in the Green River District.	
	<b>Activity 6</b> Prioritize placements of PSAs to assure that markets targeted for being in greatest need of receiving the folic acid message are reached through media which have incorporated those markets into their audiences and marketing plans in the MIOP areas of the state by December 2001.		

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<b>Mass Media (Continued)</b>			
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<b>Objective 3.2-Continued</b> Increase TV, print, radio, and community advertising PSA placements by 10% over 2000 placements, by December 2001.	<b>Activity 7</b> Develop media promotion to secure heavy PSA usage in the MIOP areas, by December 31, 2001.		
	<b>Activity 8 (Green River)</b> Utilize nationally prepared theatre slide, billboard art and 2000 Stork PSA for movie theatres by December 2001.	<b>Accomplished</b>	
	<b>Activity 9</b> Monitor the various media usage of the advertising, offering thanks to those who use the ads, and making follow-up calls and at least one visit per Division (utilizing the Division Communications Committees) to those who do not by December 2001.		
<b>Objective 3.3</b> Increase by 10% over 2000 the amount of news coverage and/or publicity generated around folic acid by December 2001.	<b>Activity 1</b> Develop at least (2) local news stories using tools provided by national office, stories generated through the Folic Acid Council, chapter ambassadors and volunteers, etc, by August 2001.	<b>Women's Health Awareness-Month of May</b> 3300 physicians kits issued-cover letter and press release <b>Folic Acid Month-September</b> Horizon International Surveys Warren and Pike-September	
	<b>Activity 2</b> Utilize Spanish language publicity materials developed under the Hispanic Women's Initiative, by December 2001.		

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<b>Mass Media (Continued)</b>			
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<b>Objective 3.3-Continued</b> Increase by 10% over 2000 the amount of news coverage and/or publicity generated around folic acid by December 2001.	<b>Activity 3</b> 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, by December 2001.		
	<b>Activity 4</b> Recruit and train (7) volunteer spokespersons to be interviewed for newspaper articles, talk shows, television interviews, etc., by end of second quarter of 2001.		
	<b>Activity 5</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).		
	<b>Activity 6</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, by December 2001.		

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<b>Mass Media (Continued)</b>			
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<b>Objective 3.3-Continued</b> Increase by 10% over 2000 the amount of news coverage and/or publicity generated around folic acid by December 2001.	<b>Activity 7:</b> The Folic Acid Benchmark Follow-Up Survey will be completed by April 2001 in Pike and Warren Counties.	<b>Plan results to be released around the 2-year anniversary of the Statewide Campaign in September 2001.</b>	
	<b>Activity 8</b> Work with the Chapter and Division Communications Committees to insure that the Benchmark Follow-Up Survey results are publicized across the Chapter with special emphasis in the surveyed areas.		
	<b>Activity 9</b> Each Division Communications Committee will publicize the Benchmark Follow-Up Survey by sending the results to their media listing.		