

2002 The Kentucky Folic Acid Partnership and Greater Kentucky Chapter Program Plan

<p>Community Action Problem Statement: According to a 2001 Gallup Poll, 79% of women of childbearing age report having heard or read something about folic acid. Based on all women, only 29% say they take some type of vitamin containing folic acid on a daily basis. Of women who were not pregnant, 27% report taking a vitamin containing folic acid daily.</p>		
<p>Goal: To decrease the number of pregnancies affected by a neural tube defect.</p>		
<p>Objectives (Objectives are measurable statements that specify the outcomes of program activities, products or services within a specific time frame).</p>	<p>Activities to achieve objective (Describe the methods necessary to achieve objectives. Tell who is going to do what, where, how and when.)</p>	<p>Comments (optional)</p>
<p>Objective 1.1 (Folic Acid) Partners will actively support the Kentucky Folic Acid Partnership.</p>	<p>Activity 1-MOD Chapter MOD will apply for 2002 state folic acid council support funds from the national office by January 2002 to assist with Folic Acid Coordinator salary.</p>	Chapter applied for and was awarded National Folic Acid grant.
	<p>Activity 2 Strengthen effectiveness and scope of the Partnership through one of the following strategies by June 2002: Recruit pharmaceutical sales representative or develop partnership with one retail outlet.</p>	Recruited Dr. Robert Kuhn, a pharmacist who is now a KFAP member.
	<p>Activity 3 Maintain administrative support for council including but not limited to, meeting minutes, members, mailing/email lists, expenditure records, completing Folic Acid Tracking Forms.</p>	Statewide Folic Acid Coordinator
	<p>Activity 4-MOD A MOD representative will continue an active role in the Partnership Sub-Committees by attending meetings and/or communicating by mail, fax, phone or e-mail as necessary.</p>	Director of Program Services continues to serve on KFAP Professional committee and the Assistant PS Director serves on the Community committee.
	<p>Activity 5-MOD The Folic Acid Partnership Chair and/or the statewide folic acid coordinator will serve on the MOD Chapter PSC.</p>	Dr. Davis, KFAP Chair and Susan Brown Folic Acid Coordinator are members of the MOD Chapter PSC
	<p>Activity 6 Poll the KFAP membership by July 2002 to determine what folic acid materials are needed in addition to what is currently available.</p>	Not completed in 2002.

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<p>Objective 1.1 (Folic Acid) (Cont'd.) Partners will actively support the Kentucky Folic Acid Partnership.</p>	<p>Activity 7 The Department for Public Health will obtain information about availability of free folic acid educational materials and post the ordering information on their Web site.</p>	<p>Cabinet for Health Services has folic acid on their website and provides links to MOD, CDC, & SBAA.</p>
<p>Objective 1.2 Increase the proportion of women of childbearing age who are aware of folic acid by 3% (over 2001 baseline), by December 2002.</p>	<p>Activity 1-MOD Orient and update MOD staff and volunteers through “folic acid mission moments” at staff and volunteer meetings during 2002.</p>	<p>Folic Acid updates included in MOD mailings, emails, and meetings throughout year. BRDHD-spoke to MOD volunteers about folic acid at 2 WalkAmerica kickoffs and the Best of Bowling Green committee.</p>
	<p>Activity 2 Display and distribute March of Dimes print materials and reminder products at chapter events. This includes WalkAmerica, Special Events, mission/program and volunteer development events during 2002.</p>	<p>MOD Folic Acid materials widely distributed throughout state and at all MOD events.</p>

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	<p>Activity 3 Folic Acid Partnership Members and MIOP partners will display and distribute March of Dimes 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 December 2002.</p>	<p>The database shows that there were 230 activities reported with 385,727 participants in all of those locations and more!</p>
<p>Objective 1.2 (Continued) Increase the proportion of women of childbearing age who are aware of folic acid by 3% (over 2001 baseline), by December 2002.</p>	<p>Activity 4-MOD Place (5) articles (per MOD Division) on folic acid in community newsletters, church bulletins, club announcements, employee newsletters for WalkAmerica teams, etc., by December 2002.</p>	<p>MOD Division PSC will be responsible for this activity in their area. Folic Acid included in all MOD communications.</p>
	<p>Activity 5 Place 420,000 tray liners in foodservice establishments throughout the state by July 2002.</p>	<p>This statewide media/community campaign was completed during Mother's Day Week, May 2002.</p>
	<p>Activity 6 Promote a "Green Ribbon Campaign" in Partnership members' workplaces during 2003 once the folic acid tray liners become available.</p>	<p>KFAP members participated in this whether they did the tray liner placement or not.</p>

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<p>Objective 1.3 Increase the proportion of non-pregnant women of childbearing age who report taking a multivitamin containing folic acid every day by December 2002.</p>	<p>Activity 1 Partner with at least 10 pharmacies/drug stores, or one chain, to implement in-store promotion of vitamins to all women by October 2002.</p>	<p>MIOP-Heavily promoted in the pharmacies of the BRDHD & GRDHD-on-going.</p>
	<p>Activity 2 Partner with at least 10 retailers per MOD Division to implement in-store distribution of folic acid reminder products to all women by December 2002.</p>	<p>MIOP-All three areas have this as an on-going project.</p>
	<p>Activity 3-MOD Fund at least one 2002 Chapter Community grant to a community based organization that can conduct activities that increase vitamin consumption.</p>	<p>If a fundable proposal is received-MOD funded 5 community grants in 2002 that included Folic Acid Education among their objectives.</p>

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<p>Objective 2.1 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 2002.</p>	<p>Activity 1 Utilizing tools prepared by the national MOD office, provide 2 comprehensive educational opportunities to health professionals by December 2002.</p>	<p>The database lists 1051 professional participants were reached through 15 activities during 2002. Some of these included mass distribution of folic acid materials to health professionals. Some were reached through professional health conferences and some were reached through special events like a breakfast/reception for support of the KIDS Now Initiative. On 3-26-02 the KBSR provided professional education through distribution of materials at an exhibit. An estimated 450 people reached. On 10-25-02 Green River held a folic acid update for eleven Hancock FP Clinical staff. On 11-27-02 eleven WKU nursing students reached with folic acid message. On 12-10-02 three hundred packets distributed to Greenview Hospital for educational classes, and the March of Dimes' MIOP Executive Summary was published and distributed in December of 2002. On 4-2-02 folic acid vitamins and literature provided to daycare CBA mothers and staff.</p>
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	<p>Activity 2 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 5 events by December 2002.</p>	<p>1/28/02 & 1/30/02 – Madison County Health Dept. provided Train-the Trainers program to staff at HD 2/5/02 – FIVCO training to Safe Harbor staff 2/22/02 – Green River District – professional education and distribution of materials to pharmacies-training to all 7 counties in GRDHD-250/7 counties 3/4/02 – Green River District – professional education in Daviess County 4/8/02 – Green River District – professional education to daycare employees 5/24/02 – Pike County – HD food handlers class – group education and materials 8/1/02 – KDPH – Folic Acid Training Refresher Course 8/12/02 – Barren River District training for WKU Health Services professionals 9/9/02 – Green River District – professional education to Union Co. HD 9/13/02 – Green River District – professional education to Daviess Co. social workers 9/17/02 – Green River District – professional education to Ohio Co. HD 9/27/02 – Madison County training for EKU Health Services professionals 10/25/02 – Green River District – professional education to Hancock Co. HD 3/11/02 St. Elizabeth’s distributed green ribbons to their staff & educated about folic acid during St. Patrick’s Week.</p>

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	<p>Activity 3 Through the FA Partnership, send Folic Acid Articles to at least 8 Health Publications by December 2002.</p>	<p><u>1/1/02</u> – Green River District distributed newsletters to daycare facilities <u>1/14/02</u> Barren River District News & Notes-Recipe for folic acid <u>1/28/02</u> BRDHD provided an article for Educators & Legislators on folic acid & the KIDS Now Initiative <u>2/7/02</u> – Bluegrass Family Health Newsletter to all BFH members <u>3/26/02</u> KASH/KPHA Lynnett Fortney placed literature in 300 registration bags <u>3/27/02</u>-Bluegrass Family Health “Special Delivery Pamphlet” <u>4/1/02</u> – Daviess County, CSHCN pamphlet <u>2002</u>-The MOD’s Division Directors placed at least 5 professional education articles about Folic Acid in newsletters to their communities</p>

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	<p>Activity 4 Exhibit at a minimum of 6 Health Professional Conferences by December 2002.</p>	<p><u>1/11/02</u>-Humana Exhibit <u>3/26-27/2002</u>-KY Public Health Assn. <u>3/26/2002</u> – Kentucky Association for School Health – 300 registration bags stuffed with info about KFAP and folic acid educational materials <u>5/20-21/2002</u>-KY Hospital Assn. <u>6/23-25/2002</u>-KY Perinatal Assn. <u>8/2-3/2002</u>-Physician Champion Network Meeting <u>9/18-19/2002</u>-Maternal & Child Health Conference <u>10/28-29/2002</u>-Infant-Toddler Conference</p>
	<p>Activity 5 A Folic Acid Nursing Seminar will be held in Green River district for at least 30 nurses by December 2002.</p>	<p>MOD Nursing Seminar held on different topic at the request of GRDHD nurses-objective not met</p>

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<p>Objective 2. 2 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 2002.</p> <p>Objective 2.3 Increase the diversity of the Folic Acid Partnership by recruitment of new members</p>	<p>Activity 1 Follow up on the 3,300+ Folic Acid Resource Kits sent to professionals by December 2002 and encourage use and re-order of materials.</p> <p>Activity 1 Recruit members from the area of pharmacy, clergy and school health</p>	<p>A Post Card was sent by the KY Folic Acid Partnership to remind them of the Kit and encourage use of other products. MOD follow-up mailing & survey in November</p> <p>Recruited pharmacy representative – Bob Kuhn representing the KY Society for Health Systems Pharmacists</p>

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<p>Objective 3.1 Increase TV, print, radio, and community advertising PSA placements by 10% over 2001 placements, by December 2002.</p>	<p>Activity 1-MOD Develop a plan for in-person delivery of the Stork III to high-priority media and mailing to lower-priority media so that play will occur in January 2002 and again after WalkAmerica.</p>	<p>Stork III delivered to all television outlets in Louisville, Lexington & Paducah media markets. Radio PSA mailed or delivered in smaller media markets</p>
	<p>Activity 2 Billboards will be placed in at least 2 Counties in the Green River District area during 2002.</p>	<p>MIOP (GRDHD)- 3 counties received a billboard by 5-2002 MIOP (BRDHD) Also placed 2 billboards in Warren County 8/28/02 x 2 months.</p>

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	<p>Activity 3 PSA's will run at least 10 times in area movie theatres in the Green River Division.</p>	<p>GRDHD-PSA's were placed in O'boro theatres and ran on 12 screens/3xd/ 60 days. 7-30-02 BRDHD-PSAs were also placed in Bowling Green theaters on twelve screens 3xd/52weeks.</p>

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	<p>Activity 4 Continue media promotion to secure heavy PSA usage in the MIOP areas, by December 31, 2002.</p>	<p>MIOP (GRDHD)-ran newspaper PSA's, appeared on local cable access, and did interviews on talk radio. MIOP (BRDHD) 8/28/02 An individual funded placement of two billboards in Warren County "B" Attitude logo & message x 2 months. PSA's sent twice to 20 radio/1 TV. Five radio/TV interviews were done. MIOP-Pike Heavy saturation in cable TV use and all radio stations. Magoffin County-Media materials to radio, TV and newsprint, with tapes and CD's both aired. FIVCO-Boyd County-Radio interviews</p>

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	<p>Activity 5 Utilize nationally prepared theatre slide, billboard art and other community message avenues across the state as available by December 2002.</p>	<p>MIOP (GRDHD)-Utilized CDC "Before You Know It" ads for in 4 county newspapers. MIOP (BRDHD) Used National MODs "B" Attitude billboard art. Also participated in the CDC PSA "Before You Hear It."</p>

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<p>Objective 4.2 Increase by 3% over 2001 the amount of news coverage and/or publicity generated around folic acid by December 2002.</p>	<p>Activity 1 The Folic Acid Benchmark Follow-Up Survey will be utilized in Pike and Warren Counties as a guide in Year III of the MIOP to target Professionals.</p>	<p>Both Pike and Warren Counties continue to target health professionals providing materials and education to physicians, pharmacists and chiropractors. This trend carries out further into the other counties as well with the KFAP members being exposed to the results of the surveys and learning strategies to help them increase the number of women changing their behavior. Green River had heavy professional education in their area as well.</p>
	<p>Activity 2 Publicize the Benchmark Follow-Up Survey results across the Chapter with special emphasis in the surveyed areas.</p>	<p>MIOP-Chapter newsletter, MIOP executive summary. KFAP members & MODs State PSC Committee viewed presentation from Horizon and had the opportunity to ask questions and learn from the surveys as well.</p>

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	<p>Activity 3 Develop at least (2) local news stories using tools provided by national office, stories generated through the Folic Acid Partnership, chapter ambassadors and volunteers, Gallup Survey results before December 2002.</p>	<p>MOD grantee organized "Folic Acid Awareness Weeks" with mayoral proclamations in Louisville, Lexington, Paducah, Somerset. (Coverage in Somerset, Paducah). WAVE 3 story on Folic Acid & KIDS NOW featuring MOD Ambassador family (Louisville). MIOP (BRDHD) local ambassador family had two write-ups/pictures in the Glasgow Daily Times. Full-page write-up/picture in the Daily News in BG after the WalkAmerica kickoff held Feb 14, 2002.</p>

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	<p>Activity 3 (Continued)</p>	<p>1/16/02 Susan Brown sent press releases to radio and newspapers for Birth Defects Prevention Month. 2/4/02 Susan Brown did a "Live at 5" TV interview about folic acid and birth defects. 2/4/02 Diane Sprowl sent a press release to 2 TV stations, 10 newspapers, and 17 radio stations in the Barren River District (eight counties). The press release was about the MOD grants that the Barren River District Health Department has received this year. Articles appeared in at least three, newspapers in Barren, Butler, and Warren Counties. The press release generated a radio interview on WKCT in Bowling Green. 4/11/02 Susan Brown gave live and taped radio interviews on folic acid.</p>
	<p>Activity 3 (Continued)</p>	<p>8/8/02 Becky Hill taped a "Words On Wellness" segment to be aired on WKYU (public radio). Aired in September 2002.</p>

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	<p>Activity 4 Utilize Spanish language publicity materials developed under the Hispanic Women's Initiative, by December 2002.</p>	<p>Hispanic Folic Acid Display Materials were translated into Spanish and four laminated versions were created with monies from the KY Birth Surveillance Registry grant. The four boards are located at the Kentucky Department for Public Health, the Barren River District HD, the Jefferson County HD, and the Fayette County HD.</p>