



Year 2003 Plan

For

The Kentucky Folic Acid Partnership

K E N T U C K Y
F O L I C
A C I D
 P A R T N E R S H I P

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| Kentucky Department for Public Health | North Central District HD |
| March of Dimes | Cumberland Valley Health District |
| Spina Bifida Association of Kentucky | Franklin County HD |
| Barren River District HD | Three Rivers District HD |
| Commission for Children With Special Healthcare Needs | Madison County HD |
| Shriner's Hospital | Clark County HD |
| Kentucky Chapter of OB-GYN | Central Baptist Hospital |
| Bluegrass Family Health | St. Elizabeth Medical Center |
| Kosair Charities Pediatric Center | WEDCO District HD |
| Kentucky Perinatal Association | Gateway District HD |
| University of Kentucky | KY River District HD |
| University of Louisville | Jefferson County HD |
| Lexington-Fayette County HD | Anderson County HD |
| Montgomery County HD | Lake Cumberland District HD |
| Kentucky Pediatric Society | Northwest AHEC-HETC |
| Passport Health Plan | FIVCO District HD |
| Anthem Blue Cross & Blue Shield | Little Sandy District HD |
| Indiana University SE Campus | Western Kentucky University |
| KY Chapter American Academy of Family Physicians | Pike County HD |
| Humana | Magoffin County HD |
| Red7e Advertising | Whitley County HD |
| Ad Club of Louisville | Pennyrile-Purchase District |
| Lincoln Trail District HD | KY Coalition of Nurse Midwives & Nurse Practitioners |
| Bourbon County HD | Heartland Women's Health |
| Northern Kentucky Independent District HD | The Medical Center of Bowling Green |
| Green River District HD | Greenview Regional Hospital |
| Kentucky Developmental Disabilities Council | TJ Samson Community Hospital |
| KIDS INC | UK-College of Pharmacy |
| Allen County HD | Oldham County HD |
| Monroe County HD | Breckinridge County HD |
| Knox County HD | Lincoln County HD |

The Kentucky Folic Acid Partnership Year 2003 Plan
Folic Acid...Every Woman Every Day
To Reduce Serious Birth Defects

Problem Statement

Birth defects are the leading cause of infant mortality, accounting for more than 1 in 5 infant deaths in the United States.

- ❖ A group of more than 60 public and private agencies statewide participate in the Kentucky Folic Acid Partnership to educate women across the state about the benefits of taking folic acid to reduce the risk of serious birth defects of the brain and spine, called neural tube defects.
- ❖ Birth defects can result in morbidity and lifelong disability. Research shows that taking a multivitamin with folic acid every day can significantly reduce a woman's chances of having a baby with a neural defect.
- ❖ Any woman who is capable of becoming pregnant could have a pregnancy affected with a NTD. However research shows that the number of neural tube defects may be reduced by as much as 70% with the **daily** consumption of 400 micrograms of the B-vitamin folic acid.
- ❖ According to data from the KY Behavioral Risk Factor Surveillance Survey, the percentage of women 18-44 reporting **knowledge** of folic acid in aiding in the prevention of birth defects, was 32.3% in 1997, 40.6% in 1999, and 44.4% in 2000. The percentage of women 18-44 who reported **taking a multivitamin** or a folic acid supplement on a **daily** basis was 29% in 1997, 40.1% in 1999, and 41.7% in 2000. These are positive indicators, that together, we are making a difference.
- ❖ Only 18% of non-pregnant women ages 18-24, 30% of non-pregnant women ages 25-35 and 33% of non-pregnant women 35-45 report taking a vitamin containing folic acid daily. And only 7% of those women report knowing that folic acid is needed **before** pregnancy.
- ❖ In both MIOP surveys conducted in Pike and Warren Counties as well as in the Gallop Poll Surveys it is shown that women do not generally hear about folic acid from their healthcare providers. Research conducted by the National Council on Folic Acid concluded that approximately two-thirds of women in the US report that they would take a vitamin containing folic acid if their healthcare provider recommended it.

- ❖ Governor Paul Patton and the 2000 General Assembly understood the importance of these findings and designated funds of \$10,000 for the purchase of 3300 Folic Acid Kits in May of 2001 to be distributed to 3000 physicians and 300 Certified Nurse Midwives across the Commonwealth of Kentucky.
- ❖ Providing folic acid and counseling is part of Kentucky's Early Childhood Initiative called KIDS NOW. Last year (2002) more than 73,000 women received folic acid supplements and nutritional counseling through this program at local health departments and regional offices of the Commission for Children with Special Health Care Needs.
- ❖ This year (2003) includes adding the eight public universities in KY to the program, dispensing free multivitamins containing folic acid through the student health service centers.
- ❖ In Kentucky, through data compiled from the KY Birth Surveillance Registry it shows that from 1996-2000 there was a 35% decrease in the number of babies born with open-spine defects. In 1996, there were 66 babies born with open-spine defect, compared to 43 babies in 2000. Therefore, 23 fewer babies were born with this devastating birth defect. In 2001, there were only 26 babies born with open-spine defect. A 60% decrease since 1996. **Therefore, 40 fewer babies were born with this devastating birth defect in 2001 compared to 1996, in Kentucky.**
- ❖ The Partnership works from a comprehensive, folic acid education, awareness, and behavior change program plan, which includes workgroups for: Community Action, Professional Education, and Mass Media Resources. Dr. Steve Davis, Director of the Division of Adult and Child Health for the Kentucky Department for Public Health, Chairs the Partnership. (502-564-4830). Sandy Cleveland coordinates the folic acid supplementation program in all local health departments. (502-564-2154 ext 3784). Joyce Robl coordinates the Kentucky Birth Surveillance Registry (502-564-2154 ext 3768), and Susan Brown serves as the Kentucky Statewide Folic Acid Campaign Coordinator. (270-781-8039 ext 181) or email: SusanH.Brown@mail.state.ky.us

The Folic Acid Campaign is only one part of the KIDS NOW Initiative. Each and every initiative under KIDS NOW is important to the health and future of Kentucky's children. Please continue to support the KIDS NOW Initiative.

2003 The Kentucky Folic Acid Partnership and Greater Kentucky Chapter Program Plan

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.

Goal: To decrease the number of pregnancies affected by a neural tube defect.

| Objectives (Objectives are measurable statements that specify the outcomes of program activities, products or services within a specific time frame). | Activities to achieve objective (Describe the methods necessary to achieve objectives. Tell who is going to do what, where, how and when .) | Comments (optional) |
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| Objective 1.1 (Folic Acid) Partners will actively support the Kentucky Folic Acid Partnership. | Activity 1-MOD Chapter MOD will apply for 2003 state folic acid council support funds from the national office by January 2003 to assist with Folic Acid Coordinator salary. | |
| | Activity 2 Statewide Folic Acid Coordinator will maintain administrative support for Partnership including but not limited to, meeting minutes, members, mailing/email lists, expenditure records, completing Folic Acid Tracking Forms. | |
| | Activity 3 KFAP members will continue active roles in the Partnership and its sub-committees by reporting folic acid activities, attending meetings, and/or communicating by mail, fax, phone or e-mail. | |
| | Activity 4 The Folic Acid Partnership Chair and/or the statewide folic acid coordinator will serve on the MOD Chapter PSC. | |
| | Activity 5 Poll the KFAP membership by July 2003 to determine what folic acid materials are needed in addition to what is currently available. | |

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| Objective 1.2 Increase the proportion of women of childbearing age who are aware of folic acid by 3% (over 2002 baseline), by December 2003. | Activity 1 Orient and update March Of Dimes staff and volunteers about folic acid at staff and volunteer meetings during 2003. | |
| | Activity 2 Display and distribute March of Dimes print materials and reminder products at chapter events. These include WalkAmerica, Special Events, mission/program and volunteer development events during 2003. | |
| | Activity 3 Folic Acid Partnership Members will display and distribute folic acid 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 2003. | |
| | Activity 4 Prepare for a statewide "Green Ribbon Campaign" to be done during Birth Defects Prevention Month in January 2004. | |

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| | Activity 5 Provide folic acid information at 10 bridal fairs or other community events that target non-pregnant women of childbearing age. | |
| 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 2003. | Activity 1 Partner with at least 10 pharmacies/drug stores, or one chain, to implement in-store promotion of vitamins to women by October 2003. | |
| | Activity 2 Partner with at least 10 retailers to implement in-store distribution of folic acid reminder products to women by December 2003. | |

2003 The Kentucky Folic Acid Partnership and Greater Kentucky Chapter Program

Professional Education Problem Statement: 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 2001 Gallup Poll, only 18% of women mention their health care provider as their source of information on folic acid.

Goal: All health care providers will counsel women of childbearing age to take a multivitamin with folic acid every day.

| Objectives (Objectives are measurable statements that specify the outcomes of program activities, products or services within a specific time frame). | Activities to achieve objective (Describe the methods necessary to achieve objectives. Tell who is going to do what, where, how and when .) | Progress |
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| 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 2003. | Activity 1 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 4 events by December 2003. | |
| | Activity 2 Through the FA Partnership, send Folic Acid Articles to at least 8 Health Publications by December 2003. | |
| | Activity 3 Exhibit at a minimum of 6 Health Professional Conferences by December 2003. (The Department of Health, the Kentucky Folic Acid Partnership, the Kentucky Perinatal Association, and MOD staff or volunteers will do the exhibits). | |

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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 2003.</p> | <p>Activity 1 Through the Folic Acid Partnership and Professional Education Subcommittee provide individualized support and resources to at least 50 primary care providers and/or health care professionals in the community.</p> | <p>.</p> |
| | <p>Activity 2 Diversify the types of professionals targeted for folic acid education by recruiting at least two new members to the Folic Acid Partnership. Examples of the types of professionals to invite include representatives from the areas of education, clergy, and the judicial system.</p> | |

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| <p>Mass Media Problem Statement: 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</p> | | |
| <p>Goal: Increase the number of media outlets' usage of folic acid information for women of childbearing age.</p> | | |
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| <p>Objective 3.1 Increase TV, print, radio, and community advertising PSA placements by 10% over 2002 placements, by December 2003.</p> | <p>Activity 1- Develop a plan for statewide target dates to be used in every county as high-priority media to lower-priority media so that play will occur most strongly at the same times across the state ie: in January-Birth Defects Prevention Month and again prior to each community's WalkAmerica fundraisers.</p> | |
| | <p>Activity 2 Billboards will be placed in at least one area in the Commonwealth during 2003.</p> | |
| | <p>Activity 3 PSA's will run at least 10 times in several movie theatres in the Commonwealth during 2003.</p> | |
| | <p>Activity 4 Continue and expand media promotion to secure heavy PSA usage in the former MIOP areas and outlying counties by December 31, 2003.</p> | |
| | <p>Activity 5 Send news release stories to the eight KY public college campuses informing them about the importance of folic acid.</p> | |

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| <p>Objective 4.2 Increase by 3% over 2002 the amount of news coverage and/or publicity generated around folic acid by December 2003.</p> | <p>Activity 1 The Folic Acid Partnership will increase membership to include at least 6 new counties, continued yearly until all remaining 33 of 120 counties have joined.</p> | |
| | <p>Activity 2 Recruit new members for the Media committee and make certain all members of the KFAP understand this plan involves participation by all KFAP members, not the sole responsibility of the media committee.</p> | |
| | <p>Activity 3 Develop at least (2) local news stories in each community represented using tools provided by the KY Department for Public Health (The Birth Defect Prevention Month packet) for stories generated through the Folic Acid Partnership, the state PR department-KIDS NOW Initiative and any other news event related to the campaign through any other member's agency in 2003.</p> | |
| | <p>Activity 4 Utilize Spanish language folic acid display materials purchased with KBSR grant monies for use at at least two Hispanic Health Fairs during 2003.</p> | |