

2004 The Kentucky Folic Acid Partnership and Greater Kentucky Chapter Program Plan

Community Action Problem Statements

- Folic Acid:** 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.
- Prematurity:** Prematurity has been escalating steadily and alarmingly over the past two decades nationally and in Kentucky. In 2001, there were 7,255 preterm births in Kentucky, representing 13.3% of live births. Between 1991 and 2001 the rate of infants born preterm in Kentucky increased nearly 20%. While the rate of premature births has been increasing, March of Dimes surveys show that most people have no idea either how widespread or how serious the problem is. The Healthy People 2010 Objective is to reduce preterm births to no more than 7.6% of live births.

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)
Objective 1.1 Partners will actively support the Kentucky Folic Acid Partnership.	Activity 1 The KY Dept. for Public Health and Barren River Dist. Health Dept. will fund the Folic Acid Coordinator position during 2004.	
	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/Prematurity Tracking Forms.	
	Activity 3 KFAP members will continue active roles in the Partnership and its sub-committees by reporting 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 The Partnership will have three meetings during 2004.	

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Community Action - Continued		
Objective 1.2 Increase the proportion of women of childbearing age who are aware of folic acid and signs of preterm labor	Activity 1 Orient and update March Of Dimes staff and volunteers about folic acid and prematurity at staff and volunteer meetings during 2004.	
	Activity 2 Display and distribute March of Dimes educational materials on folic acid and prematurity at MOD events, such as WalkAmerica, special events, and mission/program and volunteer development events.	
	Activity 5 Provide folic acid/prematurity 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 2004.	Activity 1 Partner with at least 50 pharmacies/drug stores, or one chain, to implement in-store promotion of vitamins to women by December 2004.	
	Activity 2 Partner with at least 50 retailers to implement in-store distribution of folic acid reminder products to women by December 2004.	
Objective 1.4 Increase public awareness of folic acid and the problem of prematurity.	Activity 1 Develop a website for the Partnership by December 2004.	
	Activity 2 Members will send pictures of folic acid and/or prematurity activities or events to the committee chair for possible use on the website.	