

2005 The Kentucky Folic Acid Partnership...Promoting Perinatal Health and the Greater Kentucky Chapter Program Plan

Mass Media Problem Statement: In a 2003 Gallop Poll print & mass media remain leading sources of information about folic acid (25 percent and 21 percent respectively). Three in ten women aware of folic acid (30%) cite healthcare providers as sources of the information about folic acid, an increase from 13 percent in 1995. In 2003, approximately 1 in 4 (24%) women who say they saw or heard something about folic acid on TV could not recall specifically, the message they saw or heard. Thirteen percent recall hearing that folic acid helps prevent birth defects. Eleven percent recalled that folic acid should be taken before pregnancy while 7% recall a message that folic acid should be taken before and during pregnancy. Twelve percent recall an ad for orange juice. Nine percent recall hearing that folic acid was good or important for women to take. The proportion of women aware, without prompting, that folic acid should be taken before pregnancy has increased from 2% in 1995 to 10% in 2003.

Goal: Increase the number of media outlets' usage of folic acid information for women of childbearing age.

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 3.1 Increase TV, print, radio, and community advertising PSA placements by 10% over 2004 placements, by December 2005.	Activity 1 The KFAP and the Department for PH will 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 for example in January-Birth Defects Prevention Month and again prior to each community's WalkAmerica fundraisers.	A media blitz occurred around state during the entire month of January in response to the media packets sent to every county health department from Dr. Steve Davis, and Joyce Robl of the KY Department of Public Health.
	Activity 2 Billboards will be placed in at least one area in the Commonwealth during 2005.	Allen County HD has placed billboards during 2005.
	Activity 3 Continue and expand media promotion that secures heavy PSA usage in the former MIOP areas and outlying counties by December 31, 2005.	Green River District tackled media during 2005 with the production of a 16-page newspaper insert containing one full page devoted to folic acid that they placed in various facilities throughout the district. The Barren River District continues to provide multimedia outlets with folic acid and prematurity news. The Pike County HD

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Objective 3.2

Increase by 3% over 2004 the amount of news coverage and/or publicity generated around folic acid and prematurity by December 2005.

Activity 1

The Folic Acid Partnership will increase membership to include at least 5 new members during 2005.

Three new members: Carol Mock with Bluegrass Family Health, Carol England with Lifeskills Incorporated, and Pat Dintaman with SBAK

Activity 2

Maintain and recruit new members for the Media committee.

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 2005.

Besides the media generated during January, many other news stories generated in Lexington and Bowling Green in connection to the March of Dimes' WalkAmerica events with personal stories shared about premature infants and their outcomes.

Activity 4

Utilize Spanish language folic acid display materials purchased with KBSR grant monies for use at least two Hispanic Health Fairs during 2005.

Throughout the month of January the Barren River District HD provided a folic acid/prematurity booth in the lobby of the District/Warren County HD utilizing the Spanish materials purchased with KBSR monies. The display was also provided for use during the International Health Fair in Bowling Green on April 30th from 9-3pm.