

2006 The Kentucky Folic Acid Partnership...Promoting Perinatal Health and the Greater Kentucky Chapter Program Plan
Mass Media

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| <p>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 <u>before</u> pregnancy has increased from 2% in 1995 to 10% in 2003.</p> | | |
| <p>Goal: Increase the number of media outlets' usage of folic acid and prematurity information for women of childbearing age.</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 <i>(Describe the methods necessary to achieve objectives. Tell who is going to do what, where, how and when.)</i></p> | <p>Progress (Optional)</p> |
| <p>Objective 3.1 Increase TV, print, radio, and PSA placements by 10% over 2005 placements, by December 2006.</p> | <p>Activity 1 The KFAP and the DPH 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 (example in January-Birth Defects Prevention Month and again prior to each community's WalkAmerica fundraisers).</p> | <p>Information was disseminated from KFAP and DPH to all partners on a continual basis regarding national campaigns and statewide venues</p> |
| | <p>Activity 2 Continue and expand media promotion that secures heavy PSA usage in the former MIOP areas and outlying counties by December 2006.</p> | <p>Green River District and the Barren River District continue to lead the KFAP with activities and multimedia outlets for prematurity and folic acid news. Pike County, however has dropped out of active participation.</p> |

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| <p>Objective 3.2 Increase by 3%(over 2005) the amount of news coverage and/or publicity generated around folic acid and prematurity by December 2006.</p> | <p>Activity 1 The Folic Acid Partnership will increase membership to include at least 5 new members during 2006.</p> | <p>Laura Kessans, Mary Sue Flora, Linda Litzinger, Christie Penn, Dr. Shepherd, Lorry Marvin, and Kathy Chase.</p> |
| | <p>Activity 2 Maintain and recruit new members for the Media committee.</p> | <p>Carolyn Robbins (KDHR) and Kathy Chase (pharmacist).</p> |
| | <p>Activity 3 Develop at least 2 local news stories in each community represented using the tools provided by the KDPH, KFAP and any other news sources that relate to our campaign.</p> | <p>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.</p> |
| <p>Objective 3.3 Increase percentage and reporting of partners attending or participating in events related to prematurity and folic acid.</p> | <p>Activity 1 Information on statewide conferences/conventions and workshops will be disseminated through the KFAP to all partners via email, meetings and the www.kfap.org website.</p> | <p>Large attendance by partners at the Prematurity "kick-off" day, the Prematurity Summit conference, the KPA prematurity conference, and the KPH conference.</p> |