

2007 The Kentucky Folic Acid Partnership...Promoting Perinatal Health and the Greater Kentucky Chapter Program Plan
Mass Media

<p>Mass Media Problem Statement: FOLIC ACID: 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. PREMATURITY: The March of Dimes estimates that one in eight babies is born premature. Mass Media can be a valuable resource for dissemination of information related to the causes and prevention of preterm births.</p>		
<p>Goal: Increase the number of media outlets' usage of folic acid and prematurity information for women of childbearing age to help create positive behavior change with the information regarding prematurity and consumption of folic acid.</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 2006 placements, by December 2007. This will help promote awareness, understanding and positive behavior change by increasing the consumption of folic acid and increasing the understanding of the seriousness of pretern birth and the fact that we can do things to help prevent it from happening.</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 and Awareness Month in addition to Folic Acid Awareness Week, and again prior to each community's WalkAmerica fundraisers, and during November for prematurity awareness month and related activities).</p>	
	<p>Activity 2 The Media committee will provide its' partners with a Media Guide to help them create campaigns in their local areas.</p>	
	<p>Activity 3 Community partners across the state will assist with media promotion through the use of the prematurity toolkits.</p>	

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<p>Objective 3.2 Increase percentage of partners attending/ participating/reporting events relating 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>Activity 2 Partners will create one news story for local publication/presentation related to a prematurity awareness event prior to the event or as a FU to the event.</p>	
	<p>Activity 3 KFAP partners will encourage/recruit 3-4 new members/organizations with purpose to expand our promotional reach.</p>	
<p>Objective 3.3 Increase awareness of the Preterm Prevention Project by introducing the toolkit to your local community through a press release/story.</p>	<p>Activity 1 Members will become familiar with materials in the Prematurity Toolkit developed by the KY Preterm Prevention Project, so that they may promote the usage of the kit in their local communities.</p>	
	<p>Activity 2 Develop at least 2 local news stories in each partner's local community using the tools provided by the KDPH, KFAP and any other news sources that relate to our campaign.</p>	
<p>Objective 3.4 Create venue for disseminating information to National Publications.</p>	<p>Activity 1 Media committee will work toward developing 2-3 sources and contacts with national publications to obtain space for submission of articles, stories and events held in our state.</p>	