

## 2008 Kentucky Folic Acid Partnership and Greater Kentucky Chapter March Of Dimes Program Plan

### Mass Media

Media Problem Statements		
<p><b>1. Folic Acid:</b> A national survey conducted by the Gallop Poll during the period of 2003-2007 indicates that among women of childbearing age, those aged 18-24 years had the least awareness concerning folic acid consumption (61% compared to women ages 25-34 – 87%), and the least knowledge regarding when FA should be taken (6%). Because women of this age group comprise one third of births in the United States, mass media promotion should be directed to this population. In 2007, approximately 31% reported reading about FA in a magazine or newspaper followed by 23% through television and radio.</p>		
<p><b>2. Prematurity:</b> 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><b>Goal:</b> 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>		
<b>Objectives</b> (Objectives are measurable statements that specify the outcomes of program activities, products or services within a specific time frame).	<b>Activities to achieve objective</b> (Describe the methods necessary to achieve objectives. Tell who is going to do what, where, how and when.)	<b>Comments</b> (Optional)
<p><b>Objective 3.1</b> 30% of partners will increase placement of Folic Acid consumption messages and prematurity prevention messages in their local media outlets by 5% over 2007 placements between January 2007 and January 2009.</p>	<p><b>Activity 1</b> 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 stongly 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 March for Babies fundraisers, and during November for prematurity awareness month and related activities).</p>	
	<p><b>Activity 2</b> The Media committee will provide partners with a Spanish media guide to help create awareness of the campaign in that population.</p>	
	<p><b>Activity 3</b> Community partners across the state will assist with media promotion through the use of the prematurity toolkits.</p>	
	<p><b>Activity 4</b> Partners will help establish a list of free publications/newsletters statewide to promote our message.</p>	

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<p><b>Objective 3.2</b> Increase by 5% the number of partners attending, participating, and/or reporting events relating to prematurity and folic acid.</p>	<p><b>Activity 1</b> Information on statewide conferences/conventions and workshops will be disseminated through the KFAP to all partners via email, meetings, and the <a href="http://www.kfap.org">www.kfap.org</a> website.</p>	
	<p><b>Activity 2</b> Partners will create one news story for local publication/presentation related to a prematurity awareness event prior to the event or as a follow-up to the event.</p>	
	<p><b>Activity 3</b> KFAP partners will encourage/recruit 3-4 new members/organizations with purpose to expand our promotional reach.</p>	
	<p><b>Activity 4</b> Partners will continue to document and report any print or visual media activities to KFAP.</p>	
<p><b>Objective 3.3</b> Increase awareness of the Preterm Prevention campaign</p>	<p><b>Activity 1</b> 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><b>Activity 2</b> 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><b>Activity 3</b> The committee will work toward creating contacts with colleges, universities and schools to establish a method for disseminating information.</p>	

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<p><b>Objective 3.4</b> The media committee will help partners create a venue for disseminating information to National Publications about folic acid consumption and preterm prevention awareness.</p>	<p><b>Activity 1</b> 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>	
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