

Kentucky Folic Acid Partnership Meeting

February 19, 2003

State Laboratory Building, Frankfort

MINUTES

Attendance: Katrina Adams-Thompson, Emily Anderson, Bonita Bobo, Susan Borders, Sandy Cleveland, Kim Flora, Linda Lancaster, Gil Lawson, Kristie Mahl, Denise Maples, Diane Sprowl, Audra Summers, Sarah Walsh,

Welcome and Introductions:

The meeting was called to order by Diane Sprowl.

The minutes from September 26 were approved as written.

Message on Susan Brown

Susan will be coming back to work on February 27, 2003. She has definitely been missed. On February 18, 2003, Susan helped deliver her grandson, Joseph (7lbs. 3 ½ oz., 19 ¾ in.) Congratulations, Susan.

Chair Report- Dr. Steve Davis

Dr. Davis was unable to attend this meeting.

Committee Reports

Media- Jaime Rafferty was unable to attend because she had a daughter. Mom and daughter are doing fine. Congratulations, Jaime.

Gil Lawson mentioned that he was interested in working something up with the universities' newspapers and radio stations. Denise Maples added that the Spina Bifida Association would be interested in working with the universities as well.

Community- Diane Sprowl: KFAP 2002 Accomplishments were distributed. The summary of Folic Acid Community Activities reported for 2002 were as follows:

Activity	Number of Activities	Number of Participants
Behavioral Change Education	5	237
Community Planning Activities	12	41
Health Fair	30	2220
Health Promotion/Education	82	73,639
Media or Mass Distribution of Information	79	308,539
Other Activities	7	0
Prof. Education for Health Providers & Educators	15	1051
Total	230	385,727

The database that was being used to import the state's Community Health Services information was not working correctly. Diane has redesigned the database so that the State's and the Partnership's gathered data can be combined. This eliminates the chance of activities being counted twice. Plus, the monthly reports are now automated and much more efficient.

At the end of 2002, there were 66 members of the partnership that represented 51 agencies all over the state.

Major accomplishments were:

- A statewide folic acid trayliner campaign where 435,000 trayliners were distributed to a variety of foodservice establishments, including fast food restaurants, hospital cafeterias, school cafeterias, and other restaurants to use as trayliners or placemats.
- MIOP Grant Funding
- The March of Dimes and the KY Department for Public Health continued to fund the part-time statewide folic acid campaign coordinator position.
- In 2002, KIDS NOW expanded into 5 universities across the state to provide folic acid vitamins and to counsel women through health services.
- In November, KFAP members participated in a media campaign by distributing folic acid Public Service Announcements (PSA) that were provided by the CDC.

Denise Maples told about some folic acid activities that were done in January. The Spina Bifida Association participated in four health fairs (Bridal Fairs and Women Expos.). In the year of 2002, Denise mentioned that 5400 bottles of folic acid were distributed.

The community committee will meet after the Partnership meeting to look at the plans for 2003.

Professional Education- Joyce Robl was unable to attend due to bad weather.

Featured Speaker: Katrina Adams-Thompson
“MIOP Executive Summary”

Katrina Adams-Thompson from the March of Dimes presented the Mission Investment Opportunities Program (MIOP) Executive Summary, which was a summary of outcomes from a community-based Folic Acid Education Initiative in three Kentucky communities. MIOP is a national grant supporting collaborations between March of Dimes chapters and regional, state, or local organizations. The Greater Kentucky Chapter and Barren River and Pike County Health Departments were awarded a MIOP grant in 1999 to promote Folic Acid education. The Green River District Health Department was added to the grant in 2000. Over \$185,000 was awarded during the three years of the grant.

The Executive Summary showed the following:

- Among women ages 18-30 in Pike County, awareness increased from 54% in 1999 to 78% in 2001.
- Among women ages 18-30 in Warren County, awareness increased from 58% in 1999 to 84% in 2001.
- More than 40 print, radio, and television interviews were given on folic acid.
- More than 100 exhibits on folic acid were displayed at conferences for health professionals.
- More than 200 exhibits were displayed on folic acid at community events.
- More than 1000 health professionals attended training on the importance of folic acid.
- More than 3000 bottles of folic acid were distributed to women of childbearing age.
- More than 6000 women were counseled by their health care provider about the importance of folic acid.
- More than 500,000 people were told about folic acid through the mass media.

Old Business

Fall Radio PSA Campaign Follow Up:

Emily Anderson RN, Hands Coordinator at Franklin County Health Department, mentioned that the radio stations in Franklin County have been extremely supportive in running the PSA. Emily also mentioned that there was a Spanish version ran of the PSA in Franklin County as well.

Diane mentioned that a paragraph written up by one of the BRDHD SAPO teams was faxed out to some radio stations and it was read on air.

Follow-up mailing re: folic acid kits (March of Dimes): Sarah Walsh distributed the KFAP Follow-up Surveys.

Out of the 3204 Surveys Mailed:

- 150 surveys were returned due to incorrect addresses.
- 42 surveys were completed and returned.
- 50% of respondents (21) indicated they had received the Kit.
- 19% of respondents (8) indicated they had ordered Folic Acid Materials.
- 62% of respondents (26) indicated they routinely counseled their clients about Folic Acid.
- When asked if folic acid materials were used, 57% of the respondents (24) answered that the materials were used in:
 - 13 were used in waiting room displays
 - 7 were used in exam room displays
 - 14 were used in individual counseling
 - 1 was used in community events
 - 6 did not use folic acid materials

Pharmacy Activities: Dr. Robert Kuhn was unable to attend this meeting.

Reporting folic acid activities: There will be two revised forms distributed by email for reporting folic acid activities. Complete information is needed for each activity to get an accurate picture of the year's accomplishments. Diane will email all 2002 activities to each partner.

New Business

Free materials from March of Dimes: Sarah Walsh distributed folders with examples of folic acid materials that are available. Brochures (English and Spanish versions), Flyers, Mouse Pads, Pillbox Keychains, Posters, and Marriage License Card w/envelope are the materials that Sarah listed on the request forms. If you are interested in getting more materials, please contact Sarah at swalsh@marchofdimes.com. These materials are in limited quantities, so first come, first served. The "Get the "B" Attitude" Campaign is over.

2003 Plans: For the next five years, March of Dimes' primary focus has changed. Folic acid will still be an important topic, but the primary focus has been changed to prematurity. An idea for creating the 2003 plans for KFAP was to take the 2002 plans and decide which activities we would want to continue and pick out which new activities we would want to start. A draft will hopefully will be ready on May 22nd.

Misc. Business

Kristie Mahl will be replacing Emily Anderson in the partnership. Welcome, Kristie.

Linda Lancaster mentioned they were writing for a planning grant from the Early Child Care Bureau that is aimed at looking at really what KIDS NOW is doing. The direction will probably be that they will bring back the original group to look at the KIDS NOW plans three years after the fact to see where they have come and where they want to go.

Next Meeting Date

The meeting dates for 2003 were set, and the room at the state lab was reserved from 10:00 to 12:00 EST:

- May 22, 2003
- September 25, 2003

Adjournment