

**Kentucky Folic Acid Partnership
May 23, 2002
State Laboratory Building, Frankfort**

Minutes

ATTENDANCE

Dr. Steve Davis, Katrina Adams, Jaime Rafferty, Shellie Ryan, Bonita Bobo, Diane Sprowl, Linda Lancaster, Gil Lawson, Jennifer Wyatt, Denise Maples, Joyce Robl, Donna Chapman, Susan Borders, Adam Jones (for Pat Seybold), Renee Neace, Lisa Heck, Emily Anderson, Bob Kuhn, Christi Vincent.

WELCOME AND INTRODUCTIONS

The meeting was called to order by Dr. Steve Davis. The members introduced themselves. Jennifer Wyatt (formally Jarman) had been married since our last meeting.

There were three new members present:

- Bob Kuhn, Kentucky Society for Health Systems Pharmacists
- Lisa Heck, Northern KY Independent District Health Department (replacing Cathy Winston)
- Emily Anderson, Franklin Co. Health Dept. (replacing Kristy Royalty)

Dr. Davis called Susan Brown on his cell phone so that the members could shout "hello Susan", and she "officially" called the meeting to order via phone.

MESSAGE FROM SUSAN BROWN

Diane Sprowl updated the members on Susan Brown, state folic acid campaign coordinator. Susan was hit head-on by a drunk driver while she was in Huntsville, Alabama on April 27. She is currently at home in Glasgow for a very lengthy recuperation. She has numerous fractures from her collarbones down, including crushed feet/ankles, and she is confined to a hospital bed. The doctors have told her that it will probably take six months before she is ready to start weight bearing. However, with a lot of help from friends and family, Susan was able to make it by wheelchair to her daughter's graduation on May 19. Her daughter, Lindsey was valedictorian at Glasgow High, and Susan was determined not to miss it.

Susan said to tell everyone how much she appreciates all of the cards, gifts, and prayers. She promises she is not in much pain and insists it is because of the prayers. She is keeping a positive outlook and asks about the Partnership members frequently.

CHAIR REPORT

Dr. Davis reported on folic acid and early childhood development information from July through March:

- There have been more than 200 folic acid activities for the public reaching about 400,000 individuals, which is 10% of the state. (Does not include the 400,000 trayliners). The KFAP is an active, viable, result-oriented partnership.
- The Folic Acid Supplementation program has reached over 90,000 women to date. So far this fiscal year (3/4 of a year) 60,000 women have received supplements and counseling. A new initiative is being planned to provide supplements through the Student Health Services of seven universities around the state. FYI—There will be training in Frankfort on 8/1/02 for health department people who have not already had the folic acid counseling training. University personnel will receive the same training.
- In the legislative session the KIDS NOW House Bill is alive and well. It passed in the House and Senate and rolled into the budget bill. New initiatives added to KIDS NOW are: Mental health, oral health (2nd year of biennium for varnish), additional First Steps, and child advocacy centers. KIDS NOW is like pieces of pizza that fit together, and it needs to be kept together. Now the budget needs to be passed for the state.
- March of Dimes and Joyce Robl lead the charge for legislation for the Kentucky Birth Surveillance Registry. Now outpatient clinics can report birth defects to the registry.
- Dr. Jennifer Howse, President of March of Dimes will be the keynote speaker at the fall MCH conference.
- The Healthy Babies Campaign is underway with TV, radio, and other media promoting “Don’t drink, don’t smoke, see your doctor, and take vitamins”. Rob Reiner Foundation, “I Am Your Child” videos will be available.
- In summary, positive changes are happening. There has been an unprecedented change in the health and well-being of children in Kentucky. The KIDS NOW campaign needs to be kept alive.

FEEDBACK ON TRAY LINER WEEK

- 400,000 trayliners were used at about 400 restaurants
- Renee said that she received a good response from the restaurants she contacted.
- No one was aware of any TV coverage.
- Gil has had no feedback so far.
- There are 400,000 Family Planning trayliners that have not been distributed yet. Linda is working with Paula on how to distribute them.
- Bob suggested using the Family Planning trayliners in the UK dorms.

REVIEW OF SUB-COMMITTEE ANNUAL PLANS

MEDIA – Jaime Rafferty reported that the Media Committee has completed four of the activities that were planned for this year and that the committee is making plans for a media campaign later this year.

COMMUNITY – Diane Sprowl reported that many of the goals of the Community Action Committee that have been in the plans for the past two years have been achieved, thanks to the work of all of the partners. The committee will meet at O’Charlie’s after the Partnership meeting. Since Susan is out, please send activity information sheets to Diane (same address or fax number as Susan) or email Diane with information at dianej.sprowl@mail.state.ky.us.

Bob Kuhn suggested some ideas that utilize pharmacies for future plans:

- Some of the high-volume pharmacies might be able to do a campaign of giving every tenth customer a coupon for folic acid at cost. NDC codes can be used to identify customers who are probably women of childbearing age to target for such a campaign.
- Electronic bag stuffers for customers based on NDC codes for drugs that target women.
- Placement of folic acid where women will see it in the pharmacies.
- Promotional flyer to include folic acid

PROFESSIONAL – Joyce Robl reported that there are some revisions to the Professional Education Committee’s section of the annual plan.

APPROVAL OF ANNUAL PLANS – The members voted to approve the annual plan with changes to the Professional Education section.

NEW BUSINESS

MEDIA COMMITTEE: PLANNING FOR NEXT CAMPAIGN INIATIVE

Jaime gave everyone a copy of two radio Public Service Announcements from the CDC. “Ready...Not” is aimed at non-contemplators, and the target audience for “Before You Hear It” is contemplators. The PSA’s are available for free from <http://www2.cdc.gov/ncbddd/faorder/orderform.htm> or by emailing flo@cdc.gov and telling the quantity and which CD you want.

The members discussed the pro’s and con’s of the two PSA’s and took a vote on which one to use. They voted to use both of them. October was suggested as the time to have the PSA’s aired, because it is Spina Bifida Prevention Month. However, due to election campaign ads this year, it was decided to do the PSA campaign in mid-November through mid-December. Jaime advised that the radio stations will probably need to be given the PSA’s one month in advance.

DISCUSSION OF GIRL SCOUT PROJECT

Linda Lancaster shared some information she had found about a Girl Scout badge for folic acid. Tennessee has such a project. There is a lesson plan on the Website: <http://www2.state.tn.us/health/MCH/FolicAcid/lessonplan.htm>. The project would involve training Girl Scout leaders at the state and local levels and possibly a university component. Linda will gather more information about the project.

NEXT MEETING DATE: September 26, 2002

ADJOURNMENT

Respectfully submitted by Diane Sprowl