

The Kentucky Folic Acid Partnership
Minutes
May 25, 2000
Frankfort, Kentucky

Members present: Dr. Steve Davis, Dr. David Adamkin, Susan Brown, Sharon Owen, Becky Derifield, Linda Lancaster, Missy Schadler, Bonita Bobo, Peggy Arvin, Karen Thompson, Delena Young, Cindy Sullivan, Holly Turney, Linda Villwock, Joyce Robl, Audra Smith, Vicki Goins, Katrina Adams, Susie Burckardt, Lynnett Fortney, Kathy Daly-Koziel, Fran Hawkins, Diane Sprowl and Lorie Chesnut. **Unable to attend:** Rita Hayes-jury duty, Pat Seybold-sent representative in her place, Kris Paul-conference, and Sandy Good-conference.

The meeting was called to order by Dr. Davis. The motion was made and seconded to approve the minutes of January 27, 2000. The agenda was modified to allow Horizon time to set up their presentation.

Chairman's report: Dr. Davis recapped the approximate budget of \$55 million dollars for the Early Childhood Development Initiative. Of the seven initiatives with a spotlight from the Governor's office... folic acid is one. There are four things that we need to deliver in our campaign:

- An increase in public awareness of folic acid.
- An increase in consumption of folic acid.
- An increase in provider knowledge.
- A decrease in neural tube defects.

We need baselines. The information from Horizon today will assist with that. Dr. Davis stated that approximately \$2 million dollars is allotted to folic acid the first year and \$1.5 million dollars for the second year; a total of \$3.5 million dollars over two years. This is less than the amount that was budgeted for a plan "A" but more than was budgeted for a plan "B." **What should Kentucky do with the "extra" folic acid funding? Please send your ideas or suggestions to Dr. Davis via Linda Lancaster by June 6th.**

Horizon presentation: Jana Thompson gave a Power Point presentation on the results of the November 1999 telephone Benchmark survey done in Pike and Warren Counties. These were done with monies from a MIOP grant awarded to both counties. Since the questions for the survey were taken from

the KY Behavioral Risk Survey, it will be interesting to compare numbers when the follow-up survey is done in March 2001. It will be easier at that time to analyze the data and evaluate-"where do we go from here?" (I have also included the Executive Summary prepared for the March of Dimes that Susie Burckardt distributed to all members present for those of you who missed the meeting).

Committee reports: Community: Diane Sprowl-The main focus of Community is to provide folic acid awareness and to change behavior as an end result. Community developed the green folic acid folders given to any members present who had not received them at the previous meeting. Goals for the future include involving pharmacists and developing a magnet or mirror with the folic acid message to place in all the State Parks. Diane, with input from Susan devised and distributed a form that will be used as a database to track our folic acid campaign numbers. This is to enable the Coordinator to know more accurately specific numbers of women of childbearing age reached with the folic acid message AND many other things. I have copied the form to send to each of you but you will need to let me know if you need the database template emailed. This was very well received and will be much appreciated by all. Please remember to send the info per database to Susan Brown as soon as it happens or at least monthly. (Since we have just gotten the form, I will need anything occurring from January 2000- report any folic acid related project...whether you did it or you know that the ex: "hospital" "school" "business" did it). Thank you Diane! Dr. Davis commented that this was exactly what he needed due to reporting he is responsible for as well. Remember... the database is only a tool...each of us must use it for the desired results! The next community meeting will be at Ruby Tuesday's Restaurant on Shelbyville Rd. across from the mall in Louisville, on August 24, 2000 from 12:45-3:00 EDT.

Media: Linda Villwock-The committee met prior to our meeting from 9:00-10:00a.m. A clean slate was the technique provided to plan the future goals. Announcement was made that Floyd Premiere Hospital made a contribution of \$5,000 towards PSA promotion of "Before You Know It." This was a 2 for 1 buy meaning it was actually \$10,000 worth of publicity. Some goals for the future are:

- Making sure media is there when we begin putting folic acid into the hands of the women in Kentucky.
- Taking advantage of an advance media opportunity for promoting the conference planned for those who are interested in genetics.

- Six months to plan well for a media blitz to cover a campaign involving John Michael and Crystal Montgomery for New Years. Gives time to recruit vendors for " in-kind" contributions. **Dr. Davis suggested the possibility of the Governor sending a letter to those sponsors who provide "in-kind" services for the folic acid campaign.** Linda Villwock will draft a letter that could possibly be used.
- Contact Linda, Katrina Adams or Susie Burckardt if you need any PSA's...audio or 3/4 Beta for TV.

Lots of great ideas! The next meeting of Media will be June 22, 2000 at 9:00AM in Louisville at the March of Dimes office on Sherburn Lane.

Professional: Joyce Robl-Main focus is to reach the professional community. All of the nurses, health educators, registered dieticians etc., have been very responsive. The only group that has consistently been difficult to reach are the physicians. Joyce manned a booth at the AAFP conference for over 8 hours and only reached 8 physicians. "How can we reach them?" Dr. Davis and Dr. Adamkin tried to offer some suggestions... Reach out with U of L's PCC newsletter and the Epidemiology Notes. Also, U of L offers a week's program in June that many must attend. Other organizations that could help spread the word to physicians:

- KY ACOG
- KY Perinatal
- KY Pediatric
- KY Family Practice

Another suggestion was to do a media blitz...same article...to 5 or 6 different newsletters.

Joyce explained that the OB/GYN's seemed to be receptive, and the Ped's were the most receptive of all. However, the Family Practice physicians were the least receptive. Good luck and perseverance to the Professional committee! There are five more folic acid training sessions planned in July. Title: Spread the News: Folic Acid Prevents Birth Defects! The dates and cities are: July 10th in Louisville, July 17th in Lexington, July 20th in Paducah, July 21st in Bowling Green and July 27th in Prestonburg. The next Professional meeting will be immediately after the KFAP today.

Old Business: Susan Brown distributed the green folic acid folders and copies of the 2000 KFAP Goals draft. Changes were stated and discussion occurred with the following changes: Cover page to include logo of MOD's

and the KFAP. The word "and" added to show that the plan is for both the Partnership and the March of Dimes. Under Professional, Objective 2.1 delete "collaborate with the KFAP" With these changes your membership approved the plan. It is enclosed with this mailing.

The Warren County MIOP conference was held at the Plaza Hotel on April 25, 2000. Dr. Mulinare from the CDCP was the featured speaker. Other presenters, were Gracia Pruitt (who took Dr. Davis' place when he was unable to attend) she made us feel welcomed and gave an overview of the Warren County Folic Acid Campaign. Susan Brown gave a Power Point presentation of the State Folic Acid Campaign. Denise Maples, (Gracia's sister), who is a member of the KFAP and is an adult with spina bifida gave her personal story about growing up with a NTD. She was very well received at both the CEU and CME conference. Dr. Hersh, a geneticist from U of L, was only able to speak at the CEU conference. The CEU conference was well attended and well received. Unfortunately, the CME conference only had three physicians present: a pediatrician and two OB/GYN's. Those who attended had a great time and learned a lot from Dr. Mulinare. The MIOP conference in Pike County will be on June 15, 2000. They are expecting about 75-100 people.

We ran short on time and were unable to meet individually all the new members...and old who were present. There will be time for sharing and ideas for the future placed on the next agenda. We did send a sign up sheet around for new members to decide which sub-committee they would like to join. Those are included with this mailing. I want to thank everyone for the terrific attendance, please keep it up! Our next meeting is September 21, 2000 in Frankfort at the State Lab Building at 10:00a.m. - 12:30 p.m. EDT.

Respectfully,

Susan Brown RN ICCE IBCLC
State Folic Acid Campaign Coordinator