

The Kentucky Folic Acid Partnership
September 6, 2001 Minutes
Frankfort, Kentucky

Members present: Audra Smith, Fran Hawkins, Toni Carle for Ardith Davis, Tamara Johnsen, Jennifer Jarman, Len B. Midden, Delena Young, Peggi Jordan, Anna Katherine Mefford, Shellie Ryan, Kristie Royalty, Paul Hopkins, Jaime Rafferty, Holly Turney, Denise Maples, Diane Sprowl, Bonita Bobo, Cathy Winston, Donna Chapman, Eugenia Smither, Gil Lawson, Linda Lancaster, Katrina Adams, Rhonda Woolum, David Adamkin, Susan Borders, Heather Dietrich and Susan Brown. **Unable to attend:** Dr. Davis

The meeting was called to order by acting Chair Susan Brown. The motion was made and seconded to approve the minutes of the last meeting May 17, 2001.

Presentation from Horizon International: Results from Pike and Warren Counties' MIOP Surveys. The Wave II Research was to measure changes in awareness and usage of folic acid from November 1999 to April 2001 in those two counties. The results are very good. Please see the attached power point presentation. Questions that were asked after the presentation and responded to from Horizon: **From Paul Hopkins** Director for Pike County HD-How were the people chosen? All prefixes from the counties are chosen, none deleted but the phone numbers were randomly chosen. (Zip codes for areas that responded as being less educated about folic acid awareness would be helpful for the counties to use for targeting, unfortunately it is not available). **From Gil Lawson-** Is there a predictable time for behavioral change to occur? Behavioral change did not change much in 18 months but with the increase (in those who already take a multivitamin) of taking the multivitamin longer than in the first studies eludes to the reasoning that the message is working, but it would take further FU to know for sure. **From Holly Turney-**When responses were "print media"-what type? Not sure, could be local or national.

The presentation was excellent. We were told the results were significant since healthcare issues are hard to move- (mention was made of a company who had spent \$5 million on a "one hit" ad campaign and didn't have the results we had).

Message from Linda Lancaster: The Department is gearing up in support of the KIDS Now Initiative. A question from **Dr. Adamkin**-Any results from the KY Birth Surveillance Registry? This has been up and running for about a year, with statistics going back to 1996 and the preliminary numbers appear to show a downward trend. A question from **Eugenia Smither**-How will it be published? Free to the public. Will results from the Wave II Folic Acid Report be published? Yes, we plan to publish it within next six months.

Comments from Partners on the progress of their Folic Acid Community

Campaigns: From **Heather Dietrich**, FIVCO District-Wal-Mart has provided 1500 “Vials of Life” each vial can contain medical history for 5 members in the family and Heather fills each vial with handouts on folic acid. She has also received 20 boxes of free Harmony cereal from General Mills that she uses in her displays. Three members from the FIVCO District did an hour long media interview all on folic acid. From **Jaime Rafferty**, Green River District: Jaime told about consumer classes and a food display at the High Schools, and folic acid education in her parenting and pre-conceptual classes. From **Gil Lawson**: Reports working on a press release about the 40,000 women who have received folic acid and counseling across the state with the KIDS Now Initiative. He needs testimonials from families. **Katrina** mentioned that each of the March of Dimes seven Divisions have ambassador families that may be of help with this. Gil reminds us to mention the KIDS Now Initiative over the next 4-5 months as we are out and about spreading our folic acid message. From **Linda Lancaster**: The 5,000 table tents are in and are to be used in HD’s and schools. Call Linda if you need table tents or if you want to borrow the master and have your own printed. She can be reached at 502-564-2154 ext 3766.

Committee Reports:

Community-Diane Sprowl-The group will meet after this meeting at O’Charley’s. At the last meeting on April 26, 2001, the goals and activities for the year 2001 were targeted.

Professional-Audra Smith-Audra asked if any other partners had linked their websites to the MOD’s website, but none had. We need to have as many partners as possible to link up with the MOD’s and report to Audra when accomplished. It is one of the Professional Committee’s goals. All members of the Professional group did this in 2000, and need the other partners to step forward. Audra reported on all of the other activities the group has already accomplished.

Media-Linda Villwock-Unable to attend-Susan Brown reported that this group has been busy working on the tray liners. They met in person in Louisville on August 1, 2001 and met via conference call on August 10, 2001, and ongoing via email.

Old Business:

Tray liners-Susan Brown reported to the partners that the tray liners are not available today because many vendors across the state felt the tray liner “Even if you’re on the pill, you’d better be on this one,” would make families eating in their establishments uncomfortable. We are trying to find a more family friendly slogan for the tray liners. One that was suggested by Jaime Rafferty is, “A Healthier Lifestyle is Easy to Swallow.” Discussion among partners occurred and many suggestions were made. The tray liner originally was to be 10 x 15, but a smaller size, has been requested by the partners, of 8 x 11. A request was made for bundles to be in 1000 count packages. Bullets should be used under the heading for targeting our three key points about folic acid. Whenever, the tray liner is ready for distribution it will be delivered to the Pamphlet Library where our partners can request their supply and it will be shipped free of charge to the partner (partners will be responsible for distribution within their own communities).

Press Conference-Susan Brown It was decided yesterday, to also cancel our planned press conference, which was to be held on September 18, 2001 at the MCH Conference in Louisville commemorating our 2-year anniversary as a Partnership. With the tray liners promotion being a big part of our message for the press conference, postponement seemed logical. Possible sites for the future press conference are Pike and Warren Counties due to the results of the MIOP Survey. Also Dr. Joe Mulinaire, from the CDC will be speaking to the Medical Association in Bowling Green on November 6, 2001. It would be great to have Dr. Mulinaire present for a press conference. Plans are certainly not developed at this point, so if you have ideas please give them to Gil.

2001 Goals-Susan Brown Reminder that all evaluations are due at the end of 2001. Our plans run January through December. The committee chairs are responsible for completing and sending them to Susan. Due to the National March of Dimes in January 2002.

New Business-Susan Brown

Meeting Dates for 2002: It was suggested to move our meeting date from the third Thursday of the month to the 4th Thursday of the month. There were no objections from the 28 partners present at the meeting. The meeting dates for 2002 will be January 24, May 23, and September 26, 2002.

Free time was given to the partners to network while members of the media committee met to work on the tray liners. A conference call was planned for September 13, 2001 at 1:30 pm EDT for a **Special Media Committee** to assist with ideas for a new tray liner. Those members are: Linda Villwock, Linda Lancaster, Heather Dietrich, Jaime Rafferty, Diane Sprowl, Gil Lawson, Katrina Adams, Heidi Yost-Corner, Denise Maples, Holly Turney and Susan Brown.

The meeting was adjourned at 12:30 pm.

Minutes respectfully submitted by Susan Brown State Folic Acid Campaign Coordinator