

The Kentucky Folic Acid Partnership...Promoting Perinatal Health Meeting
State Laboratory Building, Frankfort, Kentucky
September 23, 2004

Those Present: Susan Brown, Sandy Cleveland, Teresa Bunch, Brittany Frank (Intern for Whitley County), Paula Watson, Lisa Heck, Bonita Bobo, Joyce Robl, Jeanie Weikirk, Alice McClanahan, Jessica Spalding Bickett for Roxanne True, Dr. Ruth Ann Shepherd, Diane Sprowl, Linda Dunsmore, Fran Belvin, Amy Baker, Sallie McLain, Jackie Walters, and Dr. Carol Hanley.

Those who notified me, "unable to attend": Dr. Steve Davis-Chairman, Susan Borders, Jaime Rafferty, Shari Stewart, and Carolyn Burtner.

Call to order:

Susan Brown, Kentucky's Statewide Folic Acid Campaign Coordinator, called the meeting to order. It was noted that Dr. Davis, Chairman of the KFAP was unable to attend, due to a meeting-time conflict. It was also noted that Sandy Cleveland is in attendance as a member of the partnership, as well as representing Dr. Davis during this meeting in his absence. A welcome and introductions followed as members introduced themselves around the table.

Approval of the June 28, 2004 Minutes:

Joyce Robl made the motion for the minutes to be approved as read, and Sandy Cleveland seconded the motion.

Committee reports:

Media: Chair Shari Stewart is on vacation, and her co-chair Lisa Heck reported for the committee. Binders for the media guide have been purchased for all partners and will be available for mailing as soon as the editing is complete. The media committee wishes to thank all of the partners who took the time to send names and contacts of local media, as well as offering many helpful suggestions that have been included in the guide. A section at the back will be devoted to materials, resources, and ordering information, including additional pages for updating materials as they become available. Lisa Heck also reported that the stats for this past fiscal year showed 282 media activities reaching over a million participants. **Question:** Sandy Cleveland asked how those numbers were reported, due to the large increase in this fiscal year compared to last fiscal year. Lisa stated that these numbers were from the reports that Susan Brown distributes monthly to the members. Some discussion occurred about the process, and Susan noted that some areas report circulation numbers for articles that appear in their newspapers, as well as large businesses like Bluegrass Family Health reporting concrete numbers from their newsletter mailings that are used to promote folic acid use. Although we can't be certain those receiving them read the newsletters it is the best measurement we have, while trying to be as accurate as possible. We never simply "pull a number out of a hat" and plug it in. Only numbers that the partners have reported as accurately as possible are used. It is also noted that the database for media also includes "mass distribution of information." Several partners across the state report in this category when they distribute materials to places such as: department stores, beauty shops, girl scouts, college campuses, and grocery stores. Unless a formal presentation (complete with sex, race and age sign-in) has occurred the activity cannot be coded to health promotion/education or

behavioral change education. Susan asked Diane Sprowl how hard it would be to separate out the numbers of media versus mass distribution of information? Diane replied that it could be done using a query specific for the desired information. Susan asked Sandy if this helped answer her question and she said yes, she was fine with the explanation, she simply needed to be able to explain the numbers when asked about them from others.

Community: Chair Diane Sprowl reported that her committee has recruited three new members: Joni Connelly, Alice McClanahan, and Betty Bender. She shared that her committee usually begins their meeting with sharing the activities the members have completed since the last meeting, and she shared those activities with the group. The community committee has completed their 2004 plan (which is available to view on the website) and also began work towards the 2005 plan. Some of the ideas community members suggested to help reach women were: contact through WIC newsletters, church bulletins, and using office “on-hold” messages to promote education about folic acid and prematurity. Diane also brought 3 RX pads per member present to share across the state. These pads were purchased from funding received during the Barren River District Health Department’s MIOP grant a few years ago. Although a prescription is not needed to buy folic acid, it was a way for doctors to remember to talk about folic acid with their patients. The reasoning behind the purchase was using the information we learned about behavior change—how women are more likely to consume a multivitamin daily when instructed to do so, by her physician. Diane also reported about the new KFAP website and distributed a handout to partners present showing the elements of the website and where to find things. She reminded us that the folic acid reporting forms have been updated to include prematurity reporting along with folic acid. These forms can be accessed through the website. The goal is to have all materials past and present available through the site. She is missing only one KFAP meeting’s minutes—those from December 1998, the first meeting held to form the partnership. If there is any member, who has access to those minutes, please send them to Diane and she will post them on the website. Also included on the KFAP website are several links to other organizations. Diane asked Joyce Robl if there was a link for genetics to the University of KY because she was unable to find one, and currently only has the U of L link. Joyce said there are links available to both of the universities listed under genetics. Diane encourages the partners to remember to send pictures for the website and she’ll see that they are published. (A picture of the members present was taken at this meeting to help get things started). It was suggested by Sallie McLain that the information for the Prematurity Summit be sent to Diane electronically so it too can be posted on the website. (Susan has sent that to Diane). So far, the website is a barebones effort, (according to Diane) and she is counting on the members to help her to beef it up. (Diane, we all think you’ve done an excellent job and we’re very proud of the new site. Thank you very much)!

Professional: Chair Joyce Robl reports that there are 7 members on the professional committee and she is very pleased with the turnout (a great number compared to other years). The 2004 Professional plan is completed and the 2005 plan is in the process of development. They have added activities for prematurity in their overview that contains “Trend Data.” They have also asked Tracey (state-epidemiologist) to assist them with these projects. They would like to see a map of Kentucky placed on the new website with the availability to access KY specific information and how it compares to the nation. It should also be possible to provide data using the ADD districts as a division. She

mentioned the fact that KY is 2nd in the nation for smoking, and being able to plug in the prematurity rates to that data can show us the “trend data,” for smoking and how it relates to prematurity. (Sounds like we have some exciting things to look forward to-good job)!

Sandy Cleveland-words from Dr. Davis: It was reported that in spite of our best efforts consumption of multivitamins/folic acid is not increasing. Sandy shared her experience at the state fair this year, and how she talked about the need for supplementation to every person she met while taking B/P’s at the fair (oodles and oodles of them). Most did not take a supplement daily. Sandy also states that health departments are reporting that when they offer the second year free vitamins, most are stating that they don’t need any since “they have plenty left at home.” And of course, if plenty are still at home, they are not being taken daily, as intended. Some discussion was sparked from this information. Several members offered creative ways to reach the public at large in order to better inform them about why taking the vitamin is so very important. Paula Watson spoke of the 360 letters mailed monthly to the Clark County Homemakers, provided through the Extension offices. She states it would be very easy to access these on-going newsletters and plug in behavior change information on folic acid, and the risks of prematurity to these young and older women. Linda Dunsmore agreed, stating that the older citizens have family members that are the age of our target audience whom they can have a great influence over particularly in certain sub-cultures of our population. It was also mentioned that the food stamp office sends a quarterly newsletter to recipients of food stamps. This would certainly be a group we’d be interested in reaching with the FA, PTL behavioral change educational message. Sandy also mentioned the desire to get folic acid back on the BRFSS, in order to have some data on the numbers of women taking a multivitamin daily. The 2003 Gallop Poll has been released recently, and it has this type of data (although we are not certain if KY is specifically listed). Susan has received that 2003 Gallop Poll survey electronically and she will send it out to the members. (Going out with these minutes). Sandy also wanted the group to know that Dr. Davis sent his appreciation for all that the group does. He says thank you, thank you, thank you, so very much for all that you do, and he was sorry that he was not able to attend this meeting.

KERA Presentation-Dr. Carol Hanley and Jackie Walters

Each member received the power point presentation via email, to print handouts from and bring with them to today’s meeting. Dr. Carol Hanley provided an informative and exciting presentation on how folic acid education fits into KERA. Dr. Hanley understands the system, and by the end of her presentation so did the rest of us! In addition to the power point handouts she provided handouts on the “Core Content for Practical Living/Vocational Studies Assessment Grades Primary through 10 with Assessments at Grades 5, 8 and 10-Health Sub-domain.” This information is available by visiting the KERA website and finding “program of studies” dropdown to health academic expectations. You can also find sample test questions at this site. If you have questions email Dr. Hanley@ chanley@uky.edu Dr Hanley says the way to a teacher’s heart (and into her classroom) is by knowing the jargon. Say things like: “My folic acid education is *aligned with your academic expectations and core content.*” Using the proper jargon on flyers, letters, pamphlets etc. will get your foot in the door. If you are having trouble in certain areas accessing the school system, get your name on the docket for the next “Site Based Decision Making Council,” and do a presentation for them pleading your case. She

shared that: “Academic expectations” are broad statements; “Core Content for Assessment” is a specific statement; and “Program of Studies” by law must be taught. She believes that folic acid is already on the KERA plan evidenced by” Academic Expectation 2:31: “Students demonstrate the knowledge and skills they need to remain physically healthy and to accept responsibility for their own physical well-being.” (Please refer to the power point presentation for other examples). Dr. Hanley also encouraged that if you teach a teacher about her own health, and why something is important—she’ll in turn teach her students. There was a piece of paper that circulated the room with a sketched message that might be appropriate for reaching teachers with the folic acid message. It reads:

“To Good Teachers Everywhere: We Love What You Do!”

Please Remember to **Eat Right**

Fruits & Vegetables

Please Remember to **“Get Moving!”**

Walk Daily

Please Remember to **Take Your Multivitamin**

EVERYDAY!

In doing these healthful things daily you help protect the body from:
Heart Disease, Stroke, High B/P, Miscarriage, and Neural Tube Defects like Spina Bifida
To Feel Better!!!!

This message is for you *and* your students...from *your* local health department

It was suggested that these be sized appropriately for framing and hung in the teacher’s bathroom, directly across from the commode—so they will see it and be reminded daily. In closing, Dr. Hanley also mentioned that teachers attend a 5-day workshop each summer and that getting folic acid on that agenda could also help the cause.

****I found Dr. Hanley to be well informed on the subject and to me, she zeroed in on exactly the things we had needed to know. Those who missed the meeting missed an outstanding presentation. Thank you Dr. Hanley and also Jackie Walters for giving us a presentation that was exactly what we wanted!!!!****

Other news: Dr. Ruth Ann Shepherd, neonatologist from Pikeville was in town for other business the morning of our meeting. She asked Diane Sprowl and Susan Brown if they could meet with her an hour prior to the KFAP meeting so she could share some ideas with them, and they with her. Susan reported to the group some of the highlights gathered from that meeting. Dr. Shepherd would like us to remember to be data driven as we pursue the activities for decreasing prematurity in KY. She feels that we need to clearly identify our goals first and then the activities will present themselves. She recently attended the Tennessee Prematurity Summit where she was exposed to the 5 A’s, or Smart Moms (also used in other smoking cessation programs like Make Yours Smoke Free Family). For information on this program in Tennessee call 615-898-2905. The 5 A’s are: 1. Ask 2. Advise 3. Assess (Are you willing to quit within the next 30 days)? 4. Assist and 5. Arrange. Dr Shepherd states that we need to define the problem of prematurity as it relates to these specific groups: 1.Pregnant women 2. Physicians 3. The public in general. Dr. Shepherd feels that the message would be different for each of these groups. She gave the example of how women in Sweden have the highest cigarette

smoking percentage in the world, but they quit smoking during their pregnancies directly influencing infant birth weight. She suggested involving Tracey, state-epidemiologist to look at the data. What's different and what's the same between the folic acid campaign and prematurity? What about behavior change? Is it the same? Will women not quit smoking unless their doctor tells them to? Compare what we have learned with the folic acid campaign and decide how we apply that to prematurity? Target the three areas (community, professional and media) as we have with folic acid but research the scientific data based knowledge available and avoid misinformation. She gave examples of how for many years doctors have recommended bed rest to decrease PTL symptoms; but scientifically bed rest does not make an impact. Another example of misinformation was using information like: infections have a higher incidence for PTB, but when studies were done using Flagyl as the treatment of choice for fighting these infections, it was concluded that stopping infections did not impact PTB; when in fact the drug was the problem. Studies done using Clindamycin for treatment of these infections was indeed effective and lowered the risk of PTB. Be aware of misinformation. She suggested that we take the next three months prior to our next KFAP meeting in January to focus on the research that is available and to individualize it to Kentucky. EX: What are Kentucky's top three risk factors for PTB? What are the target programs in place? What would be the best practice for resolving this problem? List strategies or interventions by risk factors. We are not the first state to be looking at this information. We don't have to re-invent the wheel. Prematurity is a BROAD problem that we need to individualize for Kentucky. We need to be more specific and organized, just as we did with folic acid in the start-up years. She asked me to challenge the members to take these next three months prior to our January 2005 meeting, to research, explore, and ponder the questions she has raised and report back to the group in January. "We need solid goals to impact prematurity in Kentucky...from there it will all fall into place." (Dr. Ruth Ann Shepherd). Consider yourselves challenged!

Other materials shared at the meeting: Sallie McLain distributed the brochure for the Prematurity Summit scheduled for November 8, 2004. Retired KFAP member Sarah Chaffin from Pikeville will be honored at this conference. Please come and help us to celebrate her many accomplishments. And, Sandy Cleveland distributed two forms that she composed that relate to the KFAP. The first is a one-page article titled: "Folic Acid – General Information," and the second one is two-pages titled: "**Overview Kentucky Folic Acid Partnership (KFAP)**". I do not have access to these electronically; if you missed the meeting and you'd like a copy please contact Sandy. **FYI:** At some point in the near future (when Diane has a chance to "come up for air again,") she will place several articles/games that Sarah Chaffin developed (and others, like these articles of Sandy's) on the website.

Meeting dates for 2005: Mark Your Calendars Now!!!!!!!

January 27, 2005

May 26, 2005

September 22, 2005

The meeting was **adjourned** at 1:15pm with both Media and Professional committees meeting briefly in the pressroom; while Community members attended their regularly scheduled meeting at O'Charley's.

Prepared and Distributed September 30, 2004
Susan Brown Kentucky's Folic Acid Campaign Coordinator