

FOLIC ACID PARTNERSHIP
OCTOBER 21, 1999
FRANKFORT, KENTUCKY
MINUTES

Present: Rita Hayes, Eugenia Smither, Michelle Cartwright, Holly Turney, Linda Villwock, Gil Lawson Audra Smith, Kathy Daly-Koziel, Cindy Sullivan, Katrina Adams, Mary Ann Hindman, Linda Lancaster, Dr. Davis and Susan Brown.

The meeting was called to order by Linda Lancaster. She welcomed everyone and asked each of us to tell a little about ourselves while we enjoyed a wonderful lunch. We were entertained by many members via the television interviews that had appeared during the Sept.7th and 8th "kick-off" Campaign. The interviews were about 25 minutes, back- to- back. We all agreed that the Campaign received excellent coverage. Hats off to a wonderful job by Linda Villwock and all of her Media team!

Next Linda V. gave a Media report. She told us the next Media Sub-Committee Meeting would be on Tuesday, November 30, 1999 at 11:45AM EST. They will meet at the MOD's office in Louisville. She added that Crystal Montgomery had suggested that John Michael may be available to do further PR with her in the future. Holly Turney distributed 15 diskettes with the Partnership Logo on them in color and in black and white to the members present. We are all so grateful to have them. Thanks !

Kathy Daly-Koziel gave the report for the Community Sub-Committee in Diane Sprowl's absence. This group met October 11th and had many ideas and suggestions to report. The logo that Holly supplied today will be used for the cover of the packets they are working on to promote folic acid awareness. Pharmacies are a source that could be utilized to help send the folic acid message. Slips with the message put in bags as well as displays near the vitamin section will draw attention to the cause. A suggestion to contact the big chains of Wal-Mart and Kmart to also participate was mentioned. Diane will contact the KY Pharmaceutical Association, since she knows the President, to see about promotional opportunities available. Also, it seems that all the members of this Committee have Web Sites and plan to put a hot link to MOD's and encourage others to do so too. Linda Lancaster told us that Fran Hawkins is setting up a spreadsheet (Excel) to be used for evaluation. A comment was made that the Proclamation the Governor signed proclaiming September as Folic Acid Month could be put on a Partnership Web Site to give better visibility than in a folder. The problem is we have no Web Site at this time. It was suggested that since the Barren River Dist Health Dept has a site they would provide this and maintain it since the coordinator is located there. Susan Brown will take this back to BRDHD for approval. Members are encouraged to Email Susan with any updates for the site as well as any activities achieved from our Goals to enable continued ongoing evaluation. Community also suggested floral cards, utility bills and payroll slips as other ways to reach the public with our message. Members

could provide the printed material using their own equipment to save cost. The next meeting for Community will be January 13, 2000 at Ruby Tuesday's in Louisville at 1:30 PM EST. This group is active and seems to have no problem attending scheduled sub-committee meetings. Keep up the great example!

Linda Lancaster gave the Professional Sub-Committee's report in Joyce Robl's absence. (Joyce was in Maryland with a family member who is seriously ill - our thoughts and prayers are with you Joyce). Linda shared that no one attended the last meeting and that she was supposed to try and schedule one for her today. She felt that it would be better to wait until Joyce returns on Monday October 25th, 1999, and let her decide. *(Joyce's Dad, I'm sorry to say, did die and her first day back was November 8th. She has scheduled the Professional sub-committee meeting for December 1st in Frankfort from 10:30 to 12:00 EST)*. The Professional report given included an update on all the activities the group has accomplished this year. Linda also told us a little about the Train the trainers program being developed. It will include info on folic acid as well as how to train others. It will offer some of the hard questions you may be asked and how to deal with them. Linda shared with us about the wonderful slide presentation that Joyce already has in place. There has only been one planning meeting so far but it is hoped that this will be a teleconference offered across the state in March or April. It seems to me that they've accomplished quite a bit in one little meeting. Good job! Joyce's group has made a packet

and mailing list for Professionals. Some of the activities they've participated in are the MCH conference where they distributed Centrum vitamins to all registered attendants of the opening session. There were 17 physicians present during the first time ever offering of MEU's at this conference. On Sept. 26, 1999, Joyce attended the Hispanic Health Fair held at an elementary school in Lexington where she distributed 200 samples of Centrum vitamins. The vitamins were also handed out at conferences for the KY Academy of Family Physicians, the KY Pediatric Society and the Infant Toddler Conference. Greater than 100 health care professionals have been reached by these activities. The KBSR included information about folic acid in its first newsletter and the Birth Defects Center at the University of Louisville also carried an article on folic acid. (Joyce for your information, Karen Kinzer from Spaulding University wants to be a member of your group and is ready and waiting for an assignment; she missed our meeting due to a delivery she couldn't leave -this message is passed on to you from Rita Hayes). This group has done an outstanding job and members are encouraged to continue to attend the meetings so vital in our fight against birth defects.

Next, Dr. Davis who was detained by another meeting offered some insights to our cause. He mentioned that the State Parks already have a self-breast examination card that is hooked on all of the showers in place. He thought that this would also be something that we could possibly do with folic acid. The gentleman responsible for allowing the SBE cards is Greg Lawler (502-564-7996), of the State

Parks System. Dr. Davis also appeared to be bursting with news that he so badly wished to share but could not share with us at this time. He mentioned the Proclamation signing with the Governor and its significance. He voiced his awe at the Governor's ability to stump him with a well thought out question on folic acid and mentioned that the Governor has a tremendous amount of interest in early Childhood Development. The rest we will have to wait and see. Kim Townley will be presenting findings to the Early Childhood Development Task Force in early November. Dr. Davis noted that we have access to 120,000 women who come to FP Clinics across the state. We would like to be able to provide either folic acid or a multi-vitamin with folic acid to them. There are 900,000 women of childbearing age in the state and between 500,000-600,000 that are able to have children. We would eventually like to provide this to ALL women regardless of income.

There was an article Dr. Davis read that was negative in its findings of the efforts of folic acid campaigns. It stated that women were more aware but that there was no behavior change that took place. Dr. Davis mentioned that 9,000 teenagers in our state have babies. Other members responded to this by commenting that we need to involve the schools and more specifically the teachers who teach health or other related courses where folic acid could fit easily into the content. It was mentioned that the MOD's PSA "Ready Not" could help with the message in the classroom. Comment was also made that it didn't seem like enough time had passed to effectively evaluate behavior changes. Dr. Davis said he would finish reading the article and let Linda Lancaster know the details to get back to us.

Getting the teachers involved sounds like a good project for Community.

Other news: Rita Hayes was a speaker at a news conference in Louisville yesterday 10-20-99 at the Hyatt Regency Hotel. It was in association with Master of Ceremonies. She spoke for about seven minutes on Spina Bifida and Folic Acid. Television coverage was by "AS TV-11 in Louisville. Rita also attended a dinner presented by Kosair Charities on October 15, 1999. She provided a display for Folic Acid that about 350 people in attendance had access to. Great job Rita!

Next on the Agenda was Susan Brown, who first told members a "little" about herself (some may disagree) and how she came to be in the position of State Folic Acid Campaign Coordinator. She also handed out eight points of her job responsibilities thus far. She asked for input on these from the group to see if this was how her job was envisioned. She also reminded us that this is a part-time position three days a week. She can be reached Wednesday through Friday at the Barren River Dist Health Dept by calling 270-781-8039 EXT 181

Or [Email: sbrownfolicacidco@yahoo.com](mailto:sbrownfolicacidco@yahoo.com)

On Monday and Tuesday she is at the Primary Care Center @ 270-746-8413 and has no access to Email on those days. SO, WHERE DO WE GO FROM HERE? Susan shared that she is involved either directly or indirectly with six committees and assumes that most of the members are also very busy people with duplicate meetings to attend. She suggested that members think about how often the

Partnership needs to meet. Does most of the work occur in sub-committee or in the large group? Would sub committees be better attended if allowed time to meet prior to but on the same day as the Partnership? Would starting earlier say 10:00 to 2:00 help to do it all in one day? The Professional meeting had no one show last month probably due to so many commitments. She has also noticed as she viewed the membership list that many clumps of members work at the same place or very close to each other. She urges us to not forget to pull on that resource and DIVIDE the workload. Various projects could be done in smaller than even sub-committee groups in our own work places. Susan suggested that perhaps the Partnership could meet only twice a year instead of four times a year with caution being given to members of the importance not to lose enthusiasm or interest. We need to stay motivated and not take the attitude that our Press Conference success means our work is finished. She then opened it up to the members for comments. Some felt that having one day to meet for sub-committee and Partnership would be beneficial. Others, like Gil Lawson felt that keeping the meetings shorter by using mailings to inform members before hand of important details or issues to be discussed would help us to accomplish more in less time. (Good point). The Community sub-committee stated that their meetings are well attended and that they would like to continue meeting on a separate day. The suggestion was made by Rita Hayes that we schedule our next meeting for January and then meet every four months from then which would be three meetings in 2000. We will discuss the other issues at that January meeting. The dates for next year are January 27,

2000, May 25, 2000, and September 21, 2000. All are scheduled for the State Lab Building in Frankfort. The January meeting will begin at 10:00AM EST and end at 12:30PM EST. (Lunch on your own).

Katrina Adams told us that the next meeting of The Public Affairs group would be November 2, 1999.

Mary Ann Hindman gave an update on the folic acid teleconference she attended October 6, 1999. There wasn't time for her folder suggestion we'll add that to the next Agenda. * * * As of Monday, November 1, 1999, Mary Ann Hindman has been offered and has accepted a promotion to be Regional Director for the MOD's in Atlanta. She begins her new position on January 1, 2000. We will miss her but feel fortunate that we will have a friend in the Atlanta office. We are happy for her and for her family since the move brings her back with two of her daughters and a grandchild. Best of luck, Mary Ann! ***

For those who weren't in attendance I want to reassure you that if an important issue comes up and Dr. Davis feels it needs the Partnership's attention, he can and will call an extra meeting.

The meeting was adjourned.

Respectfully submitted,
Susan Brown

My most recent list of the Sub-Committees:

PROFESSIONAL

CHAIR- JOYCE ROBL
DR. DAVID ADAMKIN
GARY COPLAN
KERDA DE HAAN
MARY ANN HINDMAN
KAREN KINZER
DR. RICHARD MIER
JUDY MYERS PERRY
AUDRA SMITH
EMMA WALTERS

MASS MEDIA

CHAIR- LINDA VILLWOCK
LINDA LANCASTER
GIL LAWSON
HOLLY TURNEY

COMMUNITY

CHAIR-DIANE SPROWL
KATRINA ADAMS
MICHELE CARTWRIGHT
KATHY DALY-KOZIEL
CAROL FORBES
FRAN HAWKINS
RITA HAYES
JANE LEWIS
BRENDA MILLER
EUGENIA SMITHER