



The Kentucky Folic Acid Partnership Meeting
Minutes from January 24, 2008
State Laboratory Building, Frankfort, KY

Members present: Katrina Thompson, Roxanne True, Teresa Cooper, Linda Dunsmore, Mary Sue Flora, Dr. Ruth Ann Shepherd, Sally Brunner, Diane Sprowl, Shari Stewart, Jill Ford, Rich Nading, Beth Crace Fisher, and Susan Brown

Those who replied unable to attend: Linda Lancaster, Christie Penn, Sarojini Kanotra, Dr. David Adamkin, Emma Walters, Susan Borders, Cathy Chase, and Kelly McKown.

Call to Order, Welcome, and New Members: Susan Brown called meeting to order and welcomed all members to the table including two new members: Beth Crace Fisher, DPH-Communications (Crace for email), and Rich Nading with the Green River District HD. Jill Ford reports-new director for Monroe County: Rita Crabtree.

Minutes Approved for September 2007: Motion made, seconded and carried.

Chairman's report: Dr. Ruth Ann Shepherd reported highlights from several of her programs:

- **HBWW**-Six sites involved, the three control sites do nothing differently, while the three intervention sites: UK, Ashland and Trover follow the grant guidelines for HBWW. The sites represent eastern, central and western parts of the state and provide us with views from a university, public and private setting. The control sites correspond accordingly, using same criteria. HBWW initiative receives worldwide exposure via J&JPI publicity DVD clip. The www.prematurityprevention.org website has received over 5,000 hits worldwide with many from Israel. Dr. Shepherd reminds us that toolkit fact sheets and handouts are available for download at the website. Use them for educational purposes to inform the public that preterm birth is not a good thing. Late preterm births make up 80% of all preterm births. Mortality rates for late preterm births are 6 times the rate of full-term births during the first month of life, and 3 times the rate of full-term births over the course of a life time. While, many expected the mortality rates between late preterm babies and full-term babies to be a *little bit* higher—most were *shocked* to find **such** a significant difference.
- **March of Dimes Scientific Advisory Committee:** Dr. Shepherd has been appointed to serve on this committee
- **National Public Health Association:** KY is pushing the nation for prematurity awareness
- **KY Chapter of the March of Dimes' PRAMS grant:** To enable KY to perform the requirements needed to become a PRAMS state. Currently only 37 states meet the PRAMS guidelines. Part of the KY project is a survey. Mailed to KY women who have had a pregnancy within the past year. CDC requires states to receive a

70% response. With the first mailing, KY PRAMS' project has received a 50% response! A second mailing with FU phone calls to finalize responses—end of February. Then begins the evaluation process and analysis of the handwritten comments. Will supply wealth of information for use in parenting issues.

- CDC: Smoking is the single most preventable cause of all perinatal and maternal health problems.
- Anthem Foundation: Anthem will spend \$240,000 in the 9 counties of the KY River District with case managers tracking smokers one-on-one, and offering counseling. Desire to provide a positive environment is what sets this project apart. According to the British Journal of Medicine: motivation is the weakest link to quitting smoking. The level of a smoker's addiction was found to be the most important key to quitting.
- ACOG: It's not that smokers don't want to quit, but they are addicted and need a positive environment to overcome their addiction with the help of: nicotine replacement therapy like Cooper Clayton classes, the 5 A's program, ACOG materials and behavior changes. Connie White chair of the KY ACOG group is concerned about pregnant smokers. The QUITLINE has received calls since it's implementation but *almost no pregnant women have called*. There's a small grant to address this issue. Physician offices would offer a self- survey completed by pregnant patients as they wait in the lobby. Office clerks would screen the surveys upon completion and place the appropriate educational materials in her chart. When the physician receives the chart already flagged—he or she then spends only 30-60 seconds advising the pregnant mom to not smoke and providing the written materials. Connie will speak during the National ACOG conference February 11, 2008.
- National Forum: Dr. Shepherd serves on the Quality Indicators' committee where smoking and pregnancy is also on that agenda.
- GIFTS: Giving Infants and Families Tobacco Free Starts
- FEMR: Perinatal task force is redoing guidelines for the fetal infant mortality review (Stillbirths and fetal deaths after 20 weeks). Want to know what happened before she delivered.

These are all important maternal and perinatal health issues. Time, staff and money are tight, but we all push ourselves beyond our limits, because it's important to do so.

- Statewide in KY 26% of all pregnant women are smokers. KY ranks 49th in the nation with West Virginia 50th. Some of our counties have 50% of all their pregnant women smoking, and not a single ADD district has a county ranking at the national level.

Dr. Shepherd was asked if there have been any changes with the new Governor in office and also about any rumored budget cuts? Janie Miller has been appointed to the Office of the Secretary, as has Steve Nunn, serving as the new Deputy Secretary. It is expected that budget cuts will be made across the board.

Committee Reports:

- Community: Diane Sprowl reports that the BRDHD website lists restaurants that are smoke free and that many of their county health centers' boards have recently elected to have smoke free campuses. Discussion occurred from the group about

getting lists of all the restaurant chains that have gone smoke-free i.e.: Burger King, Applebee's and the YUM franchise: Taco Bell, KFC and Pizza Hut, as Linda Dunsmore encouraged us to consider sending thank you notes or cards to these companies as "a grand gesture of our appreciation and support of their decision." This idea was well received and should be pursued. Diane completed the community report with the news that all 2007 goals were met and exceeded. She has many new ideas that will be shared later today with her committee as they develop Community's 2008 plan.

- Professional: Katrina Thompson reports that this committee's goals were either met or exceeded during 2007, with the exception of Objective 2.1, Activity 6 listing only 9 website links instead of 10. With the KFAP website link to the www.prematurityprevention.org website, it brings us to 10.
- Media committee: Shari Stewart reports that all goals were met, with the exception of those linked to the toolkit usage. Those activities will be moved to the 2008 plan. Outstandingly, in 2007, media placements were up by 55% from 2006.
- All committees will meet immediately following today's meeting at O'Charley's

Old Business:

Each member present had the opportunity to share what activities they provided during FA Awareness Week and Birth Defects Prevention Month. Some of those were: Messages to: Stop Smoking Before You Get Pregnant, and Mom and Dad Folic Acid Prevents Birth Defects! Green ribbons-Central Baptist, Folic Acid RX pads, Health Chat-TV segment GRDHD, employee health fairs, outreach to local MDs/HCPs and PSAs in Monroe County, newspaper articles several locations, bulletin boards, displays, TV segment cable channel with potential for 90 opportunities for viewing (Lincoln Trail).

New Business:

MODs Seal of Approval: FA partnership with the grain industry- offers credibility, fortified grains. Article in Courier Journal, TV segment in Louisville. National MODs launched a campaign with Kroger's: Highlights the seal of approval that was seen locally in Bowling Green.

New Tool for Reporting KFAP Activities: Diane Sprowl shared her plan to update the www.kfap.org website to eventually include access to a new activity report that would automatically record simultaneously into the database. Removing several steps for both members and the FA Coordinator.

Memphis article: Mention was made of the article and after the meeting Sarojini Kanotra shared stats from the Louisville area that was sent via email to all members.

Group brainstorming:

Ideas were gathered

Adjournment

Respectfully submitted January 31, 2008
Per Susan Brown, Kentucky's Statewide Folic Acid Campaign Coordinator