



**KFAP Meeting January 26, 2012 via ITV
11am-1pm**

Those present: From the Barren River District site: Susan Brown, Diane Sprowl and RD Intern Miss Boyd; From Fayette County HD Lexington's site: Catherine Lowe and Barbara, From the DPH-Frankfort site: Katrina Thompson-MOD, Trina Miller DPH, Shelley Adams DPH, Emily Adkins-DPH, Benita Decker-DPH and Cindy Crowdus-Franklin County HD; From Northern KY's site: Sherri Hoffman; From Floyd County's site: Misty Morris for Nicole Nichols; From Madison County's site: Erin Gillespie-SBAK and Abigail Derringer-Madison County HD. **Those unable to attend:** Susan Borders-Louisville. Metro HD-Meeting conflict, Kara Brown-MODs-traffic accident bridge in Indiana, Nicole Nichols DPH-meeting conflict but provided substitute in her absence, Shari Stewart Central Baptist Hospital-meeting conflict, Mary Sue Flora KBSR DPH-staffing conflict, Kimberly Jackson-Pennyryle District and Dr. Ruth Ann Shepherd KFAP Chairperson DPH out all week.

1. Call to order-Susan Brown
2. Welcome and Introduction of Members Present-Susan Brown & Members
3. Roll taken
4. Approval of the Minutes: Motion made to approve (DS) and seconded (TM)
5. Members' reports of what activities they provided during FA Week:
 - Barren River: Targeted the social media network this year providing the CDC link to their e-newsletter all about FA week with an added component that will continue to update that link with current e-newsletters in the future, BabyNet Coalition posted the CDC site on their website and FB pages and also Susan's article on Folic Acid which was also featured in the BRDHD e-newsletter distributed to other health agencies. The message "What Does Folic Acid Mean to Me?" was the message on the BRDHD's message board in front of the building on State Street in Bowling Green. The same day that sign was posted the BRDHD hosted a health fair for KY Spirit staff and ~ 50 participants in their MC program. Each participant received a packet of materials that included a copy of the FA article, the brain card for HBWW, WIC HO on KC and a list of all the breastfeeding benefits clients on WIC are eligible for if they exclusively breastfeed their babies. The group was excited about KC and also eager to help

- spread the word about the importance of daily folic acid use for not only lowering NTDs by up to 70% but also for its' added benefit of reducing preterm births by 50% when taken at least one full year prior to conception. Families attending Quick WIC classes & BFG Classes also received additional info about FA, HBWW, KC & BFG during January.
- Northern KY-Sherry Hoffman: FA Bulletin boards in at least 2 clinics, KC training for HD employees working in WIC or with BFG were held last week on the 19th and 20th of January and there's still one more opportunity for employees to register on TRAIN and attend the final ITV KC training on February 7th. Northern KY's BFG Coordinator attended and presented at the University of Cincinnati's BFG Coalition. All CBA women who have pregnancy tests in their HD receive a 3 month supply of FA to suffice until their first PN appointment with their physician.
 - Lex-Fayette Co HD-Catherine Lowe & Barbara: used FA posters that they designed to promote FA week They also supplied their FP clinics with several hundred pieces of literature on PTL/PTB and FA to remind staff to utilize these materials especially during FA week and throughout the month of January and beyond as the repeated action would soon become a part of their routine –just as women who begin taking FA daily on a regular basis make it a habit in their own lives.
 - Marshall County HD-Abigail Derringer: Placed 72 bags of Chex Mix and FA literature in their two lobby locations as displays to promote FA Week. In addition their HANDS staff distributed the same items to their HANDS' families during that week. They used two different pamphlets provided by the CDC one for those women already planning a pregnancy or already pregnant and another for post-partum women to encourage their FA use beyond pregnancy and as a lifetime commitment to better health. She also shared that 3 of their staff had attended the CLC or CLS trainings offered from State WIC and that 4 members of their staff make up a BFG Team that meets quarterly to focus on ways to improve BFG in their area. She mentioned the support they've also received from Doraine Bailey, IBCLC who has provided additional support and educational opportunities about BFG as needed by their staff.
 - SBAK-Erin Gillespie: We took a moment to welcome Erin who attended her first KFAP meeting from the Marshall County site this morning. She is just 3 weeks into her first "real job" out of school with the SBAK. Due to a recent expansion of services SBAK has partnered with Lexington Shriners' with Erin hired to provide program planning. Her fellow new hire for the same position, but based out of Louisville is Kellie Mitchum. Kellie was unable to attend today's meeting but hopes to attend in the future. Former KFAP representative from SBAK, Colleen Payne, is now serving as the new SBAK Director. We congratulate Colleen on her new position and we look forward to the fresh ideas that new members always bring to an established group of partners. Welcome aboard!
 - Lake Cumberland/Somerset-FA displays were placed throughout the District in support of FA Week and BDP month.
 - Pennyridge District HD: Provided many extra FA materials to their 5 counties during FA Week. In the spring they plan to have a display table and handouts

during *The World's Greatest Baby Shower* event targeted to pregnant women and their friends. Also plan to provide a FA display table at their local free clinic complete with various FA handouts and a chance for women to ask questions one on one that can be answered by a healthcare professional in a relaxed atmosphere while fully clothed.

6. Chairman's Report-Shelley Adams reported for Dr. Ruth Ann Shepherd:

- Dr. Shepherd, Katrina Thompson, and Shelley Adams all attended the Infant Mortality Summit in New Orleans January 12-13 as part of a 7-member team chosen to represent KY; with other members representing ACOG, the DPH Commissioner's Office, LHDs, and Medicaid. The Summit included Regions IV and VI, with the Health Resources and Services Administration (HRSA), Association of Territorial and State Health Officers (ASTHO), the Association of Maternal and Child Health Programs (AMCHP), the March of Dimes and more. The goal is to improve birth outcomes and reduce infant mortality and prematurity in the U.S with follow-up meetings planned and of special interest, Dr. Michael Lu presented on the Life Course Perspective.
- Child Fatality Review program is working on a more unified state back-to- sleep campaign
- Prenatal program is drafting a progesterone protocol for providers to use to prevent pre-term birth

7. Committee Chairperson Reports:

Community Diane Sprowl: Members received a draft of the 2012 Community plan and were asked to offer any suggestions or additions

Professional Katrina Thompson: Members received a draft of the 2012 Professional plan and were asked to offer any suggestions or additions

Media Committee Shari Stewart and Kara Brown: Both co-chairs were unable to attend today's meeting, therefore, the Media plan draft will be sent to members for review and comments once Shari and Kara can meet to devise the draft in the next week or two. They apologize for any inconvenience and hope to have an exciting year planned for 2012.

8. Additional Announcements: Trina Miller:

- DPH will be providing the FY12 LHD Prenatal Update on March 8th by videoconference for the LHD staff. The focus of this update will be on gestational diabetes/maternal weight gain during pregnancy and fetal/infant implications. An ACOG update and review will also be included. Registration will be on TRAIN.
- DPH will be providing the Annual FY12 Prenatal and Postpartum Training in Lexington on April 17-19th for LHD staff. This training will address the latest information on prenatal and postpartum assessments and diagnostic testing as well as latest evidence based practice for teaching and counseling clients about preterm labor, breastfeeding, substance use, domestic violence, nutrition and folic acid use and other perinatal issues. An ACOG update and review will also be included. Registration will be on TRAIN

9. Brainstorming Session on the KFAP logo and name: In Dr. Shepherd's absence, Susan Brown shared with those present how this prospect came to be on the agenda. She told the group that recently Dr. Shepherd had mentioned an idea she had about our KFAP name—one that wouldn't even necessarily have to change our initials: The Kentucky Folic Acid Perinatal Partnership. Her intentions for the change were to better reflect ALL that the partnership now encompasses, in hopes that we might better attract additional new groups to our table who perhaps previously thought their participation was irrelevant. However, today's meeting is to be a brainstorming session in the true fashion that Dr. Shepherd knew this group was capable of...as she fondly remembered a previous KFAP brainstorming session that delivered: HBWW. Some discussion and a handful of suggestions were made for possible name and logo changes. There were ideas for pastel colors like pinks and baby blues, or a baby quilt with the letters spelled out in block form in pastel colors of light greens, purples and blues—followed by some suggestions of a more abstract logo similar to the World BFG logo representing an abstract portrait of a baby at breast in its mother's arms—surrounded in waves of swirling colors. Members also mentioned that the current blocks used in our current logo are seen as sending that same baby-friendly message that we seem to be trying to associate ourselves with, and to others—as to whom or what we are. In the middle of our discussion an IT guy at Marshall County happened to walk in and hear our discussion about pastel colors and large words spelled out to read KENTUCKY FOLIC ACID PERINATAL PARTNERSHIP and he made a few very good observations and cautioned us to take a step back and realize that sometimes, a logo may look really good in color and in large print, but—how is it going to look in small print on a business card in black or grayscale—compared to full color. He also said that Adobe Illustrator is the program currently used for most graphic designs and he offered to assist us in any way that he can. He suggested that we might want to send him our ideas and he would print out some samples for us to view. His name is Marty Hensley and we can send our ideas to him through Abigail Derringer (our KFAP rep from Marshall County) and that she would pass the info along to Marty. Hearing Marty's suggestions also reminded Diane Sprowl that there have been times when the yellow colors in the logo haven't shown up as well on our website when she posts them in grayscale. No final decisions were made during this meeting, but the general consensus of the group at the end of our session was that Dr. Shepherd's name change certainly seemed to fulfill and encompass the true girth of what the KFAP represents. That said—one additional comment was made from Benita Decker- Adolescent Health-DPH, who asked if the name change would in any way affect the current funding provided by FP federal dollars? Benita added that she didn't know if it would or wouldn't, but she felt it was a question that needed to be considered and answered before proceeding. We'll ask Dr. Shepherd to investigate.
10. Next meeting: May 24, 2012 via ITV 9-11am central/10am-12noon eastern
11. Adjournment: The 1-26-12 meeting was adjourned 30 minutes early.

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Per Susan Brown, Kentucky's Statewide Folic Acid Campaign Coordinator