



KFAP Meeting September 27, 2012 11am-1pm, State Lab Building Frankfort, KY

Those present: Susan Brown, BRDHD; Catherine Lowe and Carley Travis LFCHD; Katrina (Thompson) Smith & Kara Brown-MOD; Shelley Adams, Trina Miller, Emily Adkins, Debra Israel, Dr. Connie White and Dr. Ruth Ann Shepherd-DPH; Erin Gillespie, SBAK; Abigail Derringer, Madison County HD; Carla Hay, NBS; Amanda Diddle, Northern KY Independent HD-replaces Sherri Hoffman; Kristin Theobald, St Elizabeth's Hospital; and Susan Borders, Louisville. Metro HD (this is Susan's last meeting-she retires tomorrow after 25+ years of service (Naze Assef will fill-in until Susan's replacement is found).

1. Call to order-Susan Brown
2. Welcome and Introductions of Members Present
3. Approval of the Minutes: Motion made to approve (TM) and seconded (SA)
4. Chairman's Report-Dr. Ruth Ann Shepherd stood at the chalk board as she did 6 years ago when she led our group in a brainstorming session that produced Healthy Babies are Worth the Wait; and today we had come full circle. From KFAP>HBWW>ASTHO>HRSA>CMS>Strong Start>AMA>KHA/K-HEN and back to the KFAP. Each of these organizations is aware of and supports the HBWW message and some are looking for ways to make the message their own. AWHONN who actually posted messages about LPTB prior to HBWW has implemented a brand new campaign focused on "Go the Full Forty!" and their website lists 40 reasons why; and the National MODs of course, had initiated the "I want my 39 weeks!" campaign when KFAP was brainstorming for HBWW. And because the DPH grant was funded through a partnership with J & J Pediatric Institute and the National MODs—we needed to support that campaign—but we had always wished it had been 40 weeks that was highlighted. Surveys have shown that 92% of women believe that it's OK to deliver prior to 39 weeks. And of course, we've all heard stories of how women without any complications are encouraged to schedule planned inductions once they've reached the 39 week gestation mark in their pregnancy, rather than being encouraged to let nature take its' course and go into labor naturally on their own. And now the Kentucky Hospital Association is looking for a catchy slogan of its' own to help support KY SAFE BABIES. Appealing to the physicians' Hippocratic Oath to "First Do No

Harm,” we brainstormed ideas focused on preventing harm to babies. Early suggestions were 40 Rocks Babies, Full-Term for Life-Time Health, and 40 Weeks for Bight Babies. Then we looked at the words SMART and SAFE to see if we could evoke the message we wanted to convey: 40 weeks for SAFE Babies!

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| Strong Mothers Are Reaching for Term Pregnancies | 4- Safe Maternity Outcomes Aim to Reach Term=40 weeks | SAFE= Aim For Forty Weeks Each baby |
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At the end of the brainstorming session most members agreed that the SAFE=Aim for Forty Weeks Each Baby was the best slogan and Abby Derringer volunteered to send a graphic into Dr. Shepherd to help depict this.

5. Presentation KENTUCKY & Every Woman Southeast: Dr. Connie White: An excellent PPP was given and the slides are attached with the minutes. Dr. White will also present this topic at the Prematurity Summit in Louisville, November 16, 2012. Please visit the Every Woman Southeast website to learn more about this unique collaboration between 9 southeastern states providing multilayered tools and resources to help reduce the numbers of unplanned pregnancies and target systems change in our approaches to women’s healthcare, with a desired outcome of raising the south’s consistently “bottom of the barrel numbers” in health outcomes to a higher level thus dramatically impacting the Life-course of women in the South. Sign-up to join the newsletter and learn even more!
6. Re-cap & Vote of Proposed Name change: The Kentucky Folic Acid Partnership has been unanimously changed to: The Kentucky Folic Acid and Perinatal Partnership; to better reflect who we are and what we represent. The initials of KFAP will not change. Dr. Shepherd will work with the Communications branch at the state to work on updating the logo. The “blocks” design and primary colors will be kept and the “and Perinatal” will be worked into the current design. Susan Brown will send the current KFAP logo jpeg to Dr. Shepherd (done).
7. Discussion: Each member was allowed time to voice “where they were, where they’ve come and where they hope to go,” in relation to being a KFAP member. Of the 17 members present we had a broad mix of history from those who have served since Dec of 1998-to Sept of 1999-to Jan of 2006-to Jan of 2007-to May of 2009-to one year ago-to 2 meetings ago-and to-this is my very first meeting... to-this is my very last meeting (Susan Borders from Louisville Metro who has served from 1999 until this—her final meeting). Each member gave an insightful look back and a thought-provoking hopeful look to the future. I’m sorry for those who had to miss the meeting, but from the comments heard we have nothing to fear—there will definitely be continued strong representation to come in 2013.
8. Committee Chair Reports: These were tabled to be reported on during the “after-meeting” sub-committee meeting to follow at O’Charley’s.
9. Adjournment: The meeting was adjourned a tad late, at 1:15pm
Minutes & attachments respectfully submitted & distributed

Per Susan Brown, KY’s Statewide FA & Perinatal Partnership Coordinator, 10/29/12