



### **KFAP Minutes 1-1-27-11**

#### **Via ITV**

Those attending via ITV: Magoffin County: Andrea Howard and Rhonda Harnett; Madison County: Kelly Owens; BRDHD: Diane Sprowl, Susan Brown and intern Sandra Roberts; Northern KY Independent District: Sherri Hoffman; Franklin County: Cynthia Crowds; KDPH: Mary Sue Flora, Shelley Adams, Emily Adkins, Nicole Nichols, Dr. Ruth Ann Shepherd and Shari Stewart; Estill County: Paula Watson; Knox County: Andrea Grubb, Lisa Clark, and Tammy Owen; Fayette County: Catherine Lowe, Crissy Masero and an intern and student; Lincoln Trail: Glenda Bastein and Kristin Theobald—St Elizabeth Hospital via conference call.  
Those unable to attend: Katrina Thompson attending a NICU conference in Florida, Susan Borders attending a press conference in Louisville for the announcement of the free outpatient lactation centers located in three hospitals in Louisville and Dr. David Adamkin, presenting.

- Members were welcomed to the meeting and roll-call was taken with each member introducing themselves as they each shared what their agency had done to promote January as Birth Defects Prevention and Awareness Month along with the first week in January being National Folic Acid Awareness Week. In summary:
  - Green River District HD, Rich Nading reports that in addition to their daily clinical FA promotion and issuance, today they are hosting a health fair until 6pm where participants will receive folic acid and neural tube defects preventive materials and other PH literature during a HF that is geared toward the increased numbers of homeless clients now living in their area.
  - In Madison County, Kelly Owens reports distributing folic acid materials to their HANDS' families, in PN classes—a series of 6 classes and these are ongoing (as are the HANDS' family outreach including materials to the local OBs). They also continue their relationship with the new Meier's Pharmacy that offers free folic acid to CBA women and free PN vitamins to PN women and the HD provides/stocks the store with pop-up display materials on folic acid for the public. They also provide the literature in racks at the local daycares and in the mall. Their health educators provide bulletin boards focused on smoking cessation and the promotion of folic acid intake. Despite their efforts they find it difficult to outreach the pregnant women who need to stop smoking, although they do offer the Quitline tobacco brochures to outreach to pregnant women and the GIFTS program provides educational opportunities for quitting smoking.

- In Northern KY Independent District, Sherri Hoffman ordered and used the CDC materials to promote National Folic Acid Awareness Week and she also shared that they may be getting a new prematurity campaign in their area in July. Also FA promotions in the schools-cardio-vascular approach/preventing obesity/cardiovascular—taking a 5-6<sup>th</sup> grade focus & up ages 10-55???
  - In Franklin County, Cynthia Crowds provided folic acid materials to the HANDS staff and also distributed materials in packets for WIC moms and PN packets for women with positive pregnancy tests. Cynthia emphasized that although they made an effort to be even more visible during FA Week; their agency promotes FA each and every day through their clinics.
  - Estill County, Paula Watson shared that they had an article in two newspapers to highlight FA Awareness and Birth Defects Prevention Month. They used the CDC materials and made packets containing the MODs' congratulatory cards for marriage that promote folic acid use that were taken to the county clerk offices to distribute to couples applying for a marriage license. Paula set up a display tri-fold board with information on why folic acid is important to take every day, plus with their new WIC "group" classes, folic acid and birth defects was a discussion topic during January. Paula reports that they applied for a grant to go into the middle and high schools with the FA message—should hear something soon.
  - Fayette County, Catherine Lowe outreached with the FA message through HANDS and she is also planning to speak during a statewide HANDS' training in May where she will also address FA, Birth Defects and HBWW.
  - Lincoln Trail District, Glenda Bastein says that they outreach each and every day via the clinics to all CBA women with the folic acid message and the vitamins
  - Diane Sprowl states that currently there are many interns working at the BRDHD and several are working on projects that involve FA and HBWW. There have already been some great PSAs and other new ideas for promotion and new ideas of how to spread the word of where to go to get the FA, when they realize its' value—available at local HDs and also through the WKU student health center. Diane also shares the FA message with her night class at WKU.
  - Susan Brown provided a display tri-fold board during January promoting folic acid awareness and use and provided brochures and pamphlets on FA, the prevention of NTDs, Emma's Story, stopping smoking and info about taking folic acid at least one year prior to conception to decrease the risk of prematurity by 50 percent. All Barren River District staff received Chex Mix during January to highlight folic acid fortified foods and they also received a folic acid/NTD prevention brochure and bookmark that said, "Have you taken your folic acid today?" The BRDHD outdoor message board read "Take 400 mcg of Folic Acid Everyday" for two weeks in January.
  - Knox County, Lisa Clark, they have the GIFTS program and they also provide multivitamins and PN vitamins through their PN and FP clinics and a partnering agency provides Healthy Baby classes to their PNs monthly.
  - Andrea Howard in Magoffin states they promote taking FA as overall good health, and not as a health issue.
- The minutes were approved from the September 23, 2010 KFAP meeting
  - Chairman's Report: Dr. Ruth Ann Shepherd reported on all the various MCH programs including the grant that has been completed and sent in for consideration (for the 1<sup>st</sup> time in 7

years) for PRAMS; she mentioned the progress we've seen as in Dr. John O'Brien's studies on progesterone and women with a short cervix –evidence based practices—some were cut but folic acid remains. Looking at ways to move forward with the folic acid campaign—it started as an awareness campaign but it's now time to make strides to affect behavior change. Key to this would be an evaluation tool—documentation in the client chart of whether or not the client “consumed” the folic acid she was given and counseled on at the last appointment. She emphasized the importance of us sharing the message that is now well-documented and researched: *“Taking a full year of folic acid prior to conception /pregnancy lowers the risk of preterm birth by 50 percent!”*

- Committee Reports: Professional (Susan Brown read the report from Katrina in her absence); Diane Sprowl reported on Community and Shari Stewart was present to address the goals and desires of the Media committee. Highlights from all three groups included the evaluation of the 2010 plans and drafts for the 2011 plans. Diane also encouraged members to go ahead and begin using the updated reporting form at [www.kfap.org](http://www.kfap.org) as it appears to be functioning correctly now. Monthly bullets will be generated from the reporting received.
- Brainstorming ideas: Kristin Theobald commented that all of her pregnancies have resulted in late-preterm births and that she has just recently returned from her latest maternity leave. She felt “moved into action” when she heard Dr. Shepherd's comment about *“Taking a full year of folic acid prior to conception /pregnancy lowers the risk of preterm birth by 50 percent!”* This is the information that CBA women need to know! The overall feeling was one of renewed commitment and we realize that we have many changes ahead to reach today's CBA women. They seem to have a shorter attention span and do not seem to plan ahead—preferring the here and now and they want their information short, concise and FAST!
- Old Business: The Prematurity Summit held in Louisville during November was outstanding with over 150 participants in attendance and good media coverage by FOX-TV.
- New Business: KPA Prematurity Summit will be held June 6<sup>th</sup> and 7<sup>th</sup> at Lake Cumberland.
- Next meeting: In-person at the State Lab Building in Frankfort on May 26, 2011 from 11am to 1pm eastern time, immediately followed with a working lunch sub-committee meeting at O'Charley's
- The meeting was adjourned.

Respectfully submitted and distributed per Susan H. Brown, Statewide FA Campaign Coordinator on March 30, 2011