



KFAP Meeting via ITV 5-26-11

Those members unable to attend the 5-26-11 KFAP meeting: Dr. Ruth Ann Shepherd, Susan Borders and Kristin Theobald.

Those in attendance for the ITV meeting were as follows:

1st site: Department for Public Health: Trina Miller, Shelley Adams, Katrina Thompson, Emily Adkins, Mary Sue Flora, Nicole Nicolas, Benita Decker and Amanda Gatewood (new DPH epidemiologist)

2nd site: Northern KY Independent District: Sherri Hoffman

3rd site: Pennyriple District: Kim Jackson

4th site: Lexington/Fayette County HD: Catherine Lowe, and Barbara Chavez

5th site: Barren River District HD: Diane Sprowl and Susan Brown

Call to Order

- Susan Brown called the meeting to order and roll call was taken as above.

Members Report activities since our last meeting: Though there were only 6 activities reported in the database, many activities have been reported from each area in attendance:

- Sherri Hoffman: Northern KY:
 1. In January the HVN gave a professional presentation on Safe Sleep, and another presentation to the police department
 2. Their agency has partnered with the Greater Cincinnati MODs' Organization (3 out of their 4 counties fall into that area) and they are planning a HBWW Campaign in all of their counties except Boone
 3. They've distributed materials and displayed at the Baby Expo (PTL S & S, FA)
 4. Their Edgewood location has offered monthly support groups for breastfeeding, but recently the attendance has been down and they plan to take the support groups out to the centers for better access
 5. They have a newsletter that goes out to all of their counties called *What's happening...*
 6. They have a pump rental station in their area that is run by Bethany Hanser, IBCLC and two additional IBCLCs located at their HD. They have an active LLL in Grant County and they partner with St. Elizabeth's Hospital but feel that liaison could be stronger and a Task Force is being developed.
 7. Their media contacts are strong especially with the NKU radio station
- Catherine Lowe (and Barbara Chavez): Lexington/Fayette County HD:

1. HANDS' staff teach about the folic acid, prematurity and Back to Sleep campaigns
 2. They also post these messages on their CCHC website
 3. They provided professional education for their MPH students about FA
- Trina Miller (Shelley Adams, Katrina Thompson, Mary Sue Flora, Amanda Gatewood, and Nicole Nicholas): KDPH:
 1. The KDPH Prenatal and Postpartum Nurses' training session in April 2011 (April 26, 27, and 28, 2011) reached 28-35 nurses depending on the day. The nurses were taught about preterm birth prevention, TEXT4BABY, HBWW, and nutrition during pregnancy including folic acid awareness for the prevention of PTB and NTDs. All nurses participating also received these two websites for further resource: www.kfap.org and www.prematurityprevention.org
 2. Trina also provided us with the GIFTS website: www.mc.uky.edu/kygifts
 3. Mary Sue Flora reports that she's phasing out of the KY Birth Surveillance Registry and working more in NB Screening—she reminds us that Joyce Robl will be presenting at the September 2011 KFAP meeting in Frankfort to report on the 10-year stats from the Folic Acid Campaign and its' effect on NTDs in KY.
 - Katrina Thompson with the March of Dimes:
 1. The brand new hot off the presses revised KY Prematurity Toolkits are now available online to download at either the MODs website or the www.kfap.org website
 2. June 5, 6, and 7th is the KPA Conference at Lake Cumberland and it's that Monday, after lunch that HBWW team members in attendance will meet for a short meeting with UK students to discuss setting up focus groups
 3. The Annual Tom Pauley award will be presented to a deserving member of the KPA during the KPA conference. The first year it was awarded to Katrina Thompson and the second year it went to Dr. Ruth Ann Shepherd. Whom will it be in year 3?
 4. October 20-22nd in Louisville is the National KPA conference and Dr. Ruth Ann Shepherd and Katrina Thompson will be presenting on HBWW. This conference will suffice as the annual MODs' prematurity summit usually held in November.
 5. National MODs has a new media campaign and they held focus groups to see what name the public best identified with from a list of 30 different names and HBWW won hands-down! More info to come after June 7th when the embargo is lifted.
 - Diane Sprowl and Susan Brown: The Barren River District HD:
 1. Diane Sprowl reports that last semester she had a group of PH Interns that wanted to work on "real-world" issues and FA was a chosen topic for the focus groups that were held in WKU dorms.
 2. In her nutrition night classes at WKU she discusses FA, HBWW and BFG with her students.
 3. She also provides a Quarterly Orientation for newly-hired staff and teaches them the Shape the Future/Grow and Glow concepts.
 4. Susan Brown reports teaching bi-monthly breastfeeding classes that also include the prematurity prevention message, FA awareness and prevention of NTDs. Participants receive their handouts/brochures in a HBWW tote

5. Susan presented to 75 nursing students at WKU on April 20, 2011 promoting the March of Dimes' and the upcoming March for Babies. She provided educational materials on FA, BFG, HBWW, and NTDs. Some female nursing students thought FA interfered with OCs. The male students were all taking a daily multivitamin, but the female students were not.
 6. Susan Brown along with Katrina Thompson presented a MODs grant check to the Medical Center for their PEAS grant that provides a mentoring program for the parents of babies in the NICU.
 7. Susan Brown continues to lead the Barren River HBWW Team consisting of two hospitals, an OB PN office in Glasgow, and the District HD.
 8. Susan Brown participated in the Medical Center's Champion's for Mothers and Babies meeting with Trover staff, Medical Center Administrators and OB staff and interested pediatricians and obstetricians
 9. Susan Brown provided a booth at the Baby Fair in Barren County in April on HBWW, FA and grief counseling available through the HD with additional resource information available for the compassionate friends' support group.
 10. Susan Brown was the Master of Ceremonies and guest speaker during the Mother's Day Compassionate Friend's balloon launch in Glasgow on May 7th, at TJ Samson Hospital at 10am. Two articles appeared in the Glasgow Daily Times one on Friday prior to the event and one on Monday after the event complete with pictures of the balloon launch.
 11. Susan Brown participated in the 2nd BFG Summit in April in Louisville. She serves as the Co-Chair of the Hospital Practices and Procedures Committee—one of 6 Committees representing the 6-Objectives of the Strategic Plan for Improving BFG Rates in KY. Her Committee is responsible for 6 identified strategies and the other committees have only two each.
- Kim Jackson-Pennyrile:
 1. We're doing many similar things including our HANDS' program offers FA information to the moms and Back to Sleep—plus they're told about the text4baby program
 2. We have no delivering hospitals in our District but two OBs come to 2 of our counties to provide PN care.
 3. FA is discussed in the 6th grade physicals

Approval of the Minutes: Motion per Diane Sprowl and seconded by Katrina Thompson.

Chairman's Report: Shelley Adams for Dr. Shepherd:

- Title V Block grant cycle continues to include the importance of folic acid
- Association of Maternal & Child Health Programs (AMCHP) is broken down into regions and KY is in region 4 which includes: FL, TN, N.C., MISS, AL, KY, GA, and S.C. It has been proposed that Region 4 collectively request technical assistance funding through the block grant to address PN issues. Previously teen pregnancy was the focus.
- Dr. Hacker is also promoting PN issues along with his colleagues at The Association of State & Territorial Health Officials (ASTHO).

- The Title V MCH Block Grant is maintaining flat funding for FY11 so far but no actual funding level has been released. We are expecting further cuts for FY12; the amount is undetermined.

Committee Reports

1. Community: Diane Sprowl sent a draft of her 2011 Community Plan to the members prior to the meeting. She asked members to look specifically at Objective 1.3 Increase knowledge of perinatal health issues within the population of women of CBA. Activity 5 Using social media to encourage women to take the folic acid quiz at www.folicacidinfo.org/pages/folicacid iq.php She also suggested making business card sized notices with the website printed on it for moms to use to act on taking the quiz. And with Activity 6 Partnering with University student wellness programs to educate women about taking folic acid she suggested Facebook and twitter as good resources. She mentioned that WKU has a Well You—Health and Wellness program and that probably other universities do too. She mentioned that Emma Walters teaches at UK and she thought we should be able to have at least one more college represented to outreach to. And for members to not forget to report these activities to the www.kfap.org website.
2. Professional: Katrina Thompson states that the Professional Committee's plan is already posted online, but that she too would like to add a social networking piece to the plan. The MODs through HBWW has sent out numerous professional articles to those participating sites.
3. Media Committee: Shari Stewart nor Beth Fisher was in attendance today and no one has heard from them or received any Media report. This committee is too important to let it slip away without leadership. Katrina Thompson mentioned that her newly hired Associate Director for Program Services begins on June 1st and she'll be based in Louisville. Kara Brown has a PR and Marketing background and Katrina Thompson nominated Kara Brown to be the replacement Media Chair, following in the footsteps of when a MODs person led that committee in its' beginning days with Linda Villarreal.

Brainstorming Session: Mostly Sherri Hoffman spoke during this segment bringing up smoking cessation and how difficult that is in their area. Client's who need FU are referred to KIDSNow but she doesn't feel that enough is being done to help smoking pregnant women. Trina Miller offered lots of helpful suggestions including going to the GIFTS website and downloading the fact sheets and handouts that are available. And Diane Sprowl mentioned that the www.kfap.org also has a link to that website. Sherri also mentioned that she feels a disconnect between the obstetricians and the HD, and also with St. Elizabeth's. Perhaps it's as simple as the right hand not knowing what the left hand is doing. I encouraged her to participate in the MODs' task force in her area to see if this outside organization could help to move them closer together.

Old Business: We already discussed reporting, folic acid efforts, HBWW and Social Marketing

New Business: Discussed the two upcoming conferences but needed to alert members to the new LINK BFG website; www.breastfeedingLINK.org

Adjournment: The meeting ended at 11:45am eastern time

Prepared and Distributed May 31, 2011 per Susan Brown,
Kentucky's Statewide Folic Acid Campaign Coordinator