

Kentucky Folic Acid Partnership Meeting
Minutes from September 23, 2010
State Laboratory Building, Frankfort, Kentucky

Those present: Susan Brown, Diane Sprowl, Shrikant Patil, Trina Miller, Catherine Lowe, Sherri Hoffman, Shelley Adams, Debra Israel, Emily Adkins, Nicole Nicholas, Teresa Cooper, Mary Sue Flora, Katrina Adams and Dr. Ruth Ann Shepherd.

- Susan Brown called the meeting to order and each member had an opportunity to introduce themselves and to share a bit of what they've been doing to promote perinatal health in their area.
- The minutes from May 27, 2010 were approved as written.
- Chairman's Report: Dr. Shepherd reminded the group that it was just 4 years ago in this very room that we had a very effective brainstorming session from which the name Healthy Babies are Worth the Wait (HBWW) was born and became the name of the KDPH grant awarded by the National MODs and the Johnson & Johnson Pediatric Institute. The grant began with 3 implementation sites and 3 comparison sites in its' first three years that has now expanded to include all 6 sites as implementation sites as it also added a 7th site—with the addition of the Barren River District area during 2010. She recalled that when we started there was no toolkit for prematurity available, and again it was this group that provided a sub-committee to work on developing a HBWW toolkit using the Get the "B" Attitude Folic Acid toolkit as a guide. She commented that the toolkit has been so successful that now the National MODs has requested our help in taking the toolkit nationwide. The remaining original members of the toolkit committee (Dr. Shepherd, Katrina Adams-Thompson, Diane Sprowl and Susan Brown) have been joined by Trina Miller and Shelley Adams to expand the KY HBWW Toolkit into a toolkit that can be utilized nationally. Dr. Shepherd shared that everyone loves the flipchart and that many areas use the flipchart to educate a mom about LPTB risks during that first positive pregnancy test visit. The brain cards and the 'Every Week Counts' brochures are also very helpful in educating the public about LPTB. She also hears how useful the fact sheets are when they have community events they participate in. For example businesses are interested in the costs of LPTB so when speaking to Rotary clubs or Kiwanis groups, the fact sheet on the costs of LPTB would be used. Some areas take the flipchart along to health fairs and even prisons to educate women one on one about LPTB and specifically the underdevelopment of the brain prior to 40 weeks. She reports sharing the HBWW toolkit with the FIMR list-serve and that she received very positive feedback. She shared that the state most interested in the toolkit is Texas, in large part due to Dr. Hacker sharing the details with the Governor's office in Texas. An interesting tidbit reported was that not only has LPTB decreased in the HBWW sites but it went down overall in KY—in fact, from 2007-2008 KY had the biggest drop in LPTBs than any other state!
- Debra Israel reported on Infant Mortality for Region 4: Debra said she would spread the word about encouraging clinicians to use the HBWW flipchart as they counsel clients who receive a positive pregnancy test, but she questioned how

people can go about getting “hard copies” of the toolkit. Currently many have accessed the toolkit via the website, but this wouldn’t be feasible for those interested in having a flipchart. The BRDHD originally produced the hard copies with a grant they received from the KY Chapter of the MODs. Katrina shared that the National MODs hopes to provide us with ~ \$150,000 to print the new versions of the toolkit when completed. Dr. Shepherd added that areas could also apply for local grants of ~ \$5,000 through local women’s groups etc as a way to fund printing only, since we can already guarantee implementation.

- Family Planning-Debra Israel reminded us that family planning is planning your family and not just OCs. We should look at reproduction as a life plan and recognize that smoking and pregnancy is best addressed preconceptionally. She shared that in the KY River District, for example, they have developed tools to help women quit smoking because they began to realize that although the rates of smoking were high, the women really do want to quit. They’ve developed handouts that show more clearly the many substances that are found in cigarettes: like battery acid and drain cleaner. Other targets for preconception education are facts about domestic violence, depression and substance abuse. Visuals can really make an impact like the poster: “What Momma Does, Baby Does.” Many from the DPH attended the KY State Fair to help educate CBA women and Debra and Emily Adkins planned to survey everyone who came through their booth, but certain life realities got in the way of that goal, when moms presented with toddlers or babies that took the moms’ attention—or those who came that were well-past the target reproduction years. Some were surveyed but those results haven’t yet been evaluated. Debra also reported that with funding down the FA program will only receive \$200,000 to serve the entire state—therefore counseling reimbursement will no longer be provided since it seems agencies already receive a reimbursement for general counseling. Universities providing FA will receive \$2 per counseling down from \$4. Sadness was voiced with the lay-off of Dr. Connie White who currently serves as the KY ACOG President and hope is strong that she will be brought back in eventually, as a contract employee.
- Mary Sue Flora participates in the monthly National FA Council conference call meetings and she agreed to seek guidance as to whether our folic acid message needs to be amended in any way. This was due to some negative press that has surfaced in the last few months—mostly involving risks for older people, but somewhat suggestive of all-inclusive reports that people should not consume supplemental folic acid or multivitamins if they are already getting a daily dose of the synthetic folic acid from a 100% source like cereal. We want to ensure that our message is clear and accurate and that it is based on our target audience of childbearing age women and that the purpose is to reduce the risk of NTDs during pregnancy.
- Catherine Lowe reports that they have a Best for Babies Bunch that meets with their BFG peer counselors (a support group).
- Sherri Hoffman reports that they have applied for a KY Chapter of the MODs’ grant to send RDs into the middle schools to educate and provide folic acid from the chronic disease prevention side rather than via preconception due to the

- school's rules and regulations. They plan to provide vitamins for the students, which would require a parent's permission for their child to participate.
- Special guest to today's meeting was Shrikant Patil, a MPH intern with the BRDHD. He presented a DVD that he developed targeted to Dad's in the prevention of LPTB and the HBWW campaign. He used two "real" Dads' to be (both employees of the BRDHD), as his actors in a skit that shows the seriousness of LPTB. The jest of plot is that one Dad tells the other Dad that his wife's EDC is September 23rd but his wife's BD is September 6th, so their doctor has agreed to induce her on that day. The other Dad expresses his concern and shares what he's been told about LPTBB and the seriousness of having a baby too soon, especially when a due date is only an estimate of when the baby might be born and in reality the dates could be 2 weeks off. We've been told that it's usually better if a mom waits to go into labor on her own, as long as everything is going well with the pregnancy. Shrikant also developed two other segments, one that emphasizes the role of the March of Dimes in LPTB prevention and a shorter segment that can be used as a 30 second PSA on both TV and radio. He has also surveyed HANDS' participants and plans to compare their responses to those he surveyed at random present in the HD lobby. Shrikant stayed for the sub-committee meetings and has been an avid participant in the breastfeeding summits held in BG this past summer. We've enjoyed his enthusiasm and creativity and look forward to his continuing internship.
 - Brainstorming session-Susan Brown: We spent 35 minutes in a very productive brainstorming session identifying activities that those present have been focused on and identifying new areas that need to be addressed in the future. We also took time to address the needs of our members and their agencies/organizations so that our presence on this partnership is best served.
 - Committee Reports: Diane Sprowl-Community: Diane and Shrikant developed a one page tool to assist members in helping identify activities to correspond with the 4 objectives Diane has addressed in her 2011 KFAP Community Plan. This will be further discussed at the sub-committee meeting immediately following. (For those who were unable to attend the meeting, I will attach a scanned copy with the minutes). As for social marketing it was felt that we can best help CBA women by recommending reliable sources for them to access on their own—reputable resources that are already on Facebook or Twitter rather than us as a partnership trying to develop our own site. Also mentioned in the meeting was the low-budget webcam device that can be purchased for about \$20. Some people are using these for meetings via their personal computer. TRAIN is also now scheduling webinars and another meeting venue is via webcasts.
 - Katrina Thompson-Professional: Copies of the 2010 Plan were distributed and members were asked to help with the implementation of the activities listed and to report any completions. Katrina also reported on the California Toolkit-39 weeks aimed at preventing any elective deliveries and based on QI/QA in Maternal Child Health. It can be downloaded from the MODs' website and Katrina asks that if you implement any of the ideas be sure to let the MODs know so that they can collaborate with you.

The meeting was adjourned and the next KFAP meeting will be via ITV on January 27, 2011. Minutes prepared and distributed September 28, 2010 per Susan Brown, FA Coordinator