

MCHB/DHSPS January 2006

Webcast

**“Innovative Strategies to Increase
Folic Acid Awareness and
Multivitamin Use”**

January 12th, 2006

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Innovative strategies to increase folic acid awareness and multivitamin use

Presented by:
Denise Lomuntad
March of Dimes

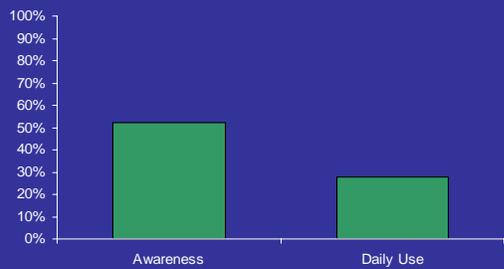
Division of Healthy Start and Perinatal Services Webcast
January 10, 2005



FOLIC ACID

- B-vitamin
- Preconception time frame
- 400 mcg daily
- May reduce up to 70% of neural tube defects

folic acid Gallup survey - 1995



FOLIC ACID CAMPAIGN

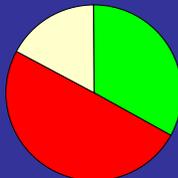
- To increase awareness of the importance of taking folic acid
 - media campaign
 - education

“VITAGRANTS”

- Result of a class action settlement
- Awards from state Attorneys General
- Opportunity to finance continued folic acid activities

Vitagrant awards

Total = \$6,046,844



- Florida
- North Carolina
- Other Chapters

VITAMIN DISTRIBUTION

- Florida – multi-million \$\$ distribution
- Rhode Island – through RI Food Bank
- Maine – through community health clinics, schools

PROFESSIONAL EDUCATION

- Rhode Island – distribution of pharmacy kits
- Puerto Rico – development of nursing modules
- New York – grand rounds

MEDIA CAMPAIGN

- NYC mass transit
- Upstate NY billboards
- Upstate NY print ads

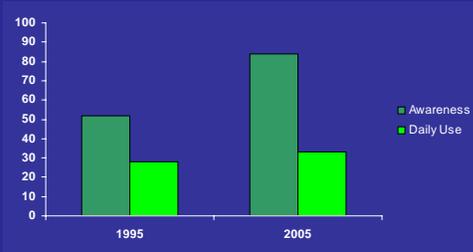
LOCAL OUTREACH

- Maine – school initiative
- Rhode Island – RI Food Bank collaboration

VITAGRANT CHALLENGES

- HIPAA regulations
- Confusion over preconception message
- School policies
- Time and staffing capacity

folic acid Gallup survey - 2005



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Multivitamins Take Them for Life: A Social Marketing Approach to Behavior Change

Presented by:
Anna Bess Brown, MPH
March of Dimes

American Public Health Association: Session 4254.0
December 13, 2005



BEGINNINGS

- Mission
- NC's NTD rate twice national rate
- Rate in western NC three times US rate
- Initial Campaign focus in western NC
- 75% decrease in NTDs in western NC
- Decrease in NTDs statewide

SUCCESS IN RAISING AWARENESS

- In 2001 86% of women who gave birth had heard or read about folic acid (up from 74% in 1998). NC PRAMS
- Only 27% of women reported taking a vitamin every day before becoming pregnant. NC PRAMS
- 2005 March of Dimes Gallop survey reports 33% of women of childbearing age take vitamins

FUN



Are the consequences of behavior both real and rewarding for me?

-perceived consequences

EASY



Can I do it? Am I capable?

-self-efficacy

POPULAR



What do the people I care about want me to do?

-social norms

CUSTOMER-CENTERED

- Target audiences' wants, needs, perceptions, attitudes, and behaviors about the problem
- Design program to meet target audience **where they are**

A PLANNING TOOL...

...with a marketing framework

- Customer-focused
- Data-driven decisions
- Targets specific audiences
- Interdisciplinary approach
- Voluntary behavior change for personal welfare & that of society

FOCUS AREAS 2003-2006

- Broaden the folic acid message to a multivitamin message
- Use target groups and regional organizing in a statewide approach
- Promote education and behavior change
- Reach health care professionals and providers

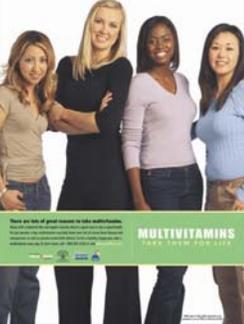
POSITIONING & BRANDING

- End users
- Brand/The Product
- Call to Action

AWARENESS-BUILDING TACTICS

- Newspaper ads
- Radio ads
- Database marketing to women and HCP's
- Grassroots efforts

"We can't be our best if we don't feel our best."



There are lots of great reasons to take multivitamins. They can help you feel your best, and they can help you live longer. They can help you feel your best, and they can help you live longer. They can help you feel your best, and they can help you live longer.

MULTIVITAMINS
TAKE THEM FOR LIFE

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NORTH CAROLINA FOLIC ACID COUNCIL

Take Control of Your Life. Take Care of Yourself.



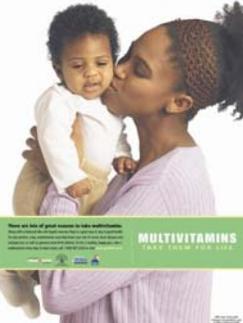
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MULTIVITAMINS
TAKE THEM FOR LIFE

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"I want to stay healthy for the both of us."



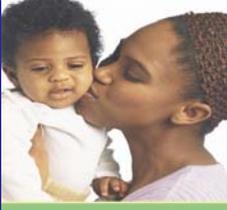
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MULTIVITAMINS
TAKE THEM FOR LIFE

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NORTH CAROLINA FOLIC ACID COUNCIL

**Multivitamins For You,
For Your Baby,
For Life.**



There are lots of great reasons to take multivitamins, having a baby is one of them. Make sure you take a daily multivitamin containing 400 mcg of folic acid at least one month before becoming pregnant. Studies show 400 mcg may reduce the risk of neural tube birth defects such as spina bifida by as much as 70 percent. Multivitamins can do you a world of good too. They may give you energy, focus and prevent cancer and heart disease. To learn more, call 1-800-367-2229 or visit www.getfolic.com

MULTIVITAMINS
TAKE THEM FOR LIFE

NORTH CAROLINA
FOLIC ACID
COUNCIL

**She Wasn't Ready
to Have a Baby.
But Thanks to Her Doctor,
Her Body Was.**



You know how important it is for young women to take a daily multivitamin. But do your patients? It's up to you to tell them how multivitamins may help reduce the risk of cancer, heart disease and osteoporosis. And be sure to mention that multivitamins containing 400 mcg of folic acid may help prevent birth defects. Be sure to mention that multivitamins may help reduce the risk of cancer, heart disease and osteoporosis. And be sure to mention that multivitamins containing 400 mcg of folic acid may help prevent birth defects. Be sure to mention that multivitamins may help reduce the risk of cancer, heart disease and osteoporosis. For more information, call 1-800-367-2229 or visit www.getfolic.com

MULTIVITAMINS
TAKE THEM FOR LIFE

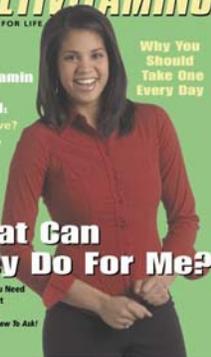
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MULTIVITAMINS
TAKE THEM FOR LIFE

Multivitamin Myths Exposed:
Expensive?
Will They Make Me Gain Weight?

Why You Should Take One Every Day

What Can They Do For Me?
Everything You Need To Know About Multivitamins — But Never Knew To Ask!



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Regional folic acid education campaign: Impact on awareness and practice of health care providers

Presented by:
Linda Morgan, RPh MBA
NC Folic Acid Council

Division of Healthy Start and Perinatal Services Webcast
January 10, 2005



ACKNOWLEDGEMENTS

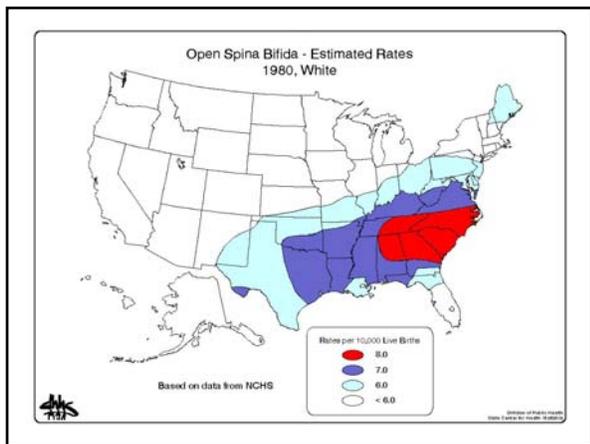
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DEMOGRAPHICS OF WNC

- 24 Counties
- Rural, mountainous
- Irish, Welsh, Scottish heritage
- 1,100,000 population
- 13,000 births/year



HISTORY OF EDUCATION CAMPAIGN

- 1998/99 - Informal Campaign housed at Fullerton Genetics
- Fall 2000 - Received State funds for intense 6 - month education Campaign
- 2001, 2002, and 2003 - 6-month campaigns. 7/04 -12 month funding

CAMPAIGN COMPONENTS

- Community Education- grass roots Community Ambassador Program
- Media - TV, radio, print
- Multivitamin Distribution Program - free MV's to low income, non-pregnant females of childbearing age
- Health Care Provider Education

WHY HEALTH CARE PROVIDERS?

- 29% of women stated their HCP as source of folic acid information
- 89% of women who were not currently taking MV's stated they would be likely to take a daily vitamin if advised by HCP (2004 MoD Gallup)

HEALTH CARE PROVIDER EDUCATION

- OB/GYN, FP and Pediatrics
- 15 - 20 minute in-office presentation
- Patient materials and reminder items
- Office Champion volunteer



OFFICE CHAMPION

- Keeps the folic acid message “alive” in the office
- Monitors patient supplies
- Receives and disseminates patient reminder items
- Contact person for office



SURVEY OF HEALTH CARE PROVIDERS

- **Objective:** To determine if a regional education campaign with a health care provider component had an impact on knowledge and practice of HCP's with respect to folic acid in Western NC.

METHODOLOGY

- **Survey:** 24 question modified version of a national telephone survey of midlevel providers and physicians conducted for March of Dimes
- **406 surveys** mailed to 50% of HCP's in 93 OB/GYN, FP and Pediatric offices in WNC in June/July 2004
- **268 completed surveys** returned - 66% return rate

Folic Acid Knowledge

FOLIC ACID FACT	National Results MD 2004/Midlevel 2003	WNC Results OB/GYN and FP
Daily required dose 400mcg	44%	82% *
Prevent some birth defects	94%	99% *
Prevent some cardiovascular events	60%	73% *
Lower risk of colorectal Cancer	44%	49%
Decrease homocysteine levels	43%	53% *

* Statistically significant difference between national and WNC in % reporting correct answer.

Folic Acid Knowledge

FOLIC ACID FACT	National Results MD 2004/Midlevel 2003	WNC Results OB/GYN and FP
Decrease risk of Alzheimer's	30%	33%
Timing of folic acid – At least one month prior to conception	87%	93%
% unintended pregnancies in U.S. – 50%	51%	62% *
Preconceptional dose for previous NTD-pregnancy	26% *	18%

* Statistically significant difference between national and WNC in % reporting correct answer.

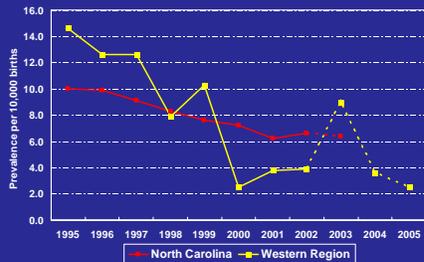
Practice of HCP's

% Providers that USUALLY/ALWAYS address folic acid at annual well exam

Practice Type	National Results	WNC Results
OB/GYN	63%	78% *
FAMILY PRACTICE	40%	50%

* Statistically significant difference between national and WNC in % reporting usually/always

Prevalence of Total Neural Tube Defects
North Carolina and Western Perinatal Region, 1995-2005*
N.C. Birth Defects Monitoring Program



CONCLUSIONS

- WNC health care providers whose offices had received a folic acid inservice are more knowledgeable about correct folic acid dosage, perceived benefits, and %unintended pregnancies than health care providers in a national survey.
- WNC providers were less knowledgeable about the dose for NTD patients.

CONCLUSIONS

- WNC health care providers are more likely to discuss folic acid with their female patients of reproductive age, especially in OB/GYN practices.
- The folic acid education campaign with a health care provider component appears to have had a positive impact on the knowledge and practice of HCP's in WNC.

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Good Health Looks Good: Folic Acid Every Day



Folic Acid Education with Girl Scouts
in the State of Tennessee

Presented by:
Todd Grantham
March of Dimes

American Public Health Association: Session 4254.0
December 2005



Tennessee Folic Acid Council
Co-Sponsored by the
March of Dimes
and the
Tennessee Department of Health



PRESENTATION OUTLINE

- Who is the Tennessee Folic Acid Council?
- Why were Girl Scouts targeted to receive folic acid education?
- Summary of activities
- Sample program materials, photos, etc.
- Outcomes
- Successes and challenges

Tennessee Folic Acid Council

- Collaboration between TN Chapter of the March of Dimes and TN Department of Health
- Diverse group committed to promoting the consumption of folic acid for the prevention of birth defects
- Provides education and advocacy
- Driving force behind efforts to educate Girl Scouts on folic acid, good nutrition, and healthy lifestyles

GIRL SCOUTS & FOLIC ACID

- Many teens and young women do not get enough folic acid, calcium, vitamin D or iron
- Older girls participating in Scouting are considered 'of childbearing age'
- Perfect opportunity to teach lifelong healthy habits, especially good nutrition

TRAINING AND EDUCATION

- Discussion and planning began for education
- Training for Troop leaders in a piloted area in 2002
- Efforts expanded during 2003 to other regions
- Training and education through:
 - Badge and patch workshops
 - Special events

SUMMARY OF ACTIVITIES

- A patch and badge were developed, along with training and educational materials



SUMMARY OF ACTIVITIES

- Focus is mainly on girls ages 11-14 Cadettes and seniors
- Badges and patches allow for varied ages to participate

SUMMARY OF ACTIVITIES

- Must complete 6 of the following 10 activities at a minimum:
 - food diary
 - diet research
 - commercial script
 - rap/cheer
 - web search
 - newsletter
 - cartoon
 - recipe book
 - campaign
 - interview

PATCH REQUIREMENTS

- Any combination of badge requirements or other special activities
- More limited than badge requirements

SAMPLE WORKSHOP AGENDA

- I. Introductions and icebreaker
- II. Background information on March of Dimes and folic acid
- III. Good Health Looks Good – Folic Acid Everyday
- IV. Activities for Folic Acid Badge – 6 activities
- V. Wrap-up, questions

WORKSHOP COMMENTS

- Meals and breaks included at appropriate times
- Meals and snacks emphasize foods rich in folic acid
- Program can be split into two meetings, or one two hour meeting with outside 'homework' to meet badge/patch requirements
- Most of workshop is spent doing actual activities

MATERIALS & INCENTIVES

- Materials developed by dietetics professionals
- "Good Health Looks Good – Folic Acid Everyday" theme
- Materials from the National "5-A-Day" campaign used
- Materials emphasizing pregnancy were NOT used
- Incentives included compact mirrors and emery boards

special event – international tea



international tea



- approx 300 girls from 21 troops
- 18 booths with foods native to 18 various countries

PROMOTING THE WORKSHOPS

- Promote how activities support other badge and/or patch requirements:

Women's Health
The Food Connection
Math, Maps, and More
Performing Arts
The Plays the Thing
Once Upon a Story

Creative Cooking
Desktop Publishing
Do You Get the Message?
Women Through Time
Writing for Real
Public Relations

PROMOTING THE WORKSHOPS

- “Leader Notebooks” and other materials distributed to leaders
 - Folic What? Folic Acid: A Vitamin That Could Change A Life Forever - Leader’s Workshop

OUTCOMES

- As of September, 2005 – 124 Girl Scout staff and/or volunteers, 649 leaders, and 4,964 girl scouts have participated in folic acid educational activities
- 1,860 girls earned a patch or badge

OUTCOMES – SURVEY RESULTS

- % who knew what folic acid was
 - Pre = 26% Post = 100%
- % who knew why folic acid was important for good health
 - Pre = 21% Post = 100%
- % who knew the best way to get folic acid was through vitamin
 - Pre = 32% Post = 98%

OUTCOMES – SURVEY RESULTS

- % who knew the recommended daily intake of folic acid was 400 mcg
 - Pre = 3% Post = 91%
- 22% participants said doctor or other health care professional had ever talked with them about folic acid
- As a result of the program 97% participants indicated they would try to get enough folic acid everyday

SUCCESSES & CHALLENGES

- Factors for TN's Successes:
 - local volunteers made 'in roads' with Girl Scout staff
 - coordination with existing troop activities
 - emphasis on 'healthy lifestyle' approach
- Challenges:
 - lack of time
 - discussing "pregnancy and birth defects"
 - future funding

materials, photos, activities



workshop activity - cookbooks



recipe modification



incentives & materials



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Florida Chapter VitaGrant Project: Vitamin Distribution for Women in Their Childbearing Years

-Presented by:
-Elizabeth Jensen
-March of Dimes

-American Public Health Association: Session 4254.0
-December 2005

A collaboration between the
Florida Department of Health and the
March of Dimes, Florida Chapter

BIRTH DEFECTS IN FLORIDA

- Birth defects
 - 1 in 41 babies is born with structural birth defects – like missing limbs, malformed hearts and spina bifida
 - Over a lifetime, medical care and special education for a single child with birth defects can cost over \$500,000
- Neural Tube Defects (NTD)
 - Between 1996 and 2000, 520 infants were identified by the Florida Birth Defects Registry as having a NTD, 392 had spina bifida
 - Average lifetime medical costs for a child with spina bifida exceed \$630,000

FLORIDA VITAMIN SETTLEMENT

- \$255 million national settlement that resolved price-fixing allegations against six companies
- Almost \$16.5 million distributed in Florida
- \$2 million awarded to March of Dimes to fund 3-year, statewide, vitamin distribution project in Florida

PROJECT GOAL

To provide folic acid and pre/interconceptional health education to underserved women of childbearing age through provision of free multivitamin/multimineral supplements, folic acid awareness materials and pre/interconceptional health materials

TARGET POPULATION

- Women of childbearing age
- Non-pregnant
- Underserved
- Targeted outreach to Mexican Hispanic and Haitian Creole women

DISTRIBUTION

Distribution of vitamins to occur through a variety of providers, including, but not limited to:

- Healthy Start
- WIC
- Family Planning
- Early Head Start and Head Start
- TOPWA
- Community Health Centers
- Non-profit orgs
- Faith-based orgs
- Community events

DISTRIBUTION

- Multivitamins and materials distribution began in late January 2005
- Over 190,000 bottles of multivitamins with accompanying materials were distributed in the first year of operation

TRAINING

- Providers given opportunity to receive on-site training on interconceptional health, folic acid and the VitaGrant project
- Providers offered opportunity to receive training on promotion of folic acid consumption among Mexican Hispanic population

EVALUATION

- Distribution sites without follow-up
- Distribution sites with follow-up

SITES WITHOUT FOLLOW-UP

- Collect general demographic information from women receiving vitamins

SITES WITH FOLLOW-UP

- Five sites
- Collect information at initial contact, first point of follow-up and second point of follow-up
 - Supplement history
 - Birth defects history
 - Knowledge of folic acid (pre and post)
 - Supplement experience following education and provision of multivitamins

STAFFING

- Four Regional Outreach Coordinators, employed through the March of Dimes, assist in:
 - Tracking distribution of vitamins
 - Participating in local community events
 - Providing technical assistance to providers for VitaGrant project
 - Providing training
 - Maintaining collected data

STAFFING

- Coordinators located throughout state
 - Tampa
 - Ft. Lauderdale
 - Gainesville
 - Jacksonville

SITES WITH FOLLOW-UP Demographics (n=855)

- Race
 - Black – 75%
 - White – 21%
 - Other – 4%
- Ethnicity
 - Non-Hispanic and Non-Haitian – 67%
 - Hispanic – 8%

FOLIC ACID KNOWLEDGE

Based on what you have heard, seen or read, should a woman take multivitamins before her pregnancy, or not?

Yes – 79%

*Question adopted from March of Dimes National Survey of Pre-Pregnancy Awareness and Behavior

FOLIC ACID KNOWLEDGE

Which specific vitamins can help reduce a woman's risk of birth defects in her unborn child?

Folic Acid – 51%

*Question adopted from March of Dimes National Survey of Pre-Pregnancy Awareness and Behavior

FOLIC ACID KNOWLEDGE

The US Public Health Service recommends 400 micrograms of folic acid for all women of childbearing age, whether they are pregnant or not. Before today, had you ever heard of this recommendation?

Yes – 33%

*Question adopted from March of Dimes National Survey of Pre-Pregnancy Awareness and Behavior

SUPPLEMENT HISTORY

Do you currently take any vitamin pills or supplements?

Yes – 29%

Are any of these a multivitamin?

Yes – 42%

*Questions adapted from Behavioral Risk Factor Surveillance System Survey

SUPPLEMENT HISTORY

How often do you take this vitamin pill or supplement?

Once per day or more – 81%

*Question adapted from Behavioral Risk Factor Surveillance System Survey

PREGNANCY HISTORY

Was your last pregnancy intentional/planned?

Yes – 15%

Did you take a multivitamin or folic acid supplement in the month prior to your last pregnancy?

Yes – 22%

*Question adapted from Behavioral Risk Factor Surveillance System Survey

FREE MV EXPERIENCE

Are you currently taking the multivitamins provided (second contact, n=228)?

Yes – 65%

Sometimes – 7%

How often?

5-6 times per week – 38%

3-4 times per week – 29%

1-2 times per week – 22%

Less than once per week – 12%

FREE MV EXPERIENCE

What are the reasons for not taking it?

Can't remember – 36%

Other – 26%

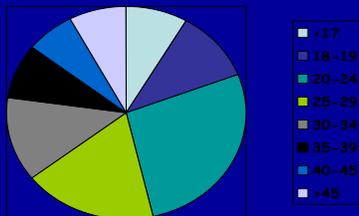
Pill too big – 13%

Doesn't seem important – 8%

Makes me sick – 6%

SITES WITHOUT FOLLOW-UP Demographics (n=61,852)

Age



SITES WITHOUT FOLLOW-UP Demographics (n=61,852)

- Race
 - White – 58%
 - Black – 31%
- Ethnicity
 - Hispanic – 32%
 - Mexican Hispanic – 14%
 - Haitian – 3%

For further information

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