

Evaluation of Long-Term Vitamin Usage Among Participants in a Western North Carolina Multivitamin Distribution Program

Judy Major, MPH
Mission Hospitals
Asheville, North Carolina, USA

Central and Eastern European Summit on
Preconception Health and Birth Defects Prevention
August 28, 2008

9/9/2008

1

WNC Folic Acid Campaign

- Covers 24, mostly-rural counties served by one tertiary hospital
- “Grass roots” education done through Community Ambassadors
- Healthcare provider education
- Media - radio, TV, newspapers
- Multivitamin Distribution

9/9/2008



Multivitamin Distribution

- Continuous operation since 2001
- Vitamins free to low-income, non-pregnant women, ages 14 - 44
- Distributed at public health depts.
- Vitamins given face-to-face/1 on 1
- Current cost of vitamins - \$1.15 (0.78 €) per bottle
- 73,000+ bottles distributed

WNC Multivitamin Survey - Fall 2005

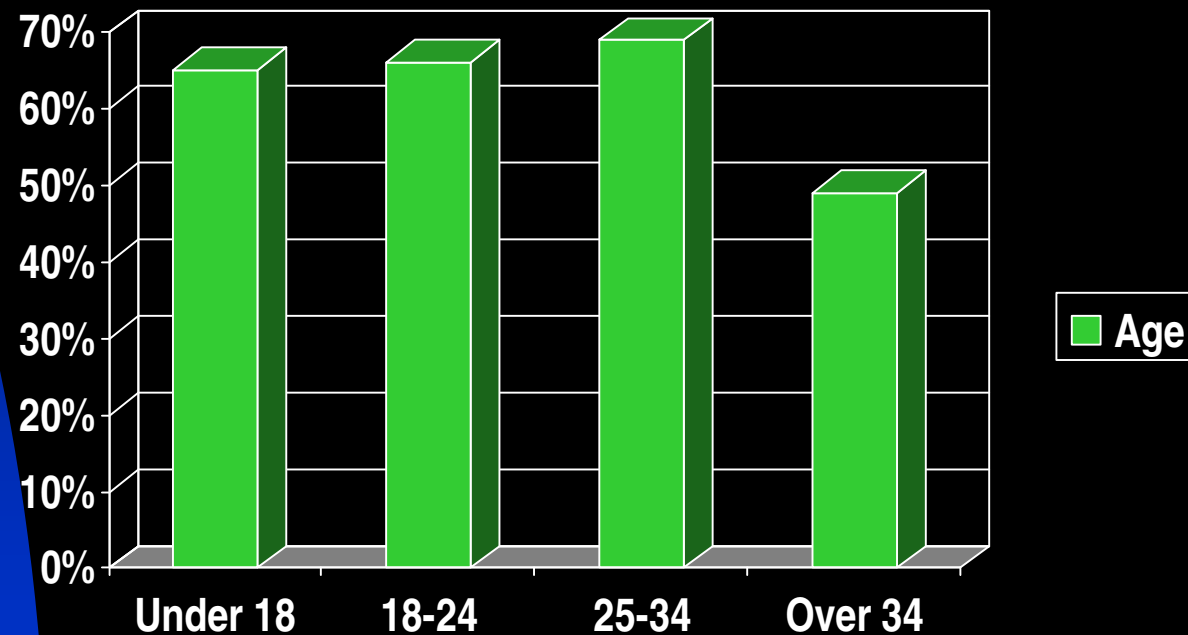
Findings of a telephone
survey of vitamin
recipients

Survey specifics

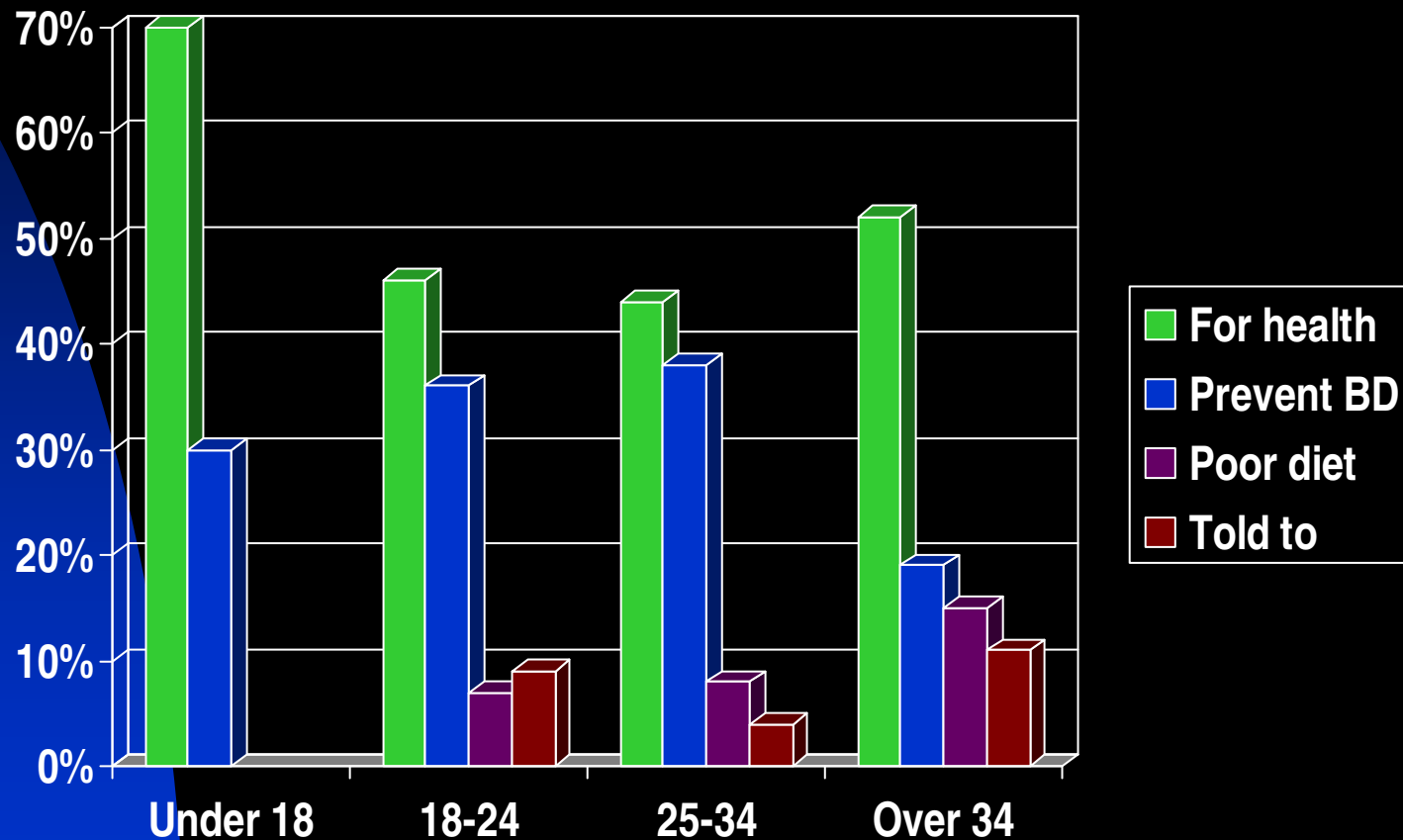
- Approximately 3,500 recipients
- 500 randomly selected
- 65% (322) completed the survey
(7 – 9 months after first free bottle)
- Race/ethnicity
 - Caucasian 60%
 - Latina 26%
 - African- American 8%
 - Other 6%

Folic Acid Knowledge

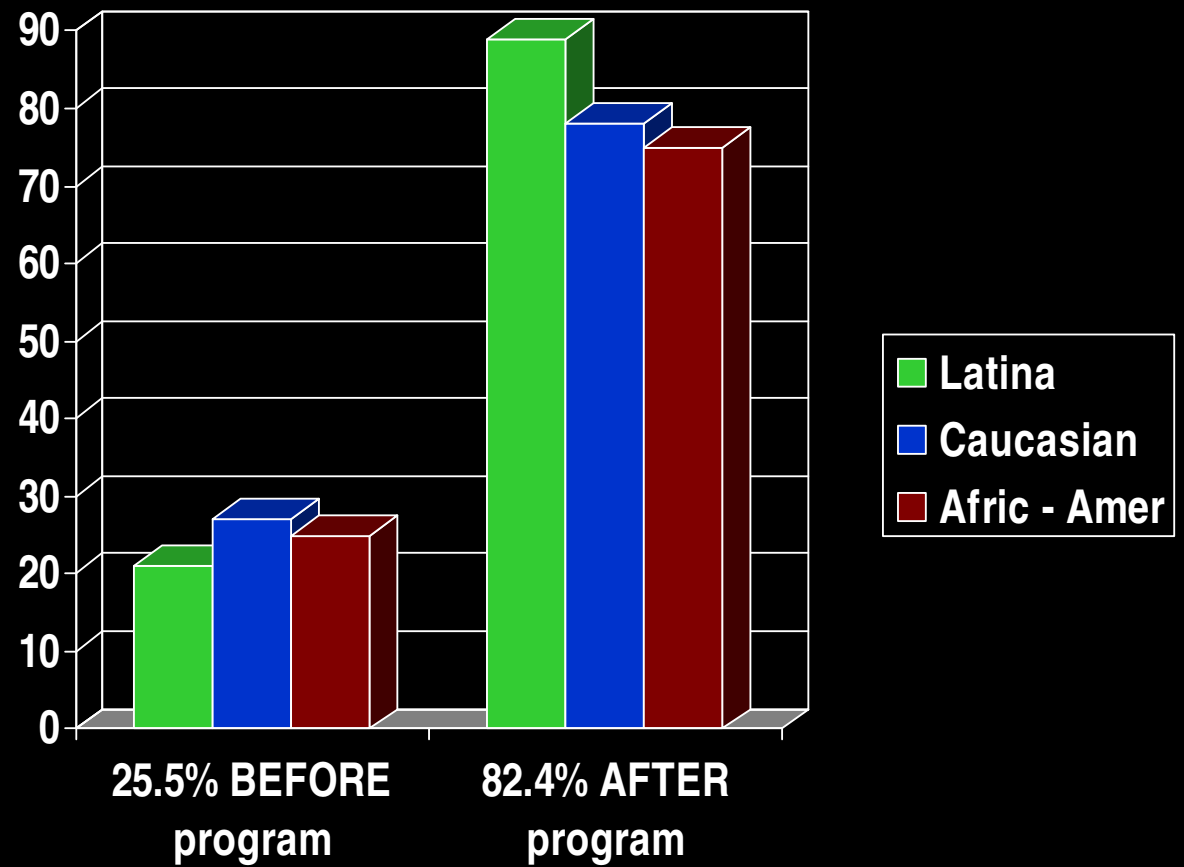
Identified BD preventive aspect of FA



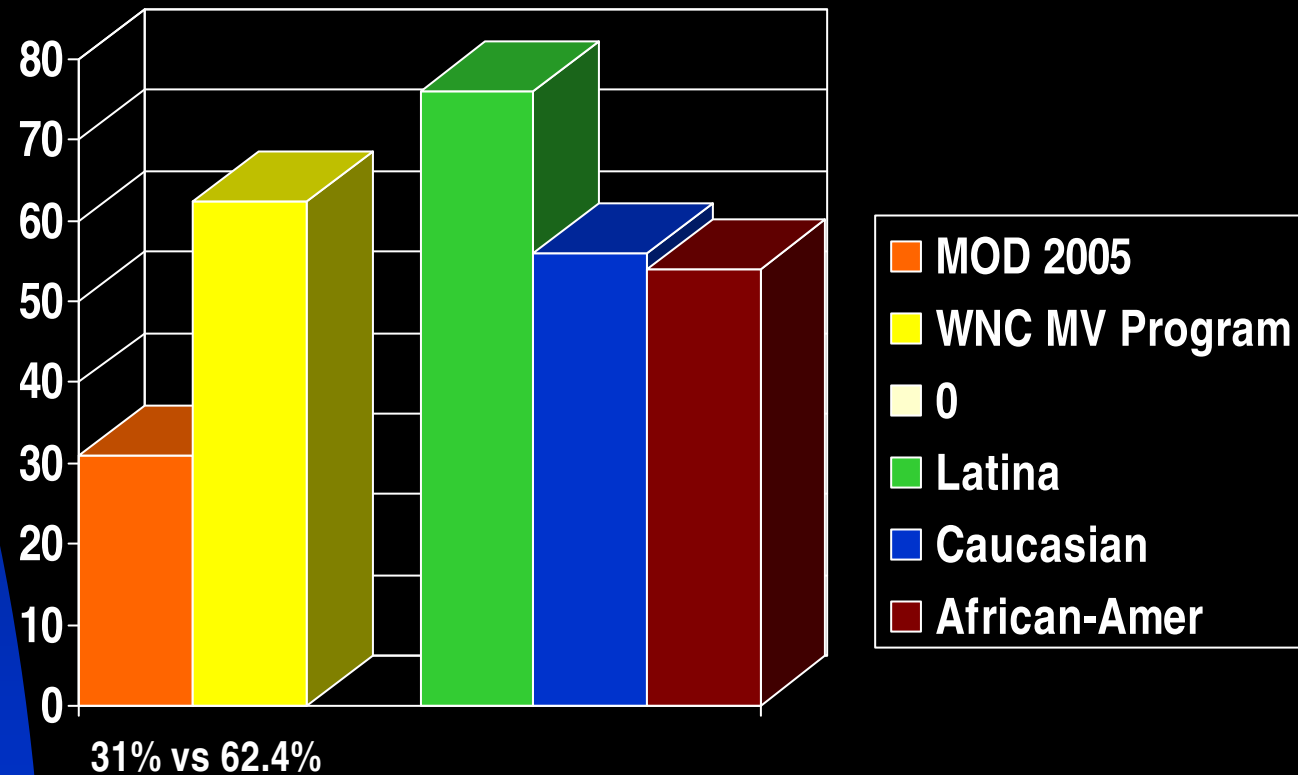
Reasons for taking MV



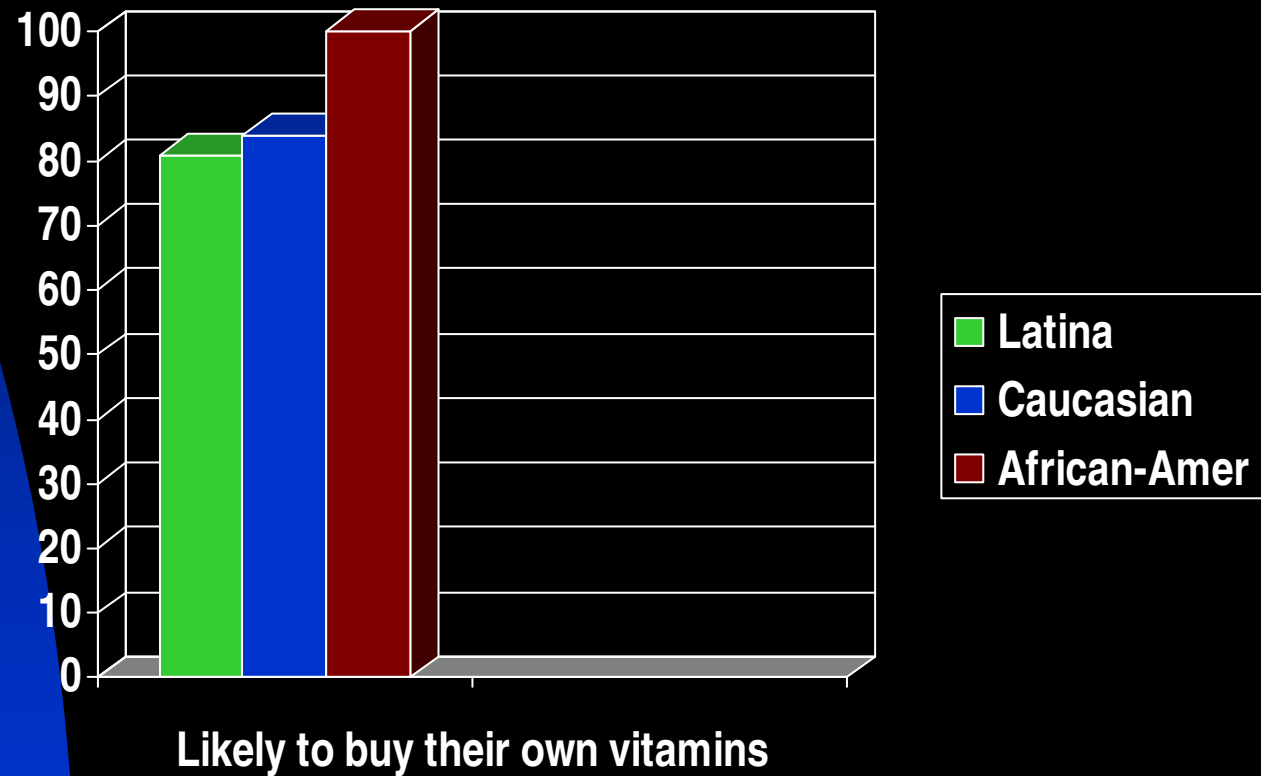
Taking multivitamins



Taking MVs 5-7days/week



If free vitamins run out...

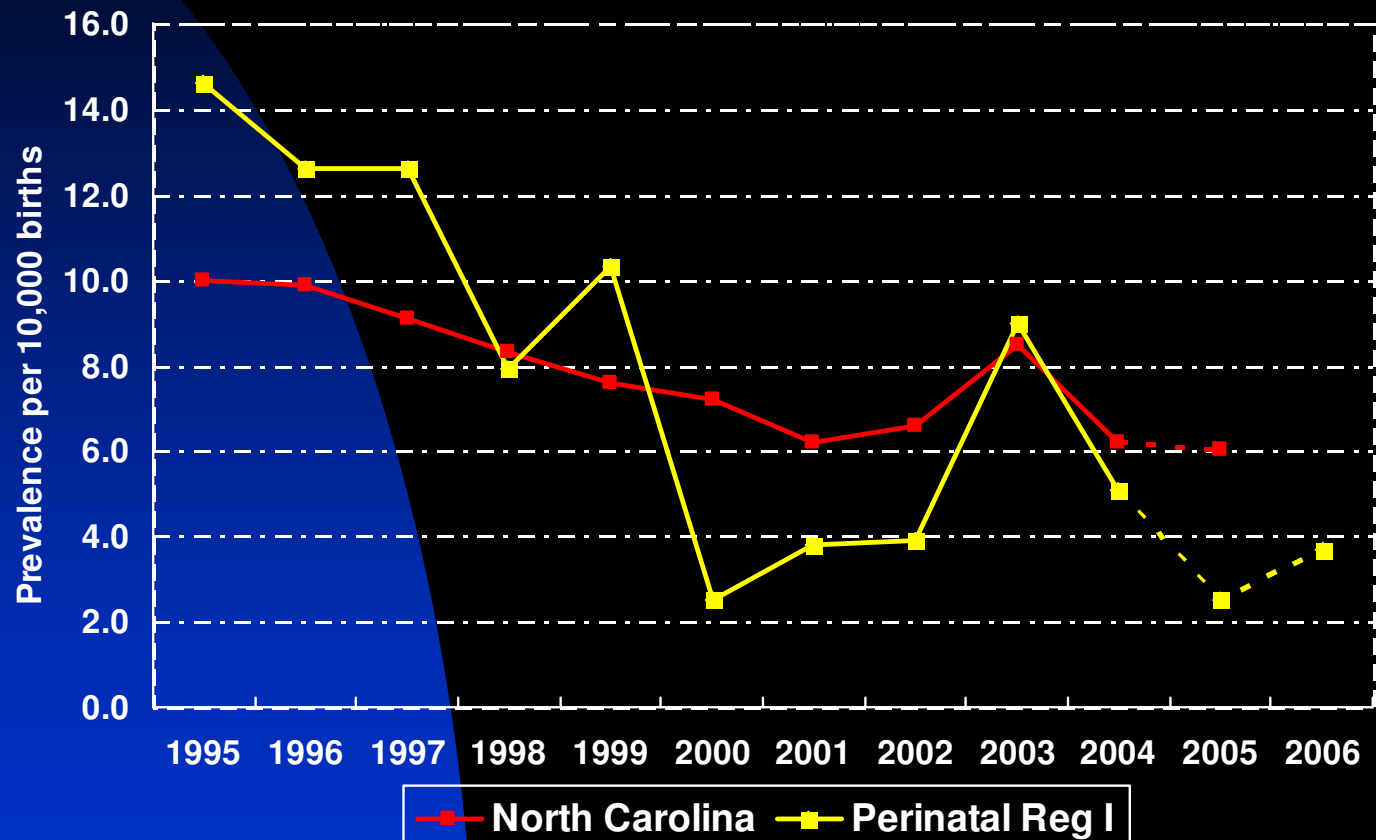


Conclusions

Providing multivitamins as a part of routine healthcare for low-income women of childbearing age can be an effective method for increasing vitamin usage in that population.

Effectiveness may be enhanced by one-on-one education with recipients and a simultaneous, broad-based public education campaign about folic acid.

Prevalence of Total Neural Tube Defects North Carolina and Western Perinatal Region, 1995-2006* N.C. Birth Defects Monitoring Program



9/9/2008

