

Promoting folic acid: A successful outreach model

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CEE Summit on
Preconception Health and Prevention of Birth Defects

Breakout 2
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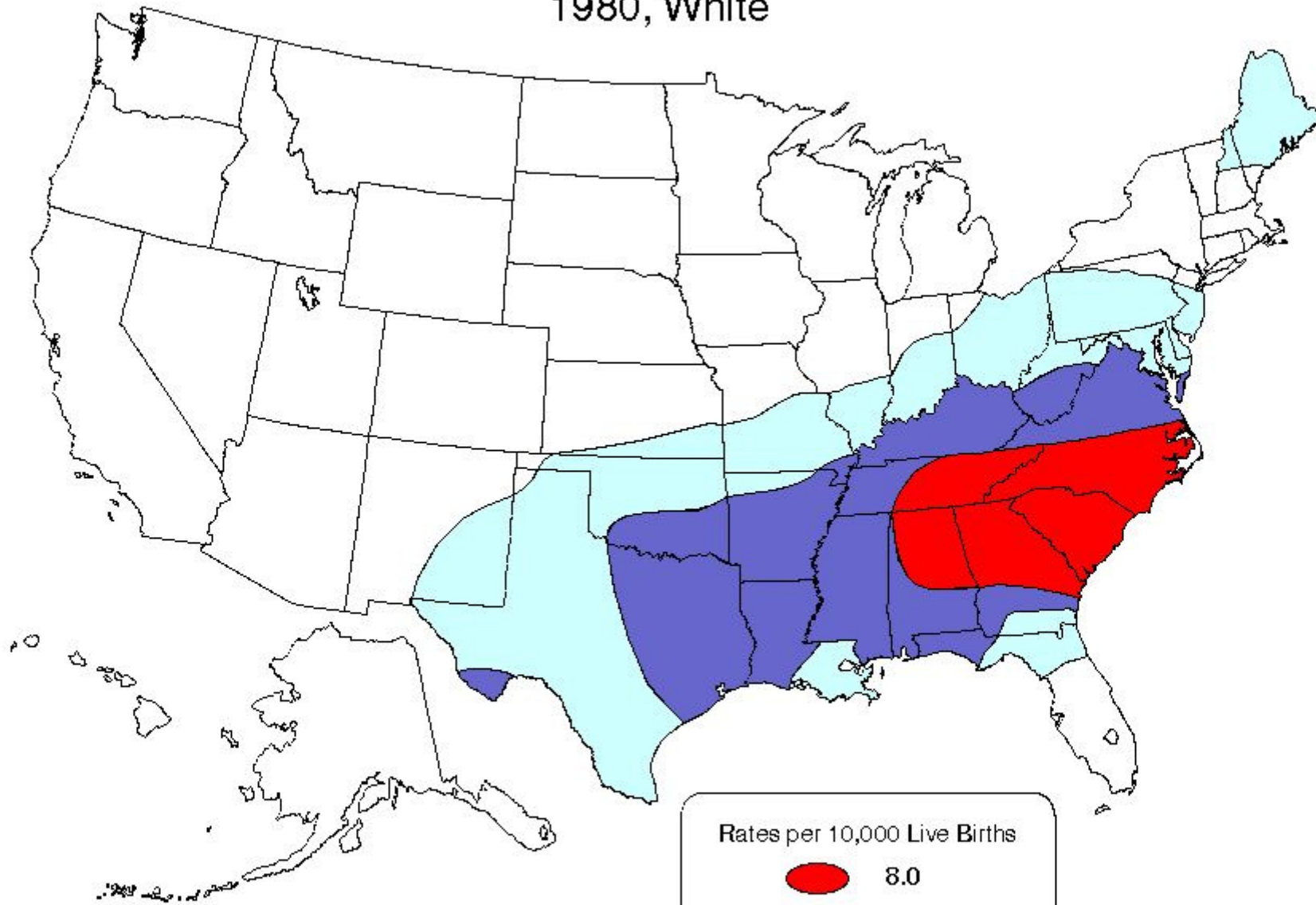
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Open Spina Bifida - Estimated Rates 1980, White



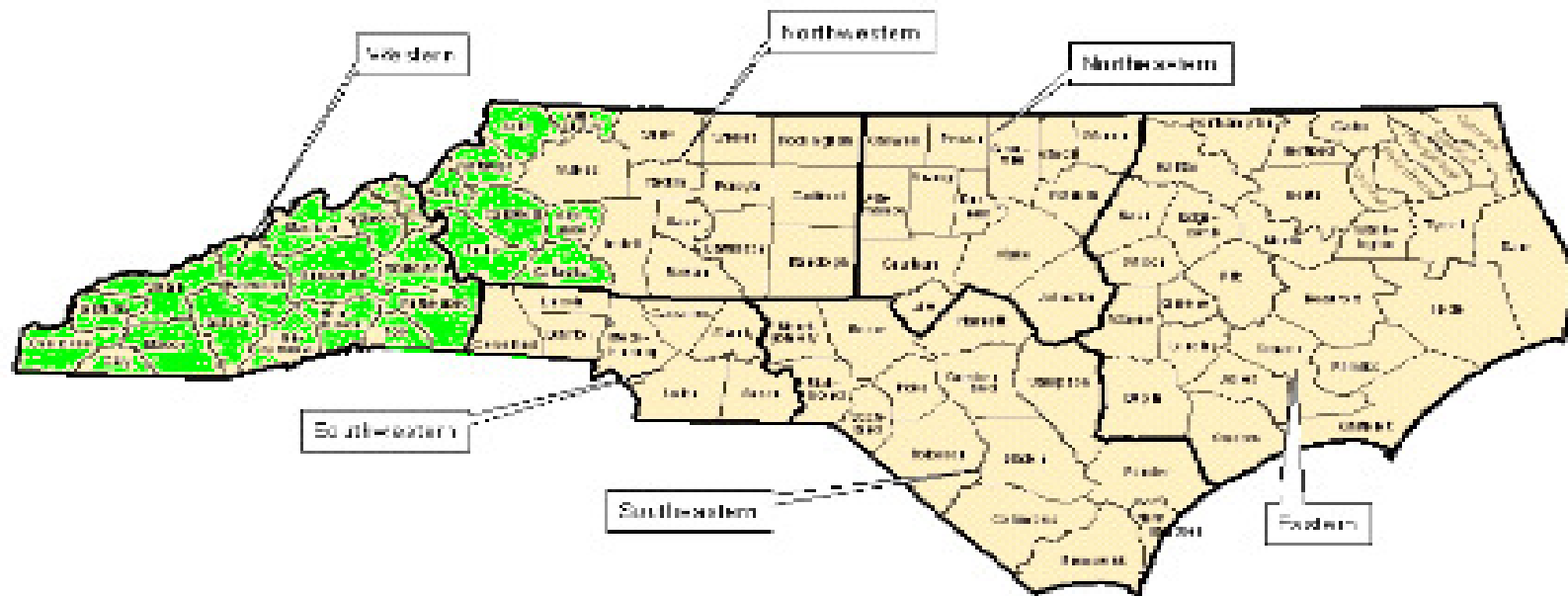
Based on data from NCHS

Rates per 10,000 Live Births

- 8.0
- 7.0
- 6.0
- < 6.0



North Carolina Perinatal Care Regions



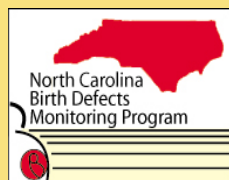
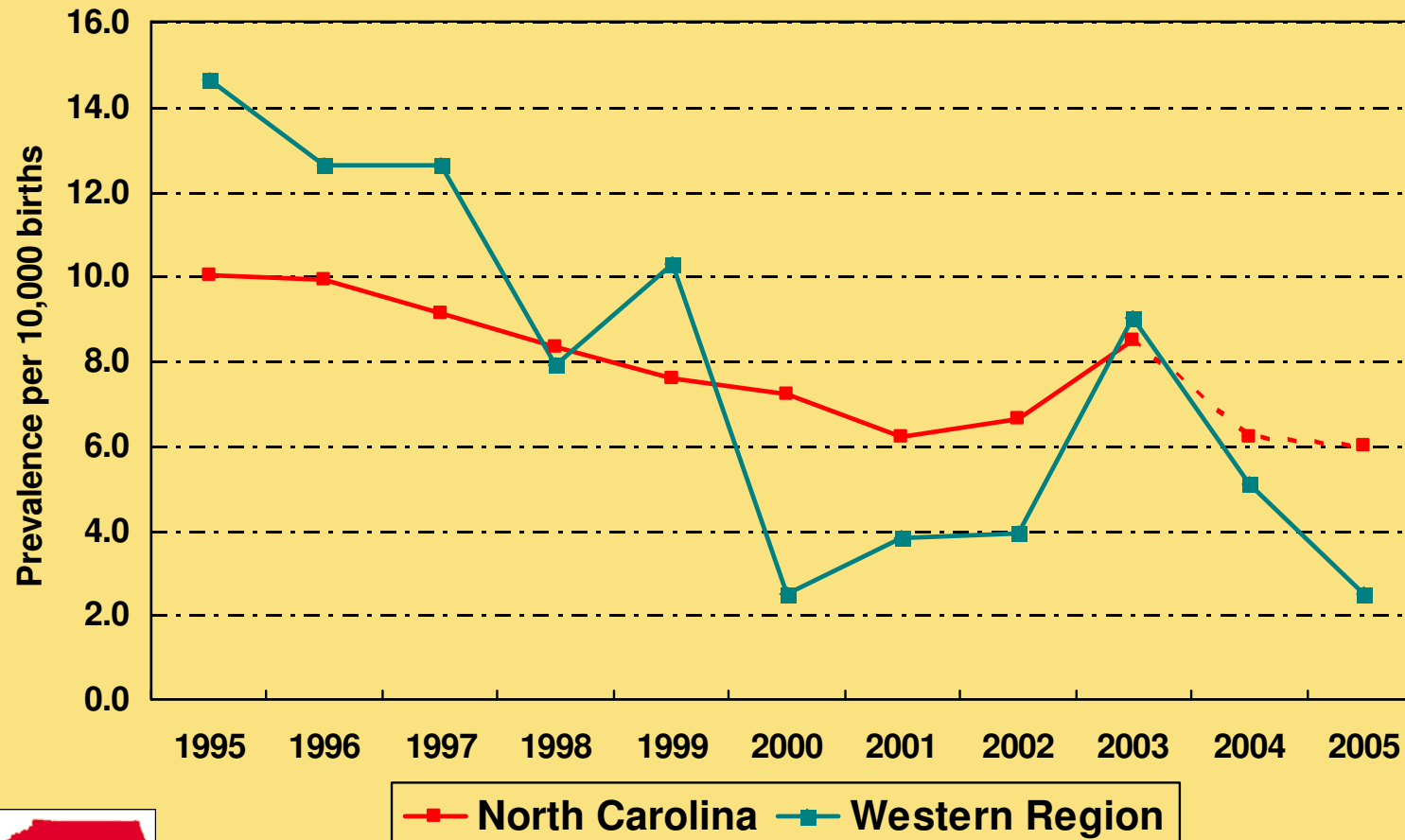
Background

- Daily use of folic acid before and during pregnancy may reduce rates of neural tube defects (NTD's) by up to 70%.
- 1998 IOM Report recommends all women capable of becoming pregnant consume 400 mcg of folic acid daily from supplements and/or fortified foods in addition to a diet rich in folate.
- Western NC's NTD rate in the 1990's was more than twice the national rate.

Results of efforts

- Comparing pre- and post-fortification rates: National NTD rates down 27%
- NC 1995/96 vs. 2004/05 – rates down 42%
- Western NC NTD rates have decreased more than 70%
- Vitamin use among recipients of free vitamins increased from 25% pre-intervention to 62% post-intervention

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



*2004-2005 data are provisional

Outreach methods

- Community education
- Health care professional education
- Free multivitamins to regional public health departments to distribute to low income, non-pregnant women of childbearing age

Community education

- Community Ambassador Program
- Regional
- Grass-roots health promotion program
- Community groups or individuals
- Individuals are trained, provided teaching materials and paid a stipend to make presentations and distribute materials

Community Ambassador



- Motivated individuals
- Peers, high school or college students, employees at a company, members of churches, neighborhood moms, hair stylists
- Individuals that represent the diversity of the community

Health care professional education

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



Women's Wellness Rx

Name _____ Date _____

Next pap smear due _____ BP _____

Next mammogram due _____

- Examine your breasts every month
- Move more every day
- Eat more fruits and veggies
- Apply sunscreen daily
- Take 1200 mg calcium daily, or other _____
- Take a **MULTIVITAMIN** with 400 mcg of folic acid every day

Signature _____

NORTH CAROLINA
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www.getfolic.com

 March
of Dimes
www.marchofdimes.com


North Carolina
Public Health

1-800-367-2229

Vitamin distribution

- 24 county public health departments receive health care professional education and patient materials
- Staff are trained regarding FA counseling and program protocol
- Multivitamins provided for free distribution during one-on-one education interaction
- College health centers buy MV's to give to female students

Community education

- Message bundling- More, less or equally effective?
- Karen King, PhD at University of Georgia- CDC preconception health message bundling research study: presented 10/2007 Preconception Summit
- 3 groupings of messages: medical management, screening and testing, lifestyle change

Bundling

- Folic acid could have been fourth category but ended up in Lifestyle
- Less than 60% of women had recall with one message
- Similar recall with 3 messages- no grouping or 4 messages with grouping

Health care professional education

- Message bundling- More, less or equally effective?
- Results of ACOG survey of 665 members: 87% define preconception care (PCC):
- “As *specialized* pre-pregnancy care that focuses on issues not typically addressed during a routine exam which are specific to ensuring an optimal pregnancy outcome.”
- Yet, 35% state their patients do not plan pregnancies and 49% said “none/few” of their patients come in before pregnant for PCC

Vitamin distribution

- Tool to jumpstart behavior change
- Involve local health care entities
- Healthy weight- Weight loss program memberships; gym memberships

Summary

- Synergistic outreach methods for successful regional Folic Acid Campaign
- 3 methods: Community education, Healthcare provider education and Vitamin distribution
- Same methods could be used for other preconception messages and bundled messages