



Campaigning for Behavior Change:

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Lessons Learned from the Folic Acid Campaign on How Social Marketing can Help Promote Preconception Health

Outline

Why are we talking about folic acid?

What is social marketing?

March of Dimes Folic Acid Campaign

Lessons learned from the Campaign

Preconception Interventions: Give protection

- **Folic Acid Supplements:** Reduce the occurrence of neural tube defects by two thirds
- **Rubella Sero-negativity:** Rubella immunization provides protective sero-positivity and prevents the occurrence of congenital rubella syndrome
- **HIV/AIDS:** Identification of HIV infection prior to conception can help in making pregnancy planning decisions and prevent transmission to infant

Social Marketing

The application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence *voluntary* behavior of target audiences to improve their personal welfare and that of society

The 4 P's

- **Product**
- **Price**
- **Promotion**
- **Place**

National Folic Acid Campaign 1999-2002

Goal:

To reduce the incidence of neural tube defects in the United States by at least 30 percent by the year 2002.

The Message

All women of childbearing age should consume a multivitamin containing 400 micrograms of folic acid every day as part of a healthy diet.

Target Audiences

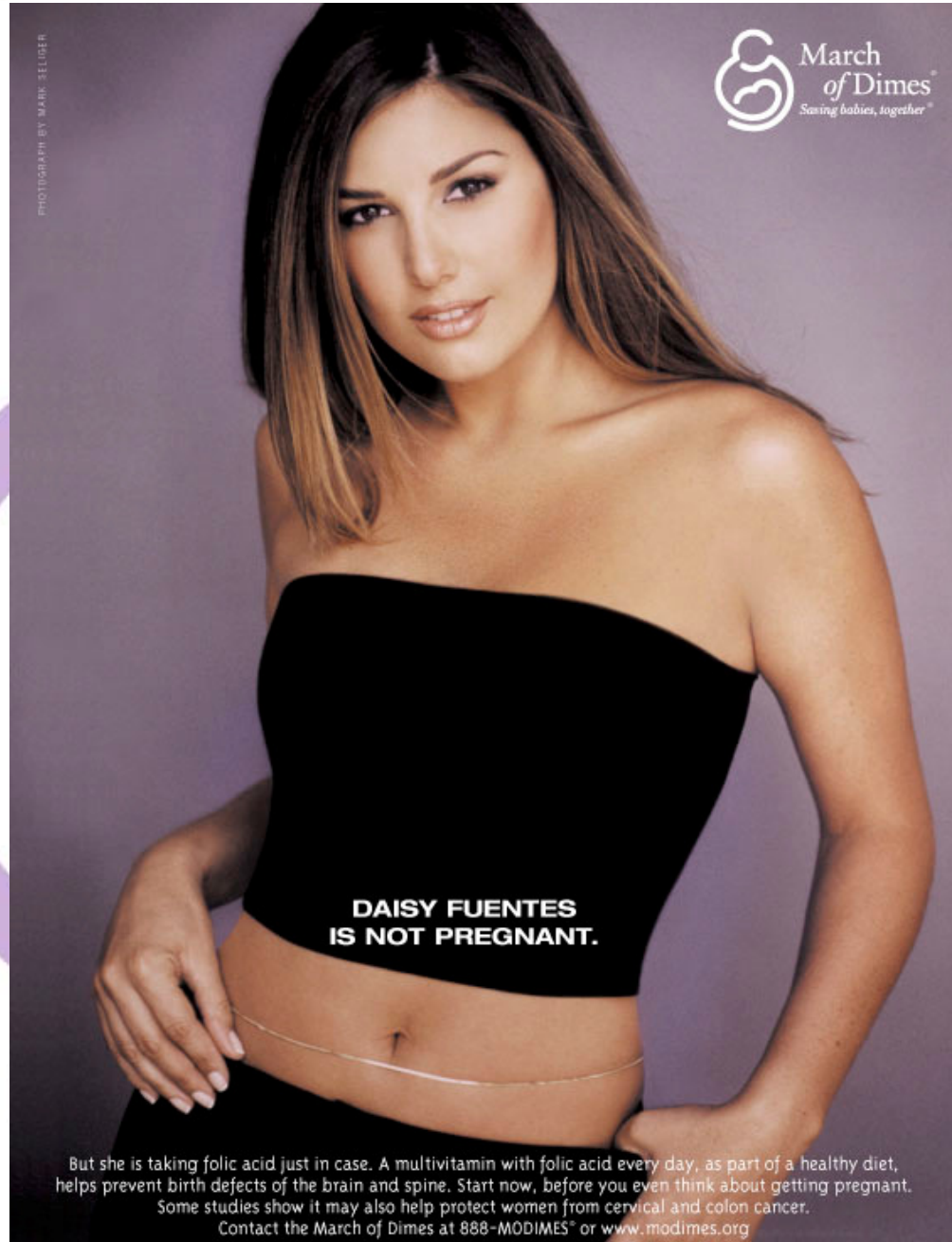
- **Women of childbearing age**
 - Preparing for pregnancy
 - Not yet preparing
- **Special sub-groups**
 - Spanish-speaking women
 - College age women

Folic Acid Campaign Activities

- **MASS MEDIA** - print, radio and TV
- **COMMUNITY ACTION** - community education activities, education materials distribution
- **HEALTH PROFESSIONALS** - Conferences, grand rounds, materials distribution, web-based graduate training.
- **ADVOCACY** - fortification of grain supply, budget allocations for CDC



h  of dimes®



Daisy Fuentes is not pregnant.

But she is taking folic acid just in case. A multivitamin with folic acid every day, as part of a healthy diet, helps prevent birth defects of the brain and spine. Start now, before you even think about getting pregnant. Some studies show it may also help protect women from cervical and colon cancer.

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WOMAN 2: It's my turn.

www.folicacid.net



The screenshot shows a Windows Internet Explorer browser window displaying the homepage of FolicAcid.Net. The browser's address bar shows the URL <http://www.folicacid.net/>. The page content includes a main heading, a list of sponsors and advisors, a photograph of a family, and several sections for user interaction such as computer requirements, interactive flash modules, research resources, and registration options.

FolicAcid.Net- Home - Windows Internet Explorer

Address bar: <http://www.folicacid.net/>

File Edit View Favorites Tools Help

Home FolicAcid.Net- Home

Advocating For Folic Acid: A Guide For Health Professionals



Sponsors:
Association of Schools of Public Health (ASPH)
March of Dimes

Advisors:
Centers for Disease Control and Prevention (CDC)
Federation of Associations of Schools of the Health Professions (FASHP)

Computer Requirements:
MS Internet Explorer 4 or greater - [Download](#)
Macromedia Flash Plug-in - [Download](#)

Interactive Flash Modules:
["Getting Familiar with Folate"](#)
["Barriers to Folic Acid"](#)

Researching Folic Acid?
Browse our in-depth collection of resources on education, professional services, research, and more. [Go to Resources](#)

Advocate for Folic Acid
[Send](#) an E-Postcard to a Friend or Colleague

Let's Get Started!

Guest Login
If you are an anonymous browser interested in learning more about folic acid, use the Guest Login.

Register
If you are a student required to complete this learning module, please register to receive credit. [Help with registration](#)

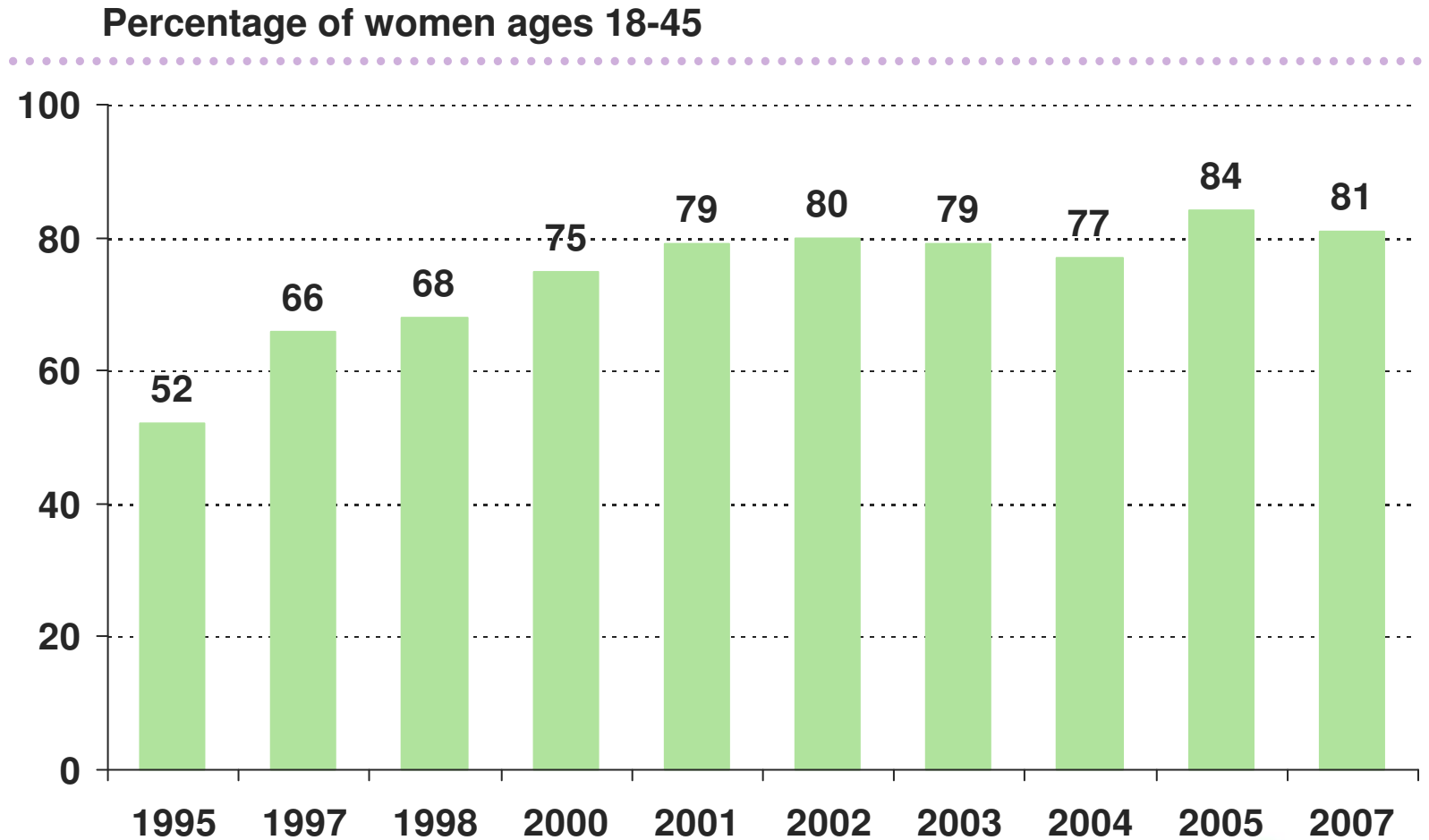
Already Registered?
Email Address:

Internet 100%

How Did We Measure Success?

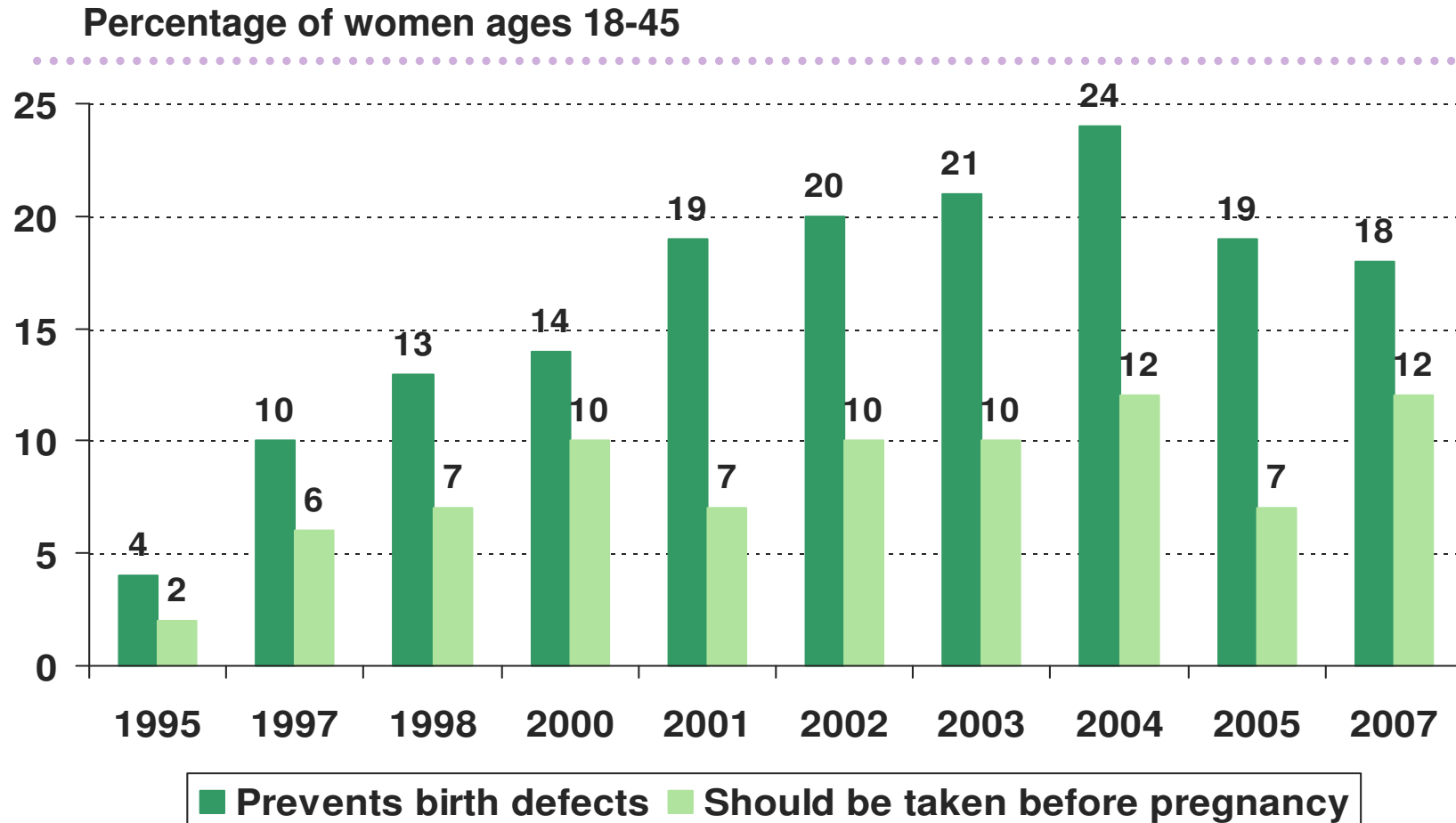
- **Women's knowledge and behavior changes**
- **Health Care providers knowledge and behavior changes**
- **Incidence of NTDs**

Folic Acid Awareness, Have You Heard of Folic Acid? March of Dimes Folic Acid Survey



Folic Acid-Specific Knowledge

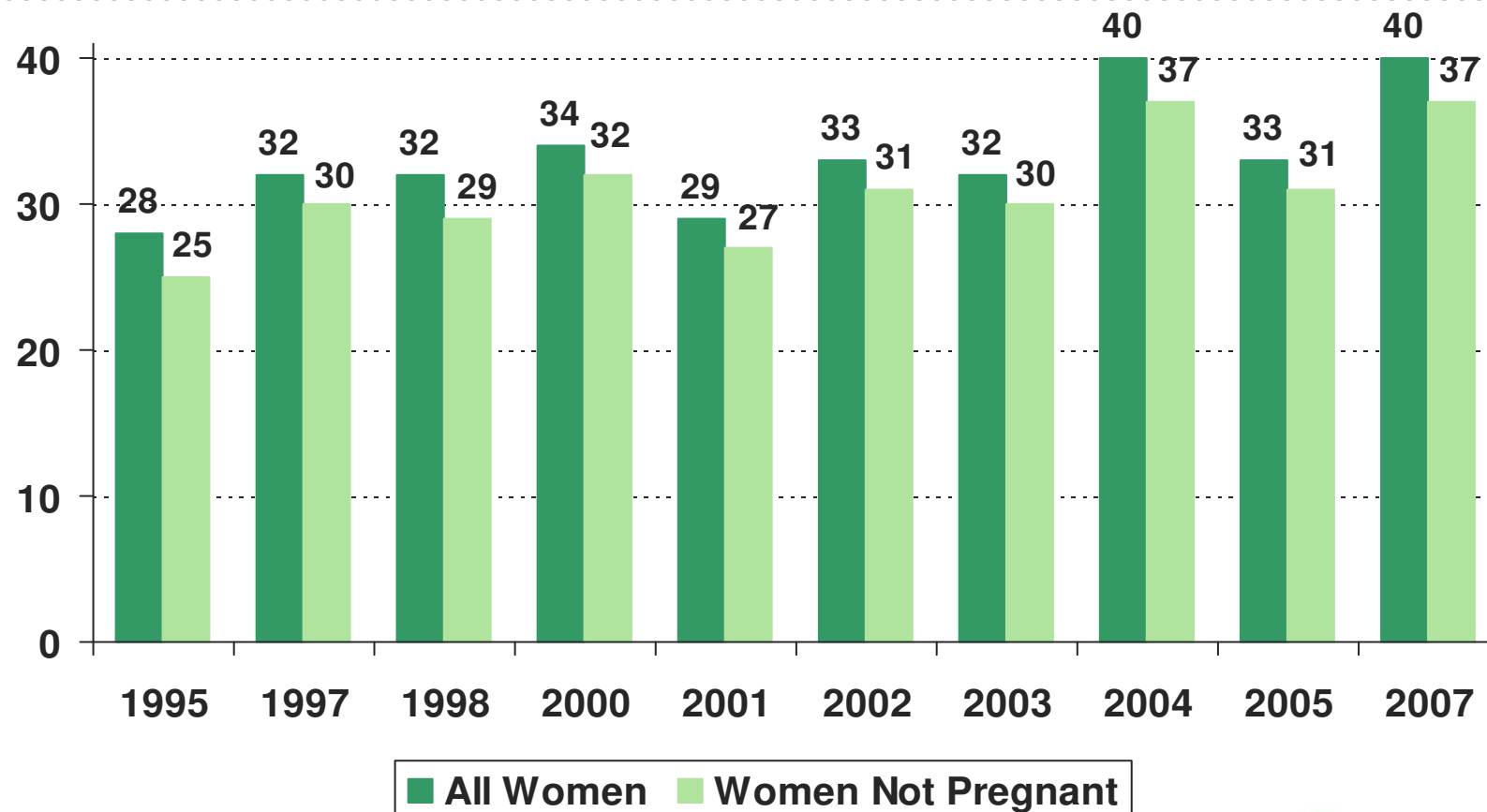
March of Dimes Folic Acid Survey



Daily Use of Vitamin Containing Folic Acid

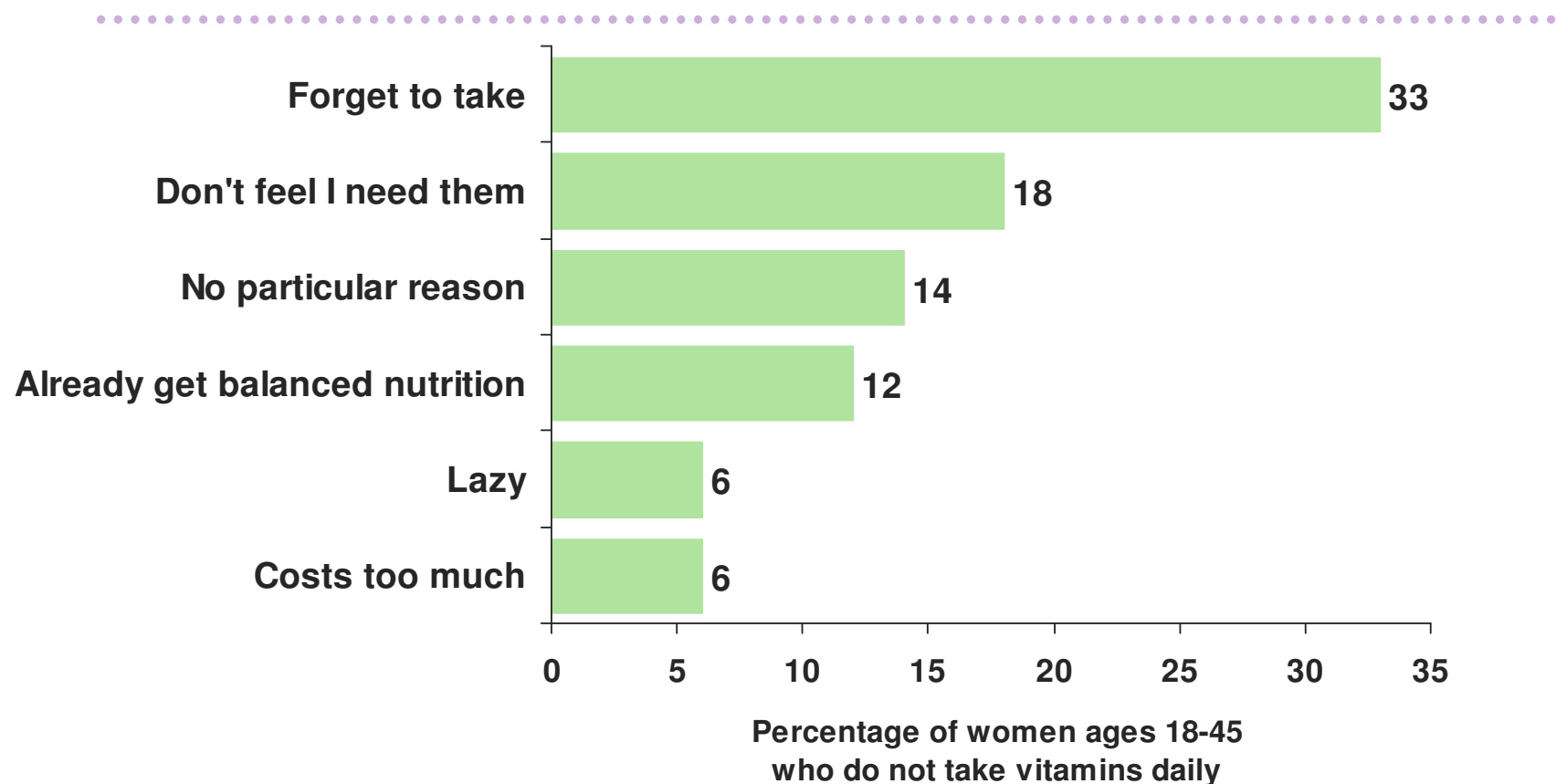
March of Dimes Folic Acid Survey

Percentage of women ages 18-45



Reasons Why Women Do Not Take a Multivitamin Daily

March of Dimes Folic Acid Survey, 2007



The checklist for a well-woman visit

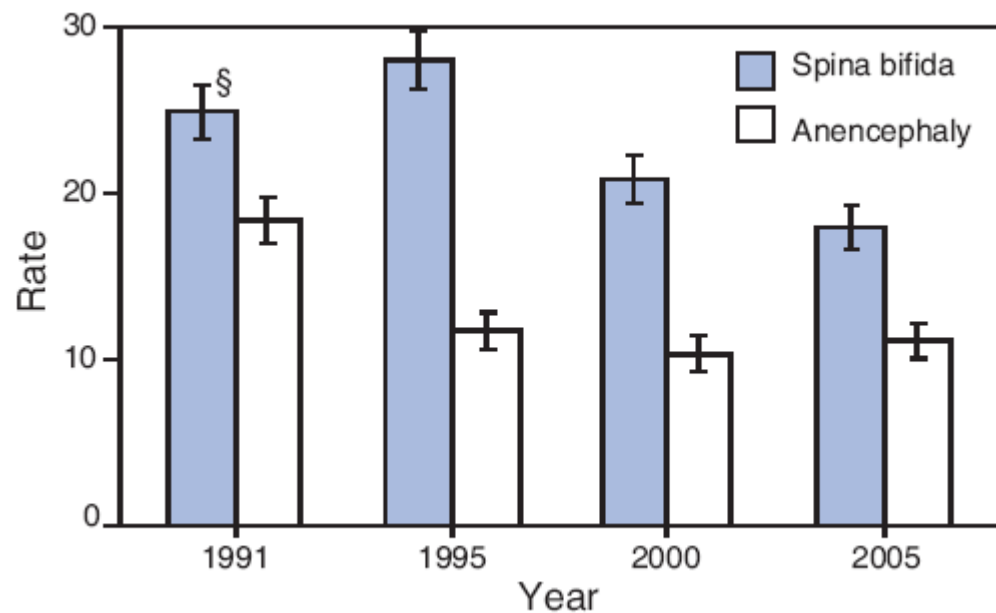
	Always		Usually		Occasionally		Never	
	2002	2003	2002	2003	2002	2003	2002	2003
	MDs	NonMD	MDs	NonMD	MDs	NonMD	MDs	NonMD
Annual Pap tests	91%	89%	7%	9%	2%	2%	0%	1%
Breast self-exam	81%	84%	16%	14%	3%	2%	0%	1%
Birth control	58% *	67%	28%	24%	13%	8%	1%	2%
Smoking	71%	67%	21%	23%	8%	10%	1%	1%
STD prevention	44% *	56%	30%	28%	24%	15%	1%	1%
Mammograms	69% *	63%	20%	19%	11%	17%	1%	1%
Alcohol use	37% *	45%	26%	22%	34%	31%	3%	2%
Multivitamins	21% *	35%	32%	34%	42%	31%	5%	1%
Calcium supplements	36%	39%	35%	36%	27%	23%	3%	2%
Folic acid supplements	23%	27%	30%	31%	44%	40%	3%	3%
Weight control (diet/exercise)	42% *	36%	36%	39%	22%	24%	0%	1%
Iron supplements	11% *	15%	23%	28%	62%	53%	4%	4%

"Which issues do you always, usually, occasionally, or never address at an annual well-woman exam with a woman of reproductive age, that is, under age 45?" * Statistically significant difference between physicians and non-physicians in % "always."



NTD Rates

QuickStats: Spina Bifida and Anencephaly Rates* --- United States, 1991, 1995, 2000, and 2005†



<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5701a7.htm>



What have we learned?

Campaign Outcomes

- Awareness ≠ behavior change
- National (multidisciplinary) partners maximize message exposure
- Local activities have greater impact than national level activities for consumer education
- Need concurrent activities for women and health care professionals
- Legislative tactics have impact for sustained behavior change (FORTIFICATION)
- Incorporate message into all work functions
- Multiyear commitment with resources is needed

Creating Effective Messages

- Each audience segment should have a unique message and brochure design
- Test messages/design with audience segments
- Materials should have unified look and theme
- Free

Reaching Health Professionals

- Need excellent speakers who travel
- Continuing education units essential
- Physician audience challenging to reach -
Develop/promote tools and aids to assist

Folic Acid is Good for me, for Us



Don't U Dare



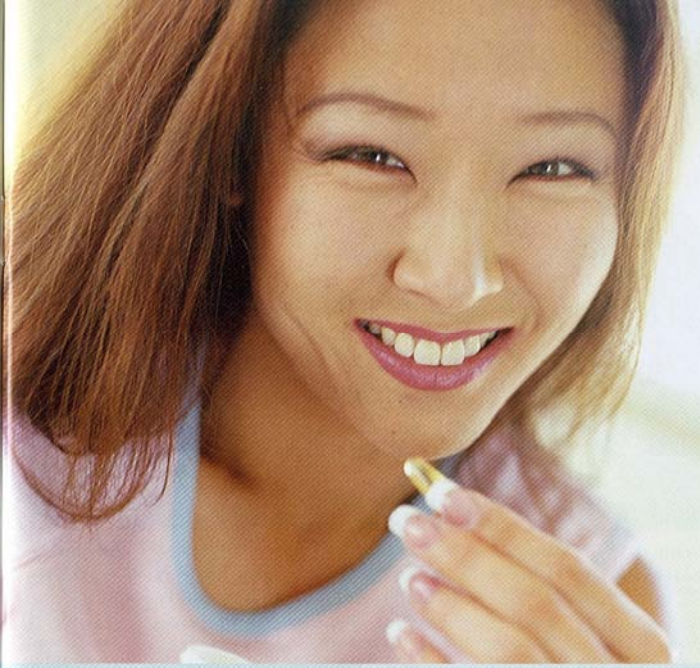
Don't U Dare:

<http://www.youtube.com/dontudare>

March of Dimes:

<http://www.marchofdimes.com/dontudare>

Healthy Women, Healthy Mothers, Healthy Babies



Thank You!!

Janis Biermann, MS

March of Dimes

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