

Folic Acid: Community Strategies

BEST START:

**Ontario's Maternal, Newborn
and Early Child Development
Resource Centre**

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What We Want to Do

- Increase the number of women who are aware of new recommendations and take folic acid
- Increase health care provider awareness of new recommendations and who talk to women about folic acid



Working with Health Professionals

- Important role in preconception counseling and recommending folic acid use
- Ask what would be helpful to them
- Consider: desk references, brochures or packages of information, training, assessment forms, grand rounds, information in newsletter etc



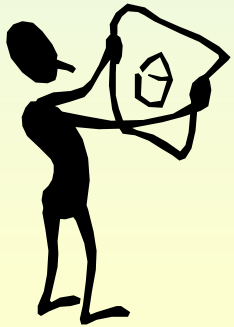
Women

- A large, varied audience
- Need to use multiple strategies and settings
- Strategies differ for those planning or not planning a pregnancy



Awareness Initiatives

- Newspaper articles
- TV ads
- Displays at bridal shows etc
- Radio interviews
- Media quizzes
- Posters
- Fridge magnets
- Fact sheets on your web site



Education Initiatives

- Workbooks for couples
- Preconception classes
- Sexual Health Education curriculum
- Marriage Preparation Classes



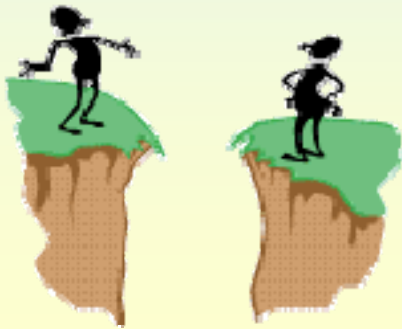
Environmental Support

- Stickers on prescriptions
- Preconception assessment tool
- Tear off sheets on posters
- Tags in grocery stores and pharmacies
- Food sampling



Who is it for?

- What do they know?
- What do they need to know?
- How do they like to learn?



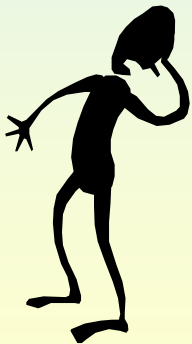
Key Messages

- Amount
- Timing
- How to get it
- Food
- Some women need more



Challenges

- Compliance
- Non planners
- Reaching those not pregnant



Sources of Information

- Society of Obstetricians and Gynaecologists, www.sogc.org
- Motherisk, www.motherisk.org
- Folic Acid Alliance, www.folicacid.ca



Best Start Resources – being updated

- Your Health Before Pregnancy Brochure
- Your Health Before Pregnancy Website
- Healthy Eating for a Healthy Pregnancy



How we can help

- Ways to get Best Start information:
 - ◆ **Consultations, training**
 - ◆ **Resources, listserv, ebulletin**
 - ◆ **www.beststart.org**

Best Start Resource Centre

Tel: 1-800-397-9567, 1-416-408-2249