

Healthy North Carolina 2020

EVIDENCE BASED STRATEGIES

FOCUS AREA	Maternal & Infant Health
OBJECTIVE	2. Reduce the infant mortality rate

EBS PROGRAM DESCRIPTION	Promotion of Folic Acid Consumption
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EBS LEVEL <i>CDC Ranking</i>	Leading (L) for folic acid and prevention of neural tube defects; Emerging (E) for folic acid (multivitamin) distribution and increasing consumption
REFERENCE/CITATION <i>Data Supporting Level/Ranking</i>	Wilcox AJ, et al. "Folic Acid Supplements and the risk of facial clefts: A national population-based control study." <i>British Medical Journal</i> , Jan 2007. Goh YI, et al. "Prenatal multivitamin supplementation and rates of congenital anomalies: a meta-analysis." <i>Journal of Obstetrics and Gynecology of Canada</i> 28:680-689

PROGRAM ATTRIBUTES	
Influence Level	Multi-Level Other: Individual and health care provider; one health care provider has the potential to influence hundreds of individuals
Target Population	Low-income women of childbearing age
Intervention Setting	Local health departments and community health care organizations
Key Measures	Number of bottles of multivitamins distributed to low-income women of childbearing age Percent of low-income women of childbearing age consuming folic acid daily
Cost	Health departments and other agencies that serve women of childbearing age have been able to obtain MVI with folic acid at no charge through the NC March of Dimes. The NC March of Dimes also has been providing folic acid training at no cost to health care providers, training previously provided onsite at clinics, now available online. The actual cost per bottle is \$1.23 (bulk rate) per 3-month supply multivitamins with folic acid per woman.
Time to Implement	<u>Organization</u> – 30-minute health care provider training, set up system in health department for MVI with folic acid distribution to women of childbearing age. <u>Patient/Client</u> - about 3 minutes for brief counseling and distribution of multivitamins
Difficulty to Implement <i>Resource Intensity</i>	Low for local health departments/ community health care organizations
ROI <i>if known</i>	Consumption of MVI with folic acid during conception and early pregnancy can decrease the chance of the development of neural tube defect development by 70%.

PROGRAM CONTACT INFORMATION	
Organization	March of Dimes
Contact Person	Amy Mullenix
Email / Telephone	amullenix@marchofdimes.com (919) 424-2158
Web Site	Everywomannc.com

CURRENT NC-DPH SUPPORT	
T.A. – Yes/No Specific group? Other limitations?	Yes
T.A. Contact	Corrine Giannini corrine.giannini@dhhs.nc.gov (919) 707-5694
Funding – Yes/No Specific group? Other limitations?	Yes
Funding Contact	DPH Corrine Giannini corrine.giannini@dhhs.nc.gov (919) 707-5694

EBS PROGRAM IMPLEMENTED BY / NC EXAMPLES	
#1 – Organization Name / Contact Information	
#2 – Organization Name / Contact Information	
#3 – Organization Name / Contact Information	

OTHER COMMENTS / NOTES
<p>March of Dimes (MOD) administers the multivitamin distribution project (with state funding and T.A.) via the NC March of Dimes Preconception Health Campaign</p> <p>Multivitamin purchase and health care provider training funded though MCH block grant</p>