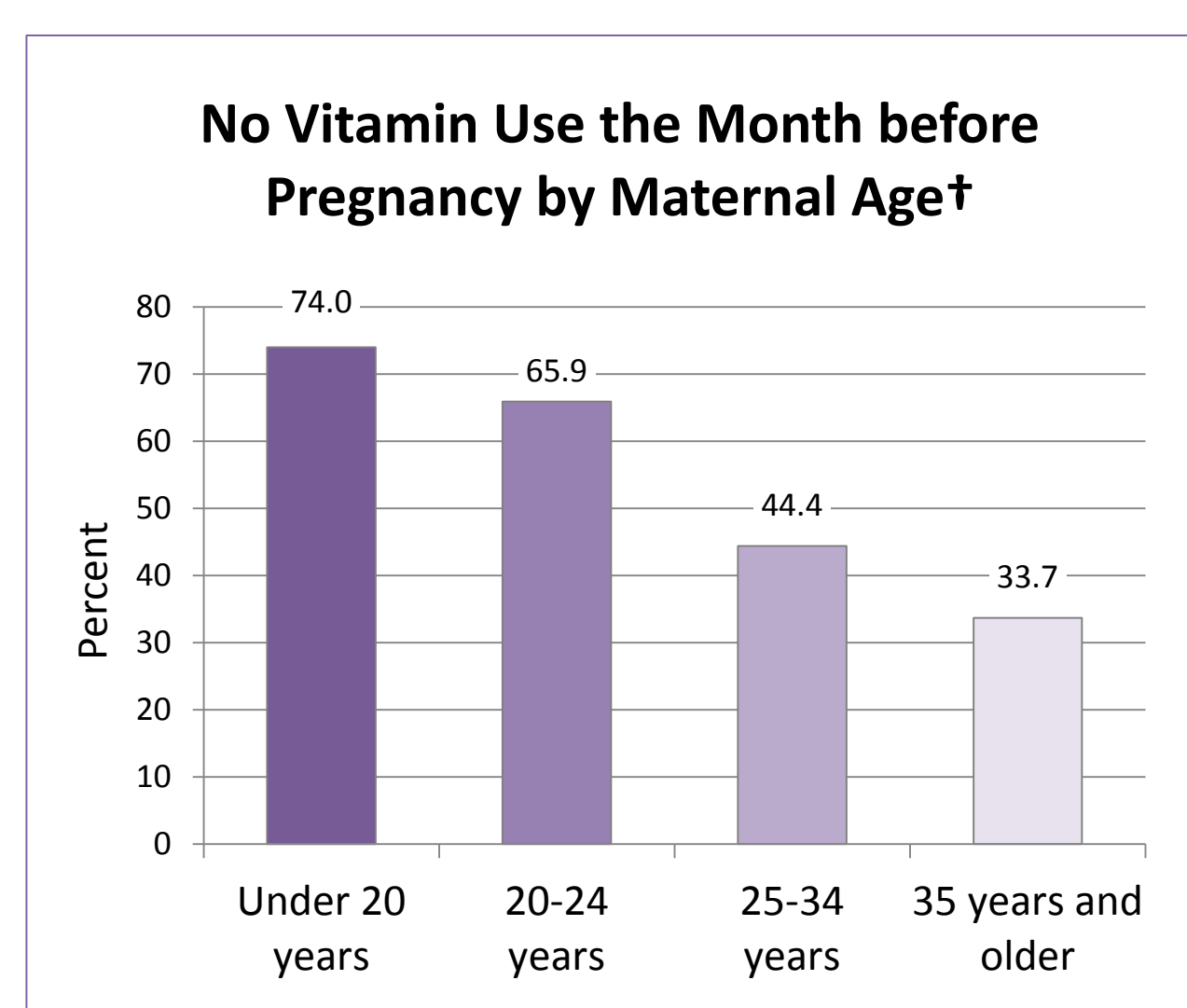
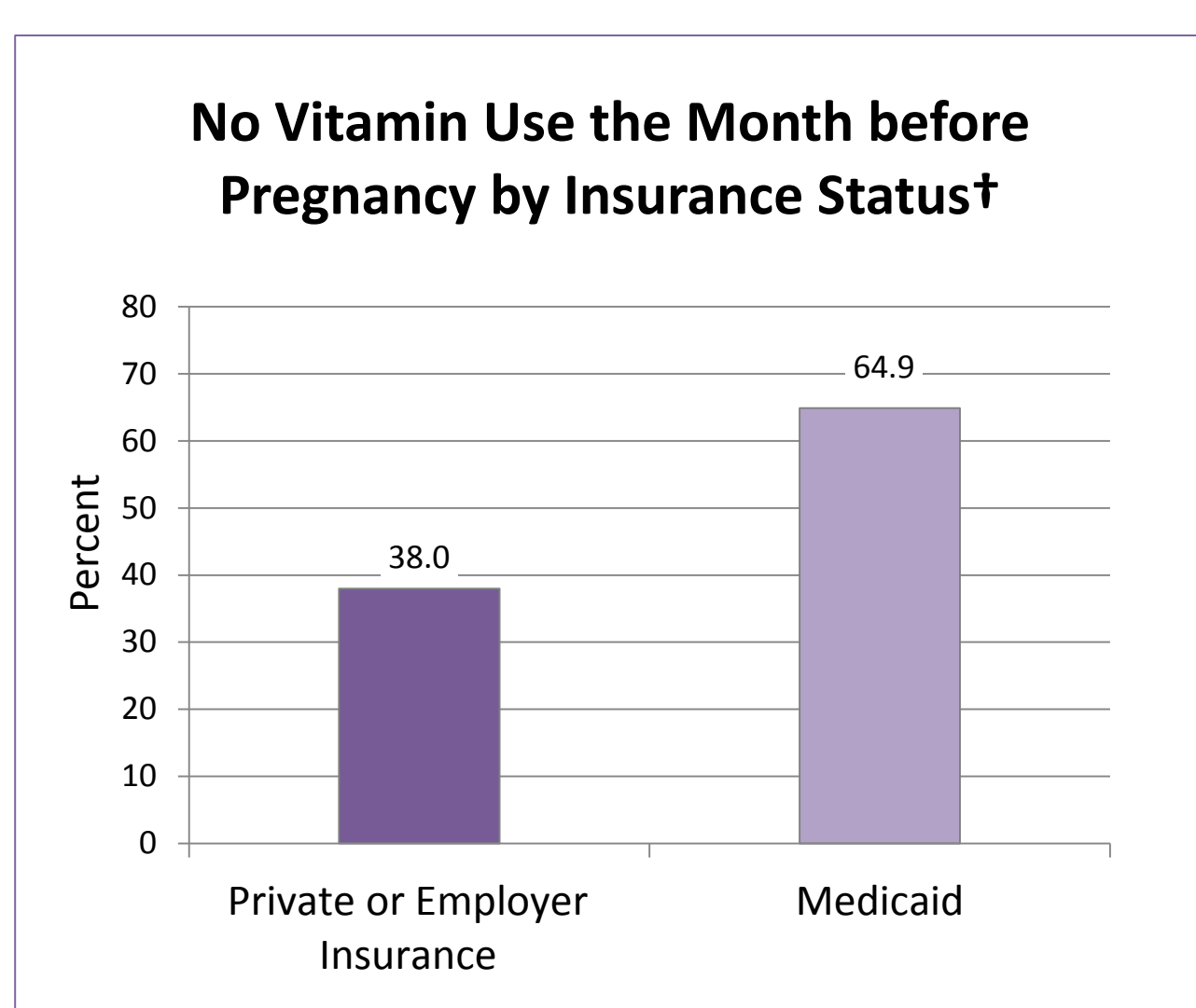
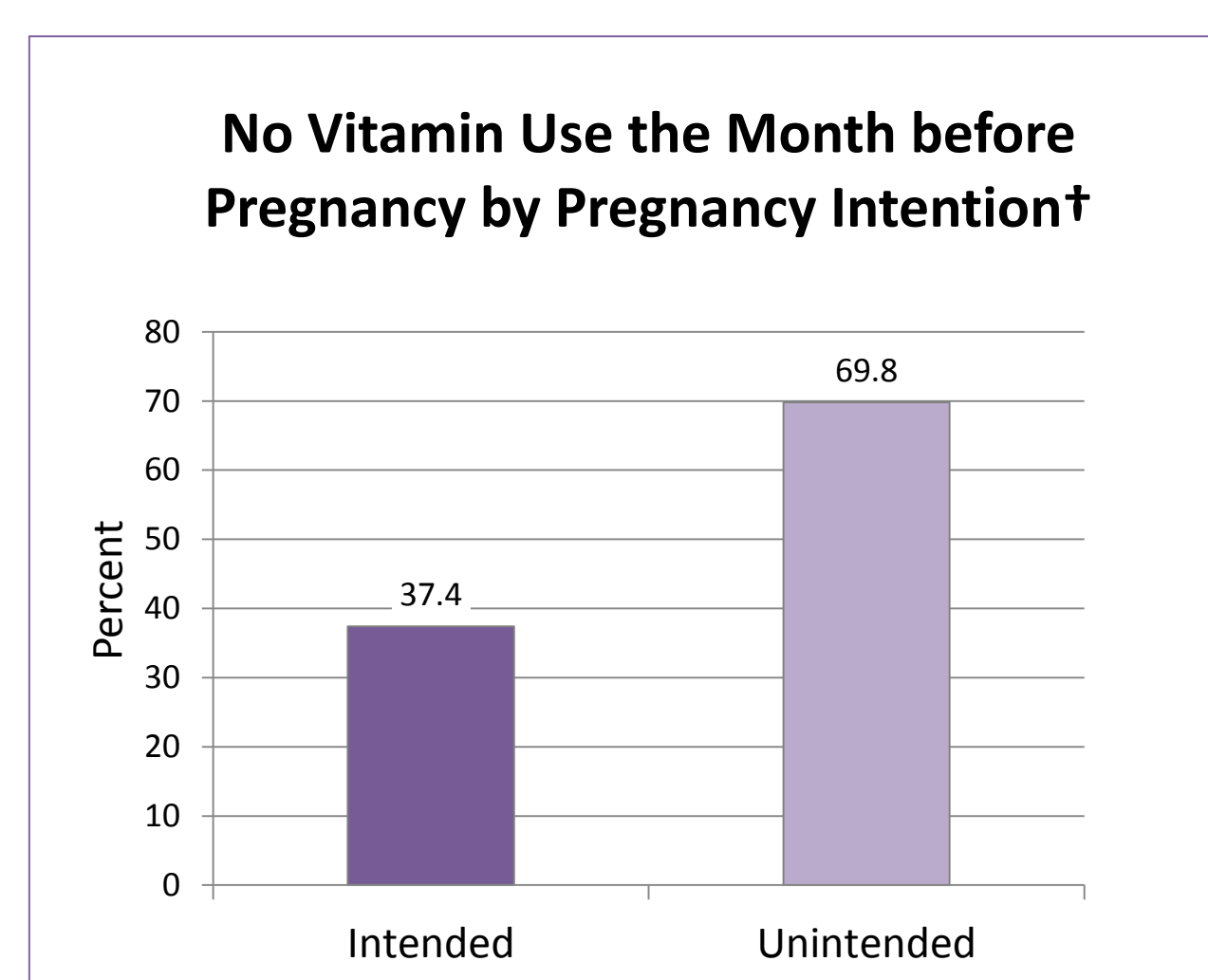
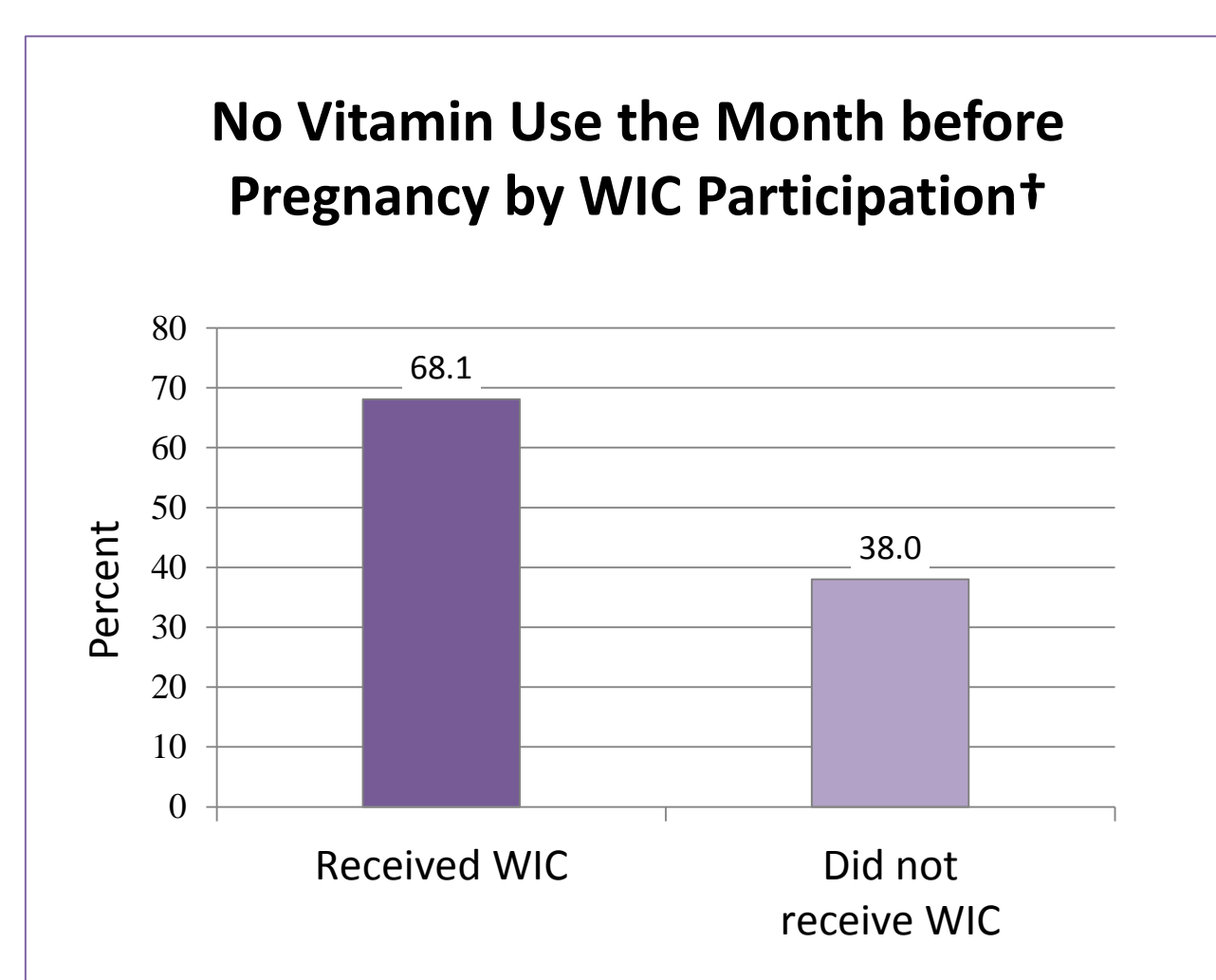
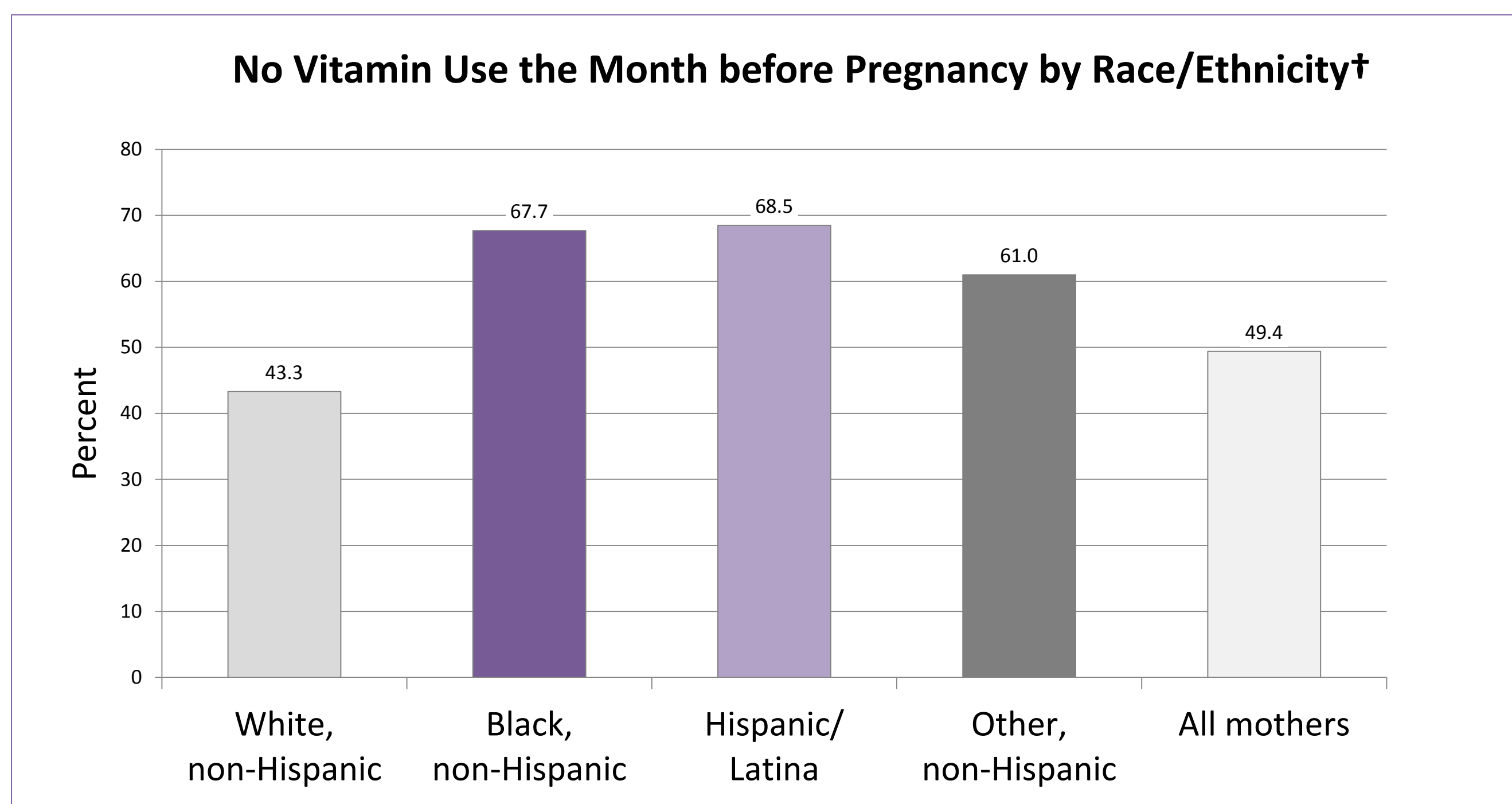


Call to Action: Promote Data from the Wisconsin Pregnancy Risk Assessment Monitoring System (PRAMS) to Improve the Use of Multivitamins with Folic Acid Among Women of Childbearing Age

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Introduction

In Wisconsin, there is inconsistent attention to the promotion of adequate preconception folic acid consumption. In 2007, the Wisconsin Association for Perinatal Care (WAPC) published *Folic Acid: A Position Statement for Providers*, that reported 84% of women in a 2005 telephone survey had heard of folic acid, and 33% reported taking a vitamin with folic acid. This statement offered providers opportunities to educate women about its importance. Also, the WAPC Preconception and Prenatal Care Committee identified a need to examine Wisconsin PRAMS data regarding use of multivitamins.



Objectives, Purpose, Goals

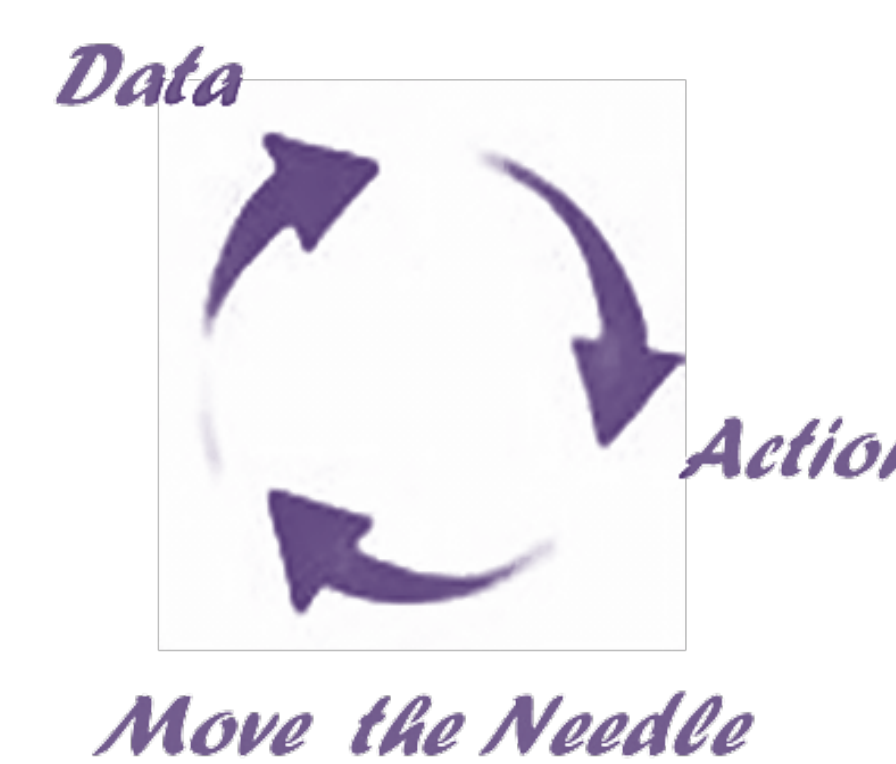
Increase awareness and use of multivitamins and folic acid to reduce the occurrence of neural tube defects.

Inform practices and policies to:

- 1) Recommend that WAPC update its 2007 position statement with Wisconsin PRAMS data.
- 2) Collaborate with public health partners to change standards of practice, including, but not limited to:
 - Wisconsin Department of Health Services
 - ✓ Division of Public Health: Special Supplemental Nutrition Program for Women, Infants and Children (WIC), Family Health Section
 - ✓ Division of Health Care Access and Accountability (Medicaid)
 - Wisconsin Association for Perinatal Care (WAPC)
 - Wisconsin Council on Birth Defects Prevention and Surveillance
 - Wisconsin Guild of Midwives

Data to Action

- Wisconsin PRAMS fact sheet
- Develop plan with partners:
 - ✓ Heighten awareness
 - ✓ Change practice
 - ✓ Develop policy



Intervention/practice – How to “Move the Needle”

Wisconsin PRAMS is in the early implementation phase of this project. Wisconsin PRAMS will:

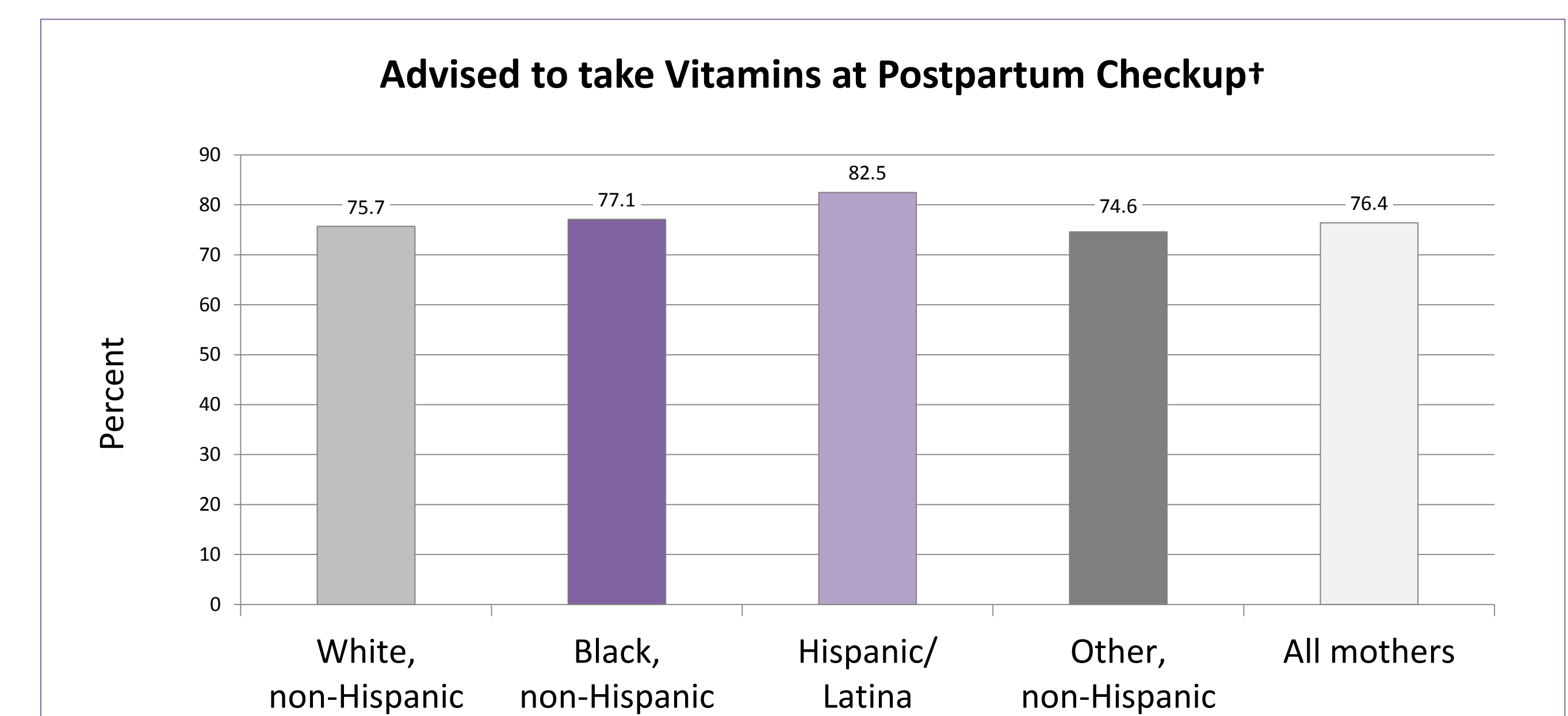
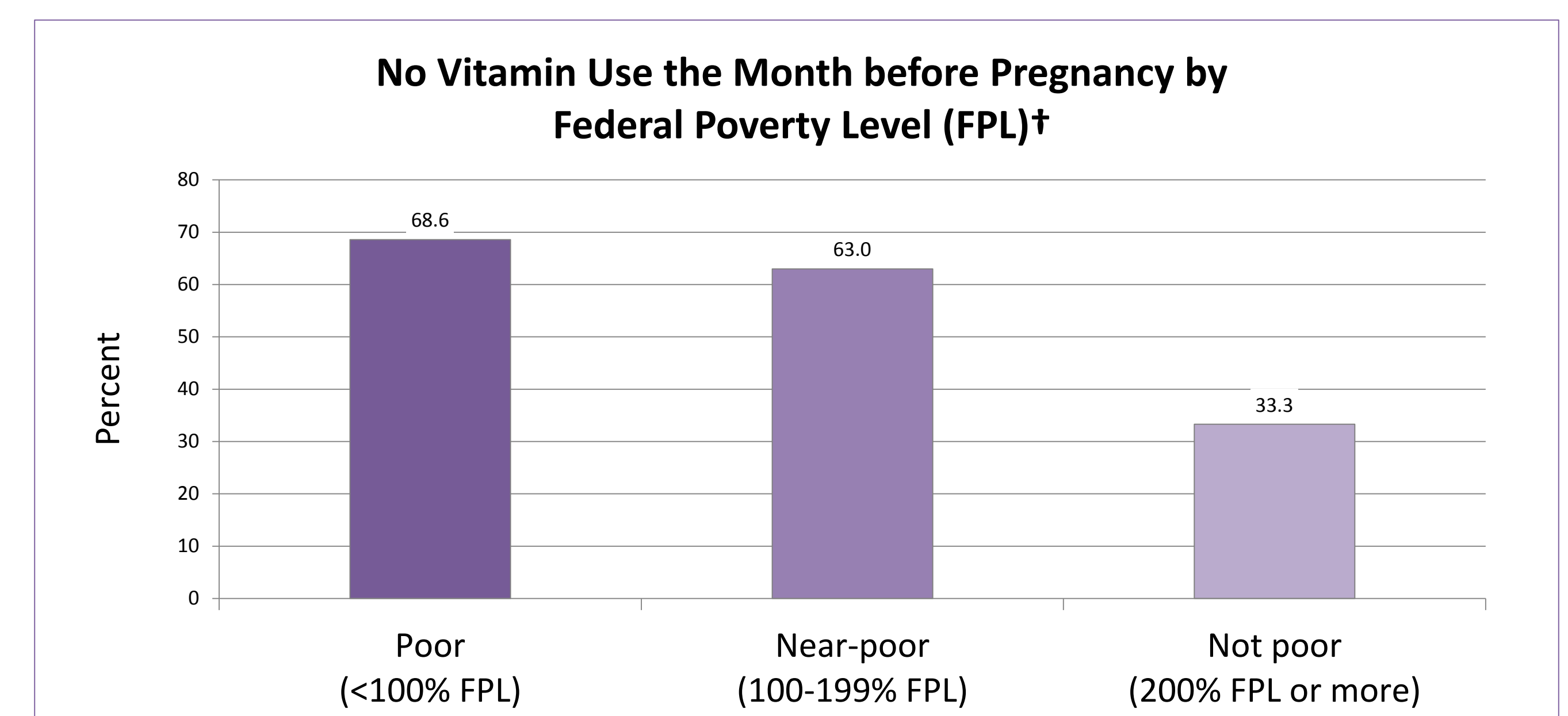
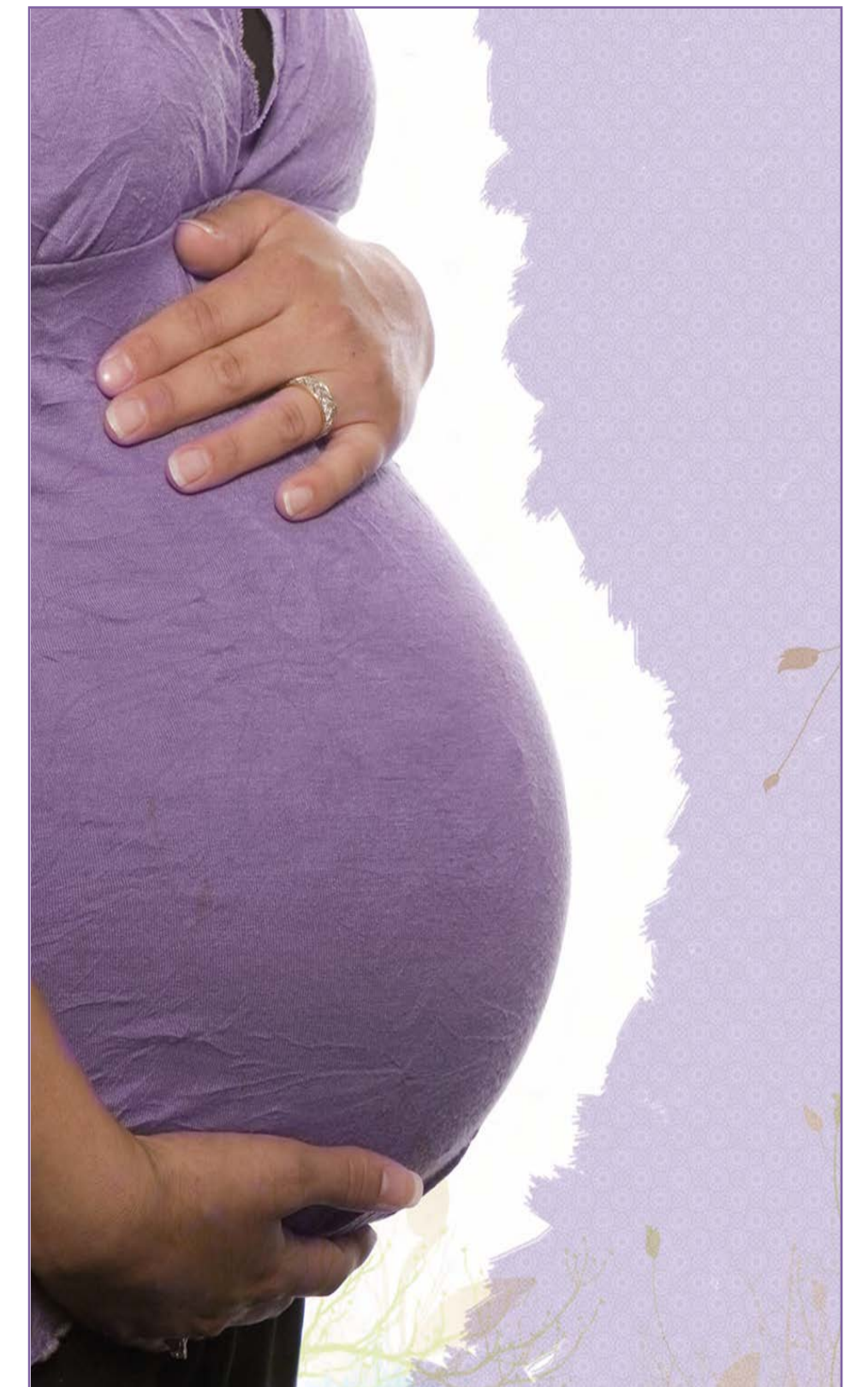
- Inform stakeholders about data on multivitamin use the month before pregnancy.
- Inform stakeholders about the percentage of women who report being advised about continuing multivitamin use during the interconception period.

Informed stakeholders will:

- Explore barriers and solutions for women to access folic acid multivitamins.
- Explore innovative ways to promote increased intake of foods rich in folate.

What Moms Tell Us

- “I was very fortunate that I was taking a daily multivitamin at the time I became pregnant. We were not planning our 2nd child.”
- “I took prenatal vitamins before getting pregnant.”
- “Need more public health education about being on folic acid supplements or getting enough in daily diet.”



†Data Source: 2009-2011 Wisconsin PRAMS, Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services.

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1. Division of Public Health, Wisconsin Department of Health Services
 2. Access Midwifery, LLC
 3. Division of Health Care Access and Accountability, Wisconsin Department of Health Services