



*Spirit. Breakthrough & Hope*

Spina Bifida & Hydrocephalus  
Association of Ontario

## Activity List Worksheet

STEP ONE: Building a Team – How do I get started?

### Possible Activity List for Organizations

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Please check anywhere you can help in the following:

#### Planning Stage

- Join a folic acid program development committee.
- Assess community health issues and other resources.
- Collect data to help target women for the program.
- Identify health and other organizations and media outlets in the community.
- Identify available and appropriate folic acid communication materials.
- Help pre-test materials.

#### Partnering

- Recruit volunteers, organizations, and media to participate in the program and/or to provide “in-kind” contributions to printing, collating, mailing services, public service space, or media costs.
- Provide marketing data about women.
- Help raise funds.
- Contribute staff or volunteer time.
- Produce messages and materials.



**SB  
&  
H**

*Spirit. Breakthrough & Hope*

Spina Bifida & Hydrocephalus  
Association of Ontario

**Implementation**

- Provide room space for meetings and activities.
- Organize or participate in attention-getting events such as health fairs and press conferences.
- Prepare news releases.
- Prepare exhibits for public places such as shopping malls, building lobbies, schools and public libraries.
- Distribute materials.
- Write letters.
- Publish articles in newsletters.
- Sponsor presentations.
- Offer individual counselling.
- Provide a recognized, credible spokesperson.
- Provide media interviews.

**Evaluations**

- Provide technical assistance with program evaluation or data analysis.
- Provide computer or manual services for tracking the program.
- Identify and train other organizations interested in becoming involved.
- Follow up by telephone with participants to ensure their continued involvement.
- Serve on “thank you” committees.

**Other:**

---

---

---

---

---

---

---

---

---

---



*Spirit. Breakthrough & Hope*

Spina Bifida & Hydrocephalus  
Association of Ontario

**STEP TWO: Obstacles and Solutions – What are the needs in my community?**

Valuable Questions	Where You Might Find Answers	Who Will Find the Answers (Name of Team Member)	Result
Do women of childbearing years know about folic acid, its role in preventing NTDs, how much to take, how to get it and when to take it?	<ul style="list-style-type: none"> <li>- look at the Folic Acid Questionnaire for Women (at <a href="http://www.folicacid.ca">www.folicacid.ca</a>)</li> <li>- interview health professionals</li> <li>- conduct focus groups</li> </ul>		
How can you communicate with your target group in your community?	<ul style="list-style-type: none"> <li>- consult with local newspapers, radio stations, TV stations, etc. to identify the best media to use to communicate to your target group</li> <li>- talk to partners to see if they have contacts</li> </ul>		
What are the characteristics of women in their childbearing years in your community (e.g., occupation, ethnicity, recreational activities)?	<ul style="list-style-type: none"> <li>- conduct focus groups</li> <li>- check the City website for demographics and statistics</li> <li>- see if hospitals have some records of women in your community</li> <li>- check out Statistics Canada</li> </ul>		
What are local health professionals offering on folic acid education?	<ul style="list-style-type: none"> <li>- conduct focus groups</li> <li>- survey health professionals</li> <li>- visit doctor's offices and pharmacies</li> </ul>		
What current activities or programs support or promote folic acid in your community?	<ul style="list-style-type: none"> <li>- check with public health units</li> <li>- ask at hospitals</li> <li>- talk to community agencies or organizations that have contact with women</li> </ul>		
How many women of childbearing age take a supplement containing at least 0.4 mg of folic acid?	<ul style="list-style-type: none"> <li>- conduct focus groups</li> <li>- ask pharmacists</li> <li>- look up statistics of multivitamin sales from companies</li> <li>- survey women</li> </ul>		



**SB  
&  
H**

*Spirit. Breakthrough & Hope*

Spina Bifida & Hydrocephalus  
Association of Ontario

**STEP THREE: Making a Plan – Part One – What activities will meet those needs?**

**GOAL**

**OBJECTIVE**

**TARGET AUDIENCE(S)**

**APPROACH(ES)**

**ACTIVITY / ACTIVITIES**

**EVALUATION**



*Spirit. Breakthrough & Hope*

Spina Bifida & Hydrocephalus  
Association of Ontario

**STEP FOUR: Making a Plan – Part Two – Tool for Setting Objectives**

Today	At the End of the Campaign





**SB  
&  
H**

*Spirit. Breakthrough & Hope*

Spina Bifida & Hydrocephalus  
Association of Ontario

**STEP SIX: Evaluation – Part One – How did I do?**

Indicator	Information Needed	How to Collect It	Who Will Collect It?



**SB  
&  
H**

*Spirit. Breakthrough & Hope*

Spina Bifida & Hydrocephalus  
Association of Ontario

**STEP SEVEN: Evaluation – Part Two – How did I do?**

<b>Objective</b>	<b>Potential Indicators</b>

Approved: June 2002  
Reviewed: February 2011