

Sample Plan for Folic Acid Community Awareness Campaign

GOAL:

To reduce the number of pregnancies affected by neural tube defects in the community.

OBJECTIVE:

To increase awareness of folic acid and to promote its benefits to women of childbearing age.

Secondary objectives may include:

- To increase the number of women who know which foods are high in folic acid.
- To increase the number of pharmacists who provide accurate and consistent information on folic acid.
- To increase the number of women who receive folic acid information from their physicians before pregnancy.

Some more specific objectives could be:

- To interact with 100 women in the community and share the benefits of folic acid.
- To increase the sales of multivitamins in 10 of the community's pharmacies by 1%.

TARGET AUDIENCE:

Women in the community between the ages of 18 and 45.

APPROACH:

Interacting with women face-to-face.

ACTIVITY:

Host an event with a spokesperson (maybe a parent of a child with spina bifida) and a health professional. Make a presentation and hand out information pamphlets. Have a raffle at the event for a year's supply of multivitamins. Get the event promoted in the community paper. Invite the local radio, television and newspaper to the event.

EVALUATION:

Count the number of women who attended the event. Have the women fill out a survey at the end of the event to measure their understanding of folic acid and to see if they can recall what was communicated. Count the number of folic acid pamphlets handed out. Check the sale of multivitamins with local pharmacies before the event and then check to see if sales increased after the event.

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