

Birth Defects Prevention Month Arkansas Sample Activities

The Arkansas Center devoted January, 2001 to educating Arkansans about the prevention of birth defects.

In observance of National Birth Defects Prevention Month, the Arkansas Center presented displays at the University of Arkansas for Medical Sciences (UAMS) on January 10, 2001 and January 11, 2001, and Arkansas Children's Hospital (ACH) on January 17, 2001 and January 18, 2001. Four baskets filled with foods that contained folic acid were given away as door prizes. Kroger Store #616 of Little Rock and Wal-Mart Super Center #124 of Little Rock donated two baskets apiece. This is the second year that Wal-Mart participated in our project.

Many thanks to Kroger and Wal-Mart for their assistance and their interest in the prevention of birth defects.

Dr. Hobbs was featured in a series of radio interviews focusing on birth defects. These interviews were broadcasted during the "Here's to Your Health" segment twice daily for one week on Little Rock National Public Radio affiliate KAUR from January 15, 2001 to January 19, 2001.

Little Rock television stations UPN 38 and KLRT 16 interviewed Dr. Hobbs for their public affairs program "Eye on Arkansas." This program was broadcast twice on January 27, 2001.

Little Rock Cable Franchise Comcast Cable interviewed Dr. Hobbs for their public affairs channel. The interview was broadcast during March, 2001 as a part of Women's month. Also, Comcast has the right to broadcast the interview throughout the year.

Wal-Mart Supercenter #124 has invited the Arkansas Center to participate in its Baby Week to be held during the week of October 1, 2001 through October 5, 2001. The Center will present a folic acid display on October 5, 2001.