

## Folic Acid Surveillance Surveys

### National - English Communications Evaluation Survey (2000)

Title	Centers for Disease Control and Prevention Folic Acid Communication Evaluation Survey, English version (E- FACES)
Geographic Area Covered	Bakersfield, CA; Hartford, CT; Des Moines, IA; Tulsa, OK Atlanta, GA; Boston, MA; Los Angeles, CA; Phoenix, AZ  Areas determined by media market and extremely high- or extremely low-level campaign activities
Contact Information (name, mailing address, phone, and e-mail address)	Katherine Lyon Daniel, PhD Centers for Disease Control and Prevention NCBDDD 1600 Clifton Road, MS E87 Atlanta, GA 30033 Email: <a href="mailto:Flo@cdc.gov">Flo@cdc.gov</a>
Sample Size	n=2,800
General Description (target population, frequency of administration, years covered, data collection methods, reason for data collection)	<b>Target population:</b> women aged 18 – 35 <b>Frequency:</b> Started in 2000; will continue as funding is available <b>Data collection methods:</b> random-digit dialed telephone survey <b>Reason for data collection:</b> to detect folic acid knowledge, attitudes, and behaviors (KABs) and differences related to a) pregnancy intention; b) English speaking vs Spanish speaking, and c) residing in lower-level campaign areas vs higher-level campaign areas.
Cost	\$300K (estimated)
Questions Included (most current, changes over time, state specific changes)	<b>Questions covered include:</b> pregnancy intention; awareness of folic acid; knowledge of folic acid and prevention of birth defects; consumption of multivitamins containing folic acid; and communication mode of the folic acid message
Uses of Data	1. National Folic Acid Campaign Evaluation 2. Program Planning
Results/Summary (including published articles)	Initial results complete; several abstracts accepted and presentations done; final report is due soon.  <b>Findings include:</b> folic acid KABs higher in contemplators and English speaking women; Knowledge and attitudes higher in high communication areas, but no change in behavior
Web site address (if available)	None
Comments (limitations, lessons learned)	Cost is a major limitation, and should be factored in any evaluation efforts. Evaluation of a national campaign helped to justify costs.