

Folic Acid Surveillance Surveys

National - Spanish Communications Evaluation Survey

Title	Centers for Disease Control and Prevention Folic Acid Communication Evaluation Survey, Spanish version (S- FACES)
Geographic Area Covered	Las Vegas, NV; Los Angeles, CA; New York, NY; San Antonio, TX; Bakersfield, CA; Miami, FL; Denver, CO; Sacramento, CA Areas determined by media market and extremely high- or extremely low-level campaign activities
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Sample Size	N=500
General Description (target population, frequency of administration, years covered, data collection methods, reason for data collection)	<i>Target population:</i> Spanish speaking women aged 18 – 35 <i>Frequency:</i> Started in 2000; will continue as funding is available <i>Data collection methods:</i> random-digit dialed telephone survey <i>Reason for data collection:</i> 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	\$100K (estimated)
Questions Included (most current, changes over time, state specific changes)	Questions covered include: 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; ethnicity and country of origin
Uses of Data	<ol style="list-style-type: none"> 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. Results found that Spanish-speaking Hispanic women have lower KABs related to folic acid than English -speaking Hispanic women; and that group is lower than non-Hispanics
Web site address (if available)	None
Comments (limitations, lessons learned)	Results show that folic acid educational programs are needed for Spanish-speaking women.