

## Folic Acid Surveillance Surveys

### National - Health Styles (2000)

Title	Health Styles
Geographic Area Covered	National coverage
Contact Information (name, mailing address, phone, and e-mail address)	Administered by Porter-Novelli (a marketing research firm).  Folic acid analysis conducted by CDC. Contact at CDC: Katherine Lyon-Daniel, PhD Centers for Disease Control and Prevention 4770 Buford Highway, MS F-45 Atlanta, GA 30341-3724 E-mail: <a href="mailto:Flo@cdc.gov">Flo@cdc.gov</a>
Sample Size	<b>Total:</b> n=2000 <b>For women ages 18-35:</b> n=~800
General Description (target population, frequency of administration, years covered, data collection methods, reason for data collection)	Base questions combine health behavior with general lifestyle; consists of about 300-400 questions that tap into constructs such as perceived personality traits, media habits, shopping habits, politics, religion, civic involvement, general life satisfaction and demographics. Thirteen questions have been added by CDC for women of childbearing age to determine pregnancy intention, awareness of folic acid, and consumption of multivitamins including barriers and motivators.
Cost	\$12,000-15,000 per year
Questions Included (most current, changes over time, state specific changes)	<b>Questions include:</b> awareness of folic acid and prevention of birth defects; consumption of multivitamins containing folic acid; barriers to consuming multivitamins
Uses of Data	<ol style="list-style-type: none"> <li>1. Formative research (audience segmentation)</li> <li>2. Health care provider education</li> <li>3. CDC program evaluation and planning</li> </ol>
Results/Summary (including published articles)	Presentation given on past data; article in progress
Web site address (if available)	None
Comments (limitations, lessons learned)	Need to oversample women ages 18-35, especially Black and Hispanic women