

Date: November 7, 2012

To: Contractors and Colleagues of the Maternal, Child and Adolescent Health (MCAH) Division

Subject: Folic acid and the prevention of neural tube defects

This memo provides an update on ordering **Folic Acid: Every Woman, Every Day** culturally sensitive pamphlets and posters. To view these materials and read more on folic acid, please go to: <http://cdph.ca.gov/FolicAcid>.

**Background:** Findings from the California Women's Health Survey indicate that folic acid supplement use is decreasing among California Latina women who are at increased risk for neural tube birth defects (NTDs). Studies have shown that up to 70% of all NTDs can be prevented when women capable of becoming pregnant consume 400 µg of folic acid prior to conception. All California women of reproductive age should take a supplement with 400µg of folic acid daily or consume a breakfast cereal fortified with 100% of the recommended daily value of folic acid to prevent serious birth defects. For a list of cereals with 400mcg of folic acid, go to: <http://www.cdc.gov/ncbddd/folicacid/cereals.html>.

The messages in the pamphlets and posters are for all women of reproductive age, but they especially target Latina women. The pamphlet and poster recommend taking a supplement with 400µg of folic acid daily or consuming a breakfast cereal fortified with 100% of the recommended daily value of folic acid (400µg) to prevent serious birth defects.

**Action:** The ordering procedure varies by agency. If you are with a WIC program, please order these new brochures and posters as you would normally order materials through WIC. If you are with a local agency that is **outside** of the local health jurisdiction health department, please order the materials from your local March of Dimes offices (See Attachment A). If you are with a local health jurisdiction health department (non-WIC), please order through the California Department of Public Health Warehouse (See Attachment B).

The materials available are:

**Folic Acid: Every Woman, Every Day** pamphlets (English): Publication (Pub) Number 410.

**Acido Fólico: Cada Mujer, Cada Día** pamphlets (Spanish): Pub Number 411.

**Folic Acid: Every Woman, Every Day** 11" X 17" posters (English): Pub Number 412.

**Acido Fólico: Cada Mujer, Cada Día** 11" X 17" posters (Spanish): Pub Number 413.

Should you have questions, please contact Suzanne Haydu, M.P.H., R.D., Nutrition and Physical Activity Coordinator for the MCAH Division at (916) 650-0382.

**March of Dimes Offices**

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| <p><b><u>March of Dimes Bay Area Division</u></b><br/>101 Montgomery Street, Suite 300<br/>San Francisco, CA 94104<br/>(415) 788-2202<br/><a href="mailto:capreconception@marchofdimes.com">capreconception@marchofdimes.com</a></p>                                  |
| <p><b><u>March of Dimes Central Valley Division</u></b><br/>4201 W. Shaw Avenue, Suite 105<br/>Fresno, CA 93722<br/>(559) 244-5777<br/><a href="mailto:capreconception@marchofdimes.com">capreconception@marchofdimes.com</a></p>                                     |
| <p><b><u>March of Dimes Greater Los Angeles Division</u></b><br/>700 N. Brand Boulevard, #950<br/>Glendale, CA 91203<br/>(818) 539-2178 ext. 2178<br/>Fernanda Crivici<br/><a href="mailto:capreconception@marchofdimes.com">capreconception@marchofdimes.com</a></p> |
| <p><b><u>March of Dimes Inland Empire Division</u></b><br/>3600 Lime Street, #524<br/>Riverside, CA 92501<br/>(951) 892-7924<br/>Marta Bills<br/><a href="mailto:mbills@marchofdimes.com">mbills@marchofdimes.com</a></p>   |
| <p><b><u>March of Dimes Orange County Division</u></b><br/>2222 Martin Street, Suite 155<br/>Irvine, CA 92612<br/>(949) 263-1100<br/>Miriam Erdosi<br/><a href="mailto:capreconception@marchofdimes.com">capreconception@marchofdimes.com</a></p>                     |
| <p><b><u>March of Dimes South Bay Division</u></b><br/>1101 S. Winchester Boulevard, Suite E-155<br/>San Jose, CA 95128<br/>(408) 260-7629<br/><a href="mailto:capreconception@marchofdimes.com">capreconception@marchofdimes.com</a></p>                             |
| <p><b><u>March of Dimes Valley Division</u></b><br/>1729 Tully Road, Suite 6<br/>Modesto, CA 95350<br/>(209) 522-5626<br/>Dana Pimentel<br/><a href="mailto:capreconception@marchofdimes.com">capreconception@marchofdimes.com</a></p>                                |
| <p><b><u>March of Dimes Greater Capital Division</u></b><br/>1755 Creekside Oaks Drive, Suite 130<br/>Sacramento, CA 95833<br/>(916) 922-1913<br/><a href="mailto:capreconception@marchofdimes.com">capreconception@marchofdimes.com</a></p>                          |

## Attachment B

### **Folic Acid Pamphlet and Poster Ordering Directions for Local Health Jurisdictions**

#### **Obtain Warehouse Order Form CDPH 2031**

If you do not have one of these forms with a control number specified for your organization, send a fax on your letterhead stationery to Department of Public Health (CDPH) Warehouse (916) 925-7543. Your note should read, "Please fax a form CDPH 2031 to \_\_\_\_\_ (fill in your fax number)."

Order one pad (25) of form 2031 for future orders, when you submit your folic acid materials order. For Warehouse-related questions, contact the Warehouse at (916) 925-5909.

CDPH Warehouse Address  
837 N. Market Blvd  
Sacramento, CA 95834

#### **Complete Order Form 2031**

Directions will be faxed to you along with the order form. The Warehouse does not accept P.O. Box Addresses for shipping. Use the county code listed in these directions:

- You can order Form CDPH 2031 by the pad. Each pad has 25, so use the quantity "25" for one pad.
- When ordering **Folic Acid: Every Woman, Every Day** pamphlets (English) use Publication (Pub) Number 410. Each packet has 100, so use the quantity "100", "200", etc.
- When ordering **Acido Fólico: Cada Mujer, Cada Día** pamphlets (Spanish) use Pub Number 411. Each packet has 100, so use the quantity "100", "200", etc.
- When ordering **Folic Acid: Every Woman, Every Day 11" X 17"** posters (English) use Pub Number 412.
- When ordering **Acido Fólico: Cada Mujer, Cada Día 11" X 17"** posters (Spanish) use Pub Number 413.

#### **Additional Information or Assistance**

Should you have questions, please contact Suzanne Haydu, M.P.H., R.D., Nutrition and Physical Activity Coordinator for the MCAH Division at (916) 650-0382.