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Folic acid promotion strategies in the Netherlands.
A challenging model for the promotion of preconception care?

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Message



Content

1. The potential of folic acid supplement use is sufficiently large to invest in promotion campaigns.
2. The integration of the promotion of a preconception issue like FA use in existing health care services is feasible.



Relevance

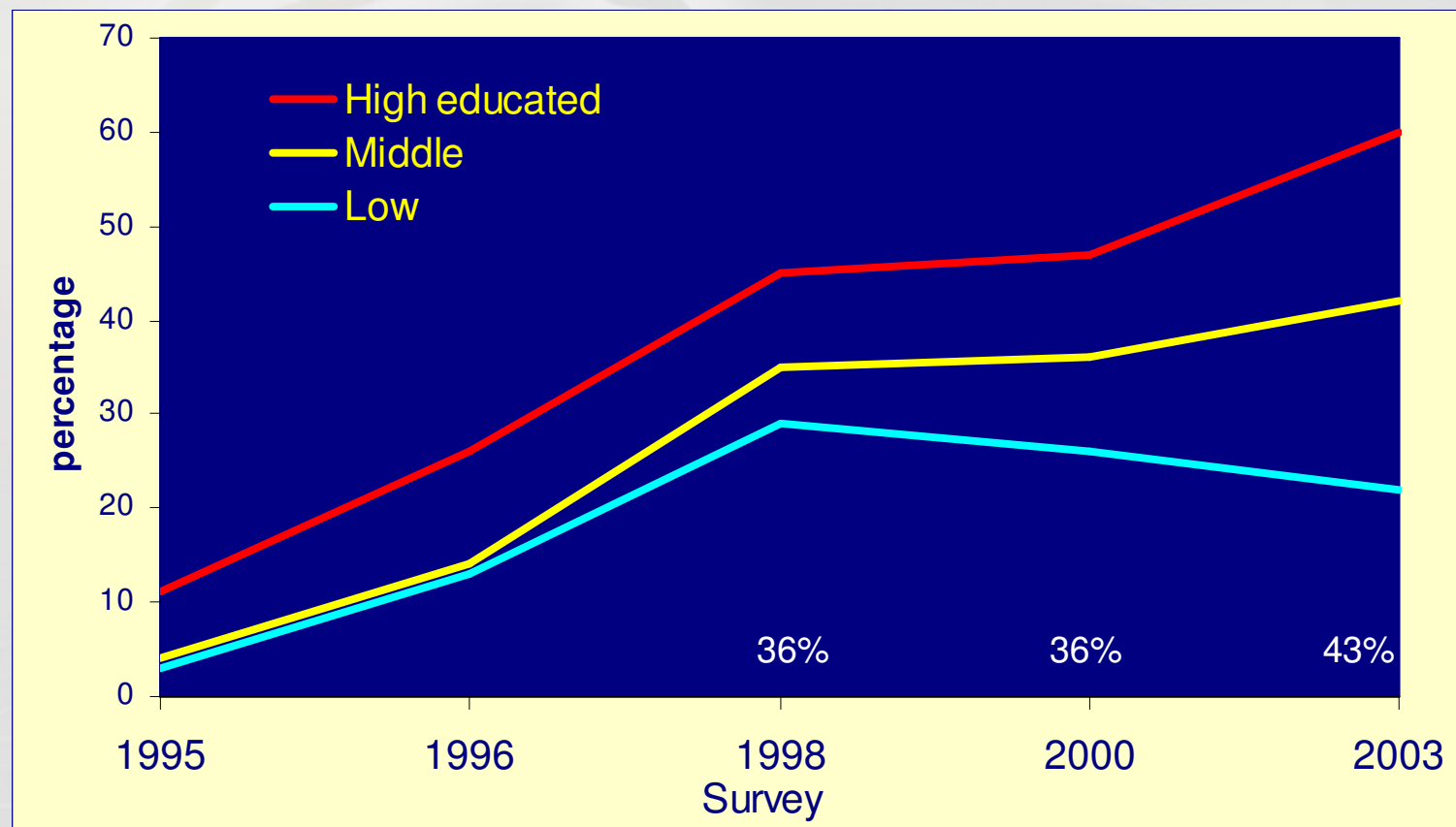
1. FA supplement use remains necessary, with or without food fortification
2. FA supplement use is an indicator of the awareness of preconception health and the same strategies might be a vehicle for the promotion of broader preconception health awareness



The potential of FA supplement consumption



FA supplement consumption

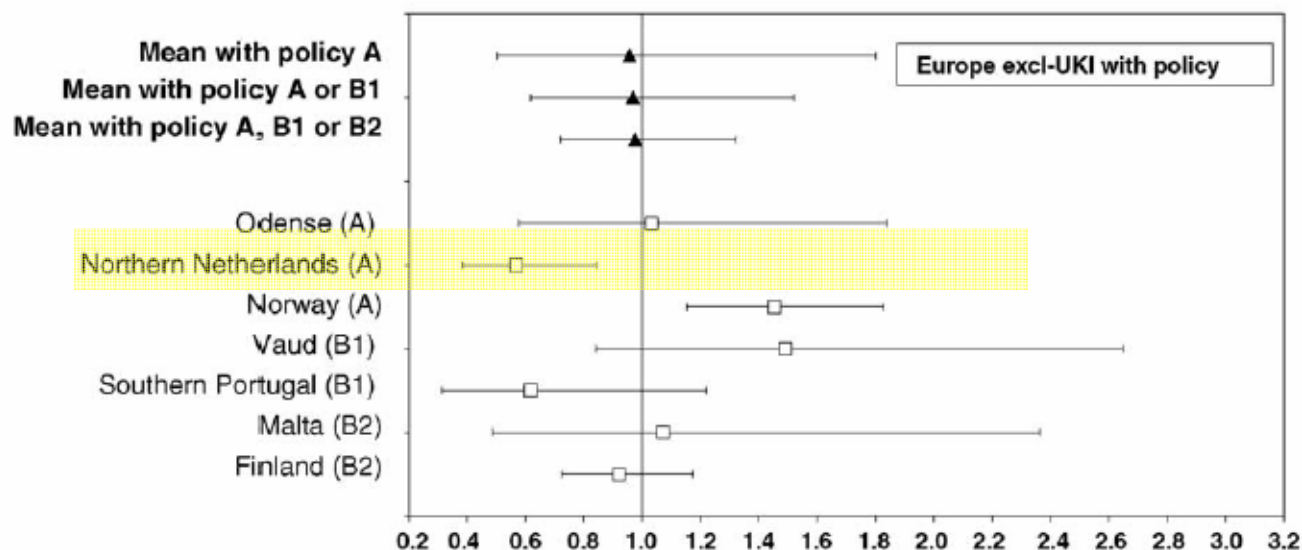


From: H.E.K. de Walle, L.T.W. de Jong- van den Berg. Growing gap in folic acid intake with respect to level of education in the Netherlands. Community Genetics 2007;10:93-96



FA consumption and NTD rates

-



of supplements. It is notable that the only country showing a significant decline in total prevalence was northern Netherlands (43%) where policy and education interventions were introduced relatively early and folic acid uptake rose to 36% of pregnant women by 1999 [12]. On the other hand,

From: Busby et al. Prevention of neural tube defects in Europe: a missed opportunity. Reproductive toxicology 2005; 20: 393-402

Promotion of FA supplement consumption in The Netherlands



FA promotion in the Netherlands

- 1995: one off campaign
 - mass-media
 - intermediaries (GP's, obstets/midwives etc.)
- 1996- 2003
 - local solo-initiatives pharmacies
 - maintenance intermediaries information
- 2004-2007
 - coordinated community pharmacy campaign
 - internet services
 - development additional interventions



Demands for FA interventions

- Deliver message BEFORE pregnancy
- Aim at the known and influencable determinants of FA consumption:
 - knowledge
 - attitude
 - subjective/social norm



Take Care of ...'Folic acid at ? childish' - Intervention^{DdS2}

Kinderwens?
Vraag informatie over foliumzuur in uw apotheek.

Kinderwens?
Vraag informatie over foliumzuur in uw apotheek.

Geachte mevrouw,

U hebt bij onze apotheek de anticonceptiepil ontvangen. Zoals u kunt zien zit er op het doosje een sticker. Deze sticker wijst u op het belang van foliumzuur voor u zwanger zou willen worden.

U vraagt zich misschien af waarom u deze pil ontvangt. Met het gebruik van de pil wordt het risico op een miskraam toch juist niet aan de orde. Dit lichtert u op.

Voor vrouwen die zwanger willen worden is het belangrijk om ruim voor het ontstaan van de zwangerschap met het gebruik van extra foliumzuur te beginnen. Het gebruik van extra foliumzuur kan het risico op het ontstaan van een kind met een open buik of een kind met een open ruggenmark verkleinen. Het is getoond dat veel vrouwen voor hun zwangerschap de pil gebruiken. Door pilgebruik wordt het belang van foliumzuur, hopen wij, beter bekend. Kinderen willen, in een vroeg stadium, deze belangrijke informatie.

Is deze informatie (nog) niet voor u van belang, kunt u de folder misschien doorgeven aan iemand in uw omgeving.

Met vriendelijke groet,

Uw apotheekteam



Where and when?

In the pharmacy at delivery of e.g. OC's



The problem of implementing FA interventions in community pharmacies

1. No manifest demand for preconception information
 2. FA intervention not a natural or necessary part of any pharmacy service
- ➔ *How to introduce 'pro-active', 'voluntary' and non-refundable public health interventions in the community pharmacy environment?*



Process and outcome results of the Community Pharmacy campaign



Participation of Community Pharmacies

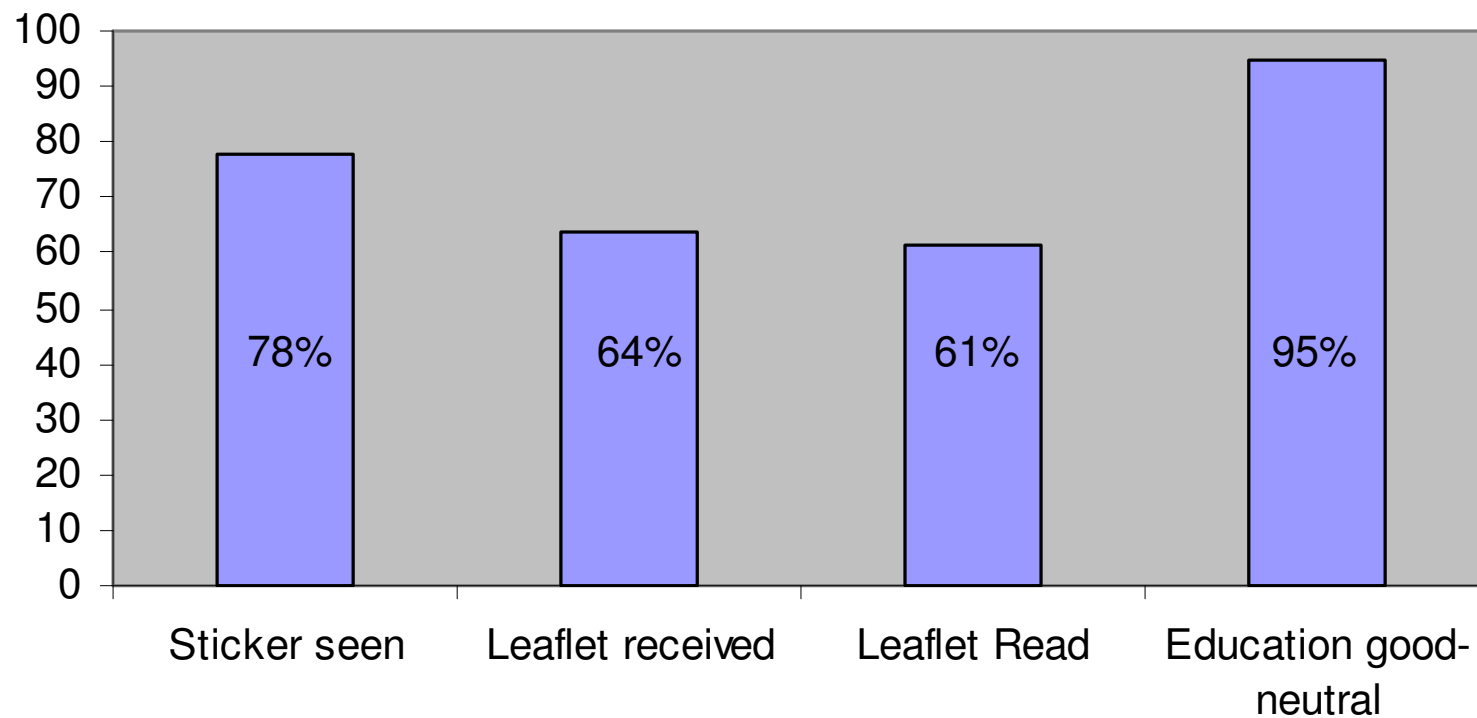
	Recruited	Started	Client survey done
2004	227	206 (91%)	177 (86%)
2005	485	437 (90%)	361 (83%)
2006/2007	335	303 (90%)	233 (76%)
Total	1047*	946 (90%)	771 (82%)

* 65% of ~ 1600 CP's (2004)
58% of ~ 1800 CP's (2007)



Message 'delivery'

Averages of some process scores per pharmacy (N=593)



Outcome study 2004-2005

Design

- Control group - intervention group
- At two moments

Study group

- 25-35 yrs; OC using clients of CP
- expect to be pregnant 0-6, 6-12, 12-24 months

Measurements

- postal questionnaire
- correct knowledge (period and objective)
- supplement consumption

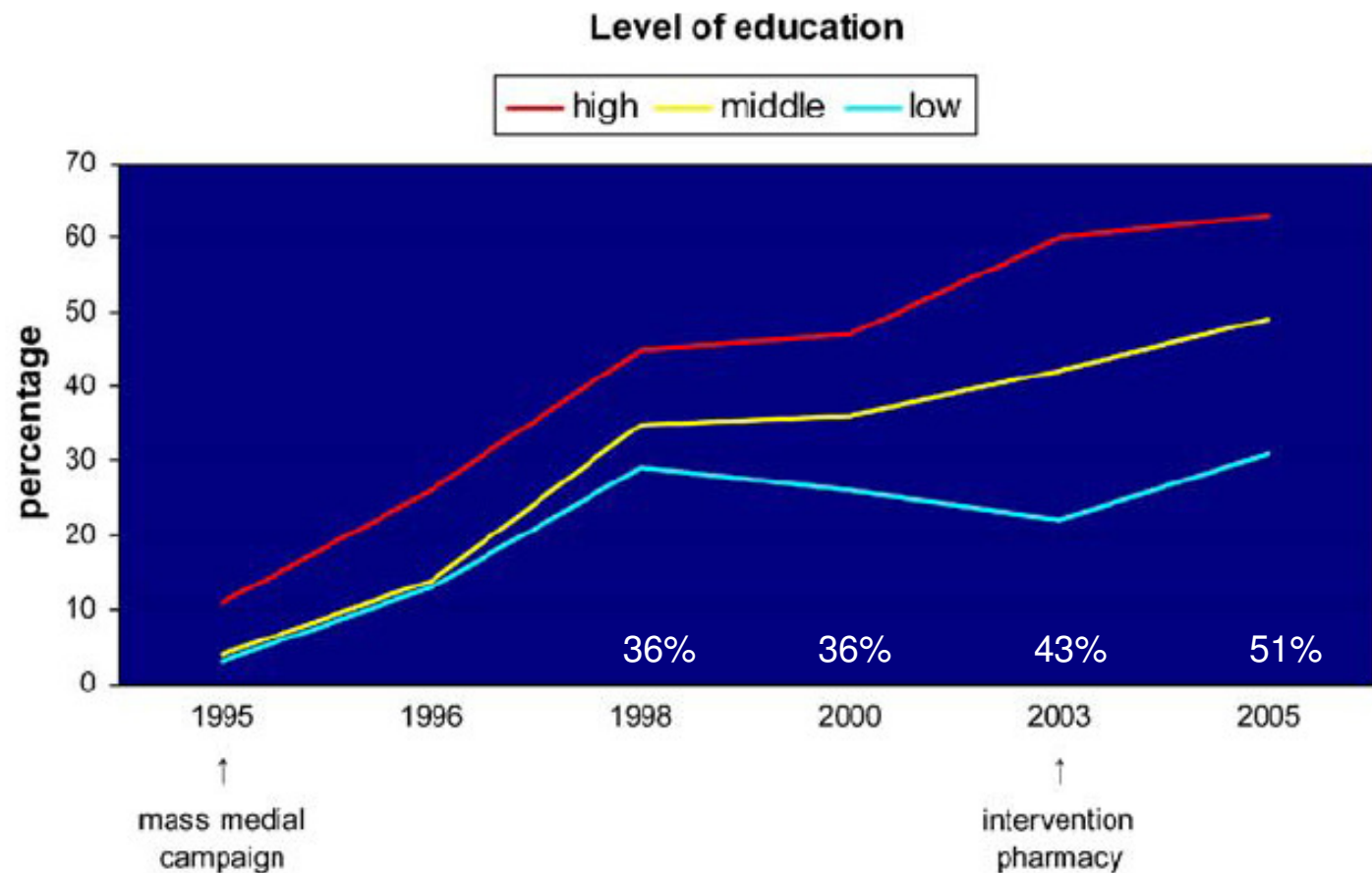


Percentage of respondents with correct knowledge (period & objective of FA use)

	Nulligravidae			
	All respondents		0-12 months	
	C	I	C	I
2004	27%	33%	58%	50%
2005	26%	34%	51%	58%
Δ	2%		16%	



FA supplement consumption (2)



From: H.E.K. de Walle, L.T.W. de Jong- van den Berg. Ten years after the Dutch public health campaign on folic acid: the continuing challenge. Eur J Clin Pharmacol: DOI 10.1007/s00228-007-0446-6

Conclusions



Conclusions

Relevant high levels of FA supplement consumption are feasible in NL

Succesfull 'recruitment' of community pharmacy as a partner in promotion of folic acid supplement consumption

Efficient and efficaceous delivery of the folic acid message through the community pharmacy channel

Probably long term contribution to increased FA consumption



Challenges

Strong basis in CP's to extend interventions to
medication surveillance for childwish, pregnancy and
breastfeeding (started)
promotion of preconception health awareness and/or
preconception consultation

Same approach for baby wellness centers
development of feasible interventions (completed)
effect evaluation (ongoing)
implementation programmes (to be planned)





Thank you for your attention

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SFF UG