

North Carolina Folic Acid Campaign Launches Women's Health Website in Spanish

Raleigh, NC (July 8, 2009) – A new Spanish-language health site women launched as a part of the getfolic.com family. The new section, getfolic.com/espanol, addresses health issues that are important to Hispanic women in North Carolina. The site covers more than just folic acid; it also includes information about multivitamins and women's health before and after pregnancy.

Hispanics have a significantly higher risk of having a baby affected by a birth defect of the brain (anencephaly) or spine (spina bifida) than other ethnic groups. According to public health experts, all women of childbearing age should take a daily multivitamin with 400 mcg of folic acid to reduce their risk of having a baby with these birth defects. This recommendation is especially important for Hispanics because their risk is **double** that of non-Hispanic whites and blacks.

Hispanics are also less likely to receive early prenatal care and they have additional barriers to care, such as lack of health insurance and language barriers. However, health care providers can be extremely influential to this population. According to research conducted by the North Carolina Folic Acid Campaign (NCFAC), ninety-nine percent of Hispanic women who did not take a daily multivitamin said they would if their health care provider recommended it.

"We want health care professionals to use this Spanish-language information to start conversations about the importance of women's health prior to pregnancy," said Leslie deRosset, MPH, Latino Campaign coordinator. "The Campaign encourages them to provide information and resources to their patients."

With the help of Crittenden Advertising and Design Nation, the NCFAC created a comprehensive and user-friendly resource for women's health and wellness in North Carolina. The NCFAC was then able to expand the site to include Spanish-speaking women. The Web site now offers Hispanic women easy-to-understand information that impacts their health and the health of their family.

The North Carolina Folic Acid Campaign, a collaboration between the North Carolina Folic Acid Council and the March of Dimes, uses innovative initiatives to educate women about the benefits of folic acid and the birth defects it helps to prevent. The statewide program's mission is to improve health by promoting the benefits and consumption of folic acid by taking a daily multivitamin. The Latino Campaign focuses on providing culturally appropriate programs to promote multivitamin use by Hispanics in North Carolina.

For more information about the Spanish Web site, please contact Leslie deRosset, MPH, at 919-424-2149 or lderosset@marchofdimes.com.

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About the March of Dimes

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies, the March of Dimes works to improve the health of babies. For the latest resources and information, visit marchofdimes.com or nacersano.org.