“Babies Know the Facts About Folic”

#FolicFacts
Why this campaign?

- High prevalence rates of Neural tube defects (NTDs)
- 70% of NTDs are preventable
- High awareness of what folic acid is but only 1 in 4 women take it prior to pregnancy
- 15 years since the last public health campaign
ROI and EU rates

Fig. 1 NTD per 1000 births in Ireland and Europe 2000–11. Note: Europe rate exclude UK and Ireland. Rates for 2000–04 are Irish EUROCAT registry data rates (62% national coverage); 2009–11 rates are from this study, rates from 2005–06 are from the previous study, rates for years 2007–08 are estimated. Data on Europe rates from EUROCAT network.
Most women think it is something to take only during pregnancy but...

- 1 in 2 pregnancies are unplanned
- Taking it after you find out you are pregnant is not ideal

- Lots of confusion and misconceptions
Misconceptions:

- Not relevant
- Contraception 100% reliable
- Not planning a pregnancy
- Already had healthy pregnancy
- Positive expectation of healthy baby
- Confusion re food vs supplements
Behavioural barriers

- Highlighting folic acid can induce guilt in affected families
- Taking folic acid is a ‘tell-tale’ sign (sexual activity and planning pregnancy)
- Cost and inconvenience
Who are we targeting?

- Young women - sexually active but not considering pregnancy
- Women considering pregnancy
- Women who already have a child, could become pregnant, but not taking folic acid
- Lower income groups
Why digital?

- Key channels for younger women
- Potential for reach & engagement

- Promising vehicle for delivering public health interventions
- Value for money
- Speed
- Relevancy
- Longevity
Taxonomy of behavioural change

- Information about social and environmental consequences
- Information about health consequences
- Feedback on the behaviour
- Feedback on outcome(s) of the behaviour
Campaign concept

‘Mammyisms and baby memes’ - to overcome the myths
Digital elements

- Folic acid ‘Hub’ on safefood.eu
- Social media content via safefood’s channels
- Expert videos
- Search marketing
- Partnerships with key womens’ & parenting portals
- Display advertising
- Social advertising

Even if you’re not planning on having a baby, you should still take folic acid

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Posters

Folic acid isn’t only for pregnant women.

Yep. And even if you’re not planning a baby, you really should be taking it just in case.

GET THE FACTS ABOUT FOLIC

Visit safefood.eu or ask your pharmacist

Point of sale

Even if you’re not planning on having a baby, you should still take folic acid.

Just in case you do get pregnant, it helps babies’ spines and brains develop properly.
Our website
Evaluation

#FolicFacts
Reach and engagement

• Web visits to the site up 43%
• 33,481 visits to the various folic acid
• 3,366 videos views on YouTube, 10,000 on Facebook
• Facebook posts seen over 830,000 times with 20,000 engagements
• Twitter posts seen 256,000 times with 5,000 engagements
• 135 pieces of coverage on the island
Average increase in sales by 26% compared to the same period in 2014
- Lloyds pharmacies: sales increase by 30%
- Confrey: by 47%
- Wholefoods Wholesale: 19%
- Beeline Healthcare: 10%
- Clonfolic: 24%
Behavourial change: Online

- N=556 pre and 738 post
- Respondents who believe that all sexually active women who could be come pregnant should take folic acid has risen from 26.4% to 74.8%
- Those who routinely take folic acid increased from 7.3% to 14.2%
- 90% of those who saw the campaign said they were thinking about taking folic acid
Behavourial change: Online

- 38% said they had started taking folic acid in the past 6 weeks

- More openness to discuss topic with family/friends or on social media

- 38% of respondents who saw the campaign suggested that they have started taking folic acid supplements
Behavioural change: safetrak

- Nationally representative sample of adults; N=805 (504 ROI and 301 NI)

- Increase, from 30% to 36%, in number of females who suggest they take folic acid supplements

- Strong levels of awareness among females as to the importance of taking folic acid in the run up and when pregnant

- 1 in 7 females recall seeing the campaign above the digital norm
Summary

- Excellent reach and exposure on digital and social media
- Support from key stakeholders
- There was an affect on knowledge, attitudes and behaviours
- Generated discussion and heightened awareness
Thank You!

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