



## **MEDIA ALERT / PRESS CONFERENCE**

January 4, 2010  
**FOR IMMEDIATE RELEASE**

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### **San Francisco Department of Public Health Celebrates Folic Acid Awareness with Distribution of Free Vitamins**

The San Francisco Department of Public Health (SFDPH), Maternal, Child & Adolescent Health (MCAH) Section celebrates National Folic Acid Awareness Week, January 4 -10, 2010. In observance of this event, MCAH will launch its Go Folic! Women's Nutrition Project. The project will distribute free vitamins through its clinics and community partners to women between the ages of 14 and 44 who reside in the City and County of San Francisco.

This week the Go Folic! Campaign announces the launch of its new web site at <http://www.gofolic.org>, which is a resource for the latest information on folic acid and the project's viral marketing campaign. The Go Folic! Web site is in English, Spanish and Chinese. Throughout the month of January, SFDPH and the Women's Nutrition Project will be sponsoring a variety of educational events in San Francisco.

**WHO:** Go Folic! Women's Nutrition Project, SFDPH and MCAH

**WHAT:** Press Conference launching Folic Acid Awareness Week. The event will consist of a presentation with a panel of experts featuring San Francisco Health Commission Vice President Sonia Melara, M.S.W., Dr. Yeva Johnson, Medical Director of the DPH Maternal and Child Health Section, Dr. Susan Obata, Medical Director for the DPH Community Health Programs for Youth and Shivaun Nestor, Go Folic! Project Coordinator.

**WHEN:** Wednesday, January 6, 2010 -11:00A – 11:30A  
▪ **Press set up starts @ 10:45 a.m.** / Check in with Mikael Wagner

**WHERE:** SF Department of Public Health – **101 Grove Street, Room 220**

**WHY:** To educate all women, especially African American, Hispanic/Latinas and Chinese that Folic Acid, a B vitamin is necessary for cell division and growth, and plays a crucial role in women's health. Getting adequate folic acid has been shown to support heart health and may decrease a woman's risk for breast, cervical and colon cancer. If a woman has been taking folic acid at least 3 months before she becomes pregnant, it greatly reduces her risk of having a baby with a neural tube defect. Taking it a year before conception may reduce the risk of pre-term (early) labor.

For more information on the Go Folic! Campaign, go to [www.GoFolic.org](http://www.GoFolic.org) or call 415/640.7265(c). Press materials will be at the press conference.

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