EDUCATE FOR FOLATE FORMAL BUSINESS PLAN
PROJECT DIRECTOR: MARISSA JONES
PROJECT COORDINATOR: KEI IEMORI
EXECUTIVE SUMMARY

Business Summary:

Approximately 3,000 pregnancies are affected by serious neural tube defects every year in United States, and of these affected pregnancies, 30-40 are from Hispanic women (Center for Disease Control, 2016). One fifth of the San Luis Obispo County female population is comprised of Latina women (San Luis Obispo County Census, 2016). In addition to being a high risk population, San Luis Obispo currently has no formal education for women of childbearing age which places an emphasis of the importance of folic acid during pregnancy.

Educate for Folate! is a nutrition education program provided to females who are pregnant or planning to become pregnant, and making regular visits to federal nonprofit organizations such as WIC, SNAP, and Planned Parenthood in San Luis Obispo County. These organizations will introduce the opportunity for their clients to participate in our program during their regular consultations.

Our program places a large emphasis on education which encourages increased folic acid consumption within this high risk population. This company aims to reduce the incidence of neural tube defects in the community of San Luis Obispo County by providing a formal education for these women, in addition to a free 28-day supply of folic acid supplements. This program goal is consistent with Healthy People 2020 objective MICH-14 to increase the proportion of women of childbearing potential with intake of at least 400 ug of folic acid from fortified foods or dietary supplements.

All products and services will be provided free of cost to all program participants. In order to implement this program, we need $42,202 from the investors. This money will be used to obtain all necessary equipment and supplies to carry out the program such as computers, printers, and all necessary educational materials. In addition to applying this money to equipment and supplies, we will also use this money to pay our non-volunteer staff members including our data analyst and graphic designer. A final component of our budget will be applied toward obtaining folic acid supplements for our program participants. Each client will receive a 28-day supply of folic acid supplements to meet their daily intake requirement of 400 micrograms. It is our hope that this budget will allow us to meet our overall goal of increasing folic acid intake among latina women of childbearing age in San Luis Obispo County.

This program will be run by its founders, Kei Iemori and Marissa Jones, who will act as program director and program coordinator, and oversee all processes carried out by direct employees, partnership staff, and volunteers. All employees and volunteers who will be directly involved in educating program clients will undergo an in-depth two hour orientation and training process regarding neural tube defects prior to starting the program. The effectiveness of the program will be evaluated using data collected from participant surveys during baseline, 1-month, and 6-month consultations in order to monitor the program’s progress and areas of improvement.