



Choosing the right messages for your audience



We're not all the same. This means that the same educational messages aren't going to work for everyone – one size does not fit all. Consider these different educational messages to motivate your patient(s) to take a daily multivitamin with folic acid.

Teenagers – Most teenagers do not think about having a baby, nor are they thinking about pregnancy and the consequences of unprotected sex. Use the “Take Control of Your Life” or “Take Care of Your Body” brochure for teens who are coming in for dental, family planning, STI/TB services, vaccines or other services.* To start the conversation with them, talk about vitamins and health, not babies and birth defects.

“Multivitamins help fill in nutrition gaps. Because it's hard to get all the vitamins you need from your food, a multivitamin can help balance your diet. And now is a great time to start the habit of taking a multivitamin every day.”

Young women who are NOT thinking about pregnancy and babies – Many young women in their 20s are not thinking about having a baby, nor are they thinking about pregnancy or the consequences of unprotected sex. Use the “Take Control of Your Life” or “Take Care of Your Body” brochure with young women who are coming in for dental, family planning, STI/TB services, vaccines or other services.* To start the conversation with them, talk about vitamins and health, not babies and birth defects.

“Multivitamins help fill in the nutrition gaps. Because it's hard to get all the vitamins you need from your food, a multivitamin can help balance your diet. And now is a great time to start getting into the habit of taking a multivitamin every day, before you start thinking about having a baby or getting pregnant. If you are sexually active, then you need to think about ways to prevent pregnancy. And if by accident, you do get pregnant, then you will have already been taking a multivitamin with folic acid.”

Young women who ARE thinking about pregnancy and babies – Women who express an interest in becoming pregnant or having more children are open to conversations about how to have a healthy pregnancy and a healthy baby. Use the “Multivitamins for You, For Your Baby, for Life” brochure.* You can give these women very direct messages about pregnancy, folic acid and birth defects.

“If taken every day, multivitamins with 400 mcg of folic acid may prevent up to 70% of certain types of birth defects of the brain and spine. Start taking a multivitamin TODAY so that when you do get pregnant, you'll know you have the recommended amount of folic acid in your body. That way you will already be in the habit and you won't need to worry about starting something new when everything else in your world is changing. Did you know the American Heart Association also recommends folic acid to prevent certain types of heart defects?”

Post-partum women who have had a successful birth outcome – The last thing post-partum women think about is themselves or their health, but it is essential for these women to continue taking a prenatal or a regular multivitamin after giving birth. With these women, use the “Congratulations, Mom!” brochure to start the conversation with them.† Talk to them about how important it is for them to take care of themselves so that they can take care of their baby.

“Folic acid is very important after child birth. It helps with cell growth and repair. You especially need folic acid if you are breastfeeding. Take your prenatal vitamins until you run out, and then switch to taking a regular multivitamin with folic acid. You're already in the habit, so keep it up! Set a great example for your family by taking a daily multivitamin with folic acid to a healthy diet. To take care of your family, you need to take care of you!”

* For Spanish-speaking women, use the “Mujer Prevendida Vale por Dos” brochure.

† For Spanish-speaking postpartum women, use the “Felicidades: Información para la mamá nueva” brochure