



FOR IMMEDIATE RELEASE
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Spina Bifida Association Launches PSA on Folic Acid Awareness in Times Square Plaza

Washington, D.C. – The Spina Bifida Association (SBA) has launched a new PSA that will run from June 1 to July 20 on the CBS “Super Screen” in the heart of the Times Square Plaza. The 15 second bilingual spot, [**Give Your Baby a Healthy Start/;Quiere darle a su bebe un comienzo saludable?**](#), sends SBA’s lifesaving prevention message about the benefits of taking a multivitamin with folic acid daily to women of childbearing age to reduce their risk of having a Spina Bifida affected birth.

This message brings hope to every woman who wants a healthy baby now or in the future. “It is important for our organization and our chapters to communicate with women about the importance of including folic acid in their diet before conception, and this PSA does just that,” says Cindy Brownstein, SBA’s President and Chief Executive Officer.

Research indicates that if a woman takes 400 micrograms of folic acid daily before becoming pregnant and during the first 3 months of pregnancy, she can reduce the risk of having a neural tube defect affected pregnancy like Spina Bifida by up to 70%.

Every day in the U.S. an average of 8 babies are delivered with Spina Bifida or a similar birth defect of the brain and spine. It remains the most common, permanently disabling birth defect in the 21st century, and yet, most women of childbearing age still do not know what it is.

The defect occurs during the first month of pregnancy when the spine of the baby fails to close, creating an opening, or lesion, on the spinal column. At this early stage, most women do not know they are pregnant, and incorporating the recommended amount of folic acid in their diets after conception could be too late.

All women of childbearing age, especially Hispanic women who tend to have higher rates of Spina Bifida affected births, need to see this prevention message. Whether a woman plans to become pregnant or not, when she learns these eye-opening facts, she wants to know more about the birth defect and what to do to reduce her risk.

In collaboration with Neutron Media, Vanguard Communications, and Thinkdesign+ Communications, Inc., SBA selected images and language that resonate with all women. Ms. Brownstein reflects, “We are excited to deliver our prevention message in Times Square this summer. Hopefully, the outcome will be an increase in the number of healthy babies born tomorrow.”

[**Give Your Baby a Healthy Start/;Quiere darle a su bebe un comienzo saludable?**](#)

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