FASD AWARENESS MONTH/DAY
2017 PACKET

Working Together to Prevent Fetal Alcohol Spectrum Disorders (FASD)

September is FASD Awareness Month
September 9th is International FASD Awareness Day

National Organization on Fetal Alcohol Syndrome
and the
Collaborative Committee on FASD Awareness Month

Pregnancy and alcohol don’t mix - Funding provided in part by the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. The National Organization on Fetal Alcohol Syndrome (NOFAS) and their partner organizations that developed this packet are solely responsible for its content. The content does not necessarily represent the official views of the Centers for Disease Control and Prevention (CDC).
Dear Colleague:

September 9th is celebrated annually as International FASD Awareness Day to promote education and awareness efforts on FASD. More recently, the month of September has been designated as FASD Awareness Month. FASDs are completely preventable by abstaining from alcohol while pregnant. Despite myths and misconceptions, there is no scientific evidence that confirms a “safe” amount of alcohol that will not affect the developing fetus.

To recognize FASD Awareness Month and Day this year, the National Organization on Fetal Alcohol Syndrome (NOFAS) and its Affiliate Network; the American Academy of Pediatrics (AAP); the American Congress of Obstetricians and Gynecologists (ACOG); and the CDC-funded FASD Practice and Implementation Centers (PICS), and National Partners and FASD advocates from across the globe have joined together to produce this packet of materials to assist you in planning your activities and events.

Visit www.nofas.org/fasdmonth for updated details on FASD Month and FASD Day.

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If you have questions about the materials presented in this packet or about FASD Awareness Month and International FASD Awareness Day, please contact NOFAS Vice-President Kathy Mitchell at mitchell@nofas.org and/or NOFAS Communications Director Andy Kachor at kachor@nofas.org.
GET INVOLVED! HERE’S WHY

• No amount of alcohol use is known to be safe for a developing baby before birth.

• Exposure to alcohol from all types of beverages, including beer and wine, poses a risk to developing babies at every stage of pregnancy.

• A developing baby is exposed to the same concentration of alcohol as the pregnant woman.

• FASDs are completely preventable if a developing baby is not exposed to alcohol before birth.

• Avoiding all alcohol while pregnant (or while at risk for pregnancy) will absolutely guarantee that a child will not have a condition along the continuum of fetal alcohol spectrum disorders (FASDs).

• An estimated 40,000 babies are born each year with FASDs, which can result in birth defects, intellectual or learning disabilities, behavior problems, and trouble learning life skills.

• The rates of FASD are estimated to be comparable to the rates of Autism. Up to 1 in 20 U.S. schoolchildren may have an FASD.

• FASD-related disorders last a lifetime.

• Make a plan for a healthy baby--don’t drink any alcohol if you are pregnant or could become pregnant. It’s estimated that half of all pregnancies in the U.S. are unplanned and that a woman may not realize she is pregnant up to 4 to 6 weeks in pregnancy and expose her baby to alcohol before she knows she is pregnant.

• If you become pregnant, stop drinking alcohol. Every day matters. The sooner you stop drinking, the better for your baby. If you need help stopping, talk to your doctor, or contact an addiction treatment agency/recovery program, such as Alcoholics Anonymous (AA).
GET INVOLVED! HERE’S HOW

• Share the fact sheet information (page 3) with your contacts to help raise awareness about the harmful effects of drinking alcohol during pregnancy.

• Use the social media messages in the packet (page 5) to raise awareness of this topic in September and particularly on and around September 9th. Use the hashtag #FASDMonth and #FASDay to follow each other’s messages. Share messages on Facebook, Twitter, and other social media sites.

• Enter the 2017 art contest/NOFAS campaign on “what FASD means to me.” (page 8)

• Join the FASD Month Twitter chat on September 6th, 2017 (page 6) using the hashtag #FASDchat.

• Join the Thunderclap campaign through social media (page 6). [http://thndr.me/Ui8vD](http://thndr.me/Ui8vD)

• Download or order new materials from CDC NCBDDD Website ([https://www.cdc.gov/ncbddd/fasd/](https://www.cdc.gov/ncbddd/fasd/)) on the risks of alcohol use during pregnancy and FASDs to use in community events.

• Order postcards from NOFAS featuring the image from the international “Too Young to Drink” campaign. Distribute these postcards to local businesses and send them to policy makers, teachers, OB-GYNs and others, to spread FASD awareness.

• Plan a local activity or event (page 7). Submit your FASD activity on the NOFAS FASD Month/Day Webpage: Let’s work together to spread the word about FASDs and the risks of alcohol use during pregnancy by sharing our FASD Awareness Day activities! NOFAS will be posting all awareness activities and events on its website, so please upload information on what you are planning to do for FASD Awareness Month and Day through this online form. Your ideas can help others in their planning.

• Use the press release/sample article (page 9) in your media messages, and through your distribution lists, newsletters and other communication channels to raise awareness of FASD on September 9, 2017, International FASD Awareness Day and throughout September, FASD Awareness Month.

• Use the tips in this packet to get a proclamation (page 10) from your elected official (Governor or Mayor) recognizing September as FASD Awareness Month and/or September 9 as FASD Awareness Day (sample proclamation included).
SAMPLE SOCIAL MEDIA MESSAGES

The following are messages about fetal alcohol spectrum disorders (FASDs) that can be shared through social media (e.g., Facebook, Twitter, Instagram) on International FASD Awareness Day - September 9, 2017 and throughout the month of September. For other materials that can be used online, such as web banners and website buttons, please refer to the CDC Materials section of this packet.

The messages listed below are under 140 characters and can be used as tweets. You may combine these messages for other social media sites that allow for longer posts, such as Facebook and Instagram.

Use the hashtag #FASDMonth on all posts in order to spread the message that alcohol and pregnancy don’t mix.

For tips on using social media, refer to the CDC publication, The Health Communicator’s Social Media Toolkit. For specific help on how to tweet, visit the Twitter Help Center.

1. No amount of alcohol use is known to be safe for a developing baby before birth. #FASDMonth http://1.usa.gov/Q7BNal
2. Alcohol use during pregnancy can lead to miscarriage, stillbirth, & SIDS. #FASDMonth http://1.usa.gov/Q7hytl
3. Prenatal alcohol exposure is associated with a range of lifelong physical, behavioral, and intellectual disabilities. #FASDMonth
4. The best advice is to stop drinking alcohol when you start trying to get pregnant. #FASDMonth http://1.usa.gov/Q7hytl
5. A developing fetus is exposed to the same concentration of alcohol as the pregnant woman. #FASDMonth http://1.usa.gov/1hCpMV2
6. Baby’s brain, body, & organs are developing throughout pregnancy & can be affected by alcohol at any time. #FASDMonth
7. Alcohol exposure is unsafe for developing babies at every stage of pregnancy. #FASDMonth
8. Exposure to alcohol from all types of beverages, including beer and wine, is unsafe for developing babies at every stage of pregnancy. #FASDMonth http://1.usa.gov/Q7BNal
9. FASDs are completely preventable if a developing baby is not exposed to alcohol before birth. #FASDMonth http://1.usa.gov/1hCpMV2
10. Identifying & intervening w/ children w/ FASDs early can help them reach their full potential. #FASDMonth http://1.usa.gov/Q7hytl
11. Alcohol screening & counseling is recommended for all adults, incl. pregnant women. #FASDMonth http://go.usa.gov/ZwQ
12. If you become pregnant, stop drinking alcohol. Every day matters. The sooner you stop drinking, the better for your baby. #FASDMonth http://1.usa.gov/Q7BNal
13. If you need help stopping, talk to your doctor, contact an addiction specialist or contact Alcoholics Anonymous. #FASDMonth
14. Make a plan for a healthy baby --don’t drink any alcohol if you are pregnant or could become pregnant. #FASDMonth
SOCIAL MEDIA CAMPAIGNS

Twitter Chat:

NOFAS will lead a Twitter Chat for FASD Awareness Month on Wednesday, September 6th at 2:00 p.m. Eastern. Partners for the Twitter Chat include The Centers for Disease Control and Prevention (CDC), The American Congress of Obstetricians and Gynecologists (ACOG), and The National Association of Social Workers (NASW).

The hashtag for the chat is #FASDchat

Everyone is invited to participate.

Thunderclap Campaign:

Go here to join the Thunderclap campaign: http://thndr.me/Uj8vdD

The Thunderclap campaign will launch on September 9th at 9:09am.

Thunderclap is a “crowdspeaking platform” that helps people be heard by many people posting the same message together at the same time. It allows a single message to be mass-shared, so it rises above the noise of social networks.

The Awareness Month/Day planning committee has decided on the following Tweet Message:

Today is FASD Awareness Day! No alcohol is safe during pregnancy. #FASDMonth

Facts of the Day:

Each day in September, an FASD-related fact will be posted on social media by NOFAS and others, and everyone is encouraged to share these facts.

Facts will cover various facets of FASD, including pediatrics, prevention, addiction, adults with FASD, education, and public health.

Some facts will be targeted towards specific health-care professionals, including nurses, social workers, medical assistants, ObGyns, pediatricians, and family medicine doctors.
LOCAL ACTIVITIES AND EVENTS

If you have a local event, please submit this event to NOFAS for inclusion on the webpage for FASD Awareness Month. The submission form can be found at www.nofas.org/fasdmonth

Here are some ideas for the types of activities and events you can put on for FASD Awareness Month:

Local activities:

- Trainings
- Health fairs/booths
- Fundraising walks
- Art contests
- Community festivals
- Rallies at local/state government buildings
- Dinners/picnics
- Seminars/talks/presentations (organize “FASD 101” talks)
- Bell ringing (community gathering with local churches ringing bells at 9:09am)
- Distribute materials (NOFAS K-12 prevention curriculum, CDC materials)
- Meetings with legislators and policymakers

Communities and places to target:

- Sororities
- Doctor’s offices/hospitals
- OB-GYNs
- Women’s health organizations
- Schools (health classes, assemblies)
- Houses of worship
- Local health departments
- State capitol
- Community groups (youth church groups, scouting, MADD, support groups)

Awareness messages:

- Give out coasters to bars and restaurants with a prevention message
- Restroom stall stickers
- Holding up large posters near landmark sights
- Leaving behind pens that have an FASD message

If you plan to continue raising awareness about FASD and working on the issue beyond the month of September, the NOFAS awareness guide, “Making a Difference: FASD Public Awareness Guide,” developed with the CDC FASD team, has information about how to start a support group or your own community organization, how to develop prevention activities, and how to reach the media and other important audiences.
2017 ART/PHOTO CONTEST – NOFAS CAMPAIGN

Please visit the dedicated webpage www.nofas.org/artcontest for the latest information.

Concept:
To enter the FASD Month art contest: submit an image, such as a photo or artwork, of “What FASD means to me” with the idea of portraying the reality of how people and families living with FASD have a wide variety of perspectives, and to challenge the assumption that FASD only looks one way.

You may optionally include a brief description/story along with the photo.

The goal of this campaign is to display artistic/stylized photos/art, ideally something more than a simple headshot photo. You can view sample/example images on the art contest webpage.

Everyone is welcome to submit entries, any age, with or without FASD.

Contest details:
The deadline for submissions is Friday, August 11th.

A panel of judges will select the winning art submissions.

The winning art submissions will be announced on FASD Day, September 9th.

Winners will have their art featured by NOFAS online, in social media, and in printed materials, and may be disseminated to a variety of audiences. The first-place winner’s art will be featured in a special-edition poster that will be displayed at the NOFAS International Gala, and they will receive one free ticket to the gala (transportation not included).

Example images can be viewed online at www.nofas.org/artcontest

Submissions can be sent to NOFAS through an online form at www.nofas.org/artcontest or by email or mail. Please include your name, age, and contact information along with your submission.

Content guidelines:
• You may use the artistic medium/format of your choice (such as a photo, drawing, pen and ink, markers, charcoal, CGI, so on) keeping in mind that the image will be viewed by others online and may be printed in the form of postcards/posters
• Images should be flat (no 3D texture) and look good when printed in a variety of sizes (postcards/posters)
• Stigmatizing (blaming/shaming) or harshly negative content will not be considered.
• No explicit or inappropriate content will be considered.
SAMPLE NEWS RELEASE/NEWSLETTER ARTICLE

FOR IMMEDIATE RELEASE

September 9, 2017

Contact: (name of person submitting release)
(phone) – or – (email)

(your city, your state) – (your organization) is joining the cause to increase awareness of the risks of drinking alcohol while pregnant. The U.S. Surgeon General advises pregnant women and women who are considering becoming pregnant to abstain from alcohol consumption to eliminate alcohol-exposed pregnancies, yet it is estimated that 40,000 babies are born each year with Fetal alcohol spectrum disorders (FASD), an umbrella term describing the range of effects that can occur in an individual who was exposed to alcohol before birth.

During pregnancy, a developing baby is exposed to the same concentration of alcohol as the pregnant woman. No amount of alcohol use is known to be safe for a developing baby before birth. Exposure to alcohol from any type of beverage, including beer and wine, is unsafe for developing babies at every stage of pregnancy. FASDs are completely preventable if a developing baby is not exposed to alcohol before birth.

FASDs can impact a child’s physical, mental, behavioral, or cognitive development. The most visible condition along the continuum of FASDs, fetal alcohol syndrome (FAS), is characterized by growth deficiencies, central nervous system disabilities, and specific facial characteristics. The number of children born with FAS alone is comparable to spina bifida or Down syndrome.

Studies show that up to 1 in 20 U.S. schoolchildren may be on the FASD spectrum, a rate that is comparable to autism.

Prenatal alcohol exposure is associated with an increased risk of miscarriage, stillbirth, prematurity and sudden infant death syndrome (SIDS), as well as a range of lifelong physical, behavioral, and intellectual disabilities.

To prevent FASDs: make a plan for a healthy baby -- don’t drink any alcohol if you are pregnant or could become pregnant. A woman often does not know she is pregnant for up to 4 to 6 weeks after conception. In the United States, nearly half of all pregnancies are unplanned. If you become pregnant, stop drinking alcohol. Every day matters. Because brain growth takes place throughout pregnancy, the sooner a woman stops drinking the safer it will be for her and her baby. Pregnant women that need help in stopping their drinking can talk to their doctor, contact an addiction specialist or contact a recovery program such as Alcoholics Anonymous (AA).

Human service organizations, health care professionals, educators, and the public are called to action to work together to reduce the occurrence of FASDs by increasing awareness, becoming educated, and disseminating the message that women that are pregnant or might be pregnant should abstain from alcohol.

For more information on alcohol use during pregnancy and FASDs, visit www.nofas.org or www.cdc.gov/fasd.
INTRODUCTION TO THE PROCLAMATION

What is a proclamation?
A proclamation is an official form of recognition issued by a state’s Governor or other elected executive to call attention to a specific cause or event. Anyone may request a proclamation, and when doing so it is recommended that you provide sample language. After review, the executive makes a decision about whether to issue a proclamation. Governors and Mayors throughout the U.S. have issued proclamations recognizing FASD Awareness Day. More recently, proclamations have been issued observing FASD Awareness Month.

How to Get a Proclamation from Your State Official1,2
Step 1: Research the Proclamation Process in Your State or Community
- Find your state Governor’s contact information on the Internet by searching for “[your state] proclamations” or “Governor of [your state]”.
- Find out the process to request a proclamation and determine your timeline. Many state offices need at least eight weeks to process a proclamation.
- If you know of other groups in your state interested in obtaining a proclamation, it might be helpful to work together. Only one proclamation per state will be issued.

Step 2: Create Your Documents and Contact Your Public Officials
- Write a cover letter to the Governor expressing your desire to have the proclamation issued and include sample language for the proclamation. You may use the proclamation template included in this packet or you may create your own. Once drafted, submit your proclamation. Depending on the process in your state, a proclamation might be submitted through the Governor’s website, mailed via USPS, e-mailed, or hand delivered to your Governor’s office.

Step 3: Follow-up
- Follow-up with an email or a telephone call one week after you send the original request.
- Offer to meet with the staff member or legislative aide who is handling the request in-person to answer any questions they may have.
- Be sure to ask that the proclamation be placed on the Governor’s website. You can also request that the proclamation be placed on your state representatives’ website as well.
- Write a thank you note to the Governor and your local representatives.

Publicize Your Proclamation3
- Write a press release and send it to the media (e.g. local newspapers, radio stations, and TV news channels). You may edit the press release included in this packet to incorporate information on why the proclamation was issued and who issued it. You may also want to include quotes from the government official signing the proclamation in the press release.
- Hold a news conference or public event when the proclamation is signed, inviting the media to cover this event.
- Share the proclamation with local organizations, government officials, colleagues, and other social networks and request that they display the proclamation on their websites, social media accounts, or in their offices.
INTRODUCTION TO THE PROCLAMATION – CONT.

Resolutions

A resolution is similar to a proclamation in that it calls attention to a cause or event. While proclamations are issues by executive officers such as the President, Governors, or Mayors, resolutions are passed by legislative bodies. You can follow the same steps for seeking a resolution as you would for requesting a proclamation. For resolutions, contact your elected state representative and send your request to that person’s attention. In some states, legislatures only meet for part of the year, so make your request early in the calendar year.

SAMPLE PROCLAMATION

Human service organizations, health care professionals, educators, and the public are called to action to work together to reduce the occurrence of fetal alcohol spectrum disorders (FASDs). This can be done by increasing awareness and improving public health efforts in the delivery of the preventive health message that women who are pregnant or considering getting pregnant should abstain from drinking alcohol. In addition to this message, we must increase awareness on how FASDs may present in individuals across the lifespan and the ongoing need for services and support for individuals living with FASDs.

Whereas, Fetal alcohol spectrum disorders (FASD) is an umbrella term describing the range of effects that can occur in an individual who was exposed to alcohol before birth; with fetal alcohol syndrome (FAS) being the most recognizable condition along the spectrum; and

Whereas, Prenatal alcohol exposure is the leading preventable cause of birth defects and intellectual and developmental disabilities; and

Whereas, The exact number of people who have FASDs is unknown, but it is estimated that up to 1 in 20 U.S. school children may have an FASD, a rate comparable to Autism, and about 40,000 babies are born with effects of prenatal alcohol exposure annually; and

Whereas, The lifetime cost for one individual with FAS (does not include other FASDs) is estimated to be $2 million, with a combined cost to the United States for FAS alone over $4 billion annually; and

Whereas, Among pregnant women, 1 in 10 reported any alcohol use and 1 in 33 reported binge drinking in the past 30 days.; and

Whereas, About half of all pregnancies are unplanned, contributing to late entry into prenatal care and presenting a barrier to optimal pregnancy management, particularly during the crucial early weeks of embryonic development; and

Whereas, The good health and well-being of the people of (name of your state) are enhanced by the support of a national effort to educate about and prevent FASDs; and

Whereas, The (organization) and the (organization) join with the (partner organization) as well as many dedicated volunteers, health care professionals, educators, and parent groups by participating in this promotion.

NOW, THEREFORE, I, (Governor’s name), Governor of the state of (name of your state), do hereby declare September 9, 2017 as Fetal Alcohol Spectrum Disorders Awareness Day [or September as FASD Awareness Month] and pledge to continue to partner with organizations, health care professionals, educators, and the public to raise awareness about our unified message: “Pregnancy and alcohol don’t mix. Why take the risk?”
RESOURCES FOR PREVENTING FASD AND FOR FAMILIES LIVING WITH FASDs

The following list of resources offers a starting place for those seeking information and support.

**National Organization on Fetal Alcohol Syndrome (NOFAS)**
Founded in 1990, NOFAS is an international nonprofit organization committed solely to FASD primary prevention, advocacy, and support. They have created many resources including resource directories, a weekly listserv, and the Circle of Hope Birth Mother’s Network.

A list of resources and support services for people living with FASD organized by state

A network of FASD organizations from all over the United States

Sign up to receive a weekly email newsletter with the latest FASD news, research, events, and more

**Circle of Hope Birth Mothers’ Network** - [http://www.nofas.org/circleofhope/](http://www.nofas.org/circleofhope/)
A peer-mentoring network and support group for women who used alcohol or other drugs while pregnant and may have children affected by FASD.

A list of practical tools and resources

A list of many resources available for adults with FASD, divided into several categories

A resources for parents, teachers, and educators about FASD and the classroom

A legal resource for people with FASD in the criminal justice system

**National Institute on Alcohol Abuse and Alcoholism (NIAAA)**
NIAAA supports and conducts biomedical and behavioral research on the causes, consequences, treatment, and prevention of alcoholism and alcohol-related problems. This site has publications and information including the brochures, *Drinking and Your Pregnancy* and *Alcohol: A Women’s Health Issue*, available in both English and Spanish.
Colloborative Initiative on Fetal Alcohol Spectrum Disorders (CIFASD)
The purpose of this consortium is to inform and develop effective interventions and treatment approaches for Fetal Alcohol Spectrum Disorders (FASD), through multidisciplinary research involving basic, behavioral and clinical investigators and projects. We hope to develop an infrastructure to foster collaboration and coordinate basic, clinical and translational research on FASD.
http://cifasd.org/

Centers for Disease Control and Prevention (CDC)
The Centers for Disease Control and Prevention (CDC) works to prevent alcohol use during pregnancy by conducting research studies and implementing and disseminating evidence-based interventions (e.g., alcohol screening and brief intervention and CHOICES) for women at risk of an alcohol-exposed pregnancy. CDC also supports education and training activities for various audiences. For example, CDC funds FASD Practice and Implementation Centers and national partner organizations to achieve practice and systems-level change by improving the knowledge and skills of health care professionals regarding the prevention, identification, and management of FASDs.

CDC FASD Main Page
http://www.cdc.gov/ncbddd/fasd/index.html
Free FASD Materials
http://www.cdc.gov/ncbddd/fasd/freematerials.html
Alcohol Screening & Brief Intervention
http://www.cdc.gov/ncbddd/fasd/alcohol-screening.html
CHOICES Intervention
http://www.cdc.gov/ncbddd/fasd/research-preventing.html
FASD Practice and Implementation Centers and National Partners
http://www.cdc.gov/ncbddd/fasd/training.html

American Academy of Pediatrics (AAP)
The American Academy of Pediatrics (AAP) FASD Toolkit for pediatric primary care clinicians was developed to serve as the framework for the medical home management for children with FASDs. The toolkit provides tools and resources for primary care clinicians to equip them to better meet the special needs of these children and families.
FASD Toolkit for Pediatric Primary Care Clinicians
www.aap.org/fasd

The American College of Obstetricians and Gynecologists
The American College of Obstetricians and Gynecologists has developed resources for women's health care providers in identifying women who drink too much and in providing brief educational counseling to reduce or eliminate alcohol use. Resources include a cell phone app, downloadable patient information sheets, current news articles, treatment referral information, and more.
FASD Informational Page
http://www.acog.org/alcohol
http://www.womenandalcohol.org/
March of Dimes
The March of Dimes helps expecting mothers to take charge of their health and to have full-term, healthy pregnancies.

Alcohol Use During Pregnancy

Fetal Alcohol Syndrome: Support, Training, Advocacy, and Resources (FASSTAR)
Offers training on all aspects of FASDs, including community awareness, prevention, and intervention. The FAS Community Resource Center (FASCRC), supported by FASSTAR, includes information on the history of FASD Awareness Day.
http://fasstar.com/
http://www.come-over.to/FASCRC/

FASLink: Fetal Alcohol Disorders Society – Research, Information, Support & Communications
http://www.acbr.com/fas/

To Locate Addiction Treatment:

SAMHSA Substance Abuse Treatment Facility Locator
http://findtreatment.samhsa.gov/
CENTERS FOR DISEASE CONTROL AND PREVENTION

MATERIALS

Partners: Help us spread the word – Pregnancy and alcohol don’t mix. Why take the risk?

Free materials are available to help you promote alcohol-free pregnancies to women in your communities. CDC has developed materials for women of childbearing age on alcohol use during pregnancy and FASDs based on formative research findings. The materials target women who are pregnant and women who are trying to get pregnant.*

The set of materials includes print products (a brochure and three posters) that are available to order and downloadable. Several social media tools, such as banners, badges, and e-cards are also available.

To learn more about all of the tools available from CDC that can be used in community efforts, and how to access them, please visit: http://www.cdc.gov/ncbddd/fasd/partners-tools.html

*For information and materials on preconception health for all women and men, whether or not they plan to have a baby one day, visit CDC’s Preconception Health and Health Care website.