

International FASD Awareness
Day/Month
Information Pack



FASD Awareness Day

Around the world, the month of September has been identified as FASD month – the ninth month of the year to raise awareness about FASD and the importance of alcohol free pregnancies for the nine months of pregnancy. Typically, events are centred around the 9th day of the 9th month. There is no known safe amount of alcohol which can be consumed during pregnancy and the National Health and Medical Research Council, Australia (NHMRC) and the Australian Government Department of Health and other affiliated medical bodies all advise that no alcohol is the safest choice.

FASD Awareness Day began in 1999, initiated by Bonnie Buxton, Brian Philcox, and Teresa Kellerman. The first FASD Awareness Day attracted interest worldwide including; New Zealand, followed by South Australia, South Africa, Italy, Germany, Sweden, United States of America and Canada.

Community events to mark FASD Awareness Day now take place around the world providing opportunities for communities to raise awareness about FASD, to pause, to reflect and consider the benefits of an alcohol-free pregnancy and to share this prevention message across the world.

Each year increasing numbers of agencies around Australia acknowledge FASD Day to highlight concerns about alcohol exposed pregnancies, to raise awareness of FASD and to underline that alcohol in pregnancy is a whole of community concern and not solely a women's issue.

Pregnant, Planning or Could Be – No Alcohol is the Best Choice

The 9th day in September

The 9th day of the 9th month



In the past



In the past these activities have included:

- Individual pledges not to drink for the day;
- NOFASD held a free webinar on FASD;
- The Kalgoorlie-Boulder Local Drug Action Group and WA Country Health Service engaged with local liquor shops and pharmacies and displayed wobbler banners. A total of 76 NOFASD's alcohol and pregnancy posters were displayed behind toilet doors at restaurants, pubs, hotels and GP clinics and received support for the project from the town;
- Telethon Kids - researchers raised awareness with a mocktail sundowner;
- Fly for Health Foundation - hosted a Breakfast and a Pregnant Pause at 9:09;
- Fetal Alcohol Network NZ - To mark the day in Auckland a FASD Policy and Research Forum was held;
- Fitzroy Crossing in WA - awareness raising walk with banners;
- QLD FASD support group held an event with morning tea with Dr Doug Shelton and the Child Development Service in Southport;
- The Ngaanyatjarra Pitjantjatjara Yankunytjatjara Women's Council in Alice Springs hosted a FASD awareness day breakfast for all staff at the NPY Women's Council office in Alice Springs. An in-service training event for staff around working with people who have FASD and a number of awareness raising workshops at playgroups were held across the APY lands of central Australia;
- Wirraka Maya in the north of WA raised awareness by holding an event at the South Hedland Town Square 10am-1pm on the 9th of September 2016. This included a free BBQ lunch, bouncy castle, face painting and stalls featuring alcohol and FASD awareness activities;
- The community of Kowanyama in Queensland came together to recognise the importance of Fetal Alcohol Spectrum Disorder (FASD) on September 13, holding a community event to educate people about the impact of drinking when pregnant.

How to be involved in FASD Awareness

Hold an event and do a press release; consider -

- Serving mocktails and cupcakes;
- Morning tea at 9 minutes past 9 am on the 9th day of the 9th month;
- Invite a local elected representative or personality to attend your event;
- Have a mocktail recipe and design competition;
- Hold an event and screen a short FASD information video for example, '[Professor Elizabeth Elliott, Westmead Childrens Hospital or Eight Magic Keys of Success to assist with interventions and strategies for children \(and adults\) living with FASD](#);
- Prepare a facts sheet about alcohol and pregnancy and distribute it amongst your stakeholders (Template available);
- Use the social media messages to raise awareness of this topic in September, particularly on and around September 9. Use the hashtag #FASDMonth and #FASDay;
- Order free resources from NOFASD to use for your event.
- Stage a 9 day countdown to the 9th day of the 9th month;
- Create an alcohol-free event for everyone – not just women who are pregnant, planning or could be;
- Have a t-shirt design competition.
- Download posters, fliers, fact sheets, or a PowerPoint presentation from www.nofasd.org.au
- Become involved in the Red Shoes Rock campaign – www.redshoesrock.com
This could include wearing red shoes in public, starting conversations about FASD, and posting photos of yourself or your friends in red shoes with #RedShoesRock #FASDay



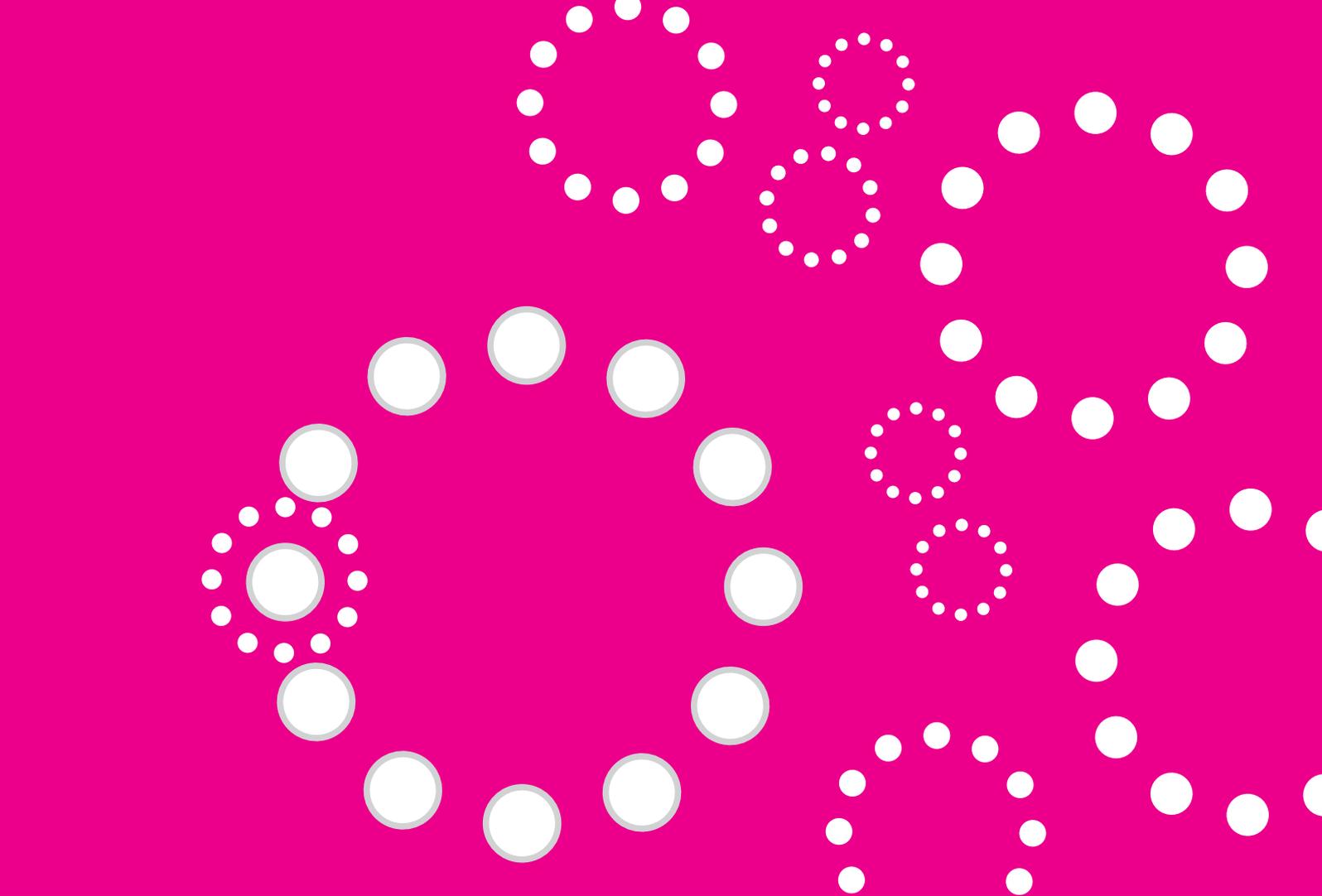
Social Media Campaigns

The following hashtags are less than 140 characters and therefore suitable for use with Twitter.

For better exposure and awareness raising they can be used across multiple social media platforms.

- No amount of alcohol use is known to be safe for a developing baby before birth. #FASDay
- Alcohol use during pregnancy can also lead to miscarriage, stillbirth, & SIDS. #FASDay
- Prenatal alcohol exposure is associated with a range of lifelong physical, behavioural, and intellectual disabilities. #FASDay
- The best advice is to stop drinking alcohol when you start trying to get pregnant. #FASDay
- A developing baby is exposed to the same concentration of alcohol as the mother during pregnancy. #FASDay
- Baby's brain, body, & organs are developing throughout pregnancy & can be affected by alcohol at any time. #FASDay
- Alcohol exposure is unsafe for developing babies at every stage of pregnancy. #FASDay
- Exposure to alcohol from all types of beverages, including light beer and wine, is unsafe for babies at every stage of pregnancy. #FASDay
- FASDs are completely preventable if a developing baby is not exposed to alcohol before birth. #FASDay
- Diagnosis and intervention early can help people reach their full potential. #FASDay
- Alcohol screening & counselling is recommended for all adults, incl. pregnant women. #FASDay
- If you become pregnant, stop drinking alcohol. Every day matters. The sooner you stop drinking, the better for your baby. #FASDay
- If you need help stopping, talk to your doctor, contact an addiction specialist or contact Alcoholics Anonymous. #FASDay
- Make a plan for a healthy baby --don't drink any alcohol if you are pregnant or could become pregnant. #FASDay





National Organisation for Fetal Alcohol Spectrum Disorders
phone: **1300 306 238** | email: admin@nofasd.org.au | www.nofasd.org.au

NOFASD Australia is funded by the Australian Government through the Department of Health.

