



# Birth Defects Awareness Month Social Media Templates

ORAU has developed social media graphics and messages for Birth Defects Awareness Month in January 2024.

Canva templates are available for each post. You can

- download and use the graphics as is or
- modify the template for a customized graphic.

Access the Canva templates by clicking the link for the type of content you want to use. To download or modify the templates, you will need to create a free Canva account.

Suggested post copy can be modified to align with your organization's mission or individual preferences. Please use #FASDNPN whenever possible.

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*ORAU has also created a FASD NPN brand kit in Canva. The logos and icons in the brand kit can be used to modify templates or create new materials. Request access to the FASD NPN brand kit by emailing [Katherine.Chyka@orau.org](mailto:Katherine.Chyka@orau.org).*

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# January is Birth Defects Awareness Month

## GRAPHICS



## NOTES

Use the graphic version with the partner loop icon that most closely represents your HCP audience.

## SUGGESTED POST COPY

DYK that alcohol use during pregnancy is a leading preventable cause of #BirthDefects and neurodevelopmental disabilities in the U.S.? Join us this month as we raise awareness for these conditions! #FASDNPN [bit.ly/3ug8D1b](https://bit.ly/3ug8D1b)

## CANVA LINKS

- [Facebook](#)
- [Instagram Square](#)
- [LinkedIn](#)
- [X \(formerly Twitter\)](#)

# #BirthDefect stats

## GRAPHICS



## NOTES

Use either version of the graphic with the suggested post copy. Consider using the other graphic with post copy written by your team.

## SUGGESTED POST COPY

### Short Copy

Not all #BirthDefects can be prevented. But, soon-to-be-moms can increase their chances of having a healthy baby both before and during pregnancy. Pregnant people and those trying to get pregnant should not drink any type or amount of alcohol. #FASDNPN [bit.ly/3ug8D1b](https://bit.ly/3ug8D1b)

### Long Copy

Not all #BirthDefects can be prevented. But, there are things soon-to-be-moms can do both before and during pregnancy to increase their chance of having a healthy baby. For example, pregnant people and those trying to get pregnant should not drink any type or amount of alcohol. #FASDNPN [bit.ly/3ug8D1b](https://bit.ly/3ug8D1b)

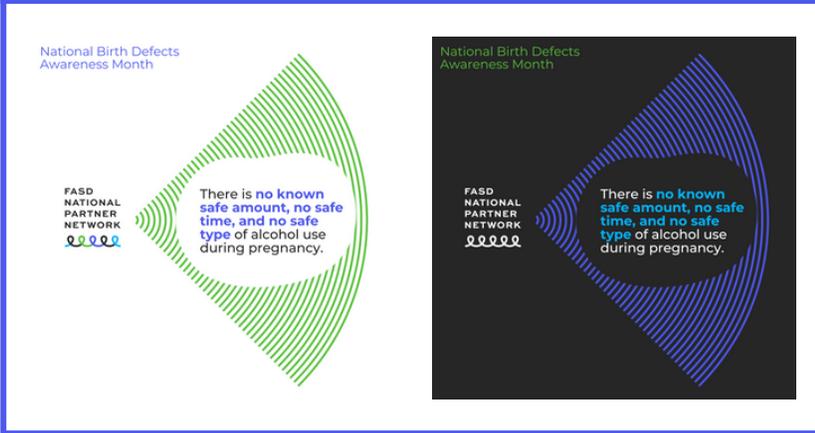
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# No safe amount, time, or type

## GRAPHICS



## NOTES

Use either version of the graphic with the suggested post copy. Consider using the other graphic with post copy written by your team.

## SUGGESTED POST COPY

### Short Copy

Fetal alcohol spectrum disorders (FASDs) can occur when a person is exposed to alcohol before birth. People with FASDs can live with lifelong behavioral, intellectual, & physical disabilities. FASDs are preventable if a baby is not exposed to alcohol before birth. [bit.ly/3ug8D1b](https://bit.ly/3ug8D1b)

### Long Copy

Fetal alcohol spectrum disorders (FASDs) can occur when a person is exposed to alcohol before birth. People with FASDs can live with lifelong behavioral, intellectual, and physical disabilities. FASDs are preventable if a baby is not exposed to alcohol before birth. #FASDNPN [bit.ly/3ug8D1b](https://bit.ly/3ug8D1b)

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# Alcohol SBI

## GRAPHICS



## NOTES

Use either version of the graphic with the suggested post copy. Consider using the other graphic with post copy written by your team.

## SUGGESTED POST COPY

### Short Copy

Alcohol screening and brief intervention (SBI) is recommended by the USPSTF & endorsed by major medical professional organizations & CDC. Alcohol SBI is relatively simple to do, and [insert your audience here or use healthcare providers] are uniquely positioned to effect significant change. #FASDNPN bit.ly/47efRkS

### Long Copy

People with fetal alcohol spectrum disorders can experience a mix of lifelong behavioral, intellectual, and physical disabilities. Alcohol screening and brief intervention (SBI) is recommended by the USPSTF and is endorsed by major medical professional organizations and CDC. Alcohol SBI is relatively simple to do, and [insert your audience here or use healthcare providers] are uniquely positioned to effect significant change. #FASDNPN bit.ly/47efRkS

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