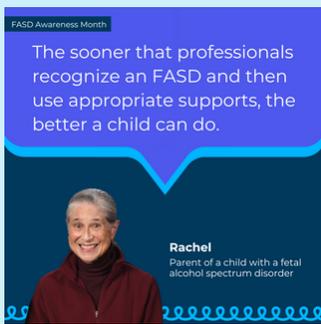


2025 FASD Awareness Month Partner Toolkit

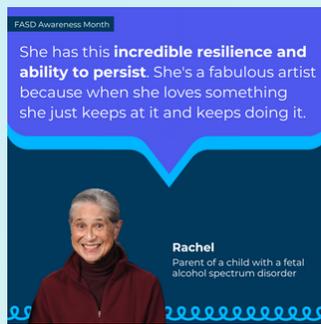
This toolkit was created to recognize Fetal Alcohol Spectrum Disorders (FASD) Awareness Month which is observed every September. Toolkit materials are prevention focused and intended for healthcare professionals: graphics, videos, social media post text, a video call background, an email signature block, a presentation template, and newsletter/blog text. FASD-focused materials and templates are available from FASD United: fasdunited.org/fasd-awareness-month-2025.

Graphics

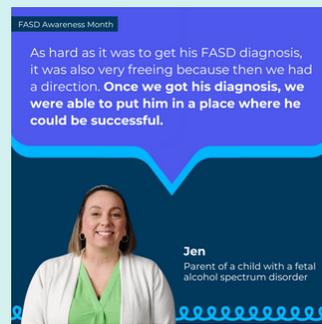
Use graphics across social media, emails, websites, newsletters, blogs, or other print or digital communication. If additional graphic sizes are needed, please contact Katherine Chyka at Katherine.Chyka@orau.org.



[download graphic](#)



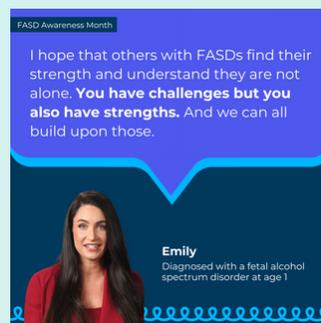
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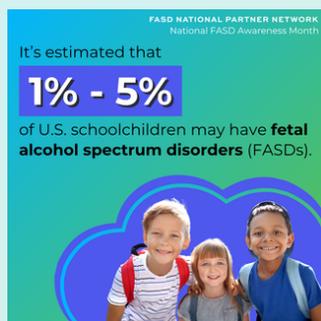
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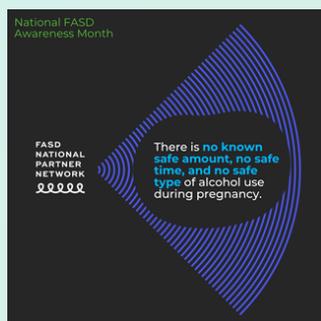
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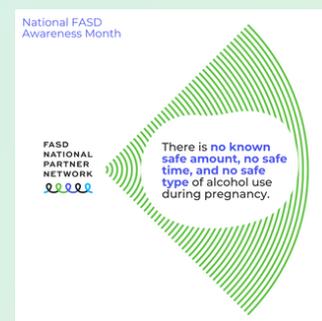
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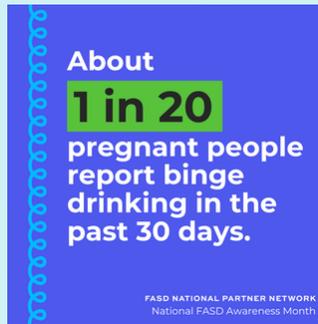
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Video Clips

Share these videos across a variety of communication platforms such as social media, websites, e-blasts/newsletters, press releases, and blogs.



Rachel highlights the importance of early diagnosis and appropriate supports for people with FASDs.

Length: 0:43

Download: [landscape video](#) [square video](#)



Jen shares advice to other parents who know or suspect their child has an FASD.

Length: 0:45

Download: [landscape video](#) [square video](#)



Emily encourages people with FASDs to identify and build upon their strengths.

Length: 0:30

Download: [landscape video](#) [portrait video](#) [square video](#)



Emily encourages healthcare professionals to view those with FASDs in a wholistic and compassionate way.

Length: 0:53

Download: [landscape video](#) [portrait video](#) [square video](#)



Jen's experience of her son being diagnosed with fetal alcohol syndrome.

Length: 0:59

Download: [landscape video](#) [portrait video](#) [square video](#)



Laura encourages people with FASDs to utilize their strengths and ask for supports.

Length: 0:38

Download: [landscape video](#) [portrait video](#) [square video](#)



Rachel encourages parents and caregivers to seek a correct diagnosis for their child.

Length: 1:03

Download: [landscape video](#) [portrait video](#) [square video](#)



Animated video about FASD causes, symptoms, prevalence, and prevention.

Length: 1:14

Download: [square video](#)



Animated video that introduces alcohol screening and brief intervention to healthcare professionals who are not yet conducting this preventive service or are not doing so consistently.

Length: 5:52

View/share: [YouTube](#)

Download: [video, SRT caption file, and transcript](#)

Social Media Post Text

Tailor the following text for your specific audience and social media channels. Consider using hashtags **#FASDNPN** and **#FASDAwarenessMonth** whenever possible.

Post 1: September is #FASDAwarenessMonth ❤️ Join us as we raise awareness about fetal alcohol spectrum disorders (FASDs) and the importance of an alcohol-free pregnancy. #FASDNPN

Post 2: Nearly 1 in 7 pregnant women report current alcohol use in the past 30 days. Alcohol screening and brief intervention (SBI) is recommended by the USPSTF and is endorsed by major medical professional organizations and CDC. *[insert call to action]* #FASDNPN

Post 3: People with fetal alcohol spectrum disorders (FASDs) can experience lifelong issues. Research shows that therapeutic interventions, special education and support services improve outcomes for patients and families. *[insert call to action]* #FASDNPN

Post 4: *[insert your audience here]* are well positioned to help patients avoid alcohol use during pregnancy. Learn how you can implement alcohol screening and brief intervention (SBI) into your practice and approach conversations with patients about alcohol and pregnancy: <https://www.cdc.gov/alcohol-pregnancy/hcp/toolkit/materials-for-healthcare-professionals.html> #FASDNPN

Post 5: DYK that alcohol use during pregnancy is a leading preventable cause of birth defects and neurodevelopmental disabilities in the United States? Fetal alcohol spectrum disorders (FASDs) are preventable if a baby is not exposed to alcohol before birth. *[insert call to action]* #FASDNPN

Post 6: What are the risks of drinking alcohol while pregnant? Alcohol use during pregnancy increases the risk of miscarriage, stillbirth, preterm birth, SIDS, and fetal alcohol spectrum disorders (FASDs). FASDs can cause lifelong behavioral, intellectual, and physical disabilities. The good news is FASDs are preventable if a developing baby is not exposed to alcohol before birth. *[insert call to action]* #FASDNPN

Post 7: Not all babies will be affected by prenatal alcohol exposure. However, it is impossible to know which babies will be affected. *[insert call to action]* #FASDNPN

Post 8: 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. *[insert call to action]* #FASDNPN

Video Call Background

Use this FASD Awareness Month online meeting background during online events, meetings, and gatherings on [Teams](#), [Zoom](#), and other meeting platforms.



[download background](#)

Email Signature Block

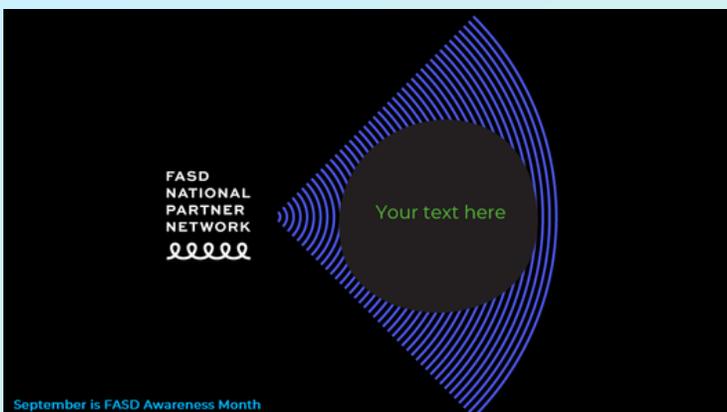
Add a FASD Awareness Month graphic to your [Gmail](#) or [Outlook](#) email signature.



[download graphic](#)

PowerPoint Template

Use this slide deck template for educational or general presentations during September.



[download presentation template](#)

Newsletter/Blog Text

Use the following text in newsletters, blogs, or other print or digital communications. Tailor it for your specific audience and community partners. Include one or more of the graphics or videos as allowed by your communications platform.

5 Things to Know About Alcohol SBI and Pregnancy during FASD Awareness Month

September is Fetal Alcohol Spectrum Disorders (FASD) Awareness Month. This annual observance highlights the importance of talking about FASD, preventing FASD, and supporting families living with FASD.

FASDs are a group of conditions that can occur in a person who was exposed to alcohol before birth. It is estimated that up to one in 20 U.S. schoolchildren may have FASDs.¹ Nearly one in seven pregnant women report drinking alcohol, and about one in 20 report binge drinking in the past 30 days.² While evidence-based approaches to decreasing alcohol use during pregnancy exist, research suggests healthcare professionals face challenges in implementing them consistently and effectively.

This FASD Awareness Month, [implement alcohol screening and brief intervention](#) (SBI)

into your practice for all adult patients and [learn how to discuss](#) alcohol and pregnancy with your patients. Alcohol SBI is recommended by the U.S. Preventive Services Task Force and endorsed by major medical professional organizations, such as the American College of Obstetricians and Gynecologists (ACOG), American Academy of Family Physicians, American Medical Association, and American Academy of Pediatrics, as well as CDC.

5 things to know about prenatal alcohol exposure and alcohol SBI

1. Prenatal alcohol exposure is a leading preventable cause of birth defects and neurodevelopmental abnormalities in the U.S. [FASDs](#) are preventable if a developing baby is not exposed to alcohol before birth.
2. Not all babies will be affected by prenatal alcohol exposure. However, it is impossible to know which babies will be affected, and no definite test for FASDs is available.³ Therefore, there is no known safe amount, no safe time, and no safe type of alcohol use during pregnancy.
3. Alcohol SBI is quick and may be [reimbursable](#). Although many screening tools exist, a brief screening can be conducted using as little as one question, and the entire service takes about 2-10 minutes.
4. Alcohol SBI works! In a 2021 study, 83% of healthcare providers who conduct SBI said they have seen positive behavior change in patients after conducting SBI with them.^{4,5}



5. Resources and free CMEs are available to help you.

- CDC: [Alcohol SBI Implementation Guide](#)
- [Single Alcohol Screening Question \(SASQ\)](#)
- CDC: [Let's Talk Patient Education Materials](#)
- [How to Begin a Conversation about Alcohol Use](#) (video)
- NIAAA: [The Healthcare Professional's Core Resource on Alcohol](#) (CMEs/CEs available)

References

1. May, P. et al. Prevalence of Fetal Alcohol Spectrum Disorders in 4 US Communities. JAMA. 2018
2. England, L. et al. Alcohol Use and Co-Use of Other Substances Among Pregnant Females Aged 12–44 Years — United States, 2015–2018. MMWR. 2020.
3. Turchi, R. et al. AAP Committee on Substance Use and Prevention. The Role of Integrated Care in a Medical Home for Patients with a Fetal Alcohol Spectrum Disorder. Pediatrics. 2018.
4. Curry, S. et al. Screening and Behavioral Counseling Interventions to Reduce Unhealthy Alcohol Use in Adolescents and Adults: US Preventive Services Task Force. JAMA. 2018.
5. The Community Guide. Alcohol Excessive Consumption: Electronic Screening and Brief Interventions (e-SBI). <https://www.thecommunityguide.org/findings/alcohol-excessive-consumption-electronic-screening-and-brief-interventions-e-sbi>

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