

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: social media post text, graphics, a video, a video call background, email signature blocks, a PowerPoint template, and newsletter/blog text. FASD-focused materials and templates are available from FASD United: fasdunited.org/fasd-awareness-month-2024/.

Social Media Post Text

Tailor the following text for your specific audience, social media channels, and community partners.

Consider these tips for posting:

- Upload a graphic with your message to increase the number of people who see and interact with your post.
- Include a call to action such as where to get more information.
- Use hashtags **#FASDNPN** and #FASDAwarenessMonth whenever possible.
- Use emojis when appropriate to draw attention and increase engagement.
- Encourage and respond to comments and questions.
- Ask partners to share your posts.

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: 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 3: 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 4: 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

Post 5: Nearly 1 in 7 pregnant people 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. Alcohol SBI is relatively simple to do, and [\[insert your audience here or use healthcare providers\]](#) are uniquely positioned to effect significant change. [\[insert call to action\]](#) #FASDNPN

Graphics

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

ALCOHOL USE DURING PREGNANCY IS ASSOCIATED WITH AN **INCREASED RISK OF**

MISCARRIAGE **STILLBIRTH**
SIDS **PRETERM BIRTH**

AS WELL AS A RANGE OF LIFELONG BEHAVIORAL, INTELLECTUAL, AND PHYSICAL DISABILITIES, KNOWN AS **FETAL ALCOHOL SPECTRUM DISORDERS (FASDs)**.

WWW.CDC.GOV/FASD

This graphic features a light beige background. On the right side, there is a stylized illustration of a wine bottle with a white liquid inside. The text is arranged in a clean, sans-serif font, with key terms like 'INCREASED RISK OF' and 'FETAL ALCOHOL SPECTRUM DISORDERS (FASDs)' in bold blue letters. The risks listed are in white text inside blue rounded rectangular boxes.

[download graphic](#) (1080 x 1080)

EVERY PREGNANCY IS DIFFERENT.

SOME BABIES MAY NOT BE AFFECTED BY ALCOHOL DURING PREGNANCY, WHILE OTHERS MAY HAVE LIFELONG EFFECTS KNOWN AS **FETAL ALCOHOL SPECTRUM DISORDERS (FASDs)**.

FASDs ARE NOT ALWAYS EASY TO IDENTIFY IN A NEWBORN, SO YOU MAY NOT KNOW RIGHT AWAY IF A BABY HAS BEEN AFFECTED BY ALCOHOL.

WWW.CDC.GOV/FASD

This graphic has a black background. At the top, there are seven blue wine bottle icons. Below them, the text is white, with the main heading 'EVERY PREGNANCY IS DIFFERENT.' in a red rounded rectangular box. The text explains that some babies are not affected while others have lifelong effects, and that FASDs are not always easy to identify in newborns.

[download graphic](#) (1080 x 1080)

THE GOOD NEWS IS FASDs ARE PREVENTABLE IF A DEVELOPING BABY IS NOT EXPOSED TO ALCOHOL BEFORE BIRTH.

WWW.CDC.GOV/FASD

This graphic has a red background. A large, white, speech-bubble-like shape contains the text in bold black letters. The message is positive and emphasizes prevention by avoiding alcohol before birth.

[download graphic](#) (1080 x 1080)

THE SAFEST THING TO DO IS AVOID ANY TYPE OF ALCOHOL USE DURING PREGNANCY.

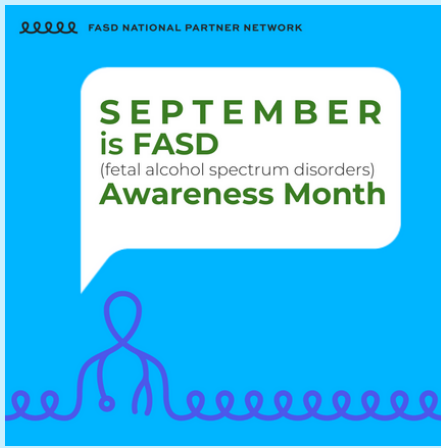
WWW.CDC.GOV/FASD

This graphic has a blue background. At the top, there is a white speech bubble icon. Below it, the text is white and bold, stating the safest thing to do is avoid any type of alcohol use during pregnancy.

[download graphic](#) (1080 x 1080)



[download graphic](#)
(1080 x 1080)



[download graphic](#)
(1080 x 1080)



[download graphic](#)
(1080 x 1080)

An infographic with a red and yellow header. The left side has a red background with the text "LET'S TALK" and "ALCOHOL AND PREGNANCY". The right side has a yellow background with the text "WHAT ARE THE RISKS OF DRINKING ALCOHOL WHILE PREGNANT?". The main body is white with a yellow background for the text "ALCOHOL USE DURING PREGNANCY IS ASSOCIATED WITH AN INCREASED RISK OF". Below this are four blue buttons: "MISCARRIAGE", "STILLBIRTH", "SIDS", and "PRETERM BIRTH". At the bottom, there is a blue button with "FETAL ALCOHOL SPECTRUM DISORDERS (FASDs)", the CDC logo, and the text "For more information, visit WWW.CDC.GOV/FASD". On the left, there are icons of a yellow glass and a red bottle.

[download graphic](#) (1200 x 675)

Video

Share this animated one-minute video across a variety of communication platforms such as social media channels, websites, e-blasts/newsletters, and blogs.



[download video](#) (1080 x 1080)

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 Blocks

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



[download graphic](#)



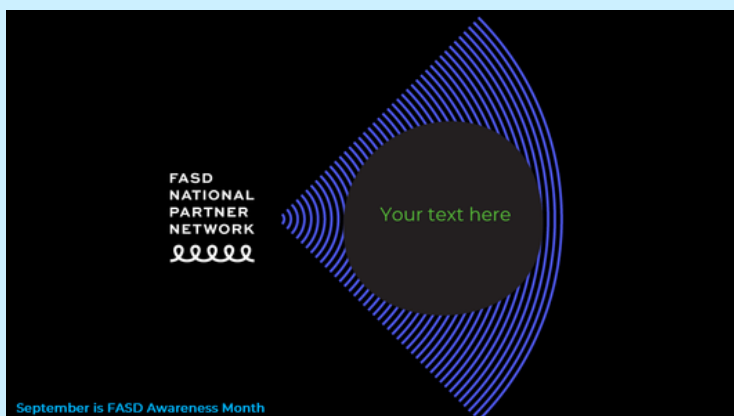
[download graphic](#)



[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 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 people 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>

**FASD
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NETWORK**

