

FASD NPN Communications Bulletin

A COLLECTION OF CONTENT UPDATES + TIPS

Issue 7 | April 2024



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- [NPN Toolkit Updates: FASD NPN One-Pager](#)
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Quick Tips

Social Media Best Practices: Responding to Negative Comments or Misinformation

Responding to negative or false engagements on social media can feel challenging. It is always best practice to respond because

- ✓ it helps build trust and credibility and
- ✓ provides others with the information necessary to respond to similar comments in the future.

Use a common risk communication practice called the truth sandwich method to help you write tailored responses.

1) Personalize Your Response

- Begin with something fresh (e.g., thanking them by name/username) and avoid responding with the same message each time.
- Stock answers can sound insincere and can escalate a situation.

2) Validate Concerns or Frustrations

- To build trust and rapport, validate their concerns or frustration and applaud their courage if appropriate.

3) Tailor Your Reply Using a Truth Sandwich

Start with the Truth

- Always begin by stating the truthful information that is applicable to the misinformation. The first message frame gets the advantage.

Indicate the Misinformation

- Identify what the misinformation is without repeating the specific false information. Do this by comparing the false information to the truth –highlight the differences and indicate why the differences are important.
- *A note about transparency: If research has not yet found the answer to the question, do not be afraid to say so.*

Restate the Truth

- Repeat the truth so it is the information that the audience retains. Always repeat the truth more than the false information.

4) Include a Relevant Link

- Share a truly relevant link if appropriate (i.e., no general links that will make them search for information).

EXAMPLE REPLY to a comment stating: "My friend had an occasional glass of wine while pregnant. Her daughter just graduated *summa cum laude*."

"Many congrats to your friend's daughter on her recent graduation! We often hear stories like yours and understand this perspective. Avoiding any alcohol use throughout pregnancy is the safest thing to do. We know that every pregnancy is

different, and some babies may not be affected by alcohol exposure during pregnancy while others may have lifelong behavioral, intellectual, and physical disabilities known as fetal alcohol spectrum disorders. However, it is impossible to know which babies will be affected. This is why there is no known safe amount, so safe time, and no safe type of alcohol use during pregnancy. For additional information about prenatal alcohol use exposure, visit www.cdc.gov/ncbddd/fasd/alcohol-use.html.”

[More >>](#)

FASD NPN Toolkit Updates

FASD NPN One-Pager

[Custom Materials Toolkit page](#) > [NPN Custom Materials Library](#) > [Fact Sheets and Other Printed Materials](#)

Use this one-pager to raise awareness about the FASD NPN among the partner network and other champions.



NPN Content Stream

Between February 1 and March 24, the FASD NPN disseminated **208 social media posts** about prenatal alcohol and polysubstance use and FASDs reaching approximately **1,987,164 people**. A selection of posts is featured in this section.

RECOGNIZING AWARENESS DAYS + OBSERVANCES

National Drug and Alcohol Facts Week was observed across the FASD NPN

Check out highlights and explore posts:

- [AAP](#) advised pediatricians to [adopt universal FASD screening](#) into routine office visits so treatments may start early.
- [ACOG](#) highlighted the risk of [alcohol](#) and [marijuana](#) use for pregnant people:
 - “Any amount or type of [alcohol](#) use during pregnancy is a risk not worth taking.”
 - “Medical [marijuana](#) isn’t safer than recreational marijuana. Use for either purpose is risky for



Fetal Alcohol Spectrum Disorders
This toolkit provides a general overview of FASDs. It includes fact sheets, definition of key term...

pregnant people and fetuses.”

- [UAA](#) with [NPWH](#) explained why alcohol intake guidelines differ for [men](#) and [women](#).
- University of Nevada, Reno/AAMA’s [Medical Assistant Partnership for Healthy Pregnancies and Families \(MAP\)](#) shared [what counts as one alcoholic drink](#) – “a glass of wine contains the same amount of alcohol as a shot of liquor.”



[FASD United](#) celebrated St. Patrick’s Day with an FASD prevention message and [mocktail inspiration](#)

Like this post: [Facebook](#)

“Cheers to a safe and fun St. Patrick's Day! 🍀 Celebrate responsibly and enjoy the festivities while keeping health a top priority. Remember, **no amount or type of alcohol is safe during pregnancy.**”



✿ Collaboration Spotlight ✿

MAP quoted FASD United's National Nutrition Month blog

"When an individual's maternal nutritional status is compromised with alcohol, essential nutrients can be displaced or deprived which can result in impairing the growth of the fetus."

Like MAP's post: [X](#) | [Instagram](#)

Like FASD United's post: [X](#) | [Facebook](#) | [Instagram](#)

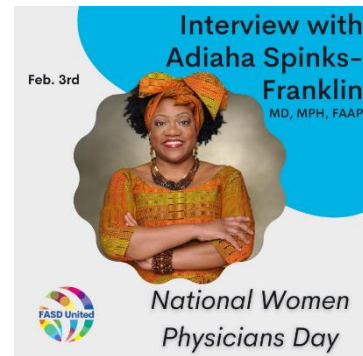


FASD United interviewed Dr. Adiaha Spinks-Franklin for National Women Physicians Day

✿ Collaboration Spotlight ✿

Dr. Spinks-Franklin recently joined the AAP FASD Champions Network as a subject matter expert.

Like this post: [X](#) | [Facebook](#) | [Instagram](#)

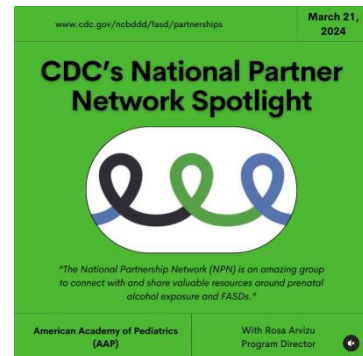


EDUCATING + AWARENESS RAISING

✿ Collaboration Spotlight ✿

FASD United interviewed AAP's FASD program manager, Rosa Arvizu, during the first installment of their FASD NPN Spotlight Series

Like this post: [X](#) | [Facebook](#) | [Instagram](#)



FASD United highlighted the importance of FASD 'having a seat at the table' during conversations about:

- Education

Like this post: [X](#) | [Facebook](#) | [Instagram](#)

"Effective educational strategies for individuals with FASD should encompass a range of tailored approaches to address their unique learning needs."

- Healthcare

Like this post: [X](#) | [Facebook](#) | [Instagram](#)

"Unlocking better healthcare for those with FASD starts with understanding and a seat at the table. Let's raise awareness and promote early detection ... to improve health outcomes."

- Justice

Like this post: [X](#) | [Facebook](#) | [Instagram](#)

"To address FASD within the realm of justice involves understanding its complexities and advocating for support and accommodations. Individuals with FASD may encounter challenges with the justice system due to cognitive impairments, executive functioning difficulties, and social vulnerabilities."

Give **FASD** a seat at the table.



Conversations about education should include **FASD**.

Talking about Healthcare?



Give **FASD** a seat at the table.

Conversations
about justice
should include
FASD.



UAA with AWHONN highlighted how an FASD-informed practice approach can support patients with FASD

Like this post: [X](#) | [Facebook](#)

"FASDs are a collection of diagnoses that can result from exposure to alcohol in utero. Learn more about #FASD and how you can help prevent it. <https://bit.ly/3DJvQJZ>"

Supporting Patients with Fetal Alcohol Spectrum Disorders (FASDs): An FASD-Informed Practice Approach

FASDs are a range of life long conditions caused by prenatal alcohol exposure. Many people with FASDs live with cognitive, health, and learning difficulties including executive functioning challenges such as:



Why an FASD-informed approach?
It is estimated that up to 1% to 5% of school children may have FASDs.
However, most people living with this lifelong disability have not been formally diagnosed. Long-term support for people with FASDs—whether they know it or not—providing individualized, trauma-informed care in a safe environment allows patients to share their experiences while also highlighting their strengths and gifts.

MAP shared new research about the impacts of prenatal alcohol exposure (PAE)

- Developmental, sensory and behavioral outcomes among infants and toddlers with PAE

Like this post: [X](#) | [Instagram](#)

- PAE is associated with changes in placental gene co-expression networks

Like this post: [X](#) | [Instagram](#)



NPN PRODUCTS + SERVICES

FASD United featured supports provided through their Family Navigator service: providing referrals and resources, listening with care, supporting early-intervention efforts, sharing FASD-informed guidance, and more!

Like this post: [X](#) | [Facebook](#) | [Instagram](#)

WHAT CAN THE FAMILY NAVIGATOR HELP YOU WITH?

- Help with Diagnosis
- Educational Support
- Support Groups
- State Resources
- Training for Caregivers and Professionals
- Residential Programs
- Camps and Activities
- Mental Health Services
- Legal Resources
- Benefits and Financial Assistance
- Healthy Pregnancies
- Substance Use Support
- Specialized Housing



FOR PEER SUPPORT AND RESOURCES VISIT

fasdunited.org/family-navigator
CALL
800-666-6327



“
I am overwhelmed with gratitude. I've felt so helpless — and this gives me some real specific knowledge and places to start - so thank you!

Free FASD Support
800-666-6327
fasdunited.org/family-navigator

AAP promoted their PAE and FASD quiz

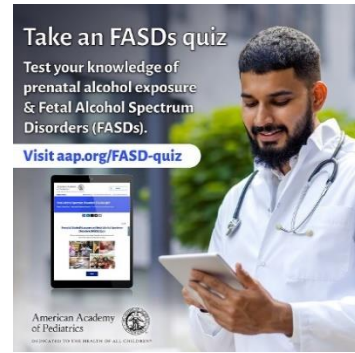
Like these posts: [Facebook post #1](#) | [Facebook post #2](#)

"Research has shown that early identification and management of fetal alcohol spectrum disorders (FASDs) can significantly improve a child's development and improve life outcomes. Learn more during National Drug and Alcohol Facts Week and take our quiz: <https://www.aap.org/.../fetal-alcohol.../fasds-quiz/#FASDNPN>"

📣 Shout out to [MAP](#) and [FASD United](#) for sharing [AAP's](#) quiz through their own original posts

Like [MAP's](#) post: [X](#) | [Instagram](#)

Like [FASD United's](#) post: [X](#) | [Facebook](#) | [Instagram](#)

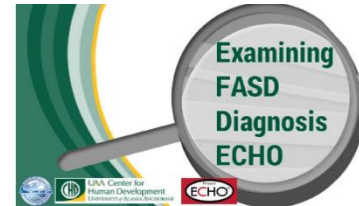


🌟 Collaboration Spotlight 🌟

[FASD United](#) and [UAA](#) collaborated on a virtual learning community: [Examining FASD Diagnosis*](#)

Like this post: [X](#) | [Facebook](#) | [Instagram](#)

*this opportunity has already occurred



[MAP](#) promoted two new 'Words Matter!' posters aimed at reducing misconceptions, fear, and stigma around substance use issues

- [FASD poster](#)

Like this post: [X](#) | [Instagram](#)

- [Substance use disorder poster](#)

Like this post: [X](#) | [Instagram](#)

WORDS MATTER!

Misconceptions, fear, and stigma about substance use issues can prevent people from seeking needed treatment or support. Use these tips to reduce bias, improve communication, encourage connection to resources, and help promote alcohol-free pregnancies.

USE THIS	INSTEAD OF THIS
A child with an FASD ✓	An FASD child
A developing baby is exposed to the same level of alcohol as the pregnant person. ✓	They drank when they were pregnant.
The developing baby was exposed to alcohol before birth. ✓	When a pregnant person drinks alcohol, so does their baby.
There is no safe amount, no safe time, and no safe type of alcohol to drink during pregnancy. ✓	What kind of person puts their baby at risk of having problems by drinking during pregnancy?
Birth mother who has a child with an FASD ✓	They drank while they were pregnant and now they have an FASD kid.
Every pregnancy is different. Some babies may not be affected by alcohol exposure during pregnancy while others may have lifelong effects. The safest thing to do to protect your baby is to avoid any type of alcohol use throughout your pregnancy. ✓	My (brother, friend, sister, etc.) drank while she was pregnant and her kids are fine.

WORDS MATTER!

Misconceptions, fear and stigma about substance use issues can prevent people from seeking needed treatment or support. Use these tips to reduce bias, improve communication, and assist people in connecting to resources.

USE THIS	INSTEAD OF THIS
Person with a substance use issue ✓	Drunk, addict, junkie, abuser
Positive urine test ✓	Dirty urine test
Negative urine test ✓	Clean urine test
Newborn exposed to substances ✓	Crack baby
Person who uses cannabis ✓	Pot head, stoner
Person in recovery ✓	Former addict, clean and sober
Substance use issue ✓	Addiction, drug problems
Recurrence of use ✓	Relapse, slip, fall off the wagon

The FASD NPN Communications Bulletin is created by ORAU.
Please send any questions, corrections, or suggestions to [Katherine Chyka](#).

Want something included in the next bi-monthly bulletin?

[Let us know](#). We'd love to hear from you!



FASD NATIONAL PARTNER NETWORK