

Subject: FASD NPN Communications Bulletin | August 2023



## FASD NPN Communications Bulletin

A collection of content updates and tips

Issue 3 | August 2023

### ★ NPN Collaboration Opportunity this Friday ★

- 📅 September is FASD Awareness Month
- 📅 September 9 is International FASD Awareness Day

#### FASD NPN Collaboration Office Hour

Friday, August 11 | 12:30–1:30pm EDT

Come chat about your existing plans for FASD Awareness Month and how the NPN can collaborate to collectively recognize these awareness events.

### NPN Content Stream

Between May 24 and July 25, the FASD NPN disseminated **171 social media posts** about prenatal alcohol and polysubstance use and FASDs reaching approximately **1,223,500 people**.

### NPN Products & Trainings

[FASD United launched their FASD Awareness Month promotion toolkit](#)

[Retweet this post on Twitter](#)

[Share this post on Facebook](#)

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[FASD United](#) featured supports offered through their [FASD Family Navigator](#) service

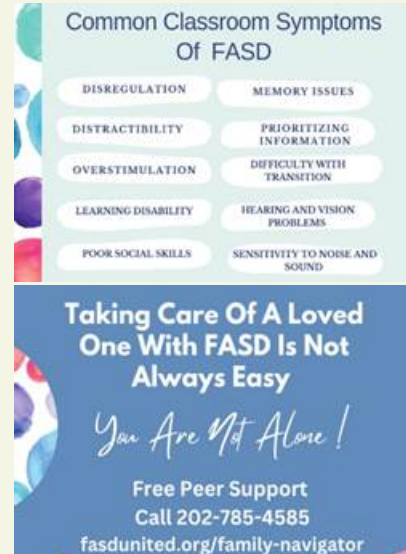
Preview a sampling of their posts:

- People with #FASD often have unique educational experiences. Need assistance? Our Family Navigation team is here to guide you through IEPs, education settings, and anything else you may need!

Share this post: [Twitter](#) | [Instagram](#) | [Facebook](#)

- One of the most common misconceptions about #FASD is that you're alone in your journey. This is not the case! Our Family Navigation team is here for you and those you love.

[Share this post on Twitter](#)



[FASD United](#) announced their new, quarterly newsletter: [Notes from the Navigator](#)

[Retweet this post on Twitter](#)

[Share this post on Facebook](#)

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"A new Navigator tool is available for anyone who wants it. A quarterly newsletter which provides tips, resources, and support for those in the FASD community. The theme of this quarter is 'Back to School'...."



[University of Nevada, Reno/AAMA's Medical Assistant Partnership for Healthy Pregnancies and Families \(MAP\)](#) promoted their Training of Trainers event "Introduction to Fetal Alcohol Spectrum Disorders: The Medical Assistant's Role"

[Like this post on Twitter](#)

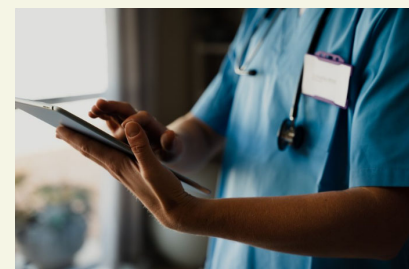
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[University of Nevada, Reno/AAMA's Medical Assistant Partnership for Healthy Pregnancies and Families \(MAP\)](#) highlighted resources available on their website: [Walk & Talks](#), [posters](#), [toolkits](#), & [more!](#)

[Like this post on Twitter](#)

[Like this post on Instagram](#)



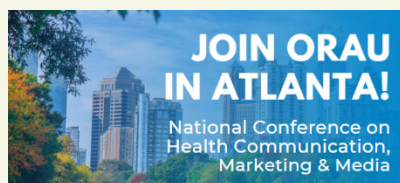
★ **Social Media Collaboration Spotlight** ★

Shout out to project partner [AAMA](#) for [retweeting MAP's post](#) and amplifying this message! 📣🏆

[ORAU](#) highlighted their presentation with [NCBDDD](#) at the National Conference on Health Communication, Marketing & Media: "Let's Talk" about CDC's Innovative Message Testing and New Materials on Alcohol Use During Pregnancy and Alcohol Screening and Brief Intervention for Healthcare Providers

Like ORAU's post: [Twitter](#) | [Instagram](#) | [Facebook](#)

[Like @CDC\\_NCBDDD's post on Twitter](#)



#### ORAU PANEL SESSION

"Let's Talk" about CDC's Innovative Message Testing and New Materials on Alcohol Use During Pregnancy and Alcohol Screening and Brief Intervention for Healthcare Providers



**Betsy Smither, MPH**  
ORAU Research and Evaluation Project Manager



**Kristin Mattson, MPH, MCHES**  
ORAU Health Education Project Manager



**JULY 19**  
8:00 AM



[Montana State University/NACCHO](#) recruited local health department champions at their NACCHO360 conference exhibit booth

[Like this post on Twitter](#)



[Montana State University/NACCHO](#) presented a session at NACCHO360: "Advancing Effective Communication in Today's Challenging Context: A Feasible Process for Local Health Departments"

NACCHO [live-tweeted key messages](#) from the presentation. View a sampling of posts below and like your favorites on Twitter!

- [FASD's are estimated to affect up to 1 in 20 school children in the US.](#)
- [Challenges when addressing FASDs: audiences have different priorities political barriers and transportation.](#)
- [The most effective way to help reduce FASDs is communicating to change beliefs.](#)
- [Intentional experiences that are designed to change beliefs. It could be a media campaign, a one-on-one interaction, or a policy change. #FASD](#)
- [All NACCHO members and local health department staff can play a role in supporting substance-free pregnancies.](#)
- [Call to Action: Learn ways you can integrate messages about preventing FASDs into your work.](#)



[FASD United](#) announced the return of [The Vancouver Conference – International Research Conference on Adolescents and Adults with Fetal Alcohol Spectrum Disorder](#)

[Retweet this post on Twitter](#)

[Share this post on Facebook](#)

[Share this post to your Instagram story](#)

“Yes, this IS the international research conference that was held in Vancouver Canada for 30 years. Continuing on the work of eight previous conferences, there remains a clear need to examine relevant global research, programs and policies around adolescents and adults with FASD. This event is being held in close conjunction with The ALC Changemakers.”



## Awareness Days & Observances

[FASD United](#) celebrated the Fourth of July by sharing information about prenatal alcohol consumption and symptoms of FASD

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

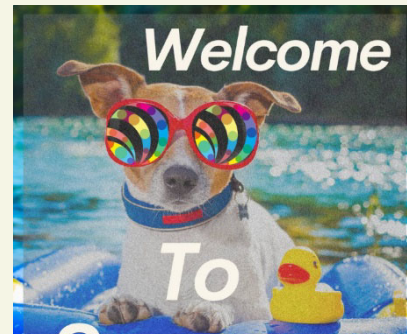
“Happy Fourth! 🌟 No matter how you choose to celebrate... make responsible, healthy decisions. No amount of alcohol is safe while pregnant. Also please remember to be conscientious of your #Neurodivergent peers on this day. #4thofJuly #FASD <https://fasdsocialnetwork.org/sensory-processing/>”



[FASD United](#) welcomed summer with a FASD prevention message

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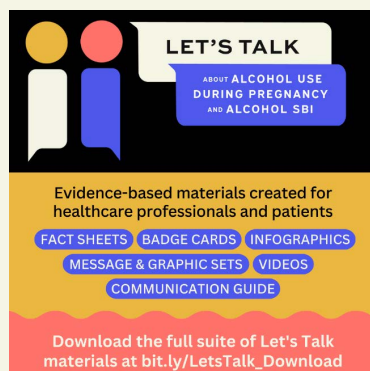
“It's officially Summer! ☀️🌞 Enjoy these warm, sunny months responsibly, & if you are pregnant or planning to become pregnant-- skip the drink by the pool or the booze cruise. Getting outdoors, spending time with family/friends, and prepping for #RunFASD 😊 are great alternatives!”



## NPN Digital Toolkit Updates

ORAU anticipates launching the Digital Toolkit soon. In the interim, use this section to explore resources that will be available on the Toolkit.

🌟 [Download the full set of Let's Talk materials!](#) 🌟



CDC's Let's Talk materials are available to download and share publicly!

### To download:

- Visit [https://bit.ly/LetsTalk\\_Download](https://bit.ly/LetsTalk_Download) or
- Click on the graphic to the left

Then a zipped folder with the complete set of materials will begin to download.

## Quick Tips

### The Best Time to Post on Social Media

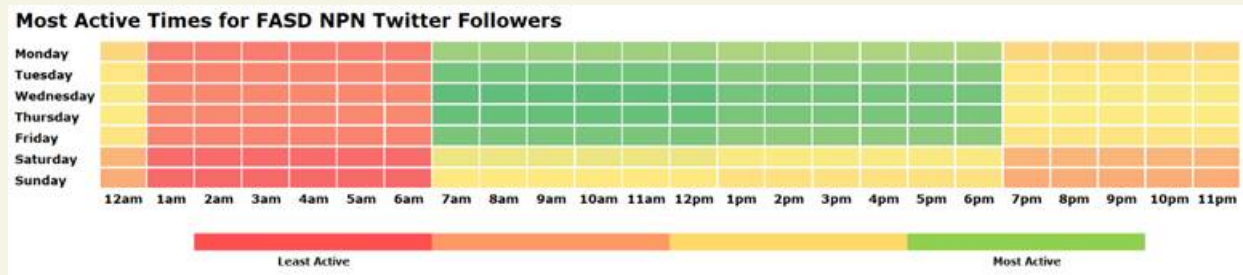
This was a popular topic during the July Bi-Monthly Joint Call. Keep an eye out for more 'Quick Tips' on this topic in the future. Send us an email if you have specific questions or something you would like covered in future editions.

### The best time to post is when **YOUR** followers are online.

Most social media algorithms reward recency so posting content when your followers are active helps boost your organic reach. Sounds simple, right? 😊

### How do you know when your followers are online? 🔍 **ORAU can help!**

The graphic below illustrates the most active times and days for the combined followers of all FASD NPN Twitter accounts. Times are stated in Eastern Standard Time (EST).



### ★ **Key Insight** ★

This group of followers are more active from 7am-12pm EST than the general US population on Twitter.

**Request these data for your organization's Twitter followers by emailing [Katherine Chyka](mailto:katherine.chyka@orau.org) ([katherine.chyka@orau.org](mailto:katherine.chyka@orau.org)) at ORAU.**

Good things take time. 😊 Personalized reports are developed upon request and may take up to one month to deliver.

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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!

