

FASD NPN Communications Bulletin

A COLLECTION OF CONTENT UPDATES + TIPS

Issue 6 | February 2024



Quick Tips

Social Media Best Practices: Handling Negative Comments or Misinformation

Be prepared to deal with negative comments or replies on social media by implementing the following practices.

1) Monitor Social Media Accounts

- Ensure at least one person is monitoring your social media accounts.
- At a minimum, set aside 10 minutes each day for review.
- Track negative or false comments with a [misinformation log](#).
(see FASD NPN Toolkit section below for more information)

2) Reply in a Timely Manner with a Tailored Response

- Respond to misinformation promptly to take control of the dialogue and reduce the likelihood of it gaining momentum.
- Always respond with a tailored message and facts:
 - ✓ Validate concerns or frustrations
 - ✓ Correct negative or false information
 - ✓ Share a relevant link
- The April bulletin will feature additional tips for writing tailored responses! 😊

3) Rarely Delete Comments or Replies

- Deleting a comment will erase it; no one will be able to see it.
- Establish [Rules for Conduct](#) on your page and include examples of unacceptable content (e.g., threats, discriminatory language, outside promotions, spam). Rely on these rules to guide decisions about deleting content or blocking users.
- If you must delete a comment for violating your conduct policy, 1) take a screenshot of the content, 2) report it to the platform (e.g., Facebook), and 3) report it to local authorities (if appropriate).

4) Never Hide Comments or Replies

- Hiding a comment keeps it hidden from everyone except the person who posted it and their friends.
- Hidden comments on organic posts remain in the total comment count, so people know you hid them, which reduces transparency and trust.

KEY TAKEAWAY: Don't automatically hide or delete negative/false comments. Leverage the opportunity to provide health education using clear, evidence-based facts.

FASD NPN Toolkit Updates

Social Media Misinformation Log

[NPN Toolkit Communication Resources page](#) > [Guides and Tips](#) > [Social Media Tips: Handling Negative Comments or Misinformation](#)

Continuously monitor and track misinformation events across your social media channels. Using a misinformation log will enable you to analyze trends, identify reoccurring issues, and coordinate responses. Findings can inform future content development and highlight education opportunities.

Social Media Misinformation Log Template							
Comment Date	Channel	Misinformation Theme	Misinformation Details	Response Tactics	Key Message	Response Date	Response Monitoring
Date/time the comment was posted	Social media channel where post was made	Topic of misinformation (e.g., risk perception, prevalence, stigma)	Details of the false information	Details of your response to the comment (e.g., reply, delete due to policy violation)	Details of the evidence-based key message used in the response	Date/time the response tactic was posted or implemented	Details of engagement with your response
1/23/2024 11:06 am	Facebook	PAE risk perception	"My friend had an occasional glass of wine while pregnant. Her daughter just graduated summa cum laude."	reply to comment	Many congrats to your friend's daughter on her recent graduation! We know that every pregnancy is different and some babies may not be affected by alcohol exposure during pregnancy while others may have lifelong effects. However, it is impossible to know which babies will be affected. This is why avoiding any type of alcohol use throughout pregnancy is the safest thing to do.	1/23/2024 1:00 pm	no further engagements from original user

NPN Content Stream

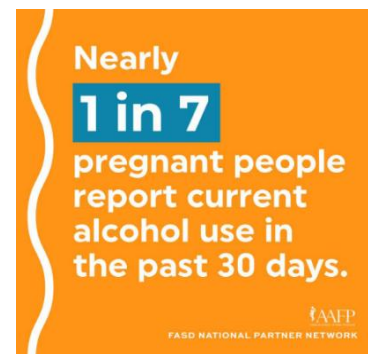
Between December 1 and January 31, the FASD NPN disseminated **310 social media posts** about prenatal alcohol and polysubstance use and FASDs reaching approximately **1,439,679 people**. A selection of posts is featured in this section.

RECOGNIZING AWARENESS DAYS + OBSERVANCES

Birth Defects Awareness Month was observed across the FASD NPN

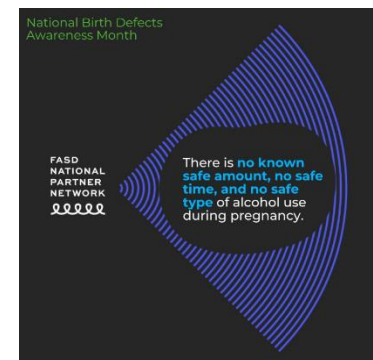
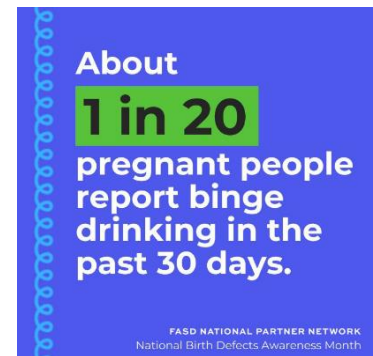
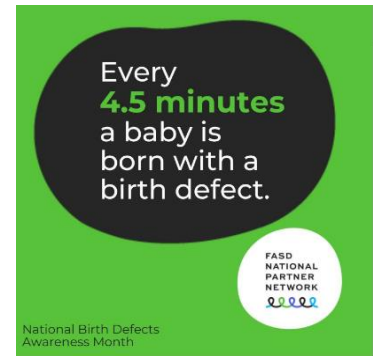
Check out highlights and explore original posts:

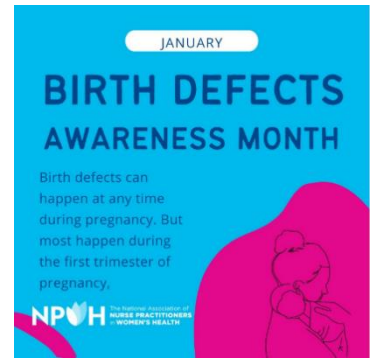
- [AAFP](#) shared [resources](#) for family physicians caring for [pregnant people who want to stop using alcohol](#).
- [FASD United](#) featured daily facts from their [50 Things for 50 Years](#) resource – what the public should know about FASD and PSE:
 - FASD is a [lifelong](#) disability and [spectrum disorder](#).
 - With the right [supports and interventions](#), individuals with FASD can [thrive](#).
 - PSE [prevention](#) is possible but [complex](#) due to



[stigma](#), [substance use disorders](#), and other factors.

- University of Nevada, Reno/AAMA's [Medical Assistant Partnership for Healthy Pregnancies and Families \(MAP\)](#) explained why [FASDs](#) occur, provided [effective approaches](#) for reducing the likelihood of fetal abnormalities, highlighted the [importance and purpose](#) of alcohol SBI, and encouraged medical assistants to [conduct alcohol SBI](#).
- MSU with [NACCHO](#) highlighted prenatal alcohol use as a leading preventable cause of [birth defects](#) and [neurodevelopmental disabilities](#).
- [ORAU](#) explained that people with FASDs can live with lifelong [behavioral](#), [intellectual](#), and [physical disabilities](#).
- [UAA](#) with [AWHONN](#) highlighted that [not all birth defects can be prevented](#) but moms-to-be can [increase their chances of having a healthy baby](#).
- [UAA](#) with [NPWH](#) highlighted the [prevalence of birth defects](#), explained that many birth defects are [preventable](#), encouraged [healthcare providers](#) to help their patients minimize risks, and shared [patient education materials](#).





FASD United recognized International Day of Persons with Disabilities

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

"We respect and appreciate those with disabilities. Our mission is for the FASD population to feel uplifted and supported as we advocate with and for the 1 in 20 people diagnosed in the US, and all those everywhere with FASDs. Learn more about FASD living experience from the [ALC Changemakers website](#)."



EDUCATING + AWARENESS RAISING

MAP shared a [Let's Talk graphic set](#) about alcohol and pregnancy

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

"Trying to get pregnant? There is no known safe amount of alcohol use during pregnancy. There is also no safe time during pregnancy to drink. The safest thing to do is to avoid any type of alcohol use when you start trying to get pregnant! @cdcgov #FASDNPN #FASD #pregnancy #medicine"



MAP launched a [#WomenAndAlcohol](#) social media campaign

- Standard drink sizes

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

"Are you drinking excessively without knowing it? This graphic from the CDC breaks down what is considered a "standard" drink based on alcohol content. "In the US, a standard drink contains 0.6 oz of pure alcohol. Generally, this amount of pure alcohol is found in 12 oz of beer, 8 oz of malt liquor, 5 oz of wine, and 1.5 oz of 80-proof distilled liquor." Remember to be responsible & never drink if you are under the age of 21, pregnant, or may be pregnant, or if you are driving. <https://buff.ly/3ajlpvO> #Momas #WomenAndAlcohol #FASDNPN"

US Standard Drink Sizes



- Mindful drinking tips

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

"Practice mindful drinking this holiday season & new year: Plan ahead, assess your mood, eat a good meal, alternate with water, take slow sips, and have a backup plan! Remember, if you are pregnant or may be pregnant, there is NO safe time for alcohol use. #MomoSas #WomenAndAlcohol #FASDNPN <https://buff.ly/46RKCv9>"

- FASD prevention

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

"There is no known safe amount of alcohol use during pregnancy. Fetal alcohol spectrum disorders are completely preventable if a baby is not exposed to alcohol before birth. (Source CDC) <https://buff.ly/483wjv8> #MomoSas #WomenAndAlcohol #FASDNPN"



FASD United shared new research from the field

- Aging individuals with FASD

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

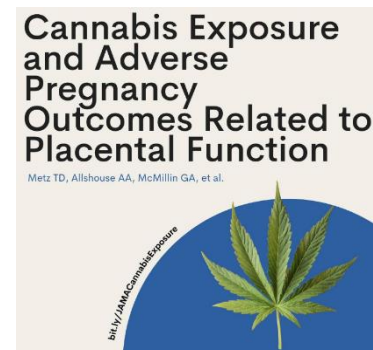
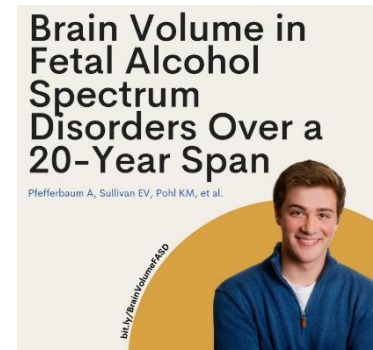
- Cannabis exposure and adverse pregnancy outcomes

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

Collaboration Spotlight

 Shout out to MAP for sharing FASD United's post

Like this post: [X](#)



FASD United highlighted FASD-related tips for caregivers and educators

- Like this travel-focused post: [X](#) | [Facebook](#) | [Instagram](#)
- Like this holiday-focused post: [X](#) | [Facebook](#) | [Instagram](#)
- Like this hyperactivity-focused post: [X](#) | [Facebook](#) | [Instagram](#)



Tips For Caregivers and Educators (Hyperactivity)



UAA with NPWH encouraged alcohol-free holidays for moms and babies

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

"Prenatal alcohol exposure can result in lifelong attention, behavior, learning and social skills deficits known as fetal alcohol spectrum disorders (FASDs). For more information visit [this link](#)."



FASD United's Jenn Wisdahl spoke about school-aged children with FASD as a featured guest on the Wonderland Webinar

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



NPN PRODUCTS + SERVICES

FASD United highlighted aspects of their Family Navigator service

- Confidential and personalized peer support
Like this post: [X](#) | [Facebook](#) | [Instagram](#)
- Resources for pregnant people
Like this post: [X](#) | [Facebook](#) | [Instagram](#)
- Guidance on transitioning into adulthood
Like this post: [X](#) | [Facebook](#) | [Instagram](#)



FASD United shared updates about the International Research Conference on Adolescents and Adults with Fetal Alcohol Spectrum Disorder

April 11-14, 2024 in Seattle, WA

- [Conference registration and hotel reservations](#)
Like this post: [X](#) | [Facebook](#) | [Instagram](#)
- [Conference program and schedule](#)
Like this post: [X](#) | [Facebook](#) | [Instagram](#)



Collaboration Spotlight

Shout out to [MAP](#) for promoting this event

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

MAP shared a sneak peak of a CMA Today article: Helping Medical Assistants Promote Alcohol-Free Pregnancies

Like this post: [Instagram](#)

"Have you seen this special feature from your CMA Today membership? As an AAMA member, you will receive a complimentary subscription to CMA Today, where you can have access to articles like this!"



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