

# FASD NPN Communications Bulletin

## A COLLECTION OF CONTENT UPDATES + TIPS




Issue 12 | February 2025

Use these links to jump to the sections featuring:

- [Quick Tips: Recognize National Alcohol and Other Drug-Related Birth Defects Awareness Week](#)
- [NPN Toolkit Updates: Fentanyl Flyers and NPN Social Media Summary Report](#)
- [NPN Content Stream: Highlights from 300+ social media posts](#)

## Quick Tips

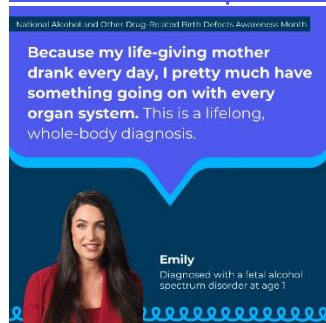
Prepare to recognize 'National Alcohol & Other Drug-Related Birth Defects Awareness Week

 May 11 – 17, 2025

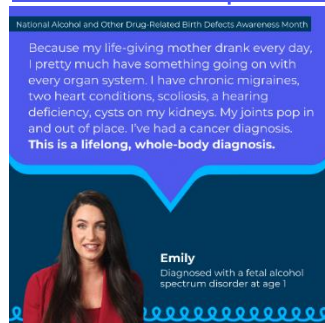
 highlight impacts of prenatal alcohol exposure on a fetus

The [FASDs Video Series Partner Promotion Toolkit](#) includes graphics and short video clips to help you recognize this awareness week!

### [Download Graphic #1](#)



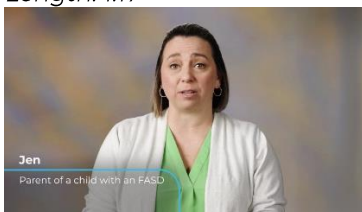
### [Download Graphic #2](#)



### [Download a Social Media Video Clip](#)

Jen talks about how prenatal alcohol exposure impacted her son.

Length: 1:17



## FASD [NPN Toolkit Updates](#)

[Fentanyl Facts Flyer created by MAP, UAA, and ORAU](#)

[NPN Toolkit Custom Materials page](#) > [NPN Custom Materials Library](#) > [Other Digital and Print Materials](#)

# FENTANYL FACTS

Fentanyl is an addictive, powerful synthetic opioid used to treat severe pain and is also increasingly found in the illicit drug market in recent years. It is 50 times stronger than heroin and 100 times stronger than morphine.<sup>1,2</sup> There are two types of fentanyl: pharmaceutical fentanyl (legally made fentanyl) (fM) and Opioid overdoses are increasingly driven by fM.<sup>3</sup>

**Why is illegally made fentanyl so dangerous?**  
Even in small amounts, fentanyl can be deadly.<sup>4</sup> fM is often added to drugs like heroin, cocaine, methamphetamine, and MDMA (i.e., Ecstasy, Molly, or madda) to make prescription pills like Xanax, oxycodone, hydrocodone, and Adderall.<sup>5,6</sup> Because of its addictive potential, fentanyl-contaminated drugs are cheaper, stronger, more addictive, and more dangerous. Many people are not aware that their drugs are laced with fentanyl.<sup>7</sup>

**Can someone tell if fentanyl is present in a drug?**  
Drugs can have deadly levels of fentanyl without being able to see, smell, or taste it. It's almost impossible to know if drugs are contaminated with fM unless they are tested with fentanyl test strips. Test strips are cheap and provide quick results but may not detect more potent fentanyl-like drugs like carfentanyl.<sup>8</sup>

**Do people who intentionally take fentanyl know the risks?**  
A person can knowingly take fentanyl, but not know if it contains a lethal dose.<sup>9</sup> It's impossible to know the potency of fM because production is not an exact science and doses are inconsistent.<sup>10,11</sup>

**Is it risky to touch fentanyl or items where it is present?**  
No, fentanyl is not readily absorbed through the skin. It is easily absorbed through a mucous membrane or the bloodstream.<sup>12</sup> While fentanyl skin patches can be prescribed for pain management, this is not the formulation that is cut into other substances.<sup>13</sup>

**Can fentanyl overdose be reversed?**  
Yes, naloxone is a life-saving medication that can reverse an overdose from opioids including fentanyl. Since fentanyl is stronger than other opioids, it may require multiple doses of naloxone.<sup>14</sup> Naloxone should be administered right away even if you're unsure if someone is overdosing on opioids.



**GET MORE FENTANYL FACTS**

Logos for NPH, AWHONN, and FASD NATIONAL PARTNER NETWORK are visible at the bottom.

## Pregnancy and Fentanyl Flyer created by MAP, UAA, and ORAU

[NPN Toolkit Custom Materials page](#) > [NPN Custom Materials Library](#) > [Other Digital and Print Materials](#)

# PREGNANCY AND FENTANYL

Fentanyl is an addictive, powerful synthetic opioid used to treat severe pain and is also increasingly found in the illicit drug market in recent years.<sup>1</sup> Even small amounts of fentanyl can be deadly, especially if mixed with other drugs.<sup>2</sup> There are two types of fentanyl: pharmaceutical fentanyl (legally made fentanyl) (fM) and Opioid overdoses are increasingly driven by fM.<sup>3</sup> Many people are not aware that their drugs are laced with fentanyl.<sup>4</sup>

**USE DURING PREGNANCY**  
While fentanyl-specific information about maternal and fetal outcomes is currently limited, use of other opioids during pregnancy has been linked to low birth weight, preterm birth, and neonatal abstinence syndrome (NAS), a group of conditions that can occur when newborns withdraw from certain substances including fentanyl. NAS symptoms can include irritability, poor sleep, excessive fussiness, poor feeding, seizures, and hyperactive reflexes.<sup>5</sup>

**OVERDOSE DURING PREGNANCY**  
Naloxone is a life-saving medication that can reverse an overdose from opioids including fentanyl. Naloxone is safe to use during pregnancy.<sup>6</sup> The Food and Drug Administration recommends that naloxone should not be withheld if a pregnant person is suspected to be experiencing an overdose. Naloxone should be administered right away even if you're unsure if someone is overdosing on opioids.

**TREATMENT DURING PREGNANCY**  
Sometimes when people feel that they are pregnant, they think about changing how they use substances. During pregnancy, medications such as methadone or buprenorphine along with counseling and recovery support services can help treat opioid use disorder (OUD) and are important for pregnant people to talk with their healthcare providers before quickly stopping opioids as it can cause serious problems, including protein loss, fetal distress, and miscarriage.<sup>7,8</sup>

To get help for a substance use disorder, talk to a healthcare provider or call [1-800-485-3461](tel:1-800-485-3461).

**GET MORE FENTANYL FACTS**



Logos for FASD National Partner Network, NPH, and AWHONN are visible at the bottom.

## Summary Report of FASD NPN Social Media Activity

[NPN Toolkit Communication Resources page](#) > [FASD NPN Resources](#) > [NPN Social Media Summary Report](#)

This report summarizes 1) ORAU's bi-monthly FASD NPN Communications Bulletin issues 1–10, 2) an analysis of all FASD NPN posts related to prenatal alcohol and polysubstance use and FASDs from January 2023–September 2024, and 3) a detailed analysis of social media posts using the hashtag #FASDNPN. It also includes a list of actions to consider for enhancing NPN communication efforts, which were informed by report findings.

# Summary Report: NPN Social Media Activity

January 2023 through September 2024




## NPN Content Stream

Between November 21, 2024 and January 31, 2025, the FASD NPN disseminated **326 social media posts** about prenatal alcohol and polysubstance use and FASDs reaching approximately **1,549,721 people**. A selection of posts is featured in this section.

## RECOGNIZING AWARENESS DAYS + OBSERVANCES

## Birth Defects Awareness Month was observed across the NPN

Check out highlights and explore posts:

- [AWHONN](#) with [UAA](#) explained that [not all birth defects can be prevented](#), but there are ways to [increase chances of having a healthy baby](#)
- [FASD United](#) reflected on the importance of [supporting those impacted by birth defects](#) and encouraged others to [share information about alcohol-free pregnancies](#) and [offer compassion to those navigating FASDs](#)
- University of Nevada, Reno/AAMA's [Medical Assistant Partnership for Healthy Pregnancies and Families \(MAP\)](#) encouraged moms-to-be to [take steps for a healthy pregnancy](#) and [talk with their medical team](#); highlighted that [alcohol use during pregnancy is a leading preventable cause of birth defects](#); shared information to [help parents face unique challenges of adolescents and young adults with birth defects](#); recognized the importance and impact of [disability inclusion](#) and a [supportive community](#)

📣 Shout out to [MAP](#) for promoting a webinar\* presented by [AAP's Dr. Noemi Spinazzi](#):

X | [Instagram](#)

- [NACCHO](#) with [MSU](#) highlighted the importance of raising [awareness across the lifespan](#); provided [education about how birth defects occur](#); promoted [MotherToBaby's 3-part podcast series on FASDs](#)
- [NASW](#) with [UT-Austin](#) highlighted [social workers' role in birth defect prevention](#) and shared FASD stats: [1 in 7 pregnant people drink alcohol](#); [4 in 10 of those who drink, also use other substances, most frequently tobacco and cannabis](#)

\* This event has already occurred



### early intervention

*noun*  
the term used to describe the services and supports that are available to babies and young children with developmental delays and disabilities and their families.

Every Journey Matters



### disability inclusion

*noun*  
making sure everybody has the same opportunities to participate in every aspect of life to the best of their abilities and desires.

Every Journey Matters



## NPN PRODUCTS, EVENTS + SERVICES

### 🌸 Collaboration Spotlight 🌸

[MAP](#) shared graphics and video clips from the [FASD Video Series Partner Promotion Toolkit](#) to promote their [Resource Directory](#) and [CDC's FASDs video series](#)

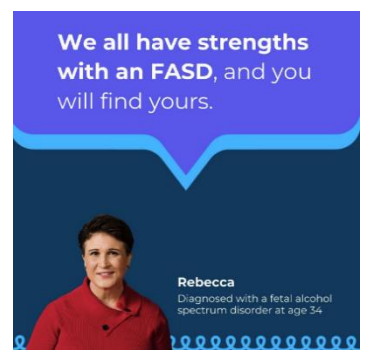
- Diagnosis journey

[Instagram](#)

"Jen is a dedicated advocate for her son who was diagnosed with fetal alcohol syndrome at age 5. Despite early challenges and lack of awareness about FASDs from professionals, Jen's determination led to a diagnosis that provided validation and a clear path forward. 🗣️📝 Hear more from Jen: <https://m.youtube.com/watch?v=Y7GI7r7fBVA>"

- Diagnosis challenges

X | [Instagram](#)



"In this clip, Rachel shares the challenges of getting a proper diagnosis for an invisible disability. We look up to Rachel and Patima for sharing their experiences that will inspire and uplift others! 🙌"

- Impact of a diagnosis

[X](#) | [Instagram](#)

"A proper diagnosis can make all the difference for individuals living with FASDs and their families ❤️ <https://buff.ly/3W2kYBc>"

- Advice to parents

[X](#) | [Instagram](#)

"Jen offers advice to other parents who know or suspect their child has an FASD. If you are a parent looking for resources, check out our resource directory at <https://buff.ly/3A7KL2R>"

- Stigma

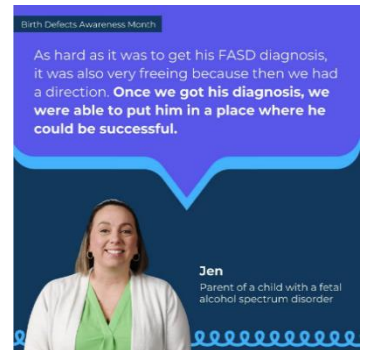
[X](#) | [Instagram](#)

"Another clip from the amazing FASDs Video Series, showcasing Wyatt's strength as he shares his experience of stigma related to living with an invisible disability. 🙌 ❤️ #FASDNPN"

- Strength and resilience

[X](#) | [Instagram](#)

"Let's celebrate the strength and resilience of individuals and families living with FASDs! Through their eyes, we can understand the value of validation, encouragement, and a supportive community. 🙌 ❤️ #FASDNPN"



## [FASD United](#) shared updates about the [International FASD Research Conference](#)

March 20-25, 2025

Seattle, WA

- Early bird discount on [conference registration](#) and [hotel rate](#) until February 26, 2025

[X](#) | [Facebook](#) | [Instagram](#)

- Conference [program and schedule](#)

[X](#) | [Facebook](#) | [Instagram](#)

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

[X](#) | [X](#) | [Instagram](#)

"...This isn't just a conference—it is a chance to connect with global leaders, gain cutting-edge insights, and collaborate with professionals dedicated to advancing FASD research. Whether you're a seasoned researcher or a passionate advocate, this conference is designed to inspire and enhance your impact."



## FASD United released a Language and Stigma Guide

X | [Facebook](#) | [Instagram](#)

"... It equips individuals and organizations with practical strategies to:

- ✓ Reduce stigma
- ✓ Correct misconceptions
- ✓ Promote person-first, respectful language in every setting"



## The FASD Lived Experience Video Series Virtual Watch Party\* was promoted across the NPN

- [AWHONN](#) with [UAA](#)

[Facebook](#) | [Instagram](#)

"You are welcome to join us for a virtual watch party of the new CDC video series, "Lived Experiences with FASDs," on January 15, from 6-7:30 pm ET."

- [MAP](#)

X | [Instagram](#)

"Join us on January 15th! In recognition of Birth Defects Awareness Month, we will be participating in a watch party featuring a new video series about the living experiences of FASDs! See you there! 🏠"

- [NASW](#) with [UT-Austin](#)

X | [Facebook](#) | [Instagram](#)

"You're invited to the FASD Video Series Virtual Watch Party! On January 15, we're gathering with FASD partners, advocates, and allies to view the CDC's new video series highlighting the stories of individuals and families living with FASDs. We hope you'll join us! #FASD #FASDNPN #BirthDefects #NASW"

\* This event has already occurred



## FASD United highlighted aspects of their Family Navigator service

X | [Facebook](#) | [Instagram](#)

"Our expert navigators offer confidential, free support, including:

- ✓ One-on-one peer support
  - ✓ Referrals to vital resources
  - ✓ Info on prenatal alcohol exposure
  - ✓ Guidance for professionals
  - ✓ Answers to all your FASD-related questions
- No referral needed—just reach out! 🌸 📞 Call us at 202-785-4585"



## FASD United hosted a webinar with NIAAA: The New Era of FASD Communications\*

X | [Facebook](#) | [Instagram](#)

"Want to share info about FASD but not sure where to start? Or ready to level up your efforts? Join FASD United and the National Institute on Alcohol Abuse and Alcoholism for ... valuable insights on how to communicate about FASD using bold, new strategies to engage and inform the public. ..."

📣 Shout out to [MAP](#) for sharing this event:

X

\* This event has already occurred



FASD United highlighted information, resources, and achievements during their Season of Giving campaign

- 36 FASD-related blog posts  
[X](#) | [Facebook](#) | [Instagram](#)
- 29 interviewees shared their personal experiences  
[X](#) | [Facebook](#) | [Instagram](#)
- ~24 resources offered per state in the FASD United [Resource Directory](#)  
[Facebook](#) | [Instagram](#)
- 22 [FASD FAQs](#) – covering prevention, symptoms, diagnosis, and more  
[X](#) | [Facebook](#) | [Instagram](#)
- ~16 FASD [Family Navigator](#) clients helped each week  
[X](#) | [Facebook](#) | [Instagram](#)
- 11 [FASD-related fact sheets](#)  
[X](#) | [Facebook](#) | [Instagram](#)
- 8 FASD NPN teams working with CDC to increase awareness, provide support, and make meaningful impacts in communities across the nation  
[X](#) | [Facebook](#) | [Instagram](#)

👉 Shout out to [AAMA](#) with [MAP](#) for echoing [FASD United's](#) post:

[Facebook](#)

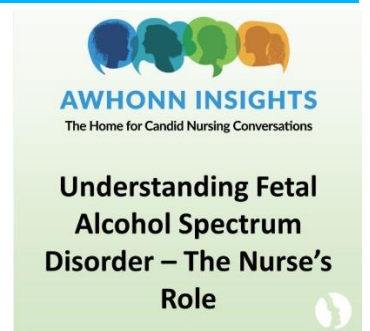
“The AAMA is grateful for our amazing partnership with CDC and the Medical Assistant Partnership for Healthy Pregnancies and Families that helps drive change for those living with #FASD this season! Your dedication inspires us all as we work together to raise awareness, provide support, and make meaningful impacts across the nation.”



AWHONN with UAA released an AWHONN Insights Podcast: Understanding FASD – The Nurse’s Role

[Facebook](#) | [Instagram](#)

“Learn more about neurodiversity, living with #FASD, and implementing evidence-based care practices that reduce stigma and educate about the risks of substance and alcohol use while pregnant. ...”



## 🌸 Collaboration Spotlight 🌸

NPWH with UAA highlighted their CE program featuring experts from UT-Austin: Women and Alcohol: Screening, brief intervention, and referral to treatment

[X](#) | [Facebook](#) | [Instagram](#)

"... learn tools to discuss alcohol consumption patterns and alcohol consumption guidelines for women, describe how to administer a validated alcohol use screening tool in primary care settings, and discuss steps for a brief negotiated interview as part of screening, brief intervention, and referral for treatment (SBIRT) used in primary care. ..."

Free CE for Members

### WOMEN AND ALCOHOL: SCREENING, BRIEF INTERVENTION, AND REFERRAL TO TREATMENT

- Discuss alcohol consumption patterns and alcohol consumption guidelines for women.
- Describe how to administer a validated alcohol use screening tool in primary care settings.
- Discuss the steps for a brief negotiated interview as part of screening, brief intervention, and referral for treatment (SBIRT) used in primary care.

1.0 CE through April 31, 2025

## 🌸 Collaboration Spotlight 🌸

MAP promoted their joint webinar with ACOG: FASD Awareness: OBGYNs and Medical Assistants Collaborating to Make a Difference

[X](#) | [Instagram](#)

MAP featured their Walk & Talk products

- 'What is a Walk & Talk?' instructional video

[Instagram](#)

"Ever wondered how to use our Walk & Talk products? Check out this video for how to easily implement these important conversations during the walk from the waiting room to the exam room. 📺 🗣️"

- Healthy Over the Holidays Walk & Talk

[X](#) | [Instagram](#)

"Happy Thanksgiving 🦃 🙏 The holidays can be a challenging time for many reasons. This holiday season, check out our "Healthy Over the Holidays" Walk & Talk for information on how to navigate this time and empower your patients to advocate for themselves! ..."

AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

NAME: [Redacted] | ADDRESS: [Redacted] | PHONE: [Redacted]

Sign Up

### Healthy Over the Holidays

- Prepare your own non-alcoholic drink for celebrations
- Lean on family or friends who will support you
- Be prepared to answer questions about why you are not drinking alcohol
- Throw your own alcohol-free holiday party
- Schedule festive activities that do not involve alcohol
- Use healthy ways to manage your stress like sleep, exercise, and mindfulness

MAP highlighted CE training opportunities provided by their Champions

[X](#) | [Instagram](#)

"... Our MAP Champions are highly trained individuals who have completed our annual Training of Trainers! You can request a MAP Champion to conduct a free CE training for your group, clinic, society, or chapter! Check out our website for more information! 📺 🗣️ ..."

### MAP Champions

MAP Champions are integral to sharing evidence-based messages on the promotion of alcohol/substance-free pregnancies, the prevention of Fetal Alcohol Spectrum Disorders (FASDs), and the dissemination of FASD support resources to families. MAP Champions include medical assistants, medical assistant educators, and related roles who have successfully completed a Training of Trainers program. As MAP Champions, they are approved to train the curriculum, with past Champions conducting training for colleagues, students in medical assisting programs, and at AAMA chapter meetings and state society conferences.

## EDUCATING + AWARENESS RAISING

MAP and FASD United shared new research and resources from the field

- Native Communities: Alcohol Intervention Review

[X](#) | [Facebook](#) | [Instagram](#)

"National Institute on Alcohol Abuse and Alcoholism has found that age and gender-adjusted brain volumes based on a large normative dataset may be useful predictors of outcomes and may identify a greater number of individuals with FASD than the currently used criteria."

- Patterns of Medication for Opioid Use Disorder During Pregnancy, 7 Clinical Sites, MAT-LINK

[X](#) | [Instagram](#)

"The goal of National Institute on Alcohol Abuse and Alcoholism study is to report on the effectiveness of psychotropic medications in individuals with prenatal alcohol/drug exposure and propose a model for psychiatric care for this population."

FASD United

### NativeAIR

Native Communities: Alcohol Intervention Review

Interventions focused on fetal alcohol spectrum disorders (FASD) are designed to reduce alcohol-exposed pregnancies and FASD among American Indian/Alaska Native (AI/AN) communities. Some examples are as follows:

- SBIRT: Screening, Brief Intervention, and Referral to Treatment
- ECI: Educational Intervention
- ECI: Enhanced Case Management
- CPM: Comprehensive Program for High-Risk Women

Find out more: [bit.ly/NativeAIRfasd](http://bit.ly/NativeAIRfasd)

- [Cannabis Use During Pregnancy: What Professionals Working with Pregnant People Need to Know](#)

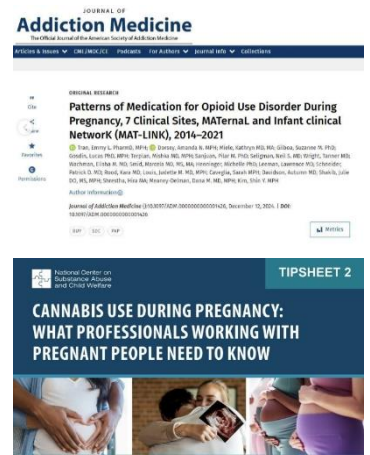
[X](#) | [Instagram](#)

“National Institute on Alcohol Abuse and Alcoholism has found that age and gender-adjusted brain volumes based on a large normative dataset may be useful predictors of outcomes and may identify a greater number of individuals with FASD than the currently used criteria.”

- [Assessing Prenatal Alcohol Exposure History for Pediatric Patients: Practices Among U.S. Clinicians](#)

[X](#) | [Instagram](#)

“... highlights the discussion surrounding screening patients for prenatal alcohol exposure in pediatric settings ...”



## FASD United shared a “Glimpse of FASD”: Meet Carl

[X](#) | [Facebook](#) | [Instagram](#)



## FASD NPN teams shared holiday mocktail recipes

- [AWHONN](#) with [UAA](#) posted 3 recipes

[Facebook](#) | [Instagram](#)

“Zero-proof cocktails are a great way to celebrate this holiday season without alcohol. Try these mocktail recipes or create your own!”

- [MAP](#) and [NACCHO](#) with [MSU](#) posted recipes from [Proof Alliance](#)

MAP’s posts: [X](#) | [Instagram](#)

“Who wants to bundle up by the fire with a warm holiday drink? 🍷 Healthy choices today lead to brighter tomorrows. Enjoy these mocktail recipes to celebrate and support alcohol-free pregnancies, while raising awareness of FASDs and its lifelong effects on brain development.”

NACCHO’s posts: [Facebook](#) | [Instagram](#)

“@proofalliance’s mocktail recipes are a fun and festive way to support substance-free pregnancies while joining in on the celebration.”



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