

#FASDay Social Media Messages

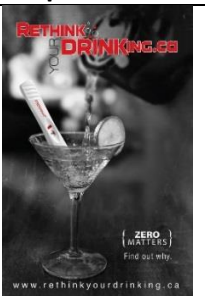

The accompanying messages have been developed through collaboration of the Ontario Public Health Association Alcohol and Reproductive Health groups, Best Start Resource Centre and FASD ONE.

The graphics in this package have *permission for use without alteration* for use in this promotion.

The target audience is 19-40 year old women and families. The links included are directed to general audience information about Fetal Alcohol Spectrum Disorders.

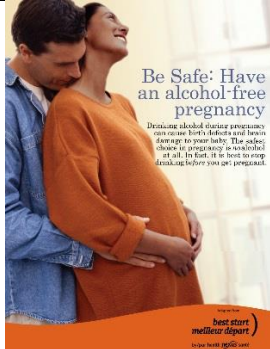

Hashtags: #FASDay, #ZeroMatters, #SandysLaw

**** Proper pdf/ JPG graphic formats are provided in the package. The picture is just for demonstration.

Background Information:		
<p><i>Zero while pregnant:</i> FASD is a disorder that is preventable. Prevention, education and knowledge can assist to eliminate the use of alcohol during pregnancy. Many people may not understand why a woman drinks alcohol during her pregnancy. Some reasons may include: not knowing she is pregnant, alcohol use is the norm in her life; uses alcohol to cope with difficult life situations such as abuse, poverty; lacks resources to cope and to support her; unaware of the risks of drinking for the fetus; unaware of the lifelong consequences of drinking alcohol on her child's life.</p>		
Messages - English	French	Graphic
<p><i>Twitter</i> There is no safe amount or safe time to drink alcohol during pregnancy #FASDay #ZeroMatters http://www.rethinkyourdrinking.ca/pregnancy/</p>	<p>Il n'y a aucune quantité ou période sécuritaire pour boire de l'alcool pendant la grossesse #FASDay #ZeroMatters http://tinyurl.com/z3kz7w9</p>	
<p><i>Facebook</i> Fetal Alcohol Spectrum Disorder (FASD) is a disorder that is preventable. There is no safe amount or safe type or safe time to drink alcohol during pregnancy. If pregnant or planning to become pregnant, zero alcohol is safest. #FASDay #ZeroMatters http://www.rethinkyourdrinking.ca/pregnancy/</p>	<p>L'ETCAF, ou l'ensemble des troubles causés par l'alcoolisation fœtale est évitable. Durant la grossesse il n'y a pas de quantité ou de période sécuritaire pour boire de l'alcool. Si vous êtes enceinte ou prévoyez le devenir, le choix le plus sûr est de ne pas boire aucun alcool. #FASDay #ZeroMatters www.ontario.ca/fr/page/consommation-securitaire-dalcool</p>	

Background Information:


Policy and Prevention: Provincial alcohol policies can impact alcohol related harm. Sandy's law was created to increase public awareness of not consuming alcohol during pregnancy. The Liquor License Act requires all premises that sell alcohol (bars, restaurants, grocery stores, farmers markets and others) to post signs warning women that drinking alcohol during pregnancy can cause Fetal Alcohol Spectrum Disorder. Health professionals have a key role in the awareness and prevention of FASD. Many women and men are unaware of the risks of alcohol use before, during and after pregnancy. Health care providers can help prevent FASD by screening for alcohol and birth control use before pregnancy.

Messages –English	French	Graphic
<p><u>Twitter</u> All places selling alcohol in ON need to post warning signs about not drinking during pregnancy. #SandysLaw #FASDay http://www.alcoholfreepregnancy.ca/</p>	<p>Les endroits vendant de l'alcool doivent aviser de ne pas consommer durant la grossesse #SandysLaw #FASDay http://tinyurl.com/hafsx7u</p>	
<p><u>Facebook</u> Sept 9th is FASD Day. #SandysLaw increases awareness of the dangers of drinking during pregnancy. All places selling alcohol need to post a warning sign. Take note of Sandy's Law signs. #Zeromatters #FASDay http://www.alcoholfreepregnancy.ca/</p>	<p>Les modifications de la loi Sandy sur les permis d'alcool exigent que soient placées des affiches avertissant les femmes enceintes que la consommation d'alcool pendant la grossesse occasionne l'ensemble des troubles causés par l'alcoolisation fœtale. Prenez connaissance de #Zeromatters #FASDay www.alcoholfreepregnancy.ca</p>	

Background Information:

Stats and Facts: Fetal Alcohol Spectrum Disorder (FASD) is a term that describes the full range of harm that is caused by alcohol use in pregnancy. Over 130, 000 Ontarians have FASD. People with FASD do not always have physical features of the disability. Babies with FASD may have brain damage that results in life-long learning difficulties and behavioural problems. Babies with FASD may have physical damage such bones and organs that are not properly formed. Screening for alcohol use before pregnancy and during pregnancy can help to prevent FASD. Diagnosing FASD early will help parents and all caregivers to better support the needs of the child and family. Supportive connections, including school programs, counselling services and community based programs are essential.

Roundtable report: <http://govdocs.ourontario.ca/node/29378> 2015- 1/100 births; Canadian costs 1.8 billion in 2013 (or use local health unit data).

Messages - English	French	Graphic
<p><i>Twitter</i> Sept. 9th is #FASDay. DYK - over 130,000 Ontarians have FASD? Let's support families http://en.beststart.org/resources-and-research/alcohol <i>HU can add own website or local FASD information</i></p>	<p><i>Twitter</i> 9 sept est #FASDay. 130,000+ Ontariens ont l'ETCAF! Soutenons les familles http://tinyurl.com/gS4ow6t</p>	
<p><i>Facebook</i> DYK - over 130,000 Ontarians have <i>Fetal Alcohol Spectrum Disorder</i>? That's about 1 in every 100 births and preventable. FASD affects every racial, cultural, and socio-economical group across Ontario. A Provincial Alcohol strategy and FASD strategy are needed to support families. #FASDay #ZeroMatters http://www.fasdontario.ca/cms/call-to-action/ <i>HU can add own website or local FASD information</i></p>	<p><i>Facebook</i> Saviez-vous que plus de 130,000 Ontariens ont l'ensemble des troubles causés par l'alcoolisation fœtale (ETCAF)? C'est environ 1 sur 100 naissances et c'est évitable. ETCAF touche chaque racial, socio-économique, culturelle à travers l'Ontario. Une stratégie provinciale en matière d'alcool et ETCAF sont requises pour soutenir les familles. #FASDay http://www.fasdontario.ca/cms/call-to-action/ <i>HU can add own website or local FASD information</i></p>	

Potential Timelines:

Important date September 9th, 9:00am

Dates	Message Distribution	Emphasis
August 22-31	2 Facebook posts 4 Tweets over time period	Upcoming FASD day
September 1 -5	1 Facebook post 3 Tweets over week	Upcoming FASD day
September 6-8	1 Facebook post 1 Tweet per day	Upcoming FASD day
September 9 FASD Day	One Facebook post -9:00am Twitter - 9:00 am, 12:00pm, 7:00 pm	9:00am on Sept 9th
Post September 9th	Message use at agency discretion	

Thunderclap

OPHA has started a Thunderclap to promote awareness of FASD. If the goal of 250 supporters is reached, the message below will be blasted out on September 9th at 12:00 pm through Twitter, Facebook and/or Tumblr, creating a wave awareness for FASD. You can support the Thunderclap by signing up with your social media accounts at: <https://www.thunderclap.it/projects/46014-fasd-is-100-preventable?locale=en>

“The safest choice in pregnancy is to be alcohol-free. FASD affects 1% of Canadians. Prevent FASD #FASDay <http://thndr.me/yVxgs2>”

Resources for Health Professionals

<http://www.fasdontario.ca/cms/service-areas/prevention/resources-and-services/>

<http://www.ontarioprenataleducation.ca/alcohol/>

<http://bccewh.bc.ca/wp-content/uploads/2016/04/Infographics-Alcohol-and-Pregnancy-English.pdf>

<https://fasdprevention.wordpress.com/>

Thank you for supporting FASD Day!