

Sample FASD Awareness and Outreach Activities

There are many simple, low-cost, and proven prevention activities you can conduct at anytime to generate awareness and involvement about FASD and related issues. The following examples have been compiled from the ongoing efforts of local groups across Wisconsin, as well as from groups across the county and internationally. You can easily modify these ideas to fit your needs—or come up with your ideas to address FASD!

Raising Awareness about FASD

- **Networking:** You don't have tackle this issue alone. Collaborate with others (e.g. health and human services providers, prevention groups, community coalitions, family support initiatives, schools, service clubs, businesses, etc.) to form a work group to plan and implement FASD-related awareness activities in your area.
- **Publicity:** reach out to your local/regional media (e.g. develop and send press releases, share sample public service announcements, hold a press conference, ask cable access channels to air FASD-related videos) as well as relevant agencies (e.g. ask local newsletters/websites to include your information; prepare flyers to include with WIC mailings, church bulletins, or in grocery bag) to help promote your efforts.
- **Promotional Materials:** develop (or purchase) and distribute FASD-related materials such as informational brochures, posters, bumper stickers, refrigerator magnets, pins, bookmarks, placemats.
- **Reach the community:** Host educational and/or awareness events for the general public, or target health and human services provides (e.g. health fair, FASD workshop, bus signage, billboards).
- **Reach Youth:** Host educational and/or awareness events for young people (e.g. poster contest, essay contest).
- **Reach Women of Childbearing Age:** work with health and human services agencies to provide relevant services to women (e.g. preconceptional health check, free pregnancy testing, brief alcohol abuse assessment).
- **Promote Healthy Pregnancies and Babies:** Host a community baby shower, promote alcohol-free drinks at area establishments.

If you are pregnant, or could become pregnant, don't drink alcohol.

September 9, 2005

Prevention Ideas

Awareness Day Activities

Each year since 1999 September 9th has been observed as International FASD Awareness Day. The goal of the day is to raise awareness about the dangers of alcohol use during pregnancy; increase understanding of the impact of Fetal Alcohol Spectrum Disorders (FASD) on individuals, families and communities; and help prevent alcohol-exposed pregnancies.

Sample FASD Awareness Day Activities

- **FASD Day Proclamation:** Each year numerous dignitaries in U.S. cities and states, Canadian provinces, and sites across the world issue proclamations officially making September 9th FASD Awareness Day. For 2005 Wisconsin Governor Jim Doyle has proclaimed September 9th FASD Awareness Day in Wisconsin.
- **FASD Minute of Reflection:** Many communities observe a moment of reflection at 9:09 on September 9th to serve as a reminder of the importance of not drinking alcohol during the nine months of pregnancy.
- **FASD Bell Concordance:** Other communities ring a bell— as a symbol of warning and/or importance— to observe 9:09 on September 9th. Various bells can be used including carillons, school bells, church bells, wind chimes, etc.
- **FASD Knot:** in 1999 a group of FASD advocates developed the "FAS Knot" in remembrance of Abel Doris (1968 - 1991); an individual with FAS whose life was portrayed in his father's book "The Broken Cord". To make an "FAS Knot", use an eight inch piece of 3/16" white cord and follow the pictorial directions below. More details about the knot can be found on the following internet site: <http://www.fas-region3.com/Knot.html>.
- **September 9, 2006:** Don't forget to start planning for the next International FASD Awareness day!



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For more information contact the Healthy Choices Project
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