



FASDay 2007

Resources / Activities





Outline of presentation

- FACT Coalition
- Resources for FASDay 2007
 - How we developed / used them
- What went well
- What we learned / would do differently
- Next steps



FACT Coalition (formed April 2006)

Fetal Alcohol Spectrum Disorder

Awareness

Cochrane (district)

Timmins



Fact Coalition

FASD *Awareness Cochrane (district) - Timmins*



Planning for FASDay 2007

- Sub-Committee
- Build on 2006 FASDay Ceremony
- FASDay fell on a Sunday in 2007
 - How could we use this to our advantage?
 - Promote as family event, churches . . .



Goals / Objectives

Goal

- Raise awareness about FASD in our community.

Objectives

- Increase understanding of issues for individuals and families affected by FASD (**support**)
- Raise awareness of the risks associated with alcohol and pregnancy (**prevention**)

Two target groups

■ General Public

- FASDay Ceremony on September 9th
- Welcome to Timmins Night
- Licensed restaurants / coffee house
- Churches, library, schools, media

■ 18 – 25 year olds

- Northern College of Applied Arts & Tech.

Resources / Activities

1. “Alcohol and pregnancy: *it’s just not worth the risk*” resources
2. Soft pretzels in shape of FASD knot
3. FASD Ceremony – new component
“Voices of Experience on Living with FASD”
4. Miscellaneous
Butterflies, java jackets, FASD T-shirts

1. Alcohol and Pregnancy

. . . It's just not worth the risk!

- Posters
- Bookmarks
- Table tents
- Banner
- Displays – same theme / resources used

Posters

Full message

Printed in-house,
laminated

Decided not to use
picture of a pregnant
woman

Web sites

Pregnancy and Alcohol... It's just not worth the risk!

No safe time.

No safe amount.

No safe alcohol.

Period.

If you knew that drinking alcohol during pregnancy could permanently damage your child's brain, would you take the chance?

Many pregnancies are not planned and a woman may not know she is pregnant until weeks into the pregnancy.

If you are pregnant, planning to get pregnant, or if you think there is a chance you may be pregnant, it is safest not to drink alcohol...

It's just not worth the risk!

For more information call the Porcupine Health Unit at 267-1181 or visit:

www.porcupinehu.on.ca

www.motherisk.org

www.fasworld.com



Bookmarks

- Shorter message
- Printed professionally
- Bilingual
- Cost \$400 (for 1000)

**It's just not
worth the risk.**

No safe time.

No safe amount.

No safe alcohol.

Period.

If you are
pregnant,
planning to
get pregnant or
think you may
be pregnant, it is
safest not to drink
alcohol...*it's just
not worth the risk!*

For more information:
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www.fasworld.com



**Cela n'en vaut
vraiment pas la peine.**

Aucun moment sûr.

Aucune quantité sûre.

Aucun alcool sûr.

Point final.

Les femmes
qui sont
enceintes,
qui souhaitent
le devenir ou
qui croient l'être
devraient éviter
complètement toute
boisson alcoolisée...
*cela n'en vaut
vraiment pas la
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Pour obtenir de plus amples renseignements :
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Table Tents – (front)

- Printed in-house
- Distributed to licensed restaurants (September)

Pregnancy & Alcohol

It's not worth the risk!

No safe time

No safe amount

No safe alcohol

Period.



Vinyl banner for display case at Northern College

It's just not worth the risk!



No safe amount.

No safe alcohol.

No safe time.

period!

2. Soft pretzels – FASD knot

- approached local bakery
- made many prototypes
- label “made in partnership with Golden Crust bakery”
- Cost - \$1.50 each (PHU paid)



Soft pretzel – FASD Knot

- Distributed at:
 - Welcome 'Frosh' BBQ (Northern College)
 - FASDay Ceremony
 - Welcome to Timmins Night
- Really well-received
- Challenges

Labeling FASD pretzels



The FASD knot symbolizes the tie between generations and our promise to the next generation to give every child the best start in life.

FASD Day
Sunday, Sept. 9th, 2007

Together, we can prevent
Fetal Alcohol Spectrum Disorder.

 *Fact Coalition* - FASD Awareness Cochrane (district) - Finmins
in partnership with Golden Crust Bakery

 *Fact Coalition*
FASD Awareness Cochrane (district) - Finmins



How we used these resources ... at Northern College

Main message - prevention

- No safe amount of alcohol during pregnancy
- Message must have meaning for the future
i.e. most likely not planning to get pregnant
now.
- ~ 50% pregnancies are unplanned

How we used resources . . . at Northern College

Activities

- Display in foyer x 2 wks
- SAC Welcome BBQ (Frosh week)
 - FASD knot soft pretzels – free! (+ display)
- Bookmarks at bookstore x 1 month
- Pub night – table tents, posters

How we used resources . . . at Northern College

The Display

- HUGE - “store window” sized-display case
- Restaurant scene – 3 tables
 - Pregnant, planning to get pregnant, chance you could be pregnant?
 - Challenges . . . transporting, mannequins, costumes
- Vinyl Banner 2.5' x 8' (Cost ~\$275)
- Posters E&F, key phrases in Cree





It's just not worth the risk!

FASD

No safe amount. No safe alcohol. No safe time. No safe period!

Planning to get pregnant?

PREVENTION IS THE ANSWER

PROGRESS

AMERICA'S COLLEGE PARTY

CHANGING THE CULTURE

2007

3. FASDay Ceremony

Sept 9th at 9:09

- Location – outside – Gillies Lake Park
- Activities
 - 3 tent canopies adjacent to walking trail
 - Aboriginal drummers – welcome song
 - Mayor read proclamation
 - Minute of Reflection – Bell Concordance
 - Activities for children, refreshments etc
 - Posters around walking trail, celebratory walk

FASDay Ceremony - specifically, “Voices of Experience on Living with FASD”

- Wanted positive messaging
- Intro by a mother of five **
 - 3 of her children (adopted) diagnosed under FASD
- Series of short statements read by children affected by FASD, followed by a message of support by various community members
- Visuals – statements on large posters



Voices of Experience on Living with FASD

- *Child:*

“Having FASD makes it hard to learn and sometimes I fall behind in class.”

- *Response (Teacher)*

“I will work with you to help you learn.”



Voices of Experience on Living with FASD

- *Child:*

“Sometimes I don’t think before I act.”

- *Response (Corrections Worker):*

“I will support you to make the best choices.”

Voices of Experience on Living with FASD

- *Child :*

“FASD doesn’t make me less than the person I am.”

- *Response (Nurse) :*

“I will treat you with kindness and respect.”

Voices of Experience on Living with FASD

- *Child:*

“I get easily distracted and overwhelmed.”

- *Response (Daycare Worker):*

“I will provide a calm and safe environment.”



Voices of Experience on Living with FASD

- *Parent:*

“People with FASD still have amazing qualities.”

- *Mayor:*

“As a community, we will support those affected by alcohol before they were born, and support women to have healthy pregnancies.”

FASDay Ceremony

***Les cloches retentissent à la 9^e minute
de la 9^e heure du 9^e jour du 9^e mois***



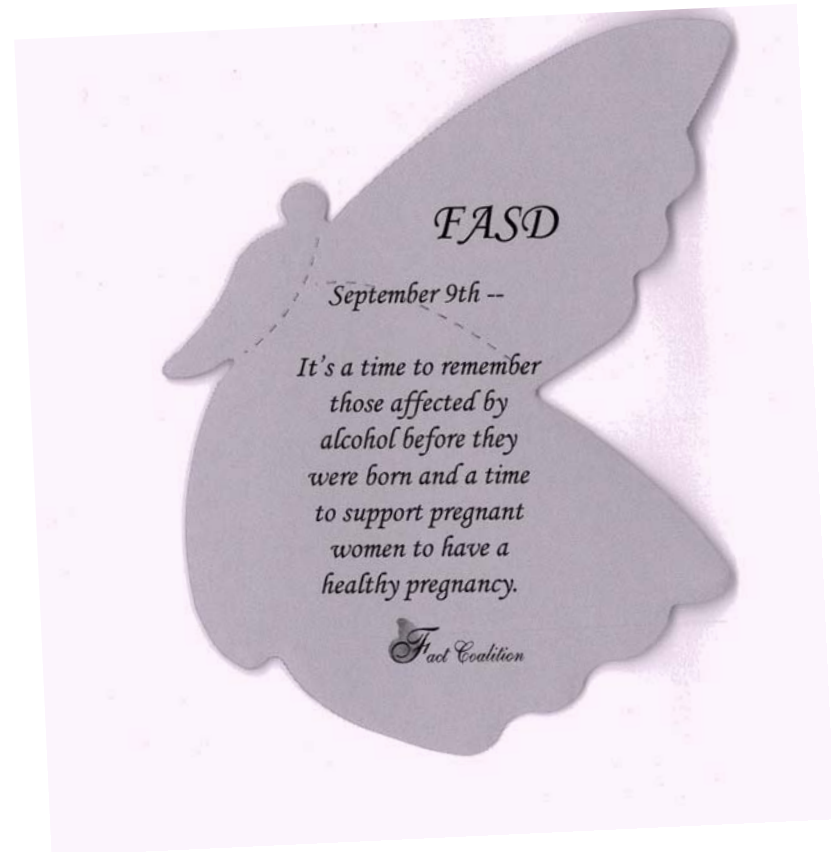
De gauche à droite : Teri Iserhoff, Alice Kaltwasser, Mayhève Rondeau, 7 ans, et Chrystal Mitchell. À l'avant : Phoenix Rondeau, 2 ans. Une chanson crié portant sur l'accueil d'enfants dans ce monde

4. Miscellaneous Churches – Bells / Butterflies

FASD

September 9th . . .

*It's a time to
remember those
affected by alcohol
before they were born
and a time to support
pregnant women to have a
healthy pregnancy.*



Flyers to schools (promotion)

**FASD Awareness Day
at Gillies Lake**
Sunday, September 9th, 2007
8:30 - 12:00 (noon)

Fun for the whole family
*Refreshments Free draws
Activities for children*

Join us Opening ceremony begins at 8:45
Proclamation FASD Day by Mayor Tom Laughren
Minute of Reflection
Celebration Walk

**Together, we can prevent
Fetal Alcohol Spectrum Disorder**


FASD Coalition
FASD Awareness Coalition (district) - FASD

**Journée de sensibilisation à
L'ETCAF
au lac Gillies**
Le dimanche 9 septembre
8h30 à 12h00

S'AMUSER EN FAMILLE
*rafraîchissements tirages gratuits
activités pour les enfants*

**Joignez-vous
à nous** Cérémonie d'ouverture à 8 h 45
Proclamation journée ETCAF par le Maire Tom Laughren
Réflexion
Marche de célébration

**Collectivement, nous pouvons prévenir l'ensemble
des troubles causés par l'alcoolisation fœtale**


FASD Coalition

Java Jackets (promotion)



FASD T-shirts – public events



What went well . . .

- Media uptake was good
 - Health unit sent out press release and media advisory
 - PSAs – local radio station
 - Radio interviews – local radio, Radio Canada
 - Summer Cruiser (local radio station)
 - Press covered FASDay events (E & F)

What went well . . . (cont'd)

- **Voices of Experience (FASD Ceremony)**
 - worked well in outdoor setting
 - conveyed FASD as a community issue
 - 'put a face' to FASD
- **Monteith Correctional Complex**
 - short ceremony on Sept 9th
 - FASD knot soft pretzels distributed to all inmates
- **Mocktail Party, OEYC, Kapuskasing**
- **Resources inclusive**
 - most bilingual, key phrases - Cree

Mocktail Faux Black Tie Party

Early Years Centre, Kapuskasing



What we learned . . .



- Lot of work - too ambitious?
- Consider indoor location
- Enthusiasm is contagious
- Messaging – “It’s just not worth the risk”
 - too strong?
- It’s surprising what a small group of dedicated people can accomplish . . .
- Look for champions in your own community

What we learned . . . too many symbols



Cela n'en vaut
vraiment pas la peine.
*Aucun moment sûr.
Aucune quantité sûre.
Aucun alcool sûr.
Point final.*



Les femmes
qui sont
enceintes,
qui souhaitent
le devenir ou
qui croient l'être
devraient éviter
complètement toute
boisson alcoolisée...
**cela n'en vaut
vraiment pas la
peine!**

Pour obtenir de plus amples renseignements :
www.porepinchu.on.ca
www.mothersrisk.org
www.fasworld.com


 




FASD

September 9th --

*It's a time to remember
those affected by
alcohol before they
were born and a time
to support pregnant
women to have a
healthy pregnancy.*




Listen to the Inner Voice



No Alcohol Please

Drinking Alcohol During Pregnancy Can Harm The Fetus
Drinking Alcohol During Pregnancy Can Harm The Fetus



What we learned . . .

be careful of mixed messages

- original graphic considered for the table tents
- strive for consistent messaging





What we would do differently

- Start planning earlier
- Keep it simple
- Evaluate (?)
- Involve Communication Specialist earlier

Next Steps . . .

- FASDay 2008

- Indoors – Tuesday morning
- Inviting high school social studies class
- Northern College – less ambitious

- FASD soft pretzels . . . again for next year



Two Key Messages for 2008

1. Risks of small, occasional and moderate amounts of alcohol in pregnancy
2. Developmental, physical and behavioural consequences of prenatal alcohol exposure

(Identified as priorities in “*Implications for Ontario: Awareness of FASD*”, a publication by PHAC/Best Start.)



For further information on any of our
resources or our FACT Coalition

Phone: (705) 360-7319 Ext 63

Email: normac@porcupinehu.on.ca

Thank you