

This list of ideas will help you think about what you can do in your community to raise awareness about the risks of alcohol use during pregnancy. Consider activities that will suit your budget and timelines. Come up with a plan that is appropriate for your community. Together we can make a difference.

Radio

Arrange for a radio interview with:

- a health care provider committed to the issue
- a parent or caregiver of a child with FASD

Provide local radio stations with public service announcements

Newspapers & Newsletters

Provide your local papers or community newsletters with:

- feature stories
- a story about FASD in your community
- camera ready ads

Restaurants and Bars

Ask if restaurants and bars will:

- put up campaign posters
- post static clings on washroom mirrors
- provide free non-alcoholic beverages for pregnant women

Consider printing coasters, placemats, table toppers etc with appropriate messages. Use stickers with a message about alcohol and pregnancy on disposable cups etc.

Displays

Put up a display in your community:

- borrow a display or use a few posters about alcohol and pregnancy
- give out recipes for non-alcoholic beverages
- provide sample non-alcoholic beverages for taste testing
- distribute fact sheets or brochures

Displays can be set up in malls, community centres, at bridal shows or baby fairs etc.

Presentations

Do a short presentation about alcohol and pregnancy to:

- high school students
- town council
- women's groups

Set up a community information night. Show videos on the issue.

Health Care Providers

- Send additional resources and information to family physicians and midwives
- Sent resources and information to other health care providers
- Ask if you can put brochures in clinic waiting rooms
- Arrange for a special speaker for health care providers

Other Ideas

- Ask elders and other community members for input
- Provide stores with fact sheets and non-alcoholic recipe books as bag stuffers
- Put up posters around your community
- Post fact sheets and other information on your website
- Distribute posters and brochures to pregnancy support programs and prenatal nutrition programs
- Provide Marriage Preparation Classes with information for couples
- Develop a local service directory related to alcohol and pregnancy or FASD
- Host an alcohol-free family event
- Plan a poster competition for schools
- Review other suggestions on the FASday websites
- Host a special Mothers Day event that focuses on alcohol-free pregnancies
- Plan a family or community picnic
- Link teachers with lesson plans about FASD
- Host a competition to see who can make the best non-alcoholic beverage
- Ask your town to make a proclamation about alcohol and pregnancy

For more ideas on how to raise awareness about alcohol and pregnancy, see:

<http://www.preventioninstitute.sk.ca/pdf/fasday.pdf>
<http://www.hss.state.ak.us/fas/docs/FASDayKit.pdf>
<http://www.FASDay.com/>
<http://www.come-over.to/FASDAY/manual.htm>
<http://www.fasworld.com/home.ihtml>

***You can make a difference:
Promote alcohol-free pregnancies***