

# Letter to Local Licensed Establishments

<<insert return address>>

<<insert date>>

<<insert mailing address>>

To <<insert name>>:

Do you serve alcohol to women between the ages of 19 and 45 at your restaurants? What if they are pregnant? As a family restaurant and a caring member of our community, you could show your support by creating a restaurant environment that encourages pregnant women to choose not to drink alcohol. <<insert community organization's name here>> is planning a local public awareness campaign on alcohol use during pregnancy from <<insert dates of local campaign here>>. We are counting on your restaurant to help promote the important message of not drinking alcohol during pregnancy.

Alcohol use during pregnancy can cause brain damage and permanent birth defects in a baby, otherwise known as Fetal Alcohol Spectrum Disorder (FASD). Prenatal exposure to alcohol is the most common cause of learning disabilities in children. In fact, it is estimated that one in every 100 live births in Canada is affected by alcohol use in pregnancy. However, the good news is, that FASD is preventable. Together, we can make a difference.

This local campaign coincides with a provincial public awareness campaign being implemented by Best Start: Ontario's Maternal, Newborn and Early Child Development Resource Centre. In May 2004 the Provincial Alcohol and Pregnancy Campaign will reach Ontario women of child bearing age. This campaign will be supported with posters and brochures, transit and radio advertising, media relations and public service announcements. Because drinking alcohol is a social practice that often takes place in restaurants and bars, we would like you to consider helping us reach this market with some important messages. Would you consider:

- Offering a free non-alcoholic beverage for all pregnant women for a period of time?
- Posting static-cling signs on the mirrors in washrooms?
- Having posters and/or brochures about alcohol use in pregnancy in washrooms and/or at the cash register?

These are only some suggestions on how you might help get our message out. In exchange for your co-operation, we would be able to provide your organization with recognition in some of our publicity efforts. By being a partner in this initiative, your restaurant would receive increased recognition as an establishment that cares about families and children in our community.

If you are interested in supporting the Alcohol and Pregnancy Public Awareness Campaign and would like to receive posters, brochures, and signs for your restaurant, please contact <<insert local contact information here>>.

I look forward to hearing from you.

Regards,

<<insert name here>>