

Letter for Local Health Care Providers

<< *Insert Return Address*>>

<< *Insert Date*>>

<< *Insert Mailing Address*>>

Re: Alcohol use during pregnancy

To <<*insert name*>>:

Do you have female patients between the ages of 18 and 45 in your practice? <<*insert community organization's name here*>> is planning a local public awareness campaign on alcohol use during pregnancy for May 2004. You have a critical role in sharing important information about alcohol use during pregnancy. We would like to help you address alcohol use during pregnancy in your everyday practice. To help you share information with your patients about alcohol use during pregnancy we are providing you with: <<*insert information about local initiatives – ie resources you want to distribute, training opportunities etc*>>

As you know, 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. FASD is preventable. With your support, we hope to 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 18 to 45 years old. This campaign will be supported with transit and radio advertising, media relations and public service announcements. Best Start will be sending posters, brochures, tear off sheets and a provider bookmark to family physicians and midwives across Ontario.

Thank you in advance for your support. If you have any questions about this campaign or would like additional resources, please contact <<*insert name and number here*>>.

Sincerely,

<<*insert name*>>