

30-Second PSA

Did you know that drinking alcohol during pregnancy could cause birth defects and permanent brain damage to your baby? The safest choice in pregnancy is no alcohol at all. In fact, it is best to stop drinking before you get pregnant. Be Safe. Have an alcohol-free pregnancy. Call 1-877-FAS-INFO for more information.

This message is brought to you by Best Start: Ontario's Maternal, Newborn and Early Child Development Resource Centre and Ontario Early Years.

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15-Second PSA

Drinking alcohol during pregnancy could cause birth defects and brain damage to your baby. Be Safe. Have an alcohol-free pregnancy. Call 1-877-FAS-INFO for more information. This message is brought to you by Best Start and Ontario Early Years.

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10-Second PSA

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60-Second PSA

Background: Restaurant noises – clanking dishes, etc.

Woman 1: Kate, thanks for meeting me for lunch. I am bursting to tell somebody my news. I'm pregnant!

Woman 2: Sarah, that's amazing. This calls for champagne. Waiter...

Woman 1: No, wait. I can't have any alcohol during my pregnancy.

Woman 2: Surely a little celebration can't hurt.

Woman 1: That's what I thought too, but when I went to see my doctor to discuss having a baby, she gave me the usual information about diet, and exercise, but she also talked to me about Fetal Alcohol Spectrum Disorder.

Did you know that any alcohol I drink passes directly through to my baby? Not only can it cause permanent brain damage, but it can result in birth defects and serious problems later in life.

In fact, my doctor told me it was best to stop drinking even before I got pregnant.

Woman 2: WOW! I didn't know that. Waiter, let's make that two glasses of milk.

Be safe. Have an alcohol free pregnancy. This message is brought to you by Best Start and Ontario Early Years. For more information call 1-877-FAS-INFO.