

# Fetal Alcohol Spectrum Disorder (FASD) – Stakeholder kit

## Introduction

The Alcohol and Drug Foundation have recently released an in-depth research piece on [Fetal Alcohol Spectrum Disorder](#) (FASD), to highlight the issues of drinking alcohol whilst pregnant (or planning to conceive). To support the in-depth research piece, several assets have been created including a [15 second](#) and [60 second video](#) .

The impact of FASD on a person is lifelong and targeted prevention is required for groups at risk. The purpose of the campaign is to raise awareness of the risks of drinking during pregnancy by sharing the following key messages:

1. Alcohol should be avoided during pregnancy (and whilst planning)
2. All members of the community are responsible in reducing the risk, including the partner, family, friends and health care professionals

The campaign is targeting people that are pregnant (or trying to conceive) and their partners.

We have compiled this toolkit to provide you with online resources that can be shared with your community.

To find out more information about FASD, visit: <https://adf.org.au/reducing-risk/alcohol/fasd/>

## What have we included:

- How to use the stakeholder kit
- Social media templates:
  - Static image
  - 15 second video
  - 60 second video
  - Suggested messages

## How to use the kit

This kit has been developed so you can easily share information to your communities.

Here are four easy ways to get involved in spreading some helpful advice:

1. **Share** the provided social media posts on your social media accounts and websites
2. **Tag** us @AlcoholDrugFdn
3. **Use** the hashtags: #preventFASD and #FASD
4. **Like** us, follow us, link with us! <https://www.facebook.com/AlcoholDrugFdn/>

Make sure to tag us by selecting @AlcoholDrugFdn in the post copy for twitter, and selecting Alcohol and Drug Foundation from the drop-down menu on Facebook, and @alcohol-and-drug-foundation on LinkedIn.

We invite you to use and adapt the resources provided in this kit to help promote the information to your audiences.

## Social Media Templates

*How to use:* A selection of social media templates have been created for you to share across your social media channels.

1. Download the image or access the video
2. Copy and paste the message
3. Share on your social channel (using @AlcoholDrugFdn , #preventFASD and #FASD)

Make sure to tag us by selecting @AlcoholDrugFdn in the post copy for twitter, and selecting Alcohol and Drug Foundation from the drop-down menu on Facebook, and @alcohol-and-drug-foundation on LinkedIn.

In addition to sharing on your organisation’s social media channel, you could encourage active members to also share on their personal channels, to help spread the word.

### STATIC IMAGES:

**Static image 1**

[DOWNLOAD IMAGE](#)



**Static image 2**

[DOWNLOAD IMAGE](#)



**Static image 3**

[DOWNLOAD IMAGE](#)



### VIDEO

**15 Second Video**

[ACCESS VIDEO](#)



**60 second video**

[ACCESS VIDEO](#)



## Select your message:

*To promote the resources across your network, we have compiled some messages that you can copy and paste.*

- *Are you pregnant or trying to conceive? Learn about FASD and why not drinking alcohol at all is your safest option: <https://adf.org.au/reducing-risk/alcohol/fasd/>*
  - Fetal Alcohol Spectrum Disorder (FASD) results from the fetus being exposed to alcohol during any stage of pregnancy. Read the Alcohol and Drug Foundation's FASD practical guide: <https://adf.org.au/reducing-risk/alcohol/fasd/>
  - Women need support from partners, families, friends & healthcare providers. Find out how you can support a loved one who is pregnant or trying to conceive: <https://adf.org.au/reducing-risk/alcohol/fasd/>
  - The effects of FASD vary and may not be seen at birth. Some characteristics may become apparent in childhood, others later in life - but the impact is lifelong. The Alcohol and Drug Foundation's practical guide provides an overview of FASD, diagnosis and how to prevent it: <https://adf.org.au/reducing-risk/alcohol/fasd/>
  - The Alcohol and Drug Foundation's practical guide provides an overview of FASD, diagnosis, effects and how to prevent it: <https://adf.org.au/reducing-risk/alcohol/fasd/>
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