

Fetal Alcohol Spectrum Disorder Media Campaign Update

October 26, 2017

Empowering Hope

- Spearheaded by Senator Kelly
- Goal to reduce the number of Alaskans with FASD
- Two-prong approach
 - Pregnancy dispenser kit study
 - Media campaign to increase awareness and understanding of FASD

GOAL: dispel misperceptions surrounding FASDs and educate women that there is no safe amount, type or time to use alcohol during pregnancy.

Multimedia campaign included:

- long-format video
- website content
- Facebook ads and posts
- online ads
- television spots
- radio public service announcement

Misconceptions

- 1.) Types of alcohol considered safe to drink while pregnant (wine vs. hard liquor)
- 2.) Trimesters considered safe or more safe than others to drink alcohol (first trimester vs. last, for example)
- 3.) Amounts of alcohol considered safe to drink while pregnant

Focus group results

- In the past year, most women had seen messages on the dangers of drinking while pregnant.
- Participants expressed an ongoing interest in seeing messages from credible resources, specifically doctors, FASD experts and factual data.

Results

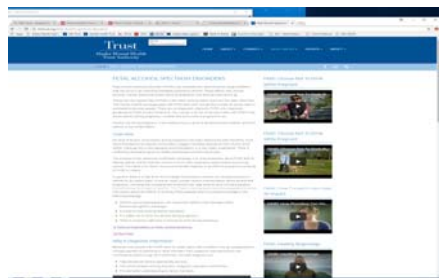
- Video: over 85,000 views
- 60,000+ took action on social media (like, share, etc)
- Social media ads earned over 1.1 million impressions
- Over 4,000 clicks on website info

Results

- A few drinks early in pregnancy is ok and does not cause FASD



- FASD is caused by excessive alcohol consumption and not just a few drinks.



Moving forward

- Continue media placement of existing materials
- Expand social media to include Instagram to further reach younger women

Questions?

Trust
Alaska Mental Health
Trust Authority