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
  - disagree: 71%
  - agree: 10%
  - don't know: 19%

* FASD is caused by excessive alcohol consumption and not just a few drinks.
  - disagree: 44%
  - agree: 37%
  - don't know: 19%
Moving forward

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

Questions?