Fetal Alcohol Spectrum Disorder Updates

November 16, 2017
Statewide FASD Activities

Initiatives and activities occurring statewide in which the Trust or Trust partners are engaged:

• Governor’s Council on Disability and Special Education 5-yr FASD Strategic Plan
• Division of Behavioral Health/Office of Substance Misuse and Prevention – Diagnostic Team Data
• Alaska Center for FASD
• Institute for Circumpolar Health Studies
Alcohol Use (3 Months Pre-Pregnancy) by Maternal Race
Alaska, 2005-2014

Data Source: PRAMS, Alaska Division of Public Health
Prenatal Alcohol Use (Last 3 Months of Pregnancy) by Maternal Race Alaska, 2005-2014

Data Source: PRAMS, Alaska Division of Public Health

** p value <0.01

Overall**  White**  Alaska Native
EMPOWERING HOPE
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
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
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
FETAL ALCOHOL SPECTRUM DISORDER IS 100% PREVENTABLE.

Any woman can have a baby with an FASD, even if she drinks just one drink.

Marilyn Pierce-Bulger A.N.P.
Nurse-Midwife and
Family Nurse Practitioner
FASD Services LLC

Choose NOT to drink while pregnant

Trust
Alaska Mental Health Trust Authority
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?