



Fetal Alcohol Spectrum Disorder Updates

November 16, 2017



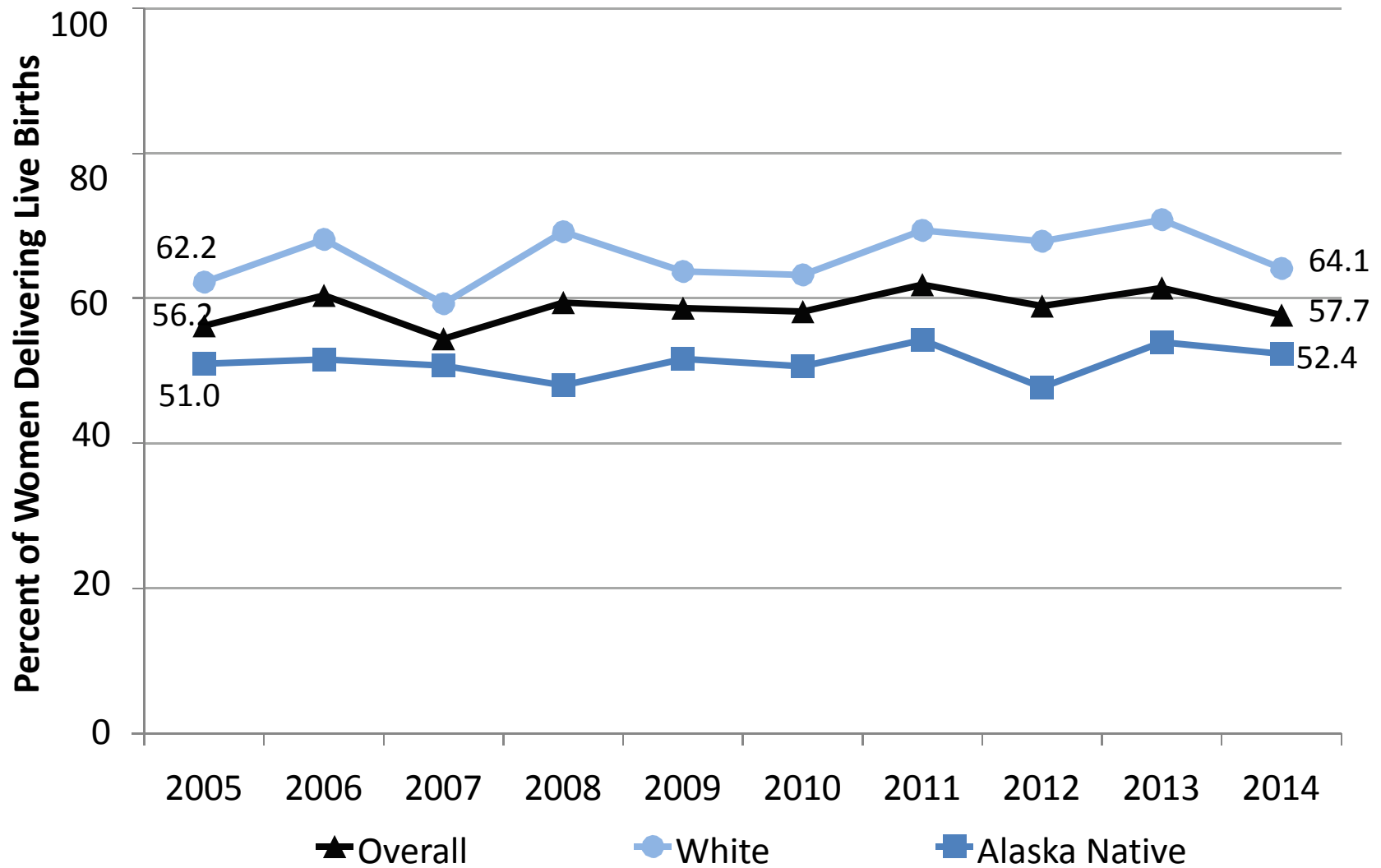
Statewide FASD Activities

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

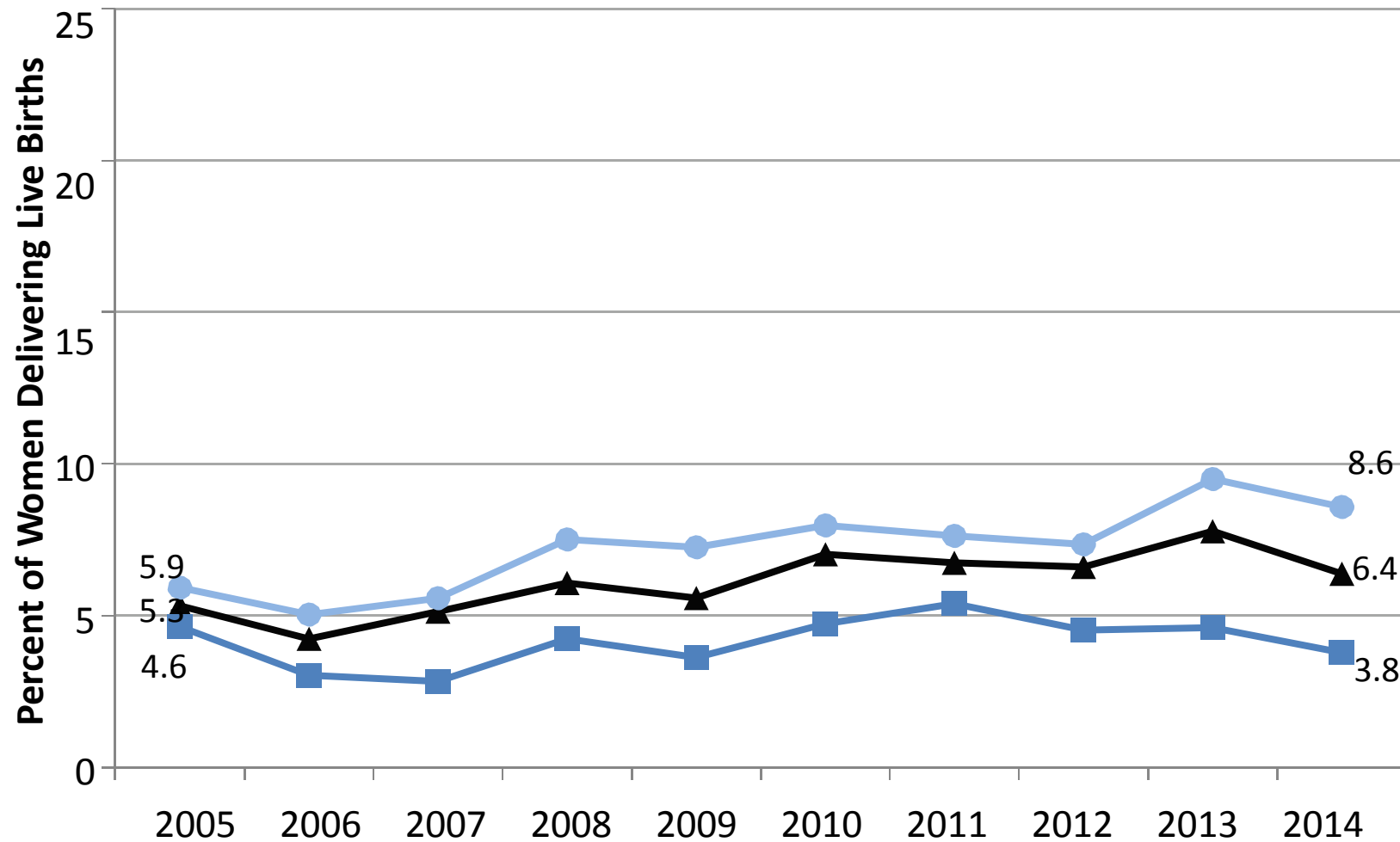
Alcohol Use (3 Months Pre-Pregnancy) by Maternal Race Alaska, 2005-2014

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

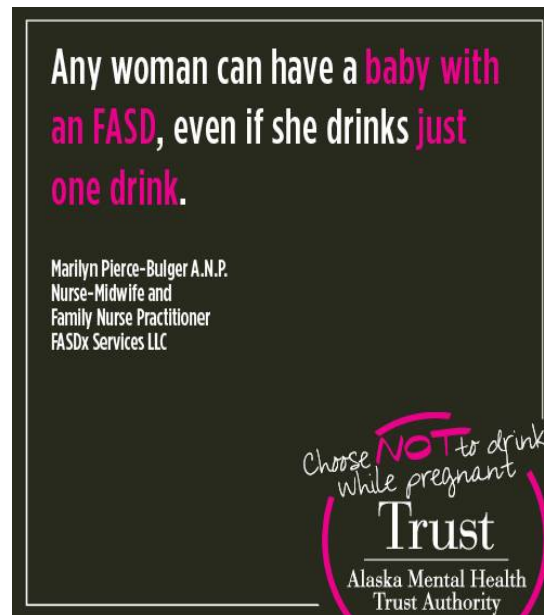
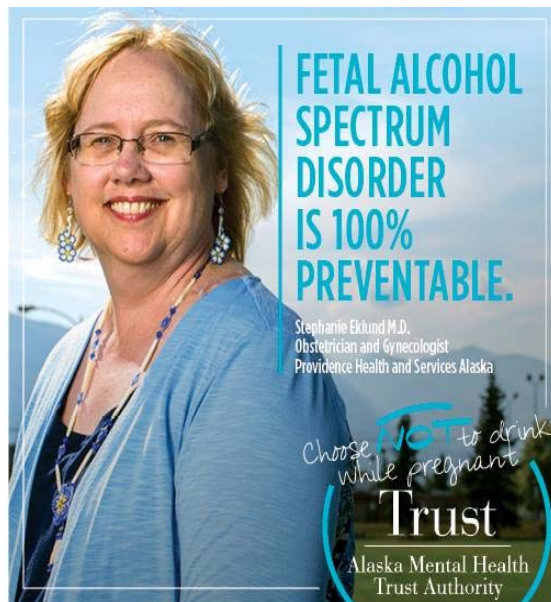
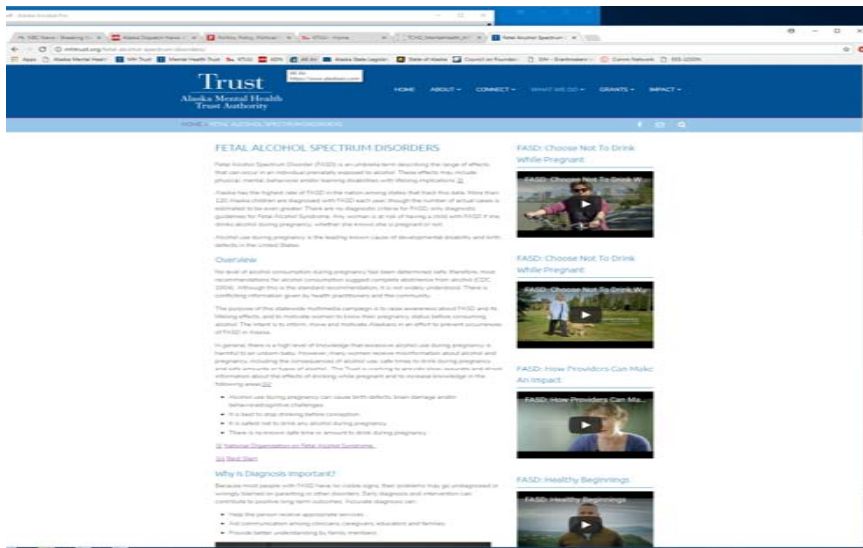
- 1.) Types of alcohol considered safe to drink while pregnant (wine vs. hard liquor)**
- 2.) Trimesters considered safe or more safe than others to drink alcohol (first trimester vs. last, for example)**
- 3.) Amounts of alcohol considered safe to drink while pregnant**



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





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.

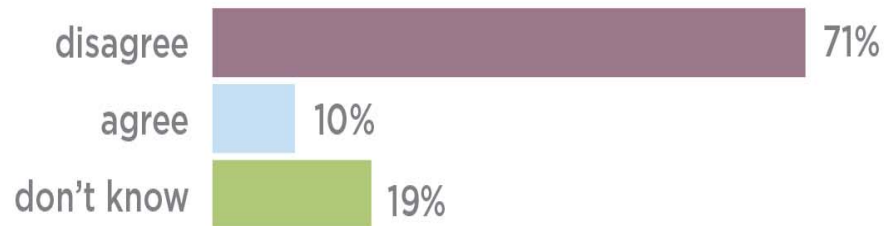


Results

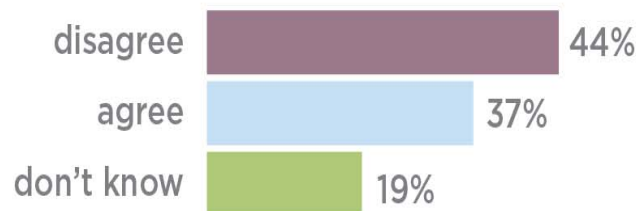
- **Video: over 85,000 views**
- **60,000+ took action on social media (like, share, etc)**
- **Social media ads earned over 1.1 million impressions**
- **Over 4,000 clicks on website info**

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