

International FASD Awareness Day, September 9



In order for a community to recognize FASD as a concern they have to recognize what role alcohol plays in their lives, culture, and decide that it is important for future generation to have the best chance possible in life, which means abstaining from alcohol during pregnancy and even possibly during the years of potential conception.

Janine Friesen,
100 Mile House

On the ninth day, of the ninth month, communities around the world hold events to raise awareness of Fetal Alcohol Spectrum Disorders (FASD). In many communities, the day is started with a “minute of reflection,” defined by the ringing of bells.

This publication includes ideas on how you can organize events for FASD. It includes examples of the small and large initiatives British Columbia communities have undertaken to celebrate the day plus other information to support your efforts.

Inside

The Writing Team: The More the Better	2
Why Get Involved in FASD Day?	2
What If September 9 th Doesn't Work For Us?	2
Starting with One	3
Taking Baby Steps, Building on our Efforts	4
Ongoing Prevention Activities	5
Other FASD Ideas, Things You can Make	6
FASD in Burns Lake: The Full Nine Yards	7
Boundary Initiative on Non-Alcoholic Drinks in Bars	8
Participating in The Bell Concordance	9
Planning FASD Day	10
Oh No, More Meetings	10
Fundraising	10
Overcoming the Public Speaking Jitters	11
The Media: General overview	12
Issuing a Press Release	13
Example of a Proclamation	14
Backgrounder for Speech or to give Media	15
Making FASD Knots	16
Mocktail Recipes	17
FASD Bookmarks	18/19
Wheel of MisFortune	20
FASD Poster	21
Recommended Reading and Resources	22
Websites, Contributors	23
Prince George: Vision To Move Forward	24

"For our program, every day is FASD Day."

Melinda Grey, Duncan

The Writing Team: The More the Better

This publication is an example of what can be accomplished when we work together and share our skills and experiences. The writer started with nothing but a task—to put together materials to support FASD. Under the auspices of **Debbie Williams**, Executive Director, Hiiye'yu Lelum (The House of Friendship) in Duncan and a committee (listed below), we began the journey.

Like you, we knew that there is strength in numbers and wisdom in the community of those who have FASD and work with FASD issues. We asked those working in POP programs as well as CAPC and AHS to tell us what they had done during FASD Day in the past and materials that would assist them.

Many were quick to share their FASD Day experiences and offer suggestions. Some communities are far

along the path and see as the Prince George slogan goes, "Healthy communities support women and their partners to avoid alcohol during pregnancy." Other communities are just taking their first baby steps and struggling to get the message out about FASD and the need for communities to work together to prevent FASD.

Checking out the web and discovering the many initiatives in progress also added to the challenge. There is a mountain of material, but not all suitable for our use. And many of you just don't have the time to work through it. Hopefully, this publication will assist you by providing information and inspiration to plan FASD Day and ongoing prevention work.

Melodie Corrigan, Editor
Margaret Corrigan, Graphic Artist

Thanks to:

Planning Committee: Noella Yablonski, Judi Calhoun, Sarah Soltau-Heller, Anne Price, Patricia Emery, Janice Power, Connie Chapman and Debbie Williams.

Connie Chapman, (Public Health Agency of Canada, BC/Yukon regional office), for her ongoing support and **Christine Lui**, PHAC and other **Experts in the Field** who sent in ideas and helped us to refine our product. The generosity of spirit and willingness to share was inspiring. Your name in lights page 23.

All those in Canada and around the world who have prepared the soil for FASD prevention to grow and flourish.

Why Get Involved in FASD Day?

Getting something organized for September 9th can be a challenge. Many of us are just back from a summer schedule and trying to get our personal and program house in order for a new school year. Those with children are running in circles trying to get the kids cleaned, clothed and refocused to meet a new school year.

For those able to organize something for the day (however small), there are advantages to being involved in an international day focused on FASD. First, it provides a great focus for discussion. This is

an international event with people ringing bells from one end of the world to another. It's the sort of story a newspaper might pick up and it gives you a perfect excuse to approach the municipal council and others in your community, raise the issue of FASD and ask for their support.

Ideally, planning for FASD Day would begin in the spring—at least a few seeds planted—before you pursue whatever summer pleasures you can. Then you just have to follow up in August.

What If September 9th Doesn't Work For Us?

Parents and staff who work with children and families know creativity is a survival skill. That means moving someone's birthday celebration so dad can be there or finding an inexpensive but fun way to be together. It's the same for FASD Day. If you can do something on the day fine but FASD is an ongoing concern so you

can use some of the tips and information in this book to plan activities anytime during the year.

Whatever you do, don't get in a tizzy. Do what you can, come up with some dreams for next year, have fun and feel proud. As they say, we've come a long way, (for) baby!

Starting with One



I'm really concerned about FASD but what can I do on my own? I'll talk to Jane about it.



I agree it's a problem. Let's see if other staff or those in our prenatal group are interested in doing something.

I'll check out other communities that have done things for FASD Day.

Good idea, and we should brainstorm about who else might join us like public health.

Let's not forget those with FASD. I'll make some calls.



Let's start by seeing if we agree what the issue is and what we want to do about it.

Sure, then we can see what resources we have, who else we should contact, divide up the tasks and do it.

Does anyone know anyone who can help? A councilor or other community leader?



We've made contacts for ongoing activities.

Wow, I never thought we'd pull it off.

We learned a lot that will help us plan for next year.

First things first. Hats off to us and everyone who helped us out. Let's celebrate!



(See page 10 Planning FASD Day)

Taking Baby Steps, Building on our Efforts



Hey It's Just Me and Sally!

If you are on your own or only have one or two others to help, take a baby step. Invite others in the community who are involved with children (CNPN/POP, CAPC, AHS, MCFD, public health etc.) over for coffee, tea and an informal discussion about FASD. See if the local newspaper would do an article on FASD for the day or write a letter to the editor. Here are some activities BC communities have done.

Nurse Visits Drop-In

I have been working with our POP for less than one year now. The last FASD Day fell on the same day as our drop-in. We had a Public Health Nurse come in and talk about alcohol and substance abuse during pregnancy.

Roberta Lowcay, Fernie.

Group Does FASD Quiz

This year we spent one group session to mark FASD Day. The group did a true/false quiz on FASD Day (FASD Quiz <http://www.come-over.to/multiplechoice/fasquizprintout.htm>) and we watched a short video.

Moira Fisher, Powell River.

Set Up Bulletin Board

We put up a bulletin board for September on FASD, advertised the day, attended the bell ringing and invited our FASD worker Charlene from the Native Friendship Centre in to do a presentation on FASD.

Deb Dinsdale, Quesnel

Distribute White Ribbons

We scheduled FASD for our group session topic and helped the local FASD group in town make and distribute white ribbons with a little bell on them for people to wear.

Melinda Grey, Duncan

Clients Prepare Mocktails

On FASD Day, Sheway had a poster board with FASD information and activities during the afternoon, the most popular one being preparation of non-alcoholic drinks. The clients help prepare the drinks and keep copies of the recipes.

Maria Burglehaus, Vancouver

Student Art on Liquor Bags

I collected brown paper bags from the liquor store and had elementary students write messages such as "Please don't drink alcohol when you are pregnant," and then draw what they liked on the bags. We returned the bags to the liquor store for use starting September 9th and until they were used up. I also had posters made from the bag art that we placed around town.

Also, we handed out bookmarks (see page 19) that had a poem on one side called New Hope by Robin Hendriksen with information about FASD Day on the other side with contact information.

Janine Friesen, 100 Mile House.

School Talk on FASD

Every year, Eliza Archie Elementary (the Canim Lake Band school) invites the FASD worker to come out and talk to classes about FASD, in order to promote knowledge and prevention. It is set up by the public health nurse at the White Feather Family Centre (the Band's Wellness Center) in cooperation with the school.

Janine Friesen, 100 Mile House

Acronyms

AHS	Aboriginal Head Start
CPNP	Canada Prenatal Nutrition Program
MCFD	Ministry of Children and Family Development
PHAC	Public Health Agency of Canada
POP	Pregnancy Outreach Program
Note:	The term FASD, Fetal Alcohol Spectrum Disorder, is used throughout.

Information Booth at Mall

We had an information booth at the local mall with pamphlets, posters, snacks (to lure people in) and people manning the booth to provide information. My tips are:

- ▶ Do not overload the booth with too much info.
- ▶ Have knowledgeable people to answer questions
- ▶ Have giveaways (stickers, magnets, pens etc.)

Alison Richter, Prince Rupert

FASD Workshop, Professionals Coffee Break.

North Peace Community Resources had students aged 8-12 decorate paper bags with FASD messages and distribute at our local liquor store. (We did this at Christmas too.)

As well, we hosted other agencies and professionals in Fort St. John for a "coffee" break at 9:09 a.m. We made Mocktails (see page 17) for them from a recipe in our CPNP cookbook and shared resources on FASD.

We also hosted a FASD 101 workshop, which I offer and facilitate in the community for free. FASD was the group presentation at Baby's Best Chance and we made Mocktails.

Patricia Emery, Fort St. John

Community Wide FASD Celebration

In 2004, Prince George celebrated their biggest FASD Day. In previous years they hosted an open house for agencies but in 2004 they decided to reach out to the wider community. A 30 x 3 feet wide banner announced, "September is FASD awareness month. For more information contact Northern Family Health Services" at the city library. (It was left up for a month.)

The event took place nearby at the inner court of the courthouse. Food was the lure with hot dogs BBQed by volunteers, vegetable and fruit platters and fruit juice. In order to get a free hotdog, people had to go inside and answer a question from the Wheel of MisFortune (see page 20). Everyone who played got a ticket for a hot dog.

As well as the popular wheel, a video "Fat City" played in the lobby and tables were set up with interactive displays that graphically demonstrated the challenges those with FASD face. For example: a table with shoes and work boots at which participants learned that for those with FASD a skill such as lacing shoes would not be transferable from straight black shoe laces to pink curly ones and another with stories that looked like gobbledygook showing how FASD children may be able to do what is requested but not make sense of the message.

Ongoing Prevention Activities

Workshop for ECE Workers

The Campbell River Aboriginal Head Start Program provided a FASD workshop for ECE workers, on Oct 24th, 2003 with Marilyn Dalton, who is of First Nations ancestry and works at an FASD summer camp program. Staff have attended many FASD workshops and I volunteered with a FASD weekly playgroup in 2003.

Ruth Henkel, Campbell River

Library Display

Not specifically on FASD Day but at some time, I try to organize a display at the library and I give out information to my clients on an ongoing basis.

Maggie Wood Crowe, Kaslo

Bars Advertise Non-alcoholic Drinks

Recently our bars here have all started to advertise free non-alcoholic drinks for anyone who is, or suspects she is, pregnant... she just needs to ask! (See page 8 for Boundary information).

Judi Calhoun, Hazelton

Celebrating FASD in School

FASD Day is at the wrong time of year for us as every one is just getting back into the swing of things after summer. We did a FASD Day at the high school with the School-Based Prevention Worker but we put it off for two weeks because of the time frame. They did it during a lunch hour with the FASD Quiz Show (see page 22), hand-outs, prizes for answering a questionnaire on FASD.

I use the FASD Quiz Show in the Cap programs at the high school and the Alternate School each year. I have a set plan I have worked on for a number of years with the students.

After doing the FASD Quiz Show I get each student to make a 8" x 14" poster. Their results are great. I laminated the posters and they are used in the schools and at other organizations around town.

Mary Bernt, Kitimat



Other FASD Ideas

- ▶ Bell Concordance (see page 9 for Bell Concordance)
- ▶ Educational seminars for parents, teachers, social workers, police, youth, business.
- ▶ An information meeting for the community.
- ▶ Video presentations.
- ▶ Poster contest in community or schools.
- ▶ Community breakfast at someone's home, a restaurant or at a park.
- ▶ Potluck meal, feast, or light lunch.
- ▶ Community and school displays.
- ▶ A candle vigil.
- ▶ A poster Blitz.
- ▶ Taking/sharing circles, special prayers, and drums.

Record Your Triumphs

Don't let your group's achievements fade into oblivion! Keep track of successful events and activities with photos, newspaper clippings, or a scrapbook. And take time throughout the organizing process to celebrate and enjoy one another's company.

Plan Early

Prince George had considered putting a sign up at the highway entrances for FASD Day but found out too late that you have to book a year ahead for this popular spot. Check if this is a possibility in your town. In Prince George, the highway department will store the signs, which can be made by a sign company on plywood or and put them up which can be made by a sign company on plywood or core paste.

Finding Your Creative Side: Things You Can Make



FASD Knots

(See page 16)

Placemats

Prince George made placemats with a prevention message. Such placemats can be used in cafes, restaurants, or hospitals. You may be able to use part of your brochure as a placemat.

Stickers

Make stickers with FAS awareness and prevention messages. Perhaps there is a copy shop where you can have the labels printed on colour stickers. Or simply print using sheets of press-apply labels made for copiers. You could even use address labels, if that's all you have available. The message will need to be short. The type should be large enough to be easy to read at a glance.

Where can you use these stickers? Ask local businesses, clinics and doctors offices to put the stickers on the outside of any envelope they will be mailing out the week before FASD Day. Or, pass them out to parents and children at school open houses in September.

Bookmarks

(See page 19/20 or design your own.) You could ask library to put up some posters and distribute these.

Changing Public Policy

Prince George has a bylaw (#7526/2003) which states that a sign saying "Healthy communities support women and their partners to avoid alcohol during pregnancy" has to be posted in **all** washrooms (both men's and women's, sometimes there are one or two of each) in establishments that serve alcohol. Burns Lake also has a by-law to this effect.

We had a lot discussion on the wording of the sign. "We wanted it to convey a message that encourages support rather than is punitive based such as 'alcohol causes birth defects' or something similar," says Jeanette Turpin, Executive Director, Northern Family Health Society (see page 24).

FASD in Burns Lake: The Full Nine Yards

By Allison Pooley,
College of New Caledonia - Lakes Campus

FASD Day is an excellent opportunity to promote awareness, while maintaining a supportive and welcoming environment for everyone, including individuals who are affected. The day is a significant event in the Lakes District and has grown steadily over the past five years. Over 540 community members participated in 2004, a sizeable number when you consider that the population of Burns Lake is approximately 2500.

This is a community driven initiative where activities are organized with community volunteers and supported by the College of New Caledonia. Staff, volunteers and participants come from a broad socio-economic and multi-cultural background, bringing an overall sense of acceptance and celebration to the day.

Local organizations sponsor employees to attend and dedicate a great deal of time to the event. Many participants have FASD, and face barriers when accessing goods and services in the area. It has proven valuable to have representatives from local enterprises present to help break down these barriers. Several college students and clients who have FASD said how nice it was to meet someone from a local business, so they now have a familiar person to ask for help.

Now in our sixth FASD Day attracts regulars—both students and the general public—who look forward to the event and are willing to dedicate hours of volunteer time. Activities are free, and there is tremendous support in terms of donated food and equipment from community organizations.

Each year the planning committee tries to incorporate activities to attract people who may be unaware of FASD and who would be unlikely to seek information about it. The 9.9 km Salmon Run, celebrating nine healthy months of pregnancy, attracted local athletic organizations. Rollerblading and skateboarding competitions were planned to attract teens and preteens, successfully drawing many youth and engaging them in appropriate activities. In 2004, a "Best of the Best" contest was hosted where local eateries were invited to bring their favourite dish, dessert or beverage.

Burns Lake Activities Over the Years:

- ▶ Minute of Reflection at 9:09 a.m. (Currently staff is working towards having this instituted in each of the schools by FASD Day 2005)
- ▶ First Nations Traditional Dancers/Drummers

- ▶ Salmon BBQ and hotdogs, etc (full dinner, snacks and refreshments)
- ▶ Salmon Run – a 9.9 km walk representing nine healthy months of pregnancy
- ▶ Children's activities (face painting, music, crafts, etc)
- ▶ Finger printing with Block Parents and RCMP "Child Identification Program"
- ▶ Skateboarding lessons and competition
- ▶ Rollerblading competition
- ▶ Highland dancing
- ▶ Poster contest (grades 5/6/7)
- ▶ TaeKwon-Do demonstration
- ▶ Live music with local musicians
- ▶ Karaoke
- ▶ Door prizes
- ▶ Family Fun Walk/Run (shorter Salmon Run – walk 3 laps for 3 healthy trimesters, or run 9 laps for 9 healthy months)
- ▶ Best of the Best Restaurant Competition

Each year symbolic FASD knots are distributed to area businesses. There is an information booth that includes brochures with facts on prenatal alcohol exposure, contacts for local services, a questionnaire on FASD, and other information. Other local organizations, such as the public library and the RCMP have set up their own booths that emphasize the community atmosphere.

Sources of Volunteers

- ▶ College students and clients
- ▶ Early Childhood Educators
- ▶ High school students
- ▶ RCMP
- ▶ Employees of local businesses
- ▶ People completing community service hours
- ▶ Teachers, college and library employees
- ▶ Prominent community members
- ▶ General public

Promotional Means

- ▶ Newspaper / Radio / Television
- ▶ School newsletters / Church bulletins
- ▶ Invitations to college students and clients
- ▶ Flyers to local businesses (including liquor & grocery stores)
- ▶ FASD symbolic knots distributed in local businesses
- ▶ Personal invitations to community leaders (Chiefs, Mayor, teachers, etc)
- ▶ Magnetic signboard
- ▶ Community banner
- ▶ Posted advertisements throughout community.

Boundary Initiative on Non-Alcoholic Drinks in Bars

Dear Manager.

Re: **September 9, FASD Awareness day**

We are the Boundary Fetal Alcohol Spectrum Disorder Prevention Committee and we would like to invite you to promote FASD awareness with us. In previous years, as you may recall, we had a one-week event in which licensed establishments, for the week of September 9th, offered free non-alcoholic beverages to their pregnant or wishing to be pregnant patrons. We supplied laminated signs and promoted the event. We had almost 100% participation.

This year we would like you to consider making the practice of offering free non-alcoholic drinks to your pregnant patrons your ongoing policy.

We will provide framed signs for you to display in your restaurant area and you could place the offer in your menu with the beverages. We will also provide kick-off promotion of the event in the Gazette and other media and promote the participating establishments.

Attached is some information on FASD. If we can answer any questions or provide information please contact a committee member.

Sincerely,

(List of committee members with phone numbers: RN, Infant Development Consultant, Child Care Consultant, Aboriginal Representative for the Make Children First Initiative, Public Health Nurse, Alcohol and Drug Councilor, Make Children First Coordinator, Child Care Worker and a parent.)



To Do List:

1. Meet with restaurant manager in mid July, give letter with FASD info and show sample of article from the Gazette last year and framed sign. If they are not sure if they wish to participate offer to contact in one week.

At this time offer to refurbish signage for the bathroom, men's and women's. We will offer framed signage for the more finely decorated restaurants that may be reluctant to put up stickers, such as Dueling Oaks and Golden Heights.

2. Follow up phone call in one week if necessary.
3. Let me know who is participating by mid-August @ voice mail 443-3170 so we can do the newspaper promotion.
4. August 25, pick up framed signs and menu stickers.
5. Deliver signs and menu stickers to restaurants around Sept 1-3.

I think that covers it. Call me with concerns or questions. Have great summer and have fun with this.

Nancy Perry,
Trail

We are pleased to offer a complementary non-alcoholic beverage to our pregnant and wishing-to-be patrons.

Pregnant Customers

(or wishing to be)

Receive

FREE

Non-Alcoholic Beverage

Sept 9 - Sept 15

Please ask your server

Sponsored by the Boundary Medical Clinic & the Boundary FAS Prevention Committee

Sept. 9 is Fetal Alcohol Syndrome Awareness day

If you are pregnant and need support call Cynthia at 442-3331

Participating in the Bell Concordance

FASD

International Awareness Day

What if?

What if a world full of FASD parents all got together on the 9th hour of the 9th day of the 9th month of the year, and asked the world to remember that during the 9 months of pregnancy a woman should not consume alcohol?

What if we made a noise?

Would the rest of the world listen?

Bonnie Buxton
Toronto, Canada
Co-founder, first FASD Day, 1999

The Bell Concordance (ringing of Bells at 9:09 on September 9th) is relatively easy to organize. It can be done many ways- e.g., inside or outside a church, with ringing church bells or carillons; in a school or schools, with children ringing tiny bells; in a park, ringing wind chimes. At 9:09 a.m., bells mark the "Minute of Reflection" all the way from northern Canada to South Africa and New Zealand.

Why Ring Bells?

There is a purity about bells that reminds us of the innocence of children. As well, bells are historically associated with warnings, alarms, marking important moments, and simply pealing for the joy of connecting with the community. FASD Day is all of these things.

Organizing Bell Ringing

The FASD Bell Concordance is simple, and you can do most of the work on your phone. Is there a tower with a hand-rung bell in your community? This could be an older church, a city or county hall, provincial building, or part of a college or university campus. Unfortunately many church bells are now rung by computer, making it difficult to ring the bells off-schedule, and this may be the case in your community.

Find out who is in charge of getting the bell rung, and ask that person to have the bell rung for one minute at 9:09 a.m. on September 9. If this building is a church, you may wish to speak briefly to the congregation on one of the Sundays before FASD Day, and explain why the bell will be ringing at 9:09 this year.



Planning Events in Conjunction with the Bells

You may want to have a small program in the church or near the bell tower, for 20 minutes to a half-hour before 9:09 a.m. Notify your child's school, friends of FASD and related organizations you think would be interested.

This may be something that you can interest the local newspaper in. You will be part of a truly international event. (See page 13)

No bells in your community? Use other musical instruments of your choice: drums, cymbals, whatever. One FASD Day supporter shook her grandmother's old school bell -- and a group in a small northern Canadian community approached their local fire department! What about using other instruments: drums, cymbals.

Ringling for Joy

This should be a happy occasion. Those ringing bells - or whatever else you choose - will be a powerful auditory reminder that we are all connected to the planet, and each other. They are a statement that FASD can be beaten.

Planning FASD Day

Be realistic. When considering activities, think about the time and resources available. Start small and build on successes.

Talk to people. Assess interest, and assemble a planning team that can brainstorm together. Seek out groups working on related issues.

Develop a timeline. Work backwards to determine the steps needed to accomplish your goal. For each step ask, "How long before September 9th must this be done?" Then for each time period, add a week. Keep track of all deadlines on a calendar and stick to them.

If possible, start planning in the spring. If your newspaper only comes weekly or the council isn't meeting in the summer, you don't want to leave off contacting people until it is too late. Don't forget to check when folks are going on holiday!

Make a concrete plan. Everyone involved needs to be able to see how things are going and what should happen next. Write a detailed plan listing each step that needs to be accomplished, who will do it, and by when. Make sure those involved support the plan and have a part to play in achieving it.

Reach out to decision-makers. Assess whose approval or involvement you need to make your project successful. Go to these people immediately after you have come up with a solid plan or earlier if their involvement is crucial (for example, the church!). Keep them informed throughout the process.

Welcome all voices. Including people from different backgrounds—particularly those with FASD and their families— in your planning group is essential in order to develop ideas and craft a message that will appeal to a variety of people.

Don't overdo it! The single greatest pitfall for organizers is trying to do too much. Work with other groups, assign projects to volunteers, and make sure you have time for the other important aspects of your life.

Make it fun. At every stage, from signing on volunteers to holding an event to doing cleanup, make it fun! Get creative (e.g., a tiny bell ringing, a pizza party mailing). Have good food available. Sprinkle a dose of laughs into the mix.

After the big day, celebrate. Give lavish praise. When volunteers or partners have successes, be public and generous in your praise. We all like to have our hard work acknowledged.

Oh No, More Meetings!

Most of us have so much to do we hate the thought of squeezing in another meeting.

So while respecting everyone's input and ensuring you are all on the same page, try to **make meetings short and focused** on the task at hand.

Use an agenda and distribute it (possibly by e-mail) prior to the meeting, noting time allotted for each item.

At the meeting, **keep people focused** on the agenda, making sure discussion is relevant to FASD, and your plans for the day. (If people have other concerns, invite folks to stay after the formal meeting to continue discussions.)

Encourage participation. Meet around a table or in a circle. Have several people share information about different aspects of the project. Make sure everyone feels encouraged to give input on decisions.

Troll the group for ideas. Brainstorm about the resources and talents within the group and who members know in the community who might help.

Think ahead. Never leave a meeting without concrete decisions on next steps, with each person assigned to a specific task. Note and circulate who will be doing what by when.

Fundraising

Develop a budget.

Come up with a clear idea of what you need, why, and how much it will cost, then approach potential donors.

Solicit strategically.

Pursue several different funding sources. Ask each one for a specific amount of money or one or more particular items you need.

Show appreciation.

Send thank-you notes to all donors, and remember to acknowledge them publicly, if possible.

Overcoming the Public Speaking Jitters: Spreading the Word about FASD

In a survey, when asked what scared them, most people listed giving a speech above death. Now that is scary. So you know you're not alone. And you also know when you see other people giving a speech you don't see their heart fluttering, palms sweating and knees knocking.

First, some things worth remembering:

- ▶ You probably know your subject better than anyone else in your audience.
- ▶ Your audience wants you to succeed; they're rooting for you!
- ▶ No one cares if you're a bit nervous. In fact, most audiences will be more sympathetic to your message.

Go over what you plan to say with a friend or the group.

Be declarative. State what you think right up front. Say, "FASD is an important health issue in our community," or "If we work together we can prevent FASD in our community."

Speak from the heart and put an emotional quality into your voice.

Let your energy reflect how much you care.

Think in threes. Follow your opening statement with three reasons why you have taken the position you are endorsing. Three aspects are easy for you and your audience to remember. And three is enough.

Tell them what you are going to say. Say it and then tell them what you said.

Link your comments to a recommendation. Having established FASD is an important issue in your community, explain what those present can do to support those with FASD and prevent more babies being born with FASD.

Use personal anecdotes. Where you have had experience with FASD or have worked or lived with people with FASD, briefly outline what you have experienced, and how you feel about it. What could have made things different/better?

Ask for specific support. Before you go to the meeting, look over your requirements and brainstorm with the group about what you need (money, expertise, a donation, written support) to carry out your activities.

We would like you to:

- ▶ Pass a proclamation declaring FASD Day.
- ▶ Donate fruit juice for the event.
- ▶ Contribute the string and cardboard for our FASD knot cards.
- ▶ Ring Bells at your church, school, or workplace.
- ▶ Sponsor our workshop on FASD.
- ▶ Volunteer to work on FASD Day.
- ▶ Advertise FASD Day in your organizations' newsletter.

Mom with FASD Gives Moving Presentation

We invited people to a special continental breakfast to increase awareness. One of our participants, on her own initiative, asked if she could do a "presentation" to the group.

What occurred was a very moving and informative parents support circle where our participant shared the realities of FASD in her life and its impact on her siblings (one who had extremely severe effects) and her own children. She shared, with great honesty, how FASD manifested itself in her own habits and challenges. The group of ten who heard her speak left more aware of FASD and more appreciative of the little "quirks" that they had previously found challenging about this participant.

Kash Cheema, CAPC Coordinator, Langley.

How To Do An Interview

Use "people first" language. Put the person first and the disability second.

Be positive. People are more likely to listen to and remember a message that is phrased with positive language rather than negative language, even if the negative message is an important one. Try positives messages such as "FASD can be prevented if communities support women and their partners to not drink alcohol during pregnancy."

Know your facts. If you are going to make statements about how prevalent FASD is, have your fact sheet nearby with sources to back up what you say. This can be handed to the reporter after the interview.

Only use a few handouts. Don't overwhelm with paper.

Be yourself. You are an expert when it comes to FASD. If you know your subject, then that is all the confidence you need. If you don't know enough about it to feel comfortable, then turn the interview over to someone else.

The Media:

General overview

Getting the message you want into the newspaper or on radio or TV can be a challenge. Sometimes it is easy to get a message out—but it is not the message you want. In our case, we want to get a message that FASD is a serious, incurable condition but we also want to be clear that it is preventable and that prevention requires a community response.

Your media strategy will be influenced by where you live. In larger cities, getting anything in the media can be a challenge. It is sometimes impossible to get past the front door.

In larger cities:



Link up with as many organizations (and particularly well known and respected agencies) as possible. Larger agencies may have someone who is experienced in writing press releases and getting the press out to activities.

Also approach the community and ethnic papers and the freebies (such as Georgia Straight and Monday Magazine).

Call and ask which reporter covers health or social issues. Leave him or her a message. They will get back to you. They are looking for stories.

When you talk to them have your notes ready. Tell them about FASD Day (stress that there are local activities but it is an international event) and what you are planning. Ask if they could do a story on FASD and/or come to cover the event.

Be ready to provide a fact sheet (tell them you will e-mail or fax it) and details of what you are doing. They may also want suggestions about who the experts are in the field to interview and/or if there is someone with FASD who may be contacted to talk about it. Have these names ready (you want to choose the expert and to have discussed with someone willing to speak about their personal experience.)



In smaller communities:

As above, link up to as many other organizations as possible.

Use your contacts. Make it personal. Invite the reporter or editor to coffee. Talk about the problem. Ask for their advice on how to approach it.

If there is some history with your agency or reason that the reporter will not be receptive to you, find someone who they will listen to. What about the medical health officer?

You can also offer to write a series of articles (or to find someone to write them) on various aspects of FASD building up to September 9.

Word to the Wise:

As you know, many people in the media will be looking for a dramatic story and may be inclined to want to talk about the negatives. When you decide on your message set up your story to reflect that. If you are having a story about the challenges faced by someone with FASD be sure to stress that there are things that can be done to support those with FASD (and give examples particularly of any work being done by your project or others in the community). Ask them to end the article noting what communities can do to prevent FASD and giving a contact number for more information.

Public Service Announcements

The local radio station might be willing to help you with this.

How to submit Public Service Announcements:

- 1) Type each script double-spaced on your letterhead (if you have a supporting agency) with the name of a contact person.
- 2) Submit scripts to radio public service directors in your community several weeks in advance. Your chances of getting them aired may increase if you try to give each radio station a different script.
- 3) Follow up with a phone call to the public service director a few days after you submit the scripts asking if they have arrived and if broadcast on FASD Awareness Day will be possible.
- 4) If the public service director was receptive to your first phone call, follow up with additional phone calls before FASD Awareness Day to remind them about the PSA.
- 5) If any radio stations air your PSAs, send the station manager a thank you note.

Sample scripts:

Examples: September 9th is international Fetal Alcohol Spectrum Disorder Day. FASD causes serious social and behavioural problems and is the leading cause of mental retardation in Canada. One child is born with FASD every day. There is no cure for FASD but it can be prevented if communities support pregnant women and their partners to not drink alcohol during pregnancy. Call Babies Best Chance at 222-2222 to find out more.

Issuing a Press Release

If you have any contacts with media people, no matter how remote, use them.

Make sure you send the release to the right person at the newspaper, radio or TV channel you are trying to reach. Newspapers get many press releases and other information. If you have made a phone call

prior to sending out the release, your release will have more chance of being noted.

Make sure your name, phone number, email and date are at the top of the release.

Make a follow-up phone call to make sure the appropriate person received your press release.

Example of a Press Release

Agency/Program
Phone number
Fax. number
Email
Website

September 9 Greenville Joins the World in Proclaiming FASD Prevention Day

(or Bells Ring Out in Greenville September 9th for International FASD Prevention Day)

For Immediate Release

September 7, 2005

GREENVILLE: The Healthiest Babies Coalition (HBC) joins with other communities across Canada and the world in the International FASD Bell Concordance (or whatever) in support of Fetal Alcohol Spectrum Day, September 9 at 9:09.

"On the ninth minute of the ninth hour of the ninth month, bells will ring to remind the community that woman should not drink during the nine months of pregnancy," says Jane Grey, HBC Coordinator.

(Note here, who will ring bells locally or any activity planned. "To mark this moment, Healthiest Babies is hosting a Pregnant Pause at City Hall.")

FASD is an umbrella term describing the range of effects that can occur in an individual whose mother drank alcohol during pregnancy. These may include physical, mental, behavioral, and/or learning disabilities with possible lifelong implications.

In Canada, at least one child is born with FASD every day. In some communities FASD affects more than three in 1,000 babies. It is a leading cause of mental retardation in children and has the largest incidence of any major birth defect in Canada. The effects are life-long.

While not curable, FASD is preventable. The HBC Coalition urges all community members to support FASD. "Working together communities can prevent FASD by supporting pregnant women and their partners avoid alcohol during pregnancy.

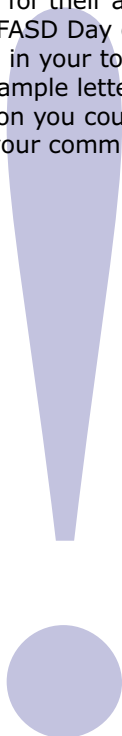
Mayor Ron Smith has proclaimed September 9th as Fetal Alcohol Spectrum Disorder Day in the city of Greenville.

For more information about FASD contact: Jane Grey at 666-9999 or e-mail jane@netlink.ca

Example of a Proclamation

FASD Proclamations

If you know a member of the local council or the mayor, ask for their advice on having FASD Day or week proclaimed in your town. Here is a sample letter and a proclamation you could adapt for your community.



Dear Ms. Cook:

We are writing to request that you officially proclaim International Fetal Alcohol Spectrum Disorder Day (FASD) on September 9th, 2005. We invite you, or a representative, to read out the proclamation at our observance at 9:09 a.m. on September 9th at Faith Church (or Community Centre or whatever.)

FASD is the leading cause of mental disabilities in Canada and the industrialized nations and is the major root cause of numerous social disorders. People with FASD are at high risk of learning disabilities, early school dropout, juvenile delinquency, drug addiction and alcoholism, mental illness, crimes against property, vandalism, child and spousal abuse, unemployment and poverty. Although incurable, FASD is preventable.

FASD Day is celebrated on the ninth minute of the ninth hour of the ninth day of the ninth month. At this time an international alliance asks the world to remember that during the nine months of pregnancy, a woman should not drink alcohol. Communities can play an important role in supporting women and their partners to avoid alcohol during pregnancy.

We welcome any assistance you and Council can give us in encouraging the people of Greenville to ring every bell on 9:09 a.m. on September 9th. (or to participate in FASD activities at the local health centre.)

Sponsoring Agencies: Babies Best Chance, Aboriginal Head Start, Greenville Hospital, Greenville Chamber of Commerce and Faith Church. Enclosed please find a suggested proclamation similar to that used in other communities.

Proclamation Fetal Alcohol Spectrum Disorder

September 9, 2005

WHEREAS: children are our most important resource and it is our responsibility to care for, nurture and protect them; and

WHEREAS: individuals with FASD in Canada and industrial nations throughout the world face the risk of mental retardation or learning disabilities, early school drop-out, homelessness, addictiveness, trouble with the law and mental illness; and

WHEREAS: FASD is a preventable disability and a national health concern for individuals, families, communities and society-at-large;

WHEREAS: in order to reduce the incidence of FASD, it is essential communities provide women and their partners with support and information; and

WHEREAS: parents, professionals, individuals living with FASD, and other people around the world will observe International FASD Day on September 9, 2005 with a Minute of Reflection (Or Ringing of Bells) at 9:09 a.m.

THEREFORE: I, Cynthia Cook, Mayor of Greenville, on behalf of Greenville City Council and the people of our city, do hereby proclaim September 9, 2005 as Fetal Alcohol Spectrum Day in the city of Greenville. I encourage everyone in our community to act with compassion and understanding towards those individuals whose lives were affected by alcohol before they were born and to support pregnant woman, and those who may become pregnant, to have a healthy pregnancy.

(Signed) Cynthia Cook, Mayor of Greenville.

Backgrounder for Speech or to give Media

Information on Fetal Alcohol Spectrum Disorder (FASD)

Background

Since 1973, the medical profession has known that alcohol in pregnancy impedes fetal brain development, affecting intelligence, learning skills and behaviour. Through the ongoing efforts of professionals and community members we are now recognizing the toll FASD is taking and building community strategies to address it.

What is FASD?

Fetal alcohol spectrum disorder (FASD) is a term that encompasses the wide range of physical, mental and behavioural effects that can occur when a baby is exposed to alcohol during pregnancy. The diagnoses under the FASD umbrella are fetal alcohol syndrome (FAS), partial FAS (p-FAS) and alcohol-related neurodevelopmental disorder (ARND).

How Many are Affected?

- In Canada, at least one child is born with FASD every day.
- In some communities FASD affects more than three in 1,000 babies born.
- FASD is a leading cause of mental retardation in children.
- FASD has the largest incidence of any major birth defect in Canada.
- FASD causes serious social and behavioural problems.

What is the Cause and Cure?

In the past our message sometimes implied that preventing FASD rested solely on the pregnant woman's shoulders. There is a growing understanding that the issues of drinking and parenting are far more complex. FASD is preventable, but so are other social concerns such as poverty and war. To move the issue forward requires a concerted message to communities that women will have much more chance of success not drinking during pregnancy if they have the support of dad-to-be, friends, family and community.

What are the Economic and Social Costs of FASD?

Some researchers estimate that each individual with FASD costs the taxpayer approximately \$ 2 million a year in his or her lifetime, for health problems, special education, psychotherapy and counseling, welfare, crime, and the criminal justice system.

The costs are only the tip of the iceberg; underneath these numbers is the unnecessary human suffering caused by FASD.

How Can Communities Help those with FASD?

With early diagnosis and appropriate intervention kids with FASD can do better and those with FASD may avoid troubling and tragic outcomes in adolescence and adulthood.

How Can Communities Be Involved in Preventing FASD?

Pregnant women are part of the community. It is the responsibility of the community to:

- ensure that its members are educated about FASD
- take the action necessary to reduce the incidence of FASD
- provide appropriate care for those who have FASD.

Do Prevention Activities Work?

Yes, there is evidence to support warning labels and posters as a means of increasing awareness and effecting short-term behaviour change among low-risk women.

There is also evidence to support multi-component community-wide initiatives as a means of increasing awareness generally, reducing consumption for pregnant women, and promoting referrals.

(Best Practices, FAS/FAE and Effects of Other Substance Use During Pregnancy, Health Canada, 2000.)

FASD Knots

Since 1999, the FASD Knot has been used by volunteers from northern Canada to New Zealand as a symbol of the international campaign to inform the world about FASD.

It was designed in memory of Abel Dorris, whose brief and poignant life resulted in the groundbreaking 1989 book about FASD, *The Broken Cord*, written by his father, Michael Dorris. The broken cord may refer to the umbilical cord, the spinal cord, the nervous system, the cord between generations, or the cable of an elevator. Michael Dorris said if we back off our children with FASD, they will sink like an elevator with a snapped cable.

This square reef knot (see diagram) is stronger than the cord itself, and cannot be broken or snapped. The circle symbolizes the womb, a baby's head, the human brain, or the earth.

Knots can be made easily and cheaply; a small group can make several hundred in an hour. You need about 9 inches of white 3/16 inch (or



thinner) cord available at hardware stores.

The knot can be pinned to your lapel or to 8" x 5 1/2" coloured cardboard information sheets.

The group can make knots to wear themselves or to share with friends and neighbours.

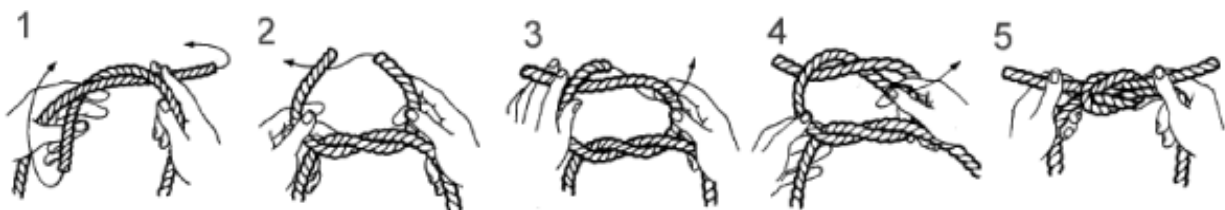
Some groups sell the knots as a fundraiser on FASD Day or during the year. While making the knots, discuss what you will say when people ask, "What does that string mean?"

Note: The FASD Knot was conceived by Bonnie Buxton and Brian Philcox, and groups who use it are encouraged to notify them.

Bonnie says, "We have trademarked the FASD Knot in the U.S. and Canada in order to keep the alcohol industry from using it without permission."

E-mail: ogrady@pathcom.com

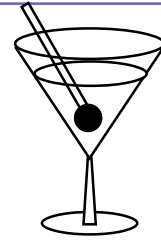
Making the FASD Knot



Make a circle the size of your thumb (smaller if you use thinner cord); then tie right over left and under, left over right and under. It should look like two loops intertwined.

Mocktails

Recipes for Non-Alcoholic Drinks



For bartenders:

Recipes from Pregnant Pause (ARC/NJ).

Baby's Berry Blast

2 oz. pureed strawberries
2 oz. blueberries (fresh or frozen)
1 banana
Splash of pineapple juice
1 oz. coconut milk
Crushed Ice

Nacer Cantando (Born Singing)

Vanilla ice cream
Banana mix
Pina Colada mix
Pineapple juice
Whipped cream & cherry (on top)

Baby's Paradise.

8 oz. V-8 Tropical Splash
2 T. Coco Lopez
3-4 Scoops vanilla ice cream

Coochy Coo Colada.

Pureed strawberries
Pina Colada Mix
Vanilla ice cream

Sunrise Smile

2 Scoops orange sherbet
½ oz. honey
½ oz. Coco Lopez
2 oz. pureed strawberries
2 oz. sliced peaches with syrup

Fruity Bam-Bam

2 oz. pureed strawberries
2 oz. peaches with syrup
½ banana
2 oz. pineapple juice
1 tsp. plain yogurt
Crushed ice

For home:

Recipes from FAS Community Resource Center.

Kina Polada.

1/4 cup pineapple chunks
1/4 cup pineapple juice
1/4 cup coconut cream
4 ice cubes
Blend well in a blender. Pour into two large glasses. Serve with a garnish of pineapple and a cherry.

Cranberry Craze.

1/4 cup cranberry juice
1/4 cup apple juice
1/4 cup sweet & sour mix
1/4 cup ginger ale
Mix first three ingredients well and pour over ice into two large glasses. Add ginger ale. Serve each with a wedge of lime.

Tropical Passion.

1 . 12 oz. can Passion Fruit Nectar
1/4 cup coconut cream
1 cup crushed pineapple
4 ice cubes
Blend well in a blender. Pour into two large glasses. Serve with a garnish of pineapple slice and a cherry.

Strawberry Jazz.

4 frozen strawberries
1/4 cup apple juice
1/4 cup pineapple juice
1/2 cup milk
Place ingredients in blender for several seconds. Pour into two large glasses. Garnish with a strawberry.

Websites for More Mocktails

<http://www.q99fm.com/pages/126266.asp>

<http://www.ourbestrecipes.com/nonalcoholicdrinks.html>

<http://www.betterendings.org/Recipes/NonBev.htm>

Wheel of MisFortune

Wheel of MisFortune

This interactive quiz used in Prince George (see Community Wide, page 5), was based on the Wheel of Fortune on TV. The Wheel can be placed flat but will be more noticeable mounted. The wheel has the numbers for the questions, and once the person spins the wheel, they are asked the question and then given an answer sheet. In Prince George, everyone who answered got a ticket for a free hot dog.

Questions

1. What is the safe level of alcohol during pregnancy?
2. Why do women drink during pregnancy?
3. If dad drinks will it cause FASD?
4. Name a behaviour associated with a person who has FASD.
5. Do people with FASD look physically disabled?
6. FASD affects what areas of a person's life?
7. How long is a FASD person affected?
8. How do you get FASD?
9. What does FASD stand for?
10. How can fathers help prevent FASD?
11. Where can you get facts and information about FASD?
12. Is FASD a women's issue?

Fact Sheet

1. There is no known safe level of alcohol for a pregnant woman. The safest choice is not to drink during pregnancy or when planning to get pregnant. However, many women do not know they are pregnant until two to 10 weeks after conception. It is estimated that 50 to 75% of pregnancies are unplanned. It is never too late in pregnancy to stop drinking.
2. Women may drink and misuse substances as a way of dealing with the pain of their past and of their lives now. For example, physical or sexual abuse, childhood trauma, mental health issues, violence, poverty, unemployment and literacy.
3. Dad's contribution. Alcohol cannot be passed by sperm, however, pregnancy is a shared experience. A man can support his partner by not drinking during her pregnancy and by not wanting or asking her to drink with him.
4. The single most important concern regarding affected children is their altered brain function and their resulting inability to cope with day-to-day tasks. They also show other traits such as being easily over stimulated, impulsive, and unresponsive to verbal cautions.
5. Not necessarily, some individuals do not look disabled but still have life-long problems with learning new behaviours, finding the language to express themselves, paying attending, understanding what is being said, immaturity, poor social skills, trouble remembering daily tasks or staying organized.
6. FASD affects all areas of a person's life: social, mental health, employment, and financial.
7. FASD is brain damage that will affect the person for life.
8. FASD is a result of a fetus being exposed to alcohol. When mom drinks so does baby.
9. Fetal Alcohol Disorder Syndrome.
10. Fathers help prevent FASD by not drinking. Dad's drinking has an enormous impact on the mother's ability not to drink.
11. LIST your agency here.
12. No. FASD is a community issue. Women are most successful in avoiding alcohol during pregnancy when they have the support of their partner, family, friends and community.

FASD Bookmarks



Front Side

Working Together We Can Prevent FASD

Fetal Alcohol Spectrum Disorder Day, September 9th
Fetal Alcohol Spectrum Disorder Prevention, Ongoing.



Working Together We Can Prevent FASD

Fetal Alcohol Spectrum Disorder Day, September 9th
Fetal Alcohol Spectrum Disorder Prevention, Ongoing.



Working Together We Can Prevent FASD

Fetal Alcohol Spectrum Disorder Day, September 9th
Fetal Alcohol Spectrum Disorder Prevention, Ongoing.



Working Together We Can Prevent FASD

Fetal Alcohol Spectrum Disorder Day, September 9th
Fetal Alcohol Spectrum Disorder Prevention, Ongoing.



Working Together We Can Prevent FASD

Fetal Alcohol Spectrum Disorder Day, September 9th
Fetal Alcohol Spectrum Disorder Prevention, Ongoing.



Celebrate with us September 9th.



Celebrate with us September 9th.



Celebrate with us September 9th.



Celebrate with us September 9th.



Celebrate with us September 9th.



Working Together

We Can Prevent
Fetal Alcohol
Spectrum
Disorder



- PREGNANT WOMEN • FATHERS-TO-BE • COUNCIL MEMBERS • HEALTH WORKERS •
- FRIENDS OF PREGNANT WOMEN • FAMILIES OF PREGNANT WOMEN • EMPLOYERS • SOCIAL AGENCIES •
- POLICE OFFICERS • RESTAURANT OWNERS • UNIONS • BAR OWNERS • RETAIL STAFF • SERVICE CLUBS •
- TEACHERS • NEIGHBOURS • RECREATION CENTRES • CHURCHES • GOVERNMENT • YOU •

Fetal Alcohol Spectrum Disorder (FASD) Day
September 9th
Fetal Alcohol Spectrum Disorder Prevention
ONGOING

Call:

fasd Fetal Alcohol
Spectrum
Disorder

Recommended Reading & Resources

Recommended Reading

Best Start in Life

The Best Start in Life: What Youth Need to Know about Fetal Alcohol Spectrum Disorder a 12 minute video produced by BC Aboriginal Child Care Society. Developed by youth for youth to share information about FASD. Suitable for audiences aged 12 and up, it features messages from a doctor, nurse, Elder, a mother with children affected by FASD, and several youth and a true-to-life drama. (http://www.acc-society.bc.ca/files_new/whatnew.html).

Cowichan Valley FAS Action Team Society

A diverse community group dedicated to promoting action that will prevent Fetal Alcohol Spectrum Disorder (FASD) and maximize the potential of people living with it. Check out their website for projects and publications, including Fun and Success Game. Their **Action For Inclusion:** FASD Audits Project is a two-year educational and training pilot project to increase the capacity of communities throughout BC and Canada in their ability to effectively accommodate people living with FASD. Project will work with community organizations to assess their knowledge about FASD and to build their capacity to accommodate people living with it.

Duncan Resource Being Prepared

FASD interactive poster presentation revised based on participant feedback into a comprehensive, effective, participant driven resource. Contact: Melinda Grey, Hiiye'yu Lelum, 250-748-2242.

FAS Bookshelf Inc.

Resources for FASD via mail order 604-942-2024. www.fasbookshelf.com

Journey Through the Healing Circle,

A Training Series for Foster Parents by Robin Ladue and Carolyn Hartness. (Also known as, Little Foxes) Set of videos and books for use in FASD training with foster parents, tribes, school personnel, medical personnel, and clients. They demystify FASD by using a Native American storytelling format that reaches across all cultural and generational lines. Teaching and learning are accomplished by using animals of the forest as the main characters. The books and videos address the complexities and challenges that make parenting an FASD child a difficult task and provide valuable information on prevention. \$85.00 from BC Aboriginal Network on Disability Society 1170 Kosapsun Crescent, Victoria BC V9A 7K7. www.bcands.bc.ca

RurAL CAP's Early Decisions Project (US)

Consists of eight prevention tools (four posters, one video, one teaching unit, one compute game, and one website) for use by FAS/ARBD service providers, health care providers and middle and high schools across the state of Alaska. www.earlydecisions.org

Resources for Parents

Janice Power, Tillicum Haus, Nanaimo has developed a publication for parents with FASD and for parents of children with FASD. She can be reached at healthcentre@tillicumhaus.ca 250-753-6578.

Society of Special Needs Adoptive Parents (SNAP)

Resources and books including one on FASD for Parents. www.snap.bc.ca

Parent-Driven Best Practice Strategies in Caring for Children with FASD.

Victorian Order of Nurses (VON) Parenting Guidelines for Families of Children with FAS/FAE www.von.ca . Available Soon.

The FASD Best Practices listserve,

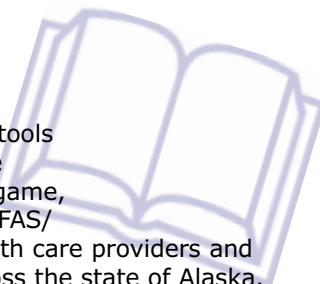
launched Spring 2003, is a place to share information and connect with others working in the field of FASD across Canada. To subscribe, visit: <http://lists.von.ca/mailman/listinfo/fas-faebestpractices> For information, contact Melissa Lee, FASD Project Coordinator Toll-free at 866-777-7412 or by email at leem@von.ca

The Fabulous F.A.S. Quiz Show.

A 15-minute Emmy Award-winning video and activities for middle school students with a facilitator's education kit. Targets middle school students to help them make the right choices regarding alcohol and reproduction and promotes the prevention of babies born with FAS birth defects. Produced by Washington State Department of Health and March of Dimes Birth Defects Foundation, Western Washington Chapter. With cooperation from the Washington State production team, CAP is able to make this video and kit available for a cost of \$10 (Canadian). Contact: The Association for Community Living, #1 - 90 Market Avenue, Winnipeg, Manitoba R3B 0P3. Phone: 204-947-1118.

College of New Caledonia (CNC).

Resources and courses on FASD. www.cnc.bc.ca.



Websites, Contributors

ORGANIZATIONS

AADAC (Alberta) Services for Women 1-780-427-7319 rdm@aadac.com ask for resources for women with FASD.

Asante Centre for FASD

The Centre, located in Maple Ridge, and governed by the Greater Vancouver Fetal Alcohol Society, offers diagnostic, assessment and family support services, based on a multidisciplinary team approach, for children, youth and adults affected by FAS. Website provides up-to-date resources on FASD. Toll free 1-866-327-7101. www.asantecentre.org

BC Aboriginal Network of Disability Society

(BCANDS) Provides advocacy and support to aboriginal people with disabilities, including FASD. Operates Native Health Resource Centre lending library that includes videos, manuals and other related materials on FASD. (250) 381-7303. www.bcands.bc.ca

Canadian Centre on Substance Abuse

Site for CCSA's FASD Information & Consultation Service that aims to be a focal point for Canadian practitioners addressing FASD by: providing recent, accurate information on the important and complex issue of substance use and pregnancy through this Web section and a toll-free telephone information and reference service; offering e-mail based program development consultations to Canadian service providers; serving as a gateway to other credible Canadian sources of information. <http://www.ccsa.ca/index.asp?ID=150>

FAS/E Support Network of BC

The Support Network operates a "warm line," which provides consultation, support and advocacy for parents and caregivers, partners of FAS/E affected individuals, and books, videos and articles about FAS/E. Training workshops are provided throughout the province to caregivers and professionals on the effects of prenatal alcohol exposure and effective prevention strategies. (604) 576-9911. www.fetalalcohol.com

Websites FASD

(Unless otherwise indicated all sites are Canada.)

AADAC's general website. www.aadac.com

Alcohol Related Birth Injury (FAS/FAE) Resource Site. <http://www.arbi.org>

Asante Centre, BC. www.asantecentre.org

BC Aboriginal Child Care Society. <http://www.acc-society.bc.ca>

BC Aboriginal Network on Disability Society. www.bcands.bc.ca

Canadian Centre on Substance Abuse. <http://www.ccsa.ca>

Cowichan Valley FAS Society. <http://www.cvfasd.org/index.htm>

FAS Day. <http://www.come-over.to/FASDAY/manual.htm>

FasWorld Canada (Toronto). <http://www.fasworld.com/day.ihtml>

FAS Quiz <http://www.come-over.to/multiplechoice/fasquizprintout.htm>

FAS/FAE Support Network of BC. www.fetalalcohol.com

Health Canada FAS Strategy. www.healthcanada.ca/fas

National Organization on Fetal Alcohol Syndrome (Washington, DC). www.nofas.org

Northern Family Health Society, Prince George. <http://www.nlhs-pg.org>

Office of Fetal Alcohol Syndrome (Alaska). <http://www.hss.state.ak.us/fas>

Ontario North For Children FASworld <http://www.come-over.to/FASDAY/ABCDEFG/>

Public Health Agency of Canada. http://www.phac-aspc.gc.ca/dca-dea/programs-mes/fas-fae_what_is_e.html

Pregnant Pause Organization. http://www.arcnj.org/pregnant_pause.html

Saskatchewan Institute on Prevention of Handicaps. <http://www.preventioninstitute.sk.ca/fasday.php>

Special Needs Adoptive Parents (SNAP) www.snap.bc.ca

This publication was produced by Hiiye'yu Lelum (The House of Friendship) in Duncan, BC. The Editor, Melodie Corrigan, wishes to thank all those who contributed copy or comments to this publication and takes responsibility for any errors or omissions in content. March 2005.

Production of this document has been made possible through a financial contribution from the Public Health Agency of Canada, BC/Yukon regional office. The views expressed herein do not necessarily represent the views of the Public Health Agency of Canada.

Community groups are welcome to use any or all of the materials included in this publication with the proviso that they acknowledge the original author and source.

Thanks to:	Deb Dinsdale	Roberta Lowcay
Mary Bernt	Moira Fisher	Maria Morisseau
Maria Burtlehaus	Janine Friesen	Allison Pooley
Kash Cheema	Melinda Grey	Alison Richter
Jen Cody	Leslie Hastain	Sheila Robinson
Maggie Wood Crowe	Ruth Henkel	

Prince George: Vision To Move Forward

Northern Family Health Society: An Inspiration to us All

When you read the Northern Family Health Society's website, you may wonder if they live on the same planet as the rest of us. Their work to date is so impressive and their analysis of FASD and how to address the issue so sophisticated they are among the leaders in this field. You will be hard pressed to find many another communities anywhere that are taking on this issue in such a thoughtful and courageous fashion.

So how did they get to this point? Is it the air? Is it luck? Is it just commitment? Well lots of other communities are committed but one thing that makes Northern Family Health Society special is they have been at this for a long time. And in this long struggle there have been many, many activists who just would not take no for an answer. There have been champions and sloggers—dedicated and committed to preventing FASD and supporting those with FASD. And it has not all been smooth sailing. (In fact, most of the year sailing would be impossible.) For every step ahead, there have been slips back, many a knee skinned, many a “best of plans” ended up not being quite as good as hoped. So if you **are** ready to move forward or need a bit of inspiration, please check out their website <http://nfhs-pg.org>, and consider using them or Cowichan Valley <http://www.cvfasd.org> as beacons when you are trying to raise awareness locally. You may be aware of other communities who are also having success. Here's some background from the Northern Family Health Society website:

The Northern Family Health Society is a non-profit society incorporated in Prince George, BC in 1989. The NFHS is recognized for its leadership role in the formation and maintenance of the Prince George FAS Community Collaborative network (FAS Network) 1997. The Network was built from a core group of diverse individuals who had a history of working together for six years to address Fetal Alcohol Syndrome and related issues. The membership includes more than 75 committed individuals and 30 organizations. Representatives include parents and caregivers, front-line workers, program managers and policy-makers. The Network's goal is to develop a community policy response for the prevention of FAS through a community mobilization process.

Understanding FASD requires that there must first be an acceptance that FASD does not occur in isolation. FAS is a community issue, that stems from poverty,

abuse, violence, lack of services, and other many factors related to health. Because this is a community issue, there needs to be a community solution.

Prince George also has a commitment to supporting FASD initiatives throughout the North of BC. Partnerships have been formed with a number of north and northwest communities who have indicated an ability to mobilize their communities to respond to this issue. These communities include Fort Nelson, Fort St. John, Dawson Creek, Chetwynd, Fort St. James, Burns Lake (See page 7) and Smithers.

But if these types of activities are still a long way off, focus on where you are until you are ready to take on more. Check out the baby steps, page 4. That's where it all starts.

Moving Forward

If you have community interest and commitment already and want to move forward, then you may want to start off with a Mind Mapping, check out Tools for FAS Community Development. <http://nfhs-pg.org/tools/mindmapping.html> See also Cowichan Valley FAS Society. <http://www.cvfasd.org/index.htm> for a community response to FASD.)

