

## **Communication Campaign: A Major Tool for Social Marketing Prince George Campaigns**

### **Planning Your Own Campaign - Extra Stuff**

#### **Sound Bytes**

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The following sound bytes were developed based on our guiding principles and were used in a number of different ways in different campaigns.

Feel free to use them and insert your agencies name or just delete ours.  
27th Jan 2002.

#### **Sound Bites--- FAS (Fetal Alcohol Syndrome)**

##### **Announcement 1 :**

One in one hundred North Americans live with an invisible disability. These people have been affected by prenatal alcohol exposure but don't have the visible characteristics of the medical condition called Fetal Alcohol Syndrome. FASD or Fetal Alcohol Spectrum Disorder is by far the more common and challenging problem as individuals with it are often unrecognized, with normal to above average IQ's and are often seen as deliberately defiant or disruptive. It is a hidden disability. *The Northern Family Health Society and Make Children First bring you this message. We are working together to change a child's life forever.*

##### **Announcement 2:**

Some things in life do not mix. Like pregnancy and alcohol. If you are pregnant, your best option is to avoid alcohol until after your baby is born. Here is a tip: Keep juice or mineral water on hand. If you are visiting friends or family, take these drinks with you. That way it is easier to pass up wine or a mixed drink. Help protect your baby's health. This message brought to you by the *Northern Family Health Society and Make Children First. We are working together to change a child's life forever.*

##### **Announcement 3:**

If you are pregnant, don't let the fruity taste of coolers fool you into thinking you aren't really drinking. They contain alcohol, and drinking any kind of alcohol during pregnancy has been shown to increase a baby's risk for birth defects. Think before you drink. *The Northern Family Health Society and Make Children First have brought this message to you. We are working together to change a child's life forever.*

##### **Announcement 4:**

Fetal Alcohol Syndrome is only one hundred percent preventable is we can prevent the reasons why women drink. The general public, not to mention many professionals, are unaware of the fact that no amount of alcohol in pregnancy has been established as safe for the fetus. Awareness is half the battle. We can beat FASD. *The Northern Family Health Society and Make Children First have brought this message to you- where we are working together to change a child's life forever.*

**Announcement 4:**

Did you know that all types of alcohol are harmful to an unborn baby? Coolers, beer, cider, and wine all contain as much alcohol as a shot of hard liquor. Please, if you are pregnant or thinking of becoming pregnant, think twice before you drink. This message has been brought to you from the *Northern Family Health Society and Make Children First* where we are working together to change a child's life forever.