

FA fetal SD alcohol SD spectrum disorders

talk about it for better action



ALCOHOL USE DURING PREGNANCY AWARENESS **TOOLKIT**

Receiving ill-adapted or unsolicited information about alcohol consumption during pregnancy can cause feelings of anxiety, guilt, anger or shame, which in turn can undermine prevention and support efforts. For this reason, professionals must take great care to use the right tools at the right time and with the right audience.

This toolkit collects various awareness tools designed as part of the **TSAF: en parler pour mieux agir** project and specifies their suggested use.

The right information at the right time

Tools designed to be deployed in **public spaces** seek to pique people's interest and open conversations.

Once a person confirms that **this information is wanted**, more comprehensive tools can be offered.

In-depth tools can also be used when a resource person is available to present them, answer questions and make referrals as needed.

The right information for the right audience

These FASD prevention tools provide information on the risks associated with consuming alcohol during pregnancy.

They are not designed for pregnant people who have already consumed alcohol or those living with an alcohol-related use disorder.

The tools can still be used with these populations, with supervision, based on the care and intervention team's judgment.

General Public and Pregnant People

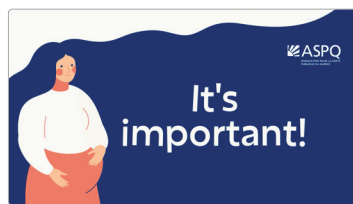
Public spaces



Poster



Bookmark



Silent video capsule

USAGE EXAMPLES

- Health and social services establishment (e.g.: waiting room, office)
- Perinatal resource centre
- Community organization
- Birthing centre
- Social media

Desired or Guided Information



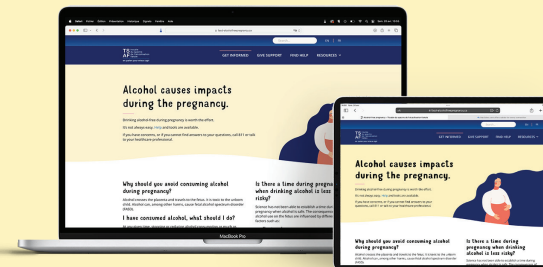
Testimony of a young adult born with FASD



Silent video capsule



FASD infographic



Website: fasd-alcoholfreepregnancy.ca

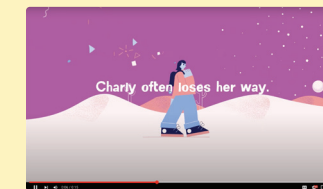
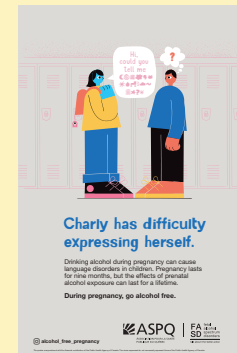
USAGE EXAMPLES

- Pregnancy monitoring and social services during pregnancy
- Prenatal classes
- Activity in a perinatal resource centre
- Activity in a community organization
- Health and social services appointments

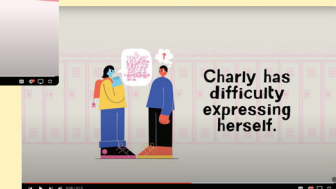
Tools for youth



Posters



Video capsules



USAGE EXAMPLES WITH YOUTH AUDIENCES

- Health and sexuality courses
- Activity in a youth centre
- Activity in a community organization
- Health and social services appointments