

The Partnership to Prevent FASD:*

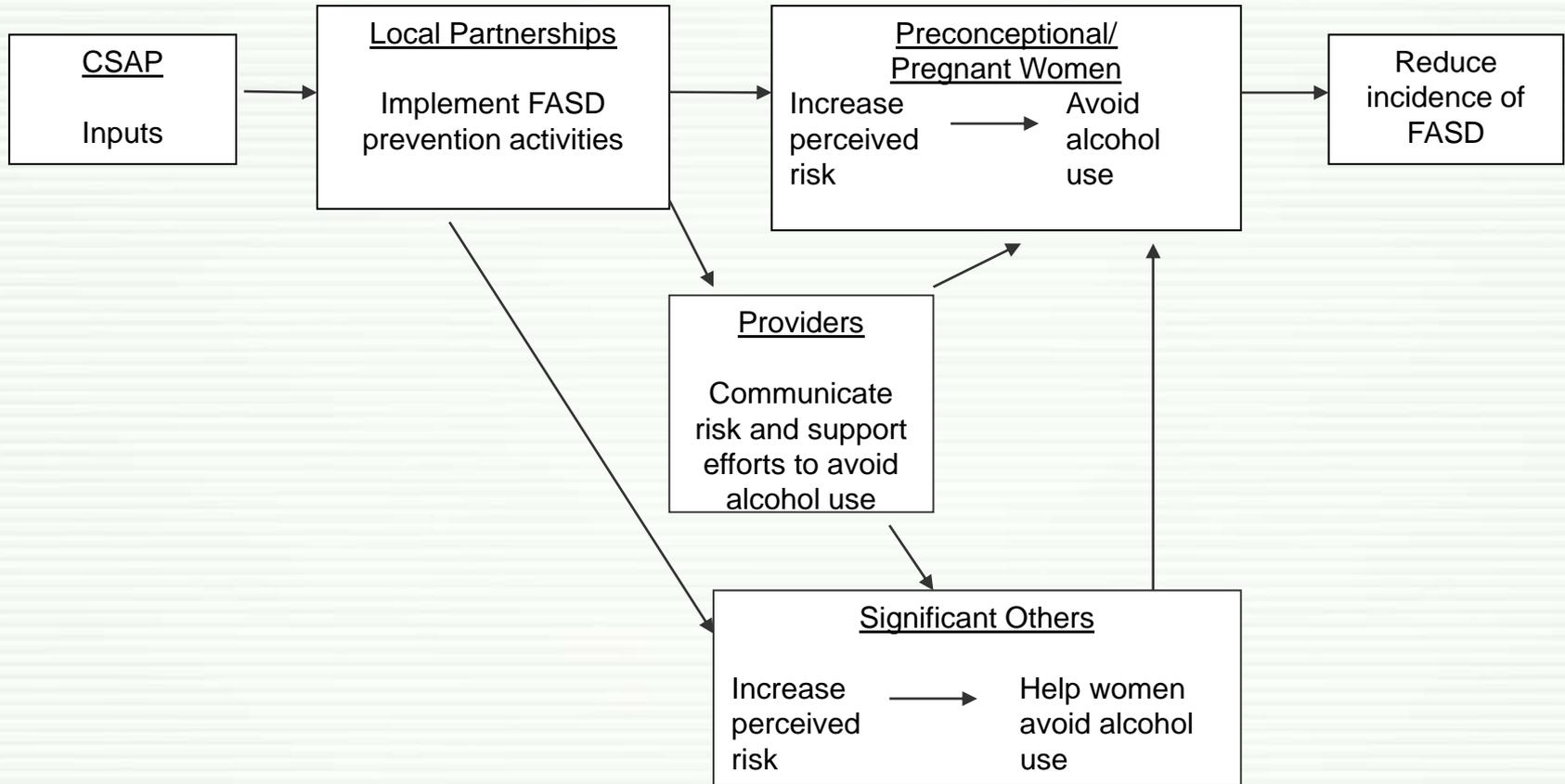
Tools for the Taking

Rebecca M. Buchanan, Ph.D.
Westat

*Produced by SAMHSA's FASD Materials Development Center for Excellence under contract to Westat (277-00-6102).



The Partnership to Prevent FASD Approach



Final Messages and Images

When You're
Pregnant, Your Baby
Drinks What You
Drink



Final Messages and Images

Alcohol Can Harm the
Way Your Baby
Learns and Behaves



Final Messages and Images

Would We Give Our
Baby Alcohol? No
Way.



Final Messages and Images

It's the Same for Every
Pregnant Woman
Everywhere



Partnership to Prevent FASD Materials



Materials for Partners

Partnership Sign-Up Form

<http://prevention.samhsa.gov/faspartners/>

If you are interested in becoming a Partner, please complete this form and fax it to:
[coordinator first and last name] at [lead organization name] at [FAX number].
 For more information, call: *[coordinator first name] at [telephone number].*

Yes, I would like to join the *[Community Name]*
 Partnership to Prevent FASD.

Organization Name: _____

Primary Contact Name: _____ Title: _____

Phone: _____ Fax: _____

Web Address: _____

E-mail Address: _____

Describe any activities that your organization is currently conducting and that could contribute to the Partnership to Prevent FASD: _____

Place an "X" in the box next to each activity in which your organization can participate:

- Endorse the FASD prevention effort to broaden support.
- Designate a point of contact within your organization to promote networking and coordinate activities.
- Help plan related activities through meetings, phone calls, E-mails, etc.
- Host an event.
- Staff a booth at a local health fair.
- Distribute FASD prevention messages and materials through professional offices, community locations (e.g., restaurants, beauty salons), presentations, etc.
- Include articles in your organization newsletter or Web site.
- Place an article, announcement, and/or advertisement in the local media (television, radio, newspapers, magazines, billboards, bus sides/shelters).
- Facilitate a training session.
- Help conduct research (lead a focus group or administer a survey).
- Provide financial, labor, and other resources (e.g., printing or photocopying materials).
- Other: _____

If possible, please provide an organization name, contact name, and phone number for another potential Partner: _____

Welcome!

Partnership
 to Prevent
 Fetal
 Alcohol
 Spectrum
 Disorders



Be an **alcohol-free** mother-to-be.
 Have a **healthy** baby.



Materials for Providers

Help women deliver healthy, happy babies.

You can advise your preconceptional patients or clients that the best time to stop drinking is when they decide to get pregnant. You also can reassure women who are already pregnant that if they stop drinking now they can reduce the potential harm to the fetus.

- An enclosed insert suggests ways to start conversations with mothers-to-be and their families and friends about alcohol use.
- You may request companion pamphlets to this one for women and their families and friends through SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI). To order publications, call (800) 729-6686 or access the Web site: <http://www.ncadi.samhsa.gov>.

As many as 60,000 babies born each year are affected by prenatal alcohol exposure.*

Prevention is the only cure. You are a critical part of the community network that supports the birth of healthy babies.

* National Organization on Alcohol Abuse and Alcoholism (2002). *100 Year Report: Progress in Alcohol Research*. Washington, DC: National Academy of Sciences. <http://www.niaaa.nih.gov/publications/100yearsreport>. Accessed 10/27/10.



Help a patient or client
Have a healthy baby
Be an alcohol-free mother-to-be.

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Printed 2010

FASD Partnership to Prevent Fetal Alcohol Spectrum Disorders
www.samhsa.gov/faspartners

How to help your patients or clients be alcohol-free mothers-to-be.

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov

Ayude a las mujeres a tener bebés saludables y felices.

Usted puede aconsejar a sus pacientes o clientes que van a ser madres que el mejor momento para dejar de tomar es cuando decidan quedar embarazadas. También les puede asegurar a las mujeres que ya están embarazadas que si dejan de tomar ahora, pueden reducir un claro potencial de daño.

- Una hoja informativa adjunta le sugiere maneras de iniciar una conversación con las futuras madres y sus familias y amigos sobre el uso de alcohol.
- Puede solicitar folletos adicionales para las mujeres y sus familias y amigos a través de SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI). Para pedir publicaciones, llame al (800) 729-6686 o entre al sitio Web: <http://www.ncadi.samhsa.gov/>.

Tanto como 60,000 bebés que nacen cada año son afectados por la exposición prenatal al alcohol.*

La prevención es la única cura. Usted es un elemento crítico de la red de apoyo comunitario que ayuda a que nazcan bebés saludables.

* National Organization on Alcohol Abuse and Alcoholism (2002). *100 Year Report: Progress in Alcohol Research*. Washington, DC: National Academy of Sciences. <http://www.niaaa.nih.gov/publications/100yearsreport>. Accessed 10/27/10.



Ayuda a que una paciente o cliente tenga un bebé saludable. ¡No tome!

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FASD Partnership to Prevent Fetal Alcohol Spectrum Disorders
www.samhsa.gov/faspartners

Cómo ayudar a sus pacientes o clientas a ser futuras madres que no toman.

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov



Materials for Significant Others

Plan to have alcohol-free fun.

The best time for a woman to stop drinking is before she gets pregnant. But helping your family member or friend stop now can still help her baby. If you drink alcohol, you will help her stop by curbing your drinking, too. You can still have a good time together.



- If it's pleasant, go for a walk and take along a picnic lunch.
- If it's chilly, treat yourselves to a movie or go shopping inside the mall.
- Work out together at the gym, take a swim, or join an exercise class.
- Meet friends and toast the baby-to-be with a non-alcoholic drink such as seltzer and cranberry with lime.
- Support your effort by asking advice from family, friends, or co-workers.
- If you need more help, visit or call your local clinic or community center.
- By showing you care, you'll start being a good family member or friend to a healthy baby and mother. You can be proud of giving loving support.



Help a family member or friend
Have a healthy baby.
Be an alcohol-free
mother-to-be.

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FASD Partnership to Prevent
Fetal Alcohol Spectrum Disorders
Prevention.samhsa.gov/faspartners/

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Tips for Women

How to help your family member or friend be an alcohol-free mother-to-be.

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov

Would We Give Our Baby Alcohol?
No Way.



Have a healthy baby.
Be an alcohol-free
mother-to-be.



DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov



Materials for Preconceptional and Pregnant Women

Have a **healthy** baby.
Be an **alcohol-free** mother-to-be.



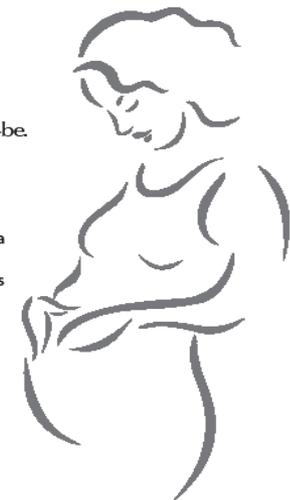
For information call:
SAMHSA's FASD Center for Excellence
Information Resource Center
(866) STOP-FAS

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov

Partnership to Prevent
Fetal Alcohol Spectrum Disorders
www.samhsa.gov/faspartners

When You're Pregnant,
Your Baby Drinks What You Drink.

Have a **healthy** baby.
Be an **alcohol-free** mother-to-be.



Even beer and wine can hurt your unborn child.
When you drink a glass of beer, wine, or a wine cooler, it goes into your bloodstream and passes to your baby. And your baby gets just as much alcohol as when you have a mixed drink with hard liquor.

The best time to stop drinking is when you decide to get pregnant. If you're already pregnant and stop now, you can still help your baby.

It's the same risk for every pregnant woman. Every drink is one too many.

For information call:

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov

Partnership to Prevent
Fetal Alcohol Spectrum Disorders
Prevention.samhsa.gov/faspartners

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Program Manual: A Comprehensive Toolkit for Community-Based Organizations

Three components designed to work together:

1. Print Edition

- Program Introduction
- Stage 1: Partnership Mobilization and Program Planning
- Stage 2: Provider Involvement
- Stage 3: Materials Dissemination
- Stage 4: Program Evaluation
- Pilot Program
- Call to Action
- Complete Catalog of Materials and Instructions for Obtaining Materials
- Glossary of Terms
- Technical Support
- References



Program Manual: A Comprehensive Toolkit for Community-Based Organizations

2. CD Edition

- Information from Print Edition
- 4 Case Studies
- Electronic Copies of Materials for Printing and Downloading

3. CD Supplement



Join us in the effort to unite local communities
in a national concern.

- Begin today to establish your area's Partnership to Prevent FASD.
- Help spread the word: "Have a *healthy* baby. Be an *alcohol-free* mother-to-be."
- Remember, prevention is the only cure.

