

# Erie County, NY Partnership to Prevent FASD

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***Harmonizing Chords: Strategies for Developing and Sustaining Effective Partnerships*** **BFSS 5/5/10**

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# The Partnership Core Principles

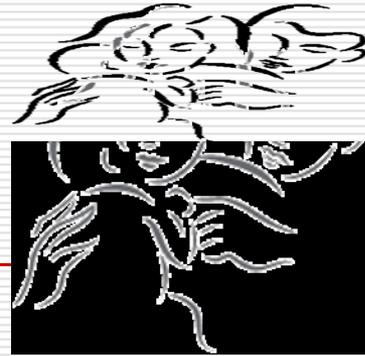
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1. Prevent the problem by eliminating alcohol use during pregnancy.
2. Target adult women.
3. Target women's support systems.
4. Communicate positive, consistent messages.
5. Use multiple information sources and multiple settings to communicate core messages.
6. Mobilize communities using partner networks and existing resources.

# The Partnership Target Audiences

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- ❑ Preconceptional and pregnant women who are light to moderate drinkers.
- ❑ Significant others, both male and female, who can encourage and support the decision not to drink alcohol during pregnancy.
- ❑ Providers who are a trusted source of advice, can discuss risk, and help change behavior.

# Starting up the Erie County Partnership

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- ❑ 5 discussion groups with community stakeholders:
  - ❑ To share information about issues, attitudes, and priorities of the local community.
  - ❑ To gain a clearer understanding of community needs regarding the prevention of FASD.
- ❑ Who are the stakeholders in your community?

# Erie County Partners



Amherst Youth Board	Adolescent Pregnancy Prev.	Federation of Neighborhood Centers	Buffalo Prenatal/Perinatal Network	Buffalo Public School District
Catholic Charities	Child & Family Services	Community Action for Prenatal Care	Community Action Organization	Community Blue Prenatal
County Legislator Barry Weinstein	County Legislator David Dale	Erie County Dept. of Social Services	EPIC-Every Person Influences Children	Hispanics United of Buffalo
Kenmore Family Care	Lakeshore Behavioral Health	March of Dimes	Native American Community Services	Nurse Midwifery Associates
NYS OASAS field office	Pregnancy Risk Network	Prevention focus	Stutzman ATC	Univera Health Care
Wellness Institute	Western NY United	Westside Community	Erie County WIC Program	Women & Children's Hospital

# Listening to women and their significant others

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- 8 focus groups were held
  - To gather information on knowledge, attitude, and behavior regarding pregnancy, drinking during pregnancy, support, and sources of health information.
  - How do you think they responded to the information presented?

# The Partnership Launch, November 2002 Shea's Buffalo Performing Arts Center

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Participants view Partnership materials.



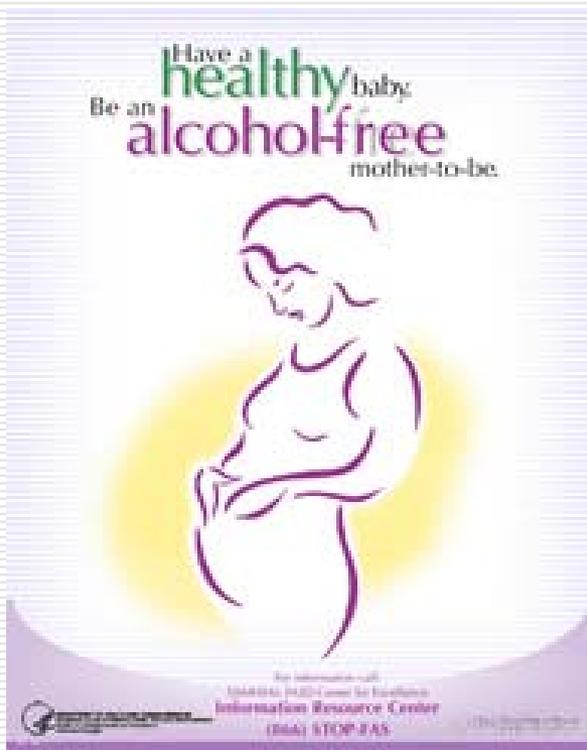
The Hon. Sam Hoyt addressed the event participants.



Tyler's message, "Please, moms, don't drink when you're pregnant!"

# Partnership Materials

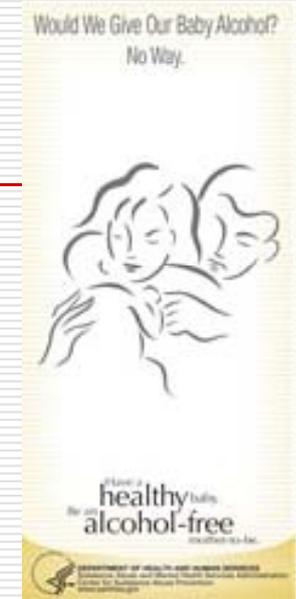
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800 English and Spanish posters were displayed throughout Buffalo and Erie County during the first year of the project.

# Partnership Materials

- 25,500 rack cards distributed to:
  - Hospitals, clinics, physician offices
  - Blue Cross/Blue Shield prenatal packets
  - Erie County WIC programs
  - Pharmacies
  - Partner organization clients
  - Workshops, classes, and health fairs



# Applying the Partnership core messages to all target groups

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□ To address gaps in service and to promote the *Core Messages*:

- Behavior change
- Knowledge of cause
- Knowledge of negative consequences
- Perceived risk
- Perceived self-efficacy
- Perceived benefits



<b>CORE MESSAGES</b>	<b>WOMEN</b>	<b>SIGNIFICANT OTHERS</b>	<b>PROVIDERS</b>
BEHAVIOR CHANGE	<ul style="list-style-type: none"> <li>➤Dissemination of Partnership materials to providers' offices-inclusion in prenatal packets</li> <li>➤Transit ads, billboards, radio PSAs</li> <li>➤"Here's To You, Baby" restaurant campaign</li> </ul>	<ul style="list-style-type: none"> <li>➤Transit ads</li> <li>➤Billboards</li> <li>➤Radio PSAs</li> <li>➤"Here's To You, Baby" restaurant campaign</li> </ul>	<ul style="list-style-type: none"> <li>➤Human service and community provider training</li> <li>➤Physician training</li> <li>➤Dissemination of Partnership materials to providers' offices</li> <li>➤Buffalo News Health Magazine</li> </ul>
KNOWLEDGE OF CAUSE	<ul style="list-style-type: none"> <li>➤Radio PSAs</li> <li>➤Buffalo News Health Magazine</li> <li>➤Messages on "giveaway" items for health fairs</li> <li>➤Baby Shower event</li> </ul>	<ul style="list-style-type: none"> <li>➤Radio PSAs</li> <li>➤Buffalo News Health Magazine</li> <li>➤Messages on "giveaway" items for health fairs</li> </ul>	<ul style="list-style-type: none"> <li>➤Human service and community provider training</li> <li>➤Physician training</li> </ul>
KNOWLEDGE OF NEGATIVE CONSEQUENCES	<ul style="list-style-type: none"> <li>➤Radio PSAs</li> <li>➤Newsletter articles</li> <li>➤Buffalo News Magazine article</li> </ul>	<ul style="list-style-type: none"> <li>➤Radio PSAs</li> <li>➤Newsletter articles</li> <li>➤Buffalo News Health Magazine article</li> </ul>	<ul style="list-style-type: none"> <li>➤Human service and community provider training</li> <li>➤Physician training</li> </ul>
PERCEIVED RISK	<ul style="list-style-type: none"> <li>➤Spanish language billboard</li> <li>➤Transit ads in Spanish on specific routes</li> <li>➤Partnership materials in prenatal packets and providers' offices</li> </ul>	<ul style="list-style-type: none"> <li>➤Spanish language billboard</li> <li>➤Transit ads in Spanish on specific routes</li> </ul>	<ul style="list-style-type: none"> <li>➤Human service and community provider training</li> <li>➤Physician training</li> <li>➤Dissemination of bi-lingual Partnership materials to providers</li> </ul>
PERCEIVED SELF-EFFICACY	<ul style="list-style-type: none"> <li>➤Community outreach</li> <li>➤Community/employee health fairs</li> <li>➤Radio PSAs</li> <li>➤Buffalo News Health Magazine</li> </ul>	<ul style="list-style-type: none"> <li>➤Community outreach</li> <li>➤Community/employee health fairs</li> <li>➤Radio PSAs</li> <li>➤Buffalo News Health Magazine</li> </ul>	<ul style="list-style-type: none"> <li>➤Human service and community provider training</li> <li>➤Physician training</li> <li>➤Mailing to healthcare providers with sample materials and suggested use</li> </ul>
PERCEIVED BENEFITS	<ul style="list-style-type: none"> <li>➤Baby Shower event</li> <li>➤Radio PSA's</li> <li>➤Buffalo News Magazine</li> </ul>	<ul style="list-style-type: none"> <li>➤Radio PSA's</li> <li>➤Buffalo News Magazine</li> </ul>	<ul style="list-style-type: none"> <li>➤Human service and community provider training</li> <li>➤Physician training</li> </ul>

# Addressing the gaps and meeting the needs in Erie County

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- Billboards and transit advertising
- Television PSA
- Ad in The Buffalo News Magazine
- Restaurant campaign
- Community Baby Shower for high-risk women
- Healthcare education event
- Hospital Grand Rounds
- FASD regional conference



# Billboards & transit ads

**Fetal Alcohol Syndrome**

**100% Permanent**  
**100% Preventable**

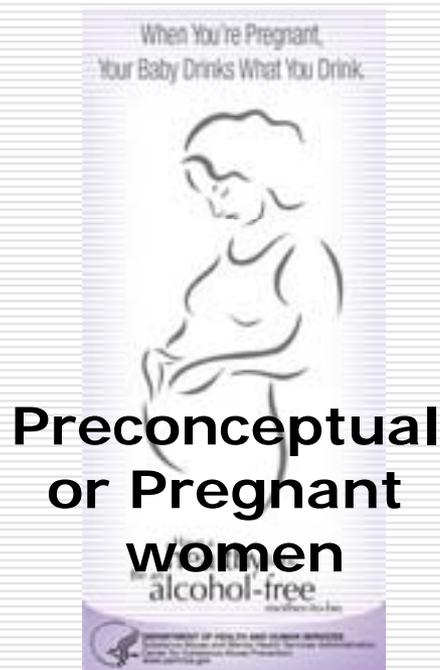
Have a **healthy** baby.  
Be an **alcohol-free** mother-to-be.

The Partnership to Prevent Fetal Alcohol Spectrum Disorders & ECCPASA 831-2298

# Creating your own Community Partnerships

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Locate today's "Partners" by finding others with the same rack card.



Discuss the following questions as they apply to your target audience

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1. How will you initially engage them?
  2. How will you keep them engaged?
  3. What are the potential barriers to engaging your target audience and how could these barriers be addressed?
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# Thank you for participating!

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We hope this workshop has given you the tools to use to establish a *Partnership to Prevent FASD* in your community!

