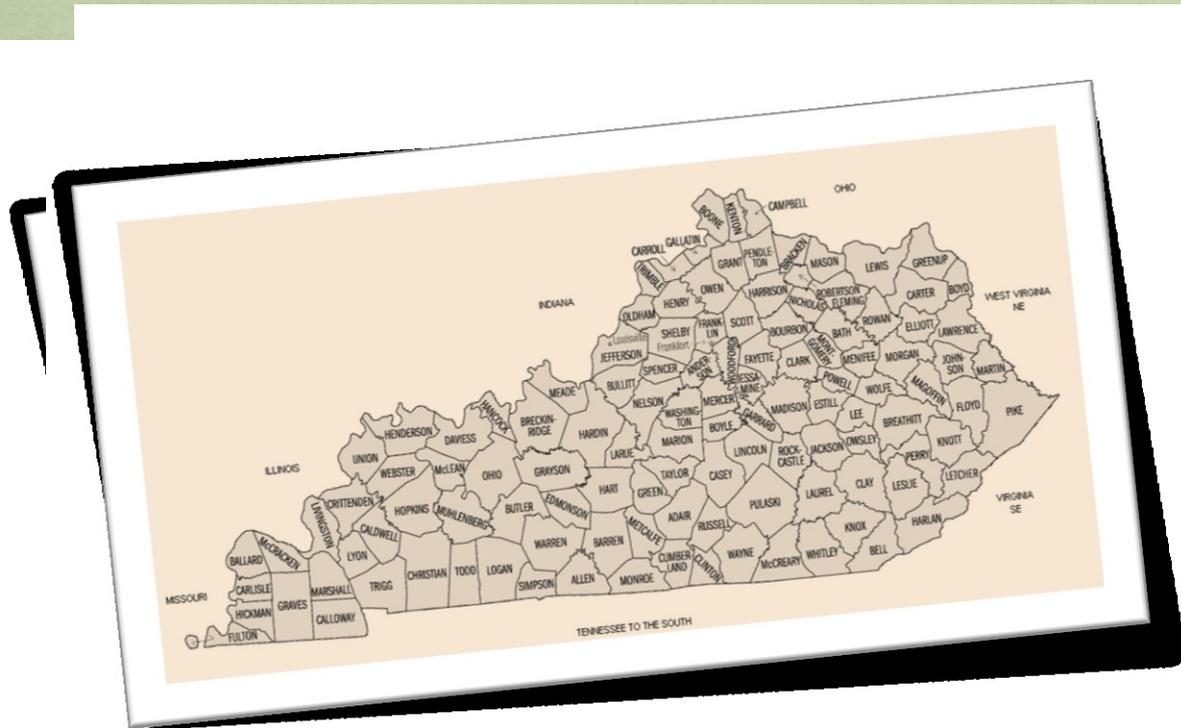


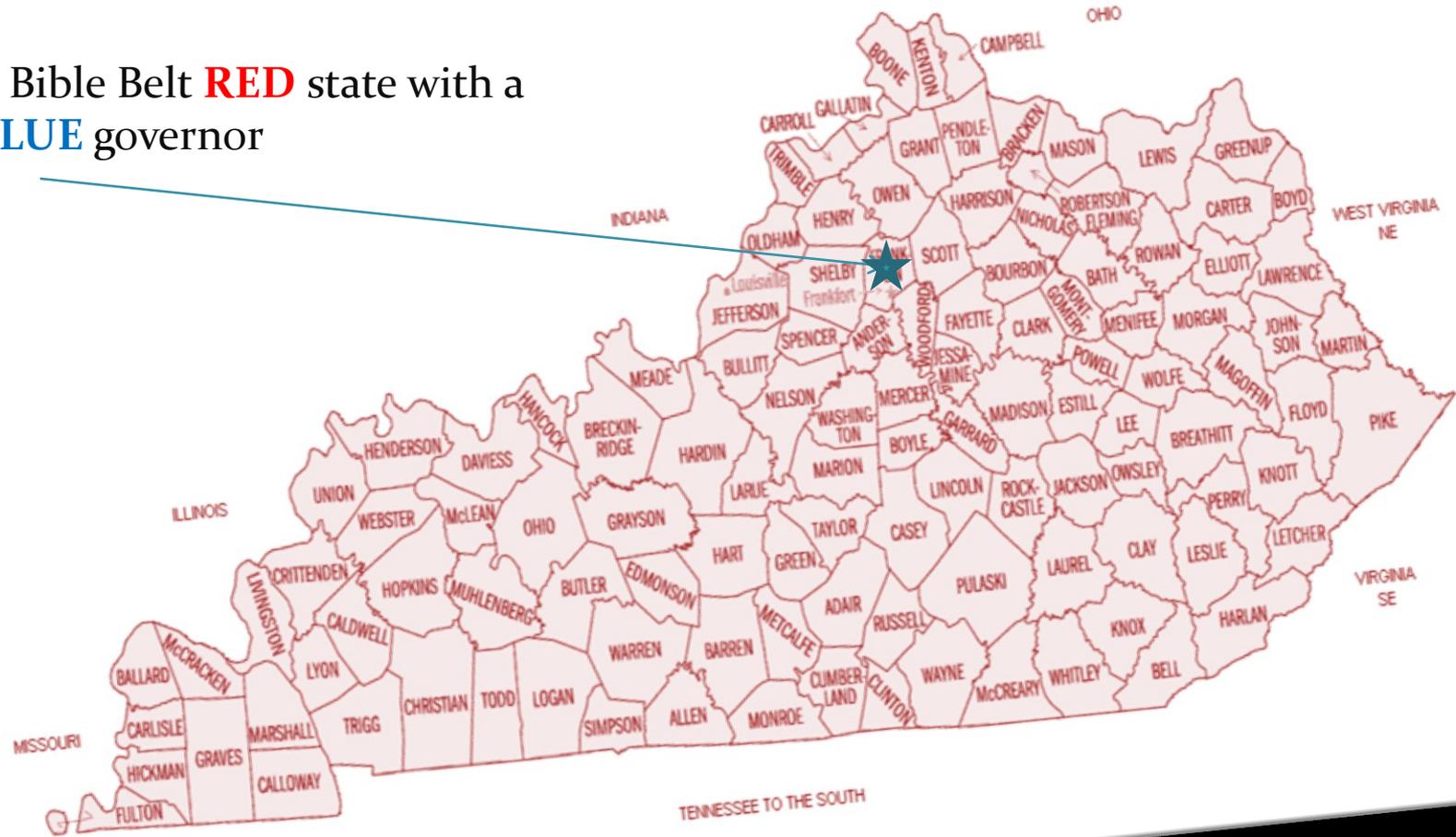
# Preventing FASD By Changing the Environment:

The  
Kentucky  
Experience  
(A Work in  
Progress...)



# A Little Bit of Sightseeing:

A Bible Belt **RED** state with a **BLUE** governor



# 120 Counties:

32 - wet

39 - dry

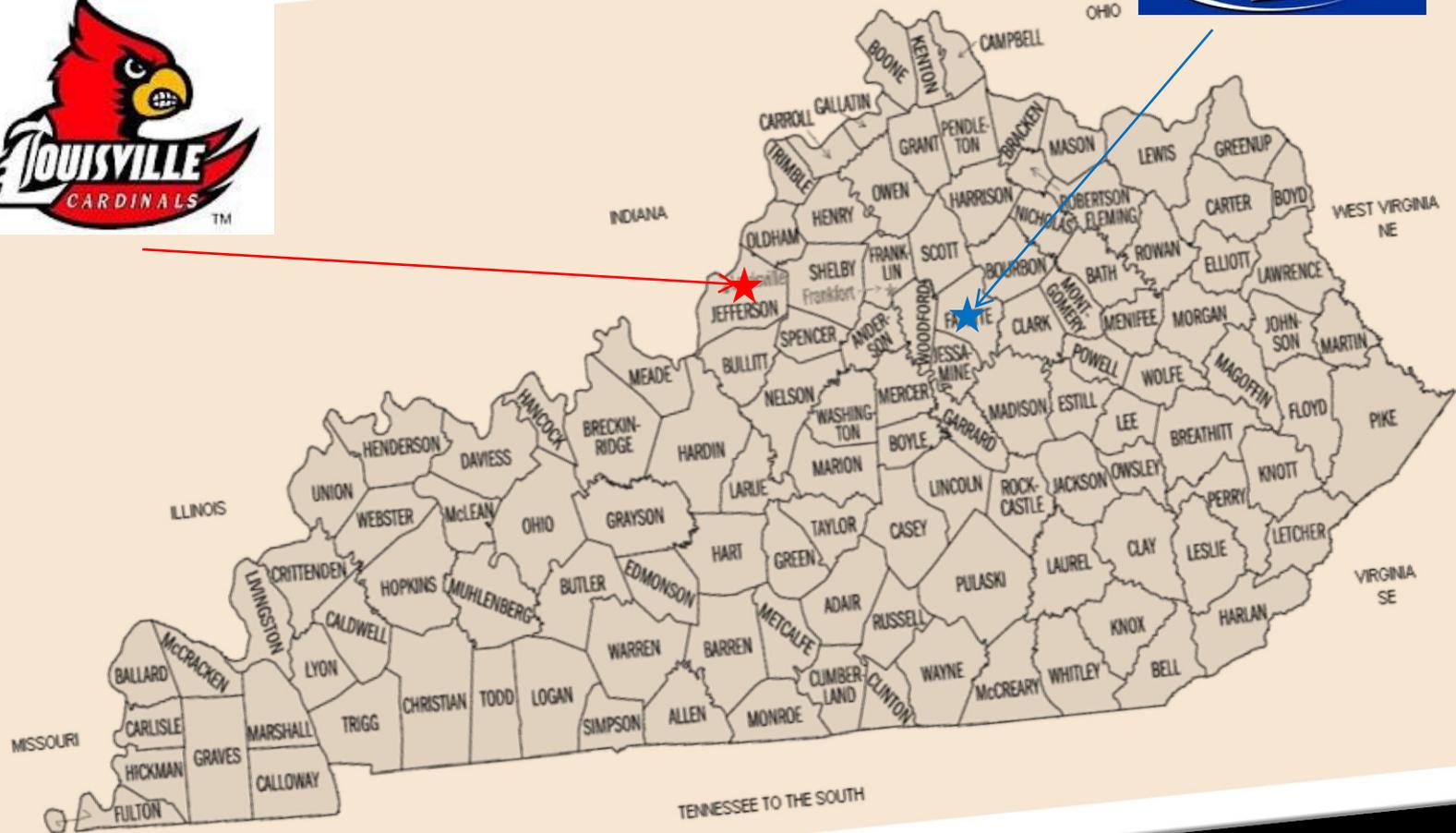
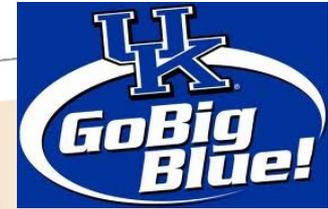
49 - moist

Christian County is wet

Bourbon County is dry



# We love basketball.

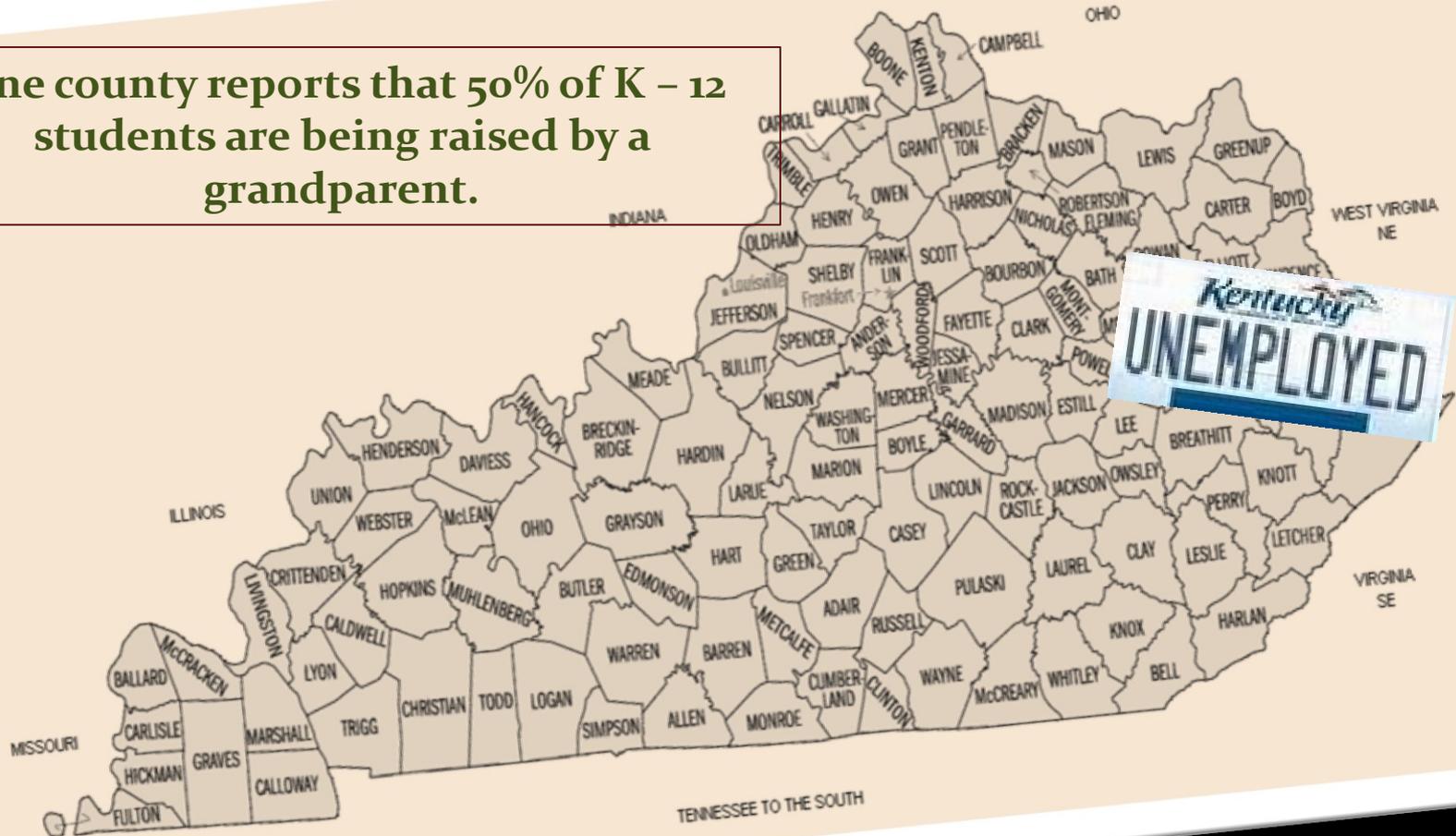


We have great wealth and  
great poverty.



# We have great wealth and great poverty.

One county reports that 50% of K - 12 students are being raised by a grandparent.





# We come to you from the clan of Substance Abuse Prevention.

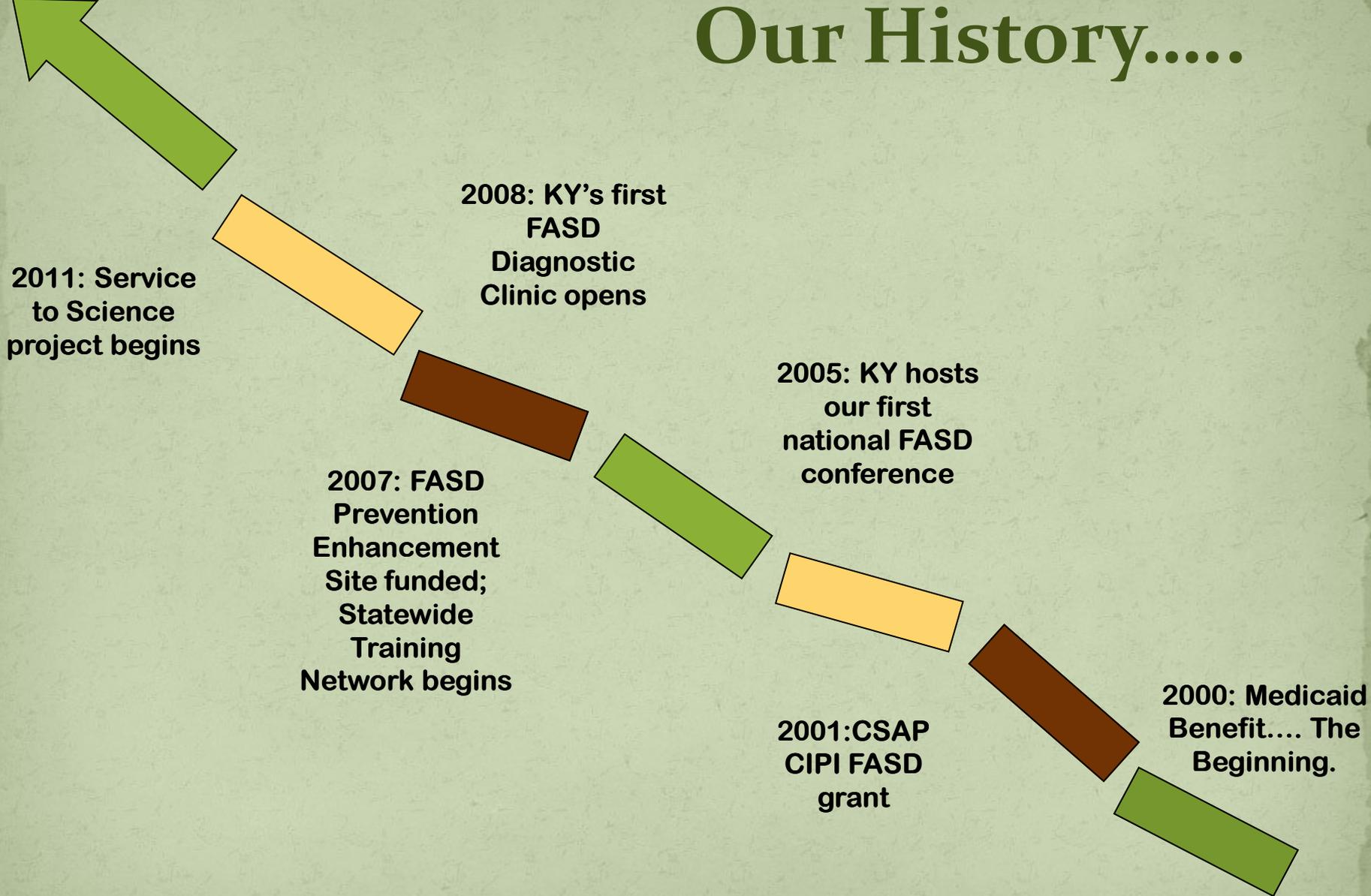
Kentucky funds statewide  
Prevention Enhancement Sites to  
provide technical assistance in  
the following prevention areas:

- Alcohol
  - Tobacco
  - Faith-Based Initiatives
  - Marijuana
- AND

**Fetal Alcohol  
Spectrum Disorders!!!**



# Our History.....



2011: Service to Science project begins

2008: KY's first FASD Diagnostic Clinic opens

2005: KY hosts our first national FASD conference

2007: FASD Prevention Enhancement Site funded; Statewide Training Network begins

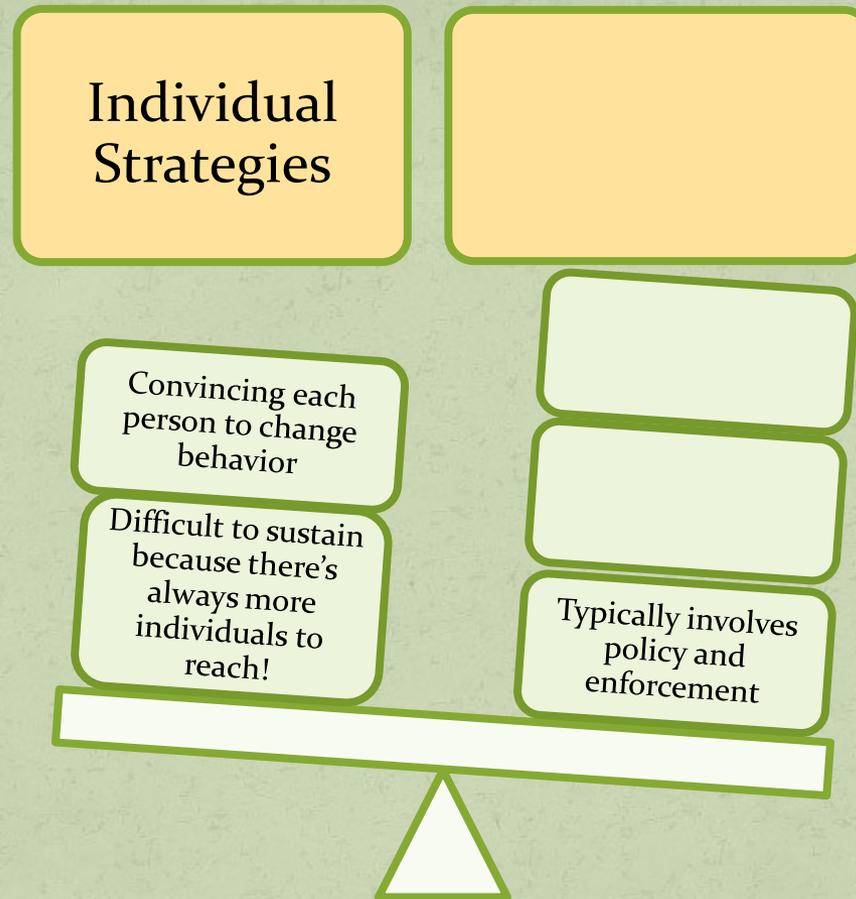
2001: CSAP CIPI FASD grant

2000: Medicaid Benefit.... The Beginning.

# Our Vision

## Five Years From Today:

- All Kentucky OB/GYN providers actively recommend Zero Alcohol to all pregnant or could-become-pregnant patients
- Over half of Kentucky citizens know that drinking during pregnancy can cause invisible brain changes that affect behavior, learning and memory



**How does the balance of prevention fit with our vision?**

Has the attitude toward car seats changed over the years? Smoking?



Environmental  
Strategies

Individual  
Strategies



**In order for our vision to be realized and sustained, attitudes (and community norms) must change.**

# Our Guiding Principles



1. Community change must be FUN!

# Our Guiding Principles



2. Involvement leads to passion, not the other way around.

Can  
community  
change  
really be  
fun?

**We think so...**

[http://www.youtube.com/watch?v=Qx\\_8gxh76iM](http://www.youtube.com/watch?v=Qx_8gxh76iM)

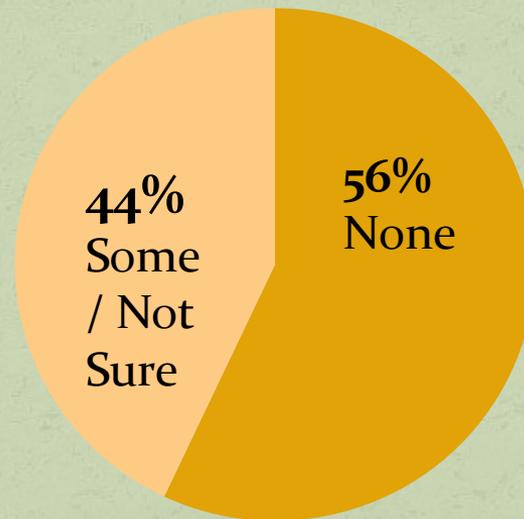
# We think so...

1. A tiny, specific, fail-proof objective
2. A scripted path from Here to There
3. Tangible gratitude on behalf of The Cause

Can ANYONE  
be an agent  
of change in  
their  
community?

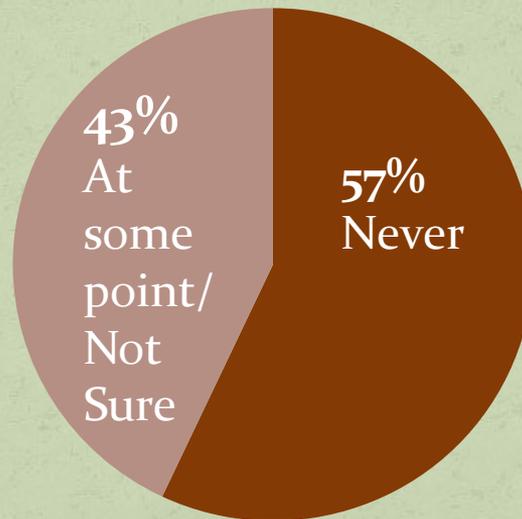
## Some Things We Know:

In your opinion, how much alcohol is safe for a pregnant woman to drink?



## Some Things We Know:

In your opinion, when is the safest time for a pregnant woman to drink alcohol?



# Sooooo..... Project #1:

“WE LOVE BABIES” WEEK,  
SEPTEMBER 2010

Where  
do ALL  
women  
go??



# The Structure

Community volunteers across the state invite their own local beauty shop to participate

(Target number: 250)

(Guess how many beauty shops requested materials?)



(764!!!)



# The Project

For one week, everyone who comes into the Salon (including guys and grandmas!) are given We Love Babies week materials.

**we love babies**

**WHAT IF MY CLIENT:**

**Isn't Pregnant or Planning A Pregnancy???**  
**Surprise!!!** Many pregnancies are unplanned ....and she may be horrified to realize that she's been drinking. Give her the chance to think through these decisions NOW, rather than after it's happened.

**Guys Count Too! Is a Guy???**  
girlfriends, sisters, cousins, friends.... And she will be so shocked to hear him talking about alcohol and pregnancy that she just might listen!

**Is Past the Baby Years???**  
**Doesn't matter!** We all know someone who could get pregnant, no matter how old we are. This is about spreading the word.

**Disagrees or Says 'I drank with my kids and they're fine.'**  
**It's like gambling!** There's no way of knowing how any amount of alcohol will affect each baby. It's a risk every single time.

**YOU** can start a chain of events that will change your community. Pass on a message that will continue to spread!!

## Alcohol During Pregnancy Can Create a Lifelong Brain That:

...has trouble moving information from one situation to another

...thinks in a disorganized way

...has difficulty with time and money

...forgets information



...thinks like the brain of someone much younger

...can't link cause and effect

...responds slowly

...uses poor judgment

...can't read the emotions or body language of other people

**Most women stop drinking as soon as they find out they are pregnant—but alcohol can hurt an unborn baby's developing brain before a woman even knows she's pregnant!**

**If you're pregnant, don't drink. If you drink, don't get pregnant.**

**There is no safe TYPE, no safe TIME and no safe AMOUNT of alcohol if a woman is pregnant or could become pregnant.**

For more information, please contact Kentucky's Fetal Alcohol Spectrum Disorders Prevention Enhancement Site: [Lmnagle@bluegrass.org](mailto:Lmnagle@bluegrass.org), 859-624-3622

# Extra Credit

Optional Client Survey: Salons and volunteers entered into drawing for WalMart Gift cards for every survey they return to us

	Agree	Disagree	Not Sure
Alcohol can hurt an unborn baby even before a woman knows she's pregnant.	83%	6%	11%
A pregnant woman who only drinks alcohol every once and a while can have a child with permanent brain dysfunction.	79%	8%	13%
In the past, I have encouraged a woman not to drink if she's pregnant or could get pregnant.	80%	8%	12%
In the future, I will encourage a woman not to drink if she's pregnant or could get pregnant.	91%	4%	5%
Alcoholism is a medical condition.	71%	14%	15%
Learning about the way alcohol damages an unborn baby's brain is new information to me.	42%	49%	8%

2010 We Love Babies Week survey. N = 1288

# Next..... Project #2:

“PREMIERE SHOWINGS”

SEPTEMBER 2011

Where do  
people have  
the most  
influence?



# The Structure

Community volunteers across the state host “Premiere Showings” of *THESE NINE MONTHS*, Kentucky’s first FASD prevention documentary



(Target number: **500**)

(Actual number: **500!!!**)



# The Project

For one week, volunteers across the state hosted Premiere Showings and facilitated discussions about the documentary – in their home, at work, church and in their community.

Every drug court in Kentucky participated!



# Extra Credit

Optional Feedback: Volunteers and their audience were invited to leave a comment on our facebook page to be entered into a drawing for Gift Cards!



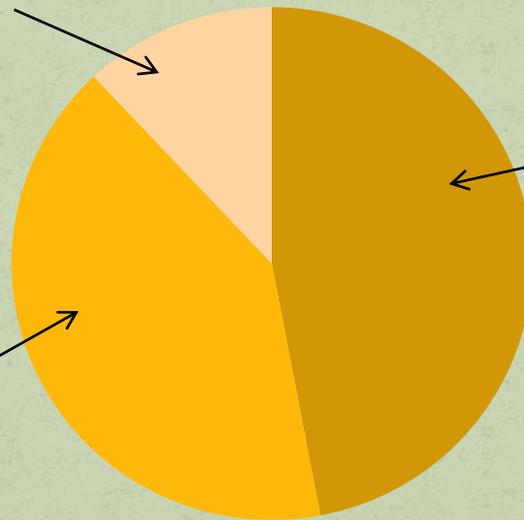
214 comments (and 214 new followers!) during the week.

## Some More Things We Know:

“In 2008, Good Morning America featured two Obstetricians who made the statement that it is safe for pregnant women to drink in moderation. If you were asked to give your recommendation to the general public, which answer is the closest to what you would say?”

Occasional drinking during pregnancy is safe

Since there is no known safe amount of alcohol, avoid alcohol during pregnancy



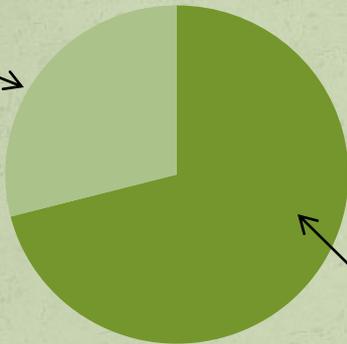
Since there is no known safe amount of alcohol, avoid alcohol during pregnancy AND if you could become pregnant

2011 OB/GYN Provider Survey: N=160 (45% response rate)

# Some More Things We Know:

“Which statement best reflects your **PERSONAL** opinion about alcohol and pregnancy?”

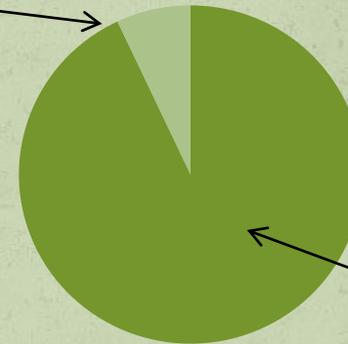
There is a safe level of alcohol during pregnancy



No amount of alcohol is safe during pregnancy

“Which statement best reflects your **PROFESSIONAL** opinion about alcohol and pregnancy?”

There is a safe level of alcohol during pregnancy



No amount of alcohol is safe during pregnancy

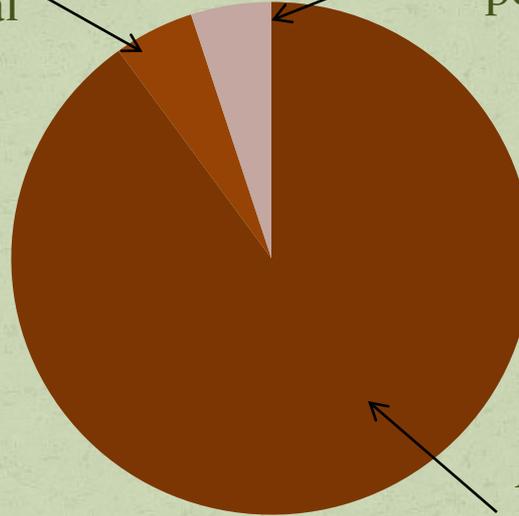
2011 OB/GYN Provider Survey: N=160 (45% response rate)

# Some More Things We Know:

“In a perfect world, what would you choose for your pregnant patients?”

Drinking only on  
holidays / special  
occasions

No more than \_\_ drinks  
per week



Abstinence from  
alcohol for the duration  
of pregnancy

2011 OB/GYN Provider Survey: N=160 (45% response rate)

# Now..... Project #3:

**“SPEAK UP” CAMPAIGN,  
FEBRUARY 2012 – FEBRUARY 2013**

How on  
earth do we  
get info to  
physicians?



hint: we don't!  
she does.

# The Structure

Kentucky women bring information to their annual appointment, letting their own doctor know that they support them in giving a No Alcohol message to all pregnant patients.



(Target number: **500**)

(Number of volunteers so far: **650!!!**)

# The Project

Every month, volunteers are reminded to request materials for any upcoming appointments. Materials are mailed to her and she uses 30 seconds of her annual appointment to talk with her doctor about this issue.

my best

friend says

i can

drink

when i'm pregnant

She heard it from her doctor.

Words can get twisted.

Leave no room for guessing.

Nine months, no alcohol, period.

## Extra Credit

Optional Feedback: Volunteers are invited to leave a comment on our facebook page to be entered into a drawing for Gift Cards!



Like

So far, 65 people have delivered materials.....with only one facebook comment. Perhaps no incentive is needed?

# Last..... Project #4:

“OB/GYN EDUCATION” CAMPAIGN,  
FEBRUARY 2012 – FEBRUARY 2013

Is it possible  
to mail  
information  
to doctors?



maybe... with  
her help!

# The Structure

After doing a baseline survey, monthly informational postcards are sent to physicians in the intervention group (with the help of their office manager).



Evaluation  
funded by Service  
to Science  
Initiative.



# The Project

Every month, postcards are sent to each physician AND the office manager. If the office manager notifies us that she delivered the postcards to the doctor(s), she is entered into a drawing for a thank-you Gift Card!!



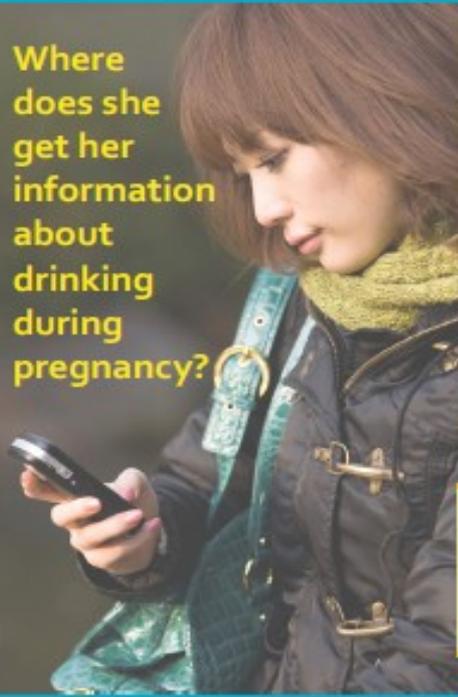
Watch the mail for postcards we're sending to your physicians!

1. Sort them into the physician's mail pile
2. Let us know that the postcards ended up in the right place by:
  - **Emailing** ([Lmnagle@bluegrass.org](mailto:Lmnagle@bluegrass.org)) OR
  - **Texting** (859-358-0106)
3. Wait to see if you WIN!

This month, the drawing will be for your choice of \_\_\_\_\_ or **\$50 cash**.

The drawing will take place on: \_\_\_\_\_ The winner will be personally notified and announced on our facebook page.

Where does she get her information about drinking during pregnancy?



Her best friend says she can have a glass of wine twice a week. The baby book says she can drink a little bit on special occasions. A magazine says drinking's fine as long as she doesn't overdo it.

What about her doctor?

She might not ask you.  
She might think she already knows.  
Bring it up.  
Nine months, no alcohol, period.

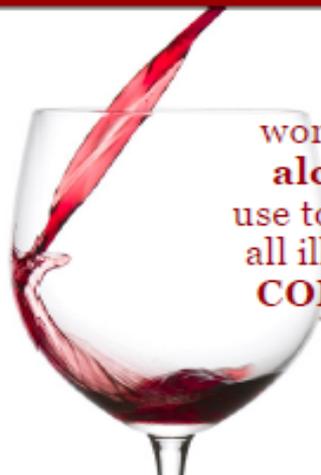


"A little bit of alcohol is fine on special occasions."

Words can get twisted.  
Leave no room for guessing.  
Nine months, no alcohol,  
period.

"Don't worry, you can drink when you're pregnant—my doctor said so."





More  
Kentucky  
women **drink  
alcohol** than  
use tobacco and  
all illegal drugs  
**COMBINED.**

\*\*Ky Household Drug Survey

ACOG Committee Opinion, August 2011

At-Risk Drinking = ANY AMOUNT of  
alcohol intake among women who are  
pregnant or at risk for pregnancy.

**NINE MONTHS. NO ALCOHOL.**

Every woman needs to hear it from her doctor.

Which one struggles every day not to drink?



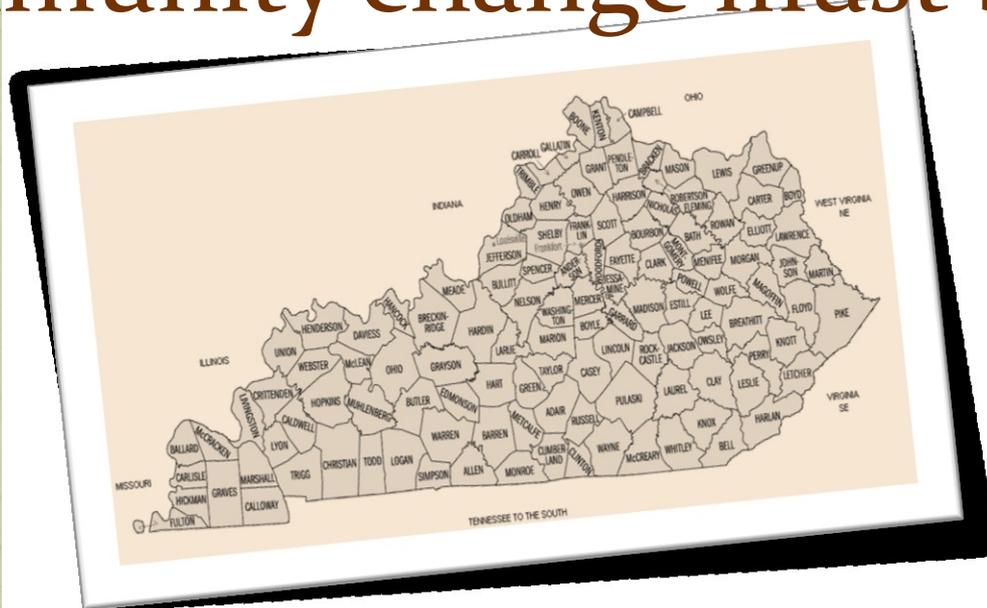
What happens if you tell her that a little bit of alcohol is ok  
when she's pregnant?

"My doctor said it's ok. I can have more than just a little bit because....."

Leave no room for justification.  
**Nine months, no alcohol, period.**

# Our Guiding Principles

1. Community change must be FUN!



2. Involvement leads to passion, not the other way around.

# Our Vision

## Five Years From Today:

- All Kentucky OB/GYN providers actively recommend Zero Alcohol to all pregnant or could-become-pregnant patients
- Over half of Kentucky citizens know that drinking during pregnancy can cause invisible brain changes that affect behavior, learning and memory

# No Excuses

- Staff of one (plus a very supportive director)
- Small budget with no implementation dollars



1. [www.onlineprinthouse.com](http://www.onlineprinthouse.com)
2. Make friends with child care, early childhood mental health and home visitation projects in your state
3. Read the book “Switch” by Chip and Dan Heath.
4. Involve people in your fun.



**Think BIG?**

**NOPE!**

**Think small. One small  
thing at a time, done  
well, is huge.**

## Lessons Learned:

“It is not given to us to know which acts, or by whom, will cause the critical mass to tip toward an enduring good. What is needed for dramatic change is an accumulation of acts – adding to, adding to, adding more, continuing.”

--Clarissa Pinkola Estes, 2003



**Those who say it  
cannot be done  
should not  
interrupt the  
person doing it.**



# Kentucky's Fetal Alcohol Spectrum Disorders Prevention Enhancement Site

[www.kyfasd.org](http://www.kyfasd.org)

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