

Level 1 Raising Awareness and Community Development: Preventing Fetal Alcohol Spectrum Disorder, Promoting Women's Wellness

Research about preventing Fetal Alcohol Spectrum Disorder (FASD) is advancing across the globe. We now have research about the many levels of prevention - on awareness building approaches, on safe and respectful conversations about alcohol use with pregnant women, and on holistic support services for pregnant women and new mothers' experiences alcohol problems and other health and social concerns.

Through the Preventing FASD, Promoting Women's Wellness virtual seminar series, we hope to make it possible for all countries to have access to what is known about preventing alcohol use in pregnancy. The goal of the series is to:

- provide service providers and leaders across the globe with access to FASD prevention research to inform their work;
- link researchers who are studying topics pertinent to FASD prevention; and,
- share examples of evidence on FASD prevention in an accessible way.

In this seminar:

This seminar is the third in a five-part series. In this video, speakers from New Zealand, Canada, and the US describe various communication and awareness raising initiatives.

Dr. Mathew Parackal from the Department of Marketing at the University of Otago in New Zealand describes a health communication strategy aimed to build awareness and communicate the harms of alcohol use in pregnancy.

Victoria Bailey, the Communication Manager at Canada FASD Research Network shares lessons and insights about developing and evaluating the [ThinkFASD](#) national awareness campaign.

Rhonda Romero from the Southern California Tribal Health Clinic and Shandiin Armao and Dr. Annika Montag from the University of California San Diego describe the work of Healthy Native Nations and their efforts to raising awareness and preventing FASD in a reservation-based Indigenous community.

Dr. Nancy Poole facilitates the seminar, summarizing the different ways in which awareness raising can be done.

