

# Guide to talking to the media about alcohol, pregnancy and FASD

This media guide, titled 'Talking to the Media About Alcohol, Pregnancy, and Fetal Alcohol Spectrum Disorder' was developed by CanFASD, with support from the Government of Alberta. It is divided into four parts:

- 'FASD 101', which briefly explains FASD, the impacts of alcohol during pregnancy, tips on talking to the media about FASD, as well as sample responses to questions frequently asked by the media;
- 'Language and Images Matter', uses a person-centered approach in providing alternatives to stigmatizing language and images to use in media campaigns;
- 'Tips for Creating Effective Alcohol and Pregnancy Awareness Campaigns' and
- 'Tips for Talking to the Media'.

It is important to have consistent messaging that is evidence-based, and dignity promoting, so that individuals with FASD and their families feel accepted and empowered. This tool kit is intended for health care professionals, service providers, journalists, or anyone who might speak to the media about FASD. Use this resource to help guide you on how to speak to the media about FASD, or how to run your own media campaign on FASD/alcohol and pregnancy, ensuring that the language you use is informed, inclusive, and non-stigmatizing.