

EVERYONE PLAYS A PART



take action in supporting healthy pregnancies and people with FASD

Social Media Kit

Sample social media posts

September is FASD Awareness Month. Learn more about fetal alcohol spectrum disorder (FASD) at www.canfasd.ca #FASDMonth

FASD is Fetal Alcohol Spectrum Disorder. 4% of Canadians have FASD. That is more people than Autism, Cerebral Palsy, and Down Syndrome combined. #FASDMonth

September is #FASDMonth! Everyone plays a part in supporting healthy pregnancies and supporting people with FASD.

Wear your red shoes this #FASDMonth to raise awareness of Fetal Alcohol Spectrum Disorder (FASD) and celebrate the accomplishments of those with #FASD!

FASD is Fetal Alcohol Spectrum Disorder. Everyone plays a part in supporting people with FASD and supporting healthy pregnancies. #FASDMonth

FASD is preventable if women and girls have the right supports and when communities take action to promote health and build strengths. Learn more at <https://canfasd.ca/topics/prevention/#About>. #FASDMonth

Canada is lighting up red for #FASDMonth! Check out which landmarks are rocking red this September 9th to raise awareness of FASD. <https://canfasd.ca/fasd-awareness-month/canada-rocks-red/>

Hashtags

#FASDMonth #EveryonePlaysaPart #RedShoesRock

Follow and tag CanFASD on social media



FASD Month Information

About FASD Month

- International FASD Awareness Day is held annually on September 9th
- FASD Day was first held in 1999, making 2025 the 26th year
- FASD Day is held on the 9th day of the 9th month to highlight the importance of going alcohol-free during the full 9 months of pregnancy
- CanFASD and many other FASD organizations recognize September as FASD Awareness Month as well

2025 FASD Awareness Month

- The theme this year is 'Everyone Plays a Part: Take Action!'
- Our goal for FASD Awareness Month 2025 is to highlight how everyone in society can take action to support healthy pregnancies and people with FASD.
- Our theme goes beyond framing FASD as an individual issue, as the impacts of FASD matter to the whole community.
- We all have a part to play and need to take action together to spark change. [Learn how you can take action this FASD Month.](#)
- Key monuments and landmarks in Canada will be lighting up red on September 9th to celebrate FASD Awareness Day. Find a [landmark near you](#).
- Communities across Canada are celebrating FASD Month in a number of cool ways. Find an [event near you](#) or host your own event!

Key Messages

- FASD stands for Fetal Alcohol Spectrum Disorder, a lifelong disorder impacting the brain and body of people exposed to alcohol in the womb.
- Each person with FASD has both strengths and challenges and will need special supports to help them succeed with many different parts of their daily lives.
- 4% of Canadians (1.5 million) have FASD. This is more than the number of people with Autism Spectrum Disorder, Cerebral Palsy, and Down Syndrome combined.
- Alcohol use in pregnancy is preventable if women and girls have the right supports and if communities take action.
- We need to work together to find solutions that meet the unique needs and properly support individuals with FASD.

More Resources

- [FASD language and media guide](#)
- [A standard definition of FASD](#)
- [Strengths among people with FASD](#)
- [The prevalence of FASD](#)
- [Why FASD diagnosis is important](#)
- [List of Monuments Lighting Up Red](#)