



# Social Media Kit

This Social Media Kit is designed to make it easy for your organization to participate in FASD Awareness Month 2026 and help spread awareness in your community.

Inside, you'll find:

- Ready-to-use social media graphics
- Editable Canva templates to customize with your logo
- Suggested social media posts and captions
- Key FASD Month information and messaging
- Additional resources and links to support your outreach

Whether you're looking for quick, ready-made content or want to tailor materials to reflect your organization, this kit gives you everything you need to get involved.

## Canva Social Media Templates

We've created a set of ready-to-use graphics for FASD Month – you can download them instantly here:

- [Download ZIP folder](#)

But if you'd like to tailor the graphics to reflect your organization, we've made it super easy with our editable Canva templates! You don't need any design skills – just follow these simple steps:

1. Tap the link to open the template in Canva.
  - a. [Instagram template](#)
  - b. [Facebook and LinkedIn template](#)
2. If you don't already have a Canva account, you'll be prompted to create a free one.
3. Once the template opens, click "Use template for new design". This will create a copy you can edit freely without affecting the original.
4. Look for the yellow-highlighted boxes labelled "Add your logo here" in the design.
5. Click on the box, delete the placeholder, and upload your own logo using the Uploads tab on the left menu.
6. Drag and drop your logo into place.
7. When you're done, click "Share" → "Download" to save your final graphic.
8. Choose your preferred file type (JPG or PNG is recommended for social media), and you're ready to post!

If you get stuck or need help adjusting the design, don't hesitate to contact us at [info@canfasd.ca](mailto:info@canfasd.ca) we're happy to assist!

# Sample Social Media Posts

September is FASD Awareness Month. Learn more about fetal alcohol spectrum disorder (FASD) at [www.canfasd.ca](http://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

- [Facebook](#)
- [LinkedIn](#)

# FASD Month Information

## About FASD Month

- International FASD Awareness Day is held annually on September 9th
- FASD Day was first held in 1999, making 2026 the 27th 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

## 2026 FASD Awareness Month

- The theme this year is 'Everyone Plays a Part: It Takes a Community'

- Our goal for FASD Awareness Month 2026 is to highlight the power of collective support in creating a society where individuals with FASD and their families can thrive.
- Our theme goes beyond framing FASD as an individual issue, as the impacts of FASD matter to the whole community.
- Explore our [interactive webpage](#) to find tailored ideas, resources, and actions you can take based on your role, sector, or community.
- 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](#)