

Social Media Calendars



FASD Awareness Month 2026

Introduction

This resource offers two participation options to help you engage in FASD Awareness Month at a level that works for your organization:

- Starter Calendar: 4 key posts throughout September
- Full Engagement Calendar: Daily posting opportunities throughout September

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Starter Calendar

This Starter Calendar is designed for organizations, teams, and individuals who are new to Fetal Alcohol Spectrum Disorder (FASD) awareness or have limited capacity during the month. It includes a small number of thoughtfully chosen posts that introduce key ideas, highlight lived experience, and encourage meaningful action - without requiring daily posting. You can follow this calendar exactly as it is, or adapt it to suit your audience. Even a few posts can help build awareness about FASD!

If you would like to personalise the posts, please ensure you use appropriate language by familiarising yourself with CanFASD's [media resources](#).

September
1 - 6

Sample text

September is FASD Awareness Month.

Learn more about Fetal Alcohol Spectrum Disorder (FASD) at www.fasdmonth.ca

#FASDMonth

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)

**September
7 - 13**

(Suggested day
- September 9)

Sample text

Today is International FASD Awareness Day!

Observed on 9/9, it represents the staying alcohol-free for 9 months of pregnancy. This day is dedicated to raising awareness and supporting individuals with FASD and their families.

Look for out for landmarks lighting up red across Canada this evening!

#FASDMonth

Optional graphic

- [Facebook/LinkedIn image](#)
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SEPTEMBER 9 IS



FASD DAY

wear **red** to raise awareness of **F**etal **A**lcohol **S**pectrum **D**isorder

**September
14 - 20**

Sample text

Everyone plays a part in supporting healthy pregnancies.

FASD prevention is about more than awareness - it's about supporting women and pregnant people's health. Factors like access to healthcare, housing, mental health, and social support all play a role.

We can all help by:

- ➔ Having supportive, stigma-free conversations
- ➔ Promoting alcohol-free pregnancy messaging
- ➔ Building inclusive communities with accessible supports

#FASDMonth

Optional graphic

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**September
21 - 27**

Sample text

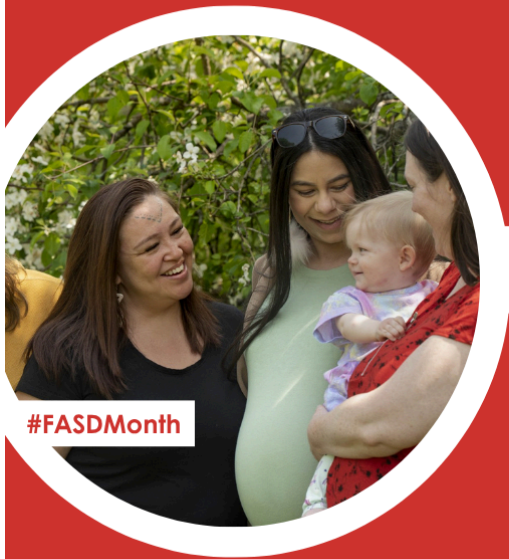
This year's FASD Awareness Month theme is
"Everyone Plays a Part: It Takes a Community".

This theme highlights the power of collective support
in creating a society where individuals with FASD and
their families can thrive.

Learn more at fasdmonth.ca.

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



It Takes a Community

for everyone to thrive

September is **FASD Awareness Month**

**September
28 - 30**

Sample text

FASD Awareness Month may be ending but awareness and action don't stop here.

Here's what you can do beyond September:

- ✓ Keep learning and sharing accurate information about FASD
- ✓ Create supportive, stigma-free spaces in your community
- ✓ Advocate for services and supports
- ✓ Uplift and listen to individuals and families with lived experience
- ✓ Promote alcohol-free pregnancies through compassion and care

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)

Full Engagement Calendar

This Full Engagement Calendar is designed for organizations, advocates, and professionals who want to take a more active role throughout FASD Awareness Month. It offers daily posting opportunities that combine education, lived experience, practical strategies, and advocacy. The structure is flexible - follow it fully or pick the posts that work best for your schedule.

If you would like to personalise the posts, please ensure you use appropriate language by familiarising yourself with CanFASD's [media resources](#).

**Tuesday 1
September**

Sample text

September is FASD Awareness Month.

Learn more about Fetal Alcohol Spectrum Disorder (FASD) at www.canfasd.ca

#FASDMonth

Optional graphic

- [Facebook/LinkedIn image](#)
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**Wednesday 2
September**

Sample text



FASD Awareness Month is here, and events are happening across the country to celebrate.

From BBQs to art shows to mocktail challenges, communities are coming together to raise awareness and support individuals with FASD.

Check out what's already planned in your area and learn more about your local FASD organisations: <https://canfasd.ca/fasd-awareness-month/fasd-month-events-in-canada/>

Optional graphic



- [Facebook/LinkedIn image](#)
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**Thursday 3
September**

Sample text

This year's FASD Awareness Month theme is "Everyone Plays a Part: It Takes a Community".

This theme highlights the power of collective support in creating a society where individuals with FASD and their families can thrive.

Learn more at fasdmonth.ca.

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



**Friday 4
September**

Sample text

Evidence shows that stigma around alcohol use in pregnancy and FASD can lead to shame, fear of disclosure, and reduced access to care.

We can do better by using respectful, non-judgmental language, and adopting trauma-informed and harm reduction-oriented approaches. These focus on care rather than blame.

#FASDMonth

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- [Instagram image](#)



EVERYONE PLAYS A PART

This FASD Month **It Takes a Community**

learn more at www.fasdmonth.ca

**Saturday 5
September**

Sample text

Red Shoes Rock is an incredible grassroots movement that has gained international recognition. The idea behind Red Shoes Rock is simple: wear red shoes at FASD events to bring attention to this disability.

Red shoes became a symbol for FASD awareness after Canadian educator and advocate, RJ Formanek, wore red shoes on an international stage to talk about FASD. For him, wearing red shoes are a symbol of power and strength.

Optional graphic

- [Facebook/LinkedIn image](#)
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**Sunday 6
September**

Sample text

People with Fetal Alcohol Spectrum Disorder (FASD) are overrepresented in the child welfare system in Canada.

Those who work in the child welfare system should have a strong understanding of FASD, including the needs and challenges, and the ways in which to foster strengths and improve outcomes.

#FASDMonth

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Fetal Alcohol Spectrum Disorder Awareness Month



**IT TAKES A
COMMUNITY**
for everyone to thrive

**Monday 7
September**

Sample text



FASD prevention is everyone's responsibility - and it's more complex than it seems.

It's not just about "stopping drinking during pregnancy." That oversimplifies the realities of peoples' lives and can create stigma instead of support.

Factors like awareness of the harms of alcohol use during pregnancy, pregnancy recognition, poverty, trauma, housing, and access to care all play a role. Prevention means supporting people with compassionate and holistic support.

#FASDMonth

Optional graphic



- [Facebook/LinkedIn image](#)
- [Instagram image](#)

**Tuesday 8
September**

Sample text

FASD Day is tomorrow!

Landmarks across the country will be lit up red to mark the day.

See the list of monuments here:
<https://canfasd.ca/fasd-awareness-month/canada-rocks-red/>

Optional graphic

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- [Instagram image](#)



**Wednesday 9
September**

Sample text



Happy FASD Awareness Day!

Today, we join the global community to raise awareness about FASD and support healthy pregnancies.

Fetal Alcohol Spectrum Disorder (FASD) affects the brain and body in unique ways, creating challenges with learning, memory, attention, emotional regulation, motor skills, and social interactions.

With the right support, individuals with FASD can thrive, contribute meaningfully to their communities, and lead fulfilling lives.

#FASDMonth

Optional graphic



- [Facebook/LinkedIn image](#)
- [Instagram image](#)

**Thursday 10
September**

Sample text

Today is Suicide Prevention Day.

The rates of suicide and suicidality are much higher in people with FASD than in the general population. There are many factors at play as to why this is.

We need suicide prevention and intervention initiatives that are FASD-informed and consider all the factors that may be related to suicidality in this unique population.

Learn more at canfasd.ca.

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



It Takes a Community

for everyone to thrive

September is **FASD Awareness Month**

**Friday 11
September**

Sample text

Let's celebrate the strengths of individuals with FASD!

Check out these five short films that spotlight strengths in the FASD community -
<https://canfasd.ca/2025/12/24/five-short-films-that-spotlight-strengths-in-the-fasd-community/>

Optional graphic

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It Takes a Community

for everyone to thrive

September is **FASD Awareness Month**

**Saturday 12
September**

Sample text

People with FASD are disproportionately represented in the criminal legal system.

This is often a result of a lack of FASD knowledge and FASD-informed services, as well as a lack of appropriate early identification, intervention, and support for those with FASD.

Learn more at canfasd.ca.

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



SEPTEMBER IS 
FASD MONTH

wear **red** to raise awareness of **F**etal **A**lcohol **S**pectrum **D**isorder

**Sunday 13
September**

Sample text

A National Framework is a Canada-wide plan to address Fetal Alcohol Spectrum Disorder (FASD).

This framework will make sure all people with FASD, their families, couples who are pregnant or parenting, and those who support them have full and equitable access to the resources they need.

Optional graphic

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- [Instagram image](#)



EVERYONE PLAYS A PART

This FASD Month **It Takes a Community**

learn more at www.fasdmmonth.ca

**Monday 14
September**

Sample text

Community are the families, friends, neighbours, Nations, schools, workplaces, and communities of practice that surround and support us every day.

When we work together, we create environments where people with FASD feel supported, valued, and able to succeed.

#FASDMonth

Optional graphic

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Fetal Alcohol Spectrum Disorder Awareness Month



**IT TAKES A
COMMUNITY**

to support healthy beginnings



**Tuesday 15
September**

Sample text

Research suggests that up to 80% of youth and young adults with FASD experience challenges maintaining independent housing.

This highlights the need for supportive housing models, long-term services and systems that adapt to diverse needs.

#FASDMonth

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)

SEPTEMBER IS
FASD MONTH



learn more at www.fasdmnth.ca

**Wednesday
16 September**

Sample text

By opting for alcohol-free alternatives, we can play a crucial role in promoting a healthier and safer environment for everyone, especially for women and gender diverse individuals who are pregnant or planning a pregnancy.

You can help support healthy beginnings by:

- ➔ Going alcohol-free with your pregnant friend, partner, or family member
- ➔ Providing alcohol-free alternatives
- ➔ Hosting alcohol-free events

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



It Takes a Community

to support healthy beginnings

September is **FASD Awareness Month**

**Thursday 17
September**

Sample text

People with FASD are known to have artistic and musical talents. It's important to recognize and encourage these talents and abilities to support individuals with FASD to thrive!

Explore some award-winning artworks by artists with FASD - <https://canfasd.ca/art-competition/art-competition-past-winners/>

Optional graphic

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**Friday 18
September**

Sample text

An estimated 90% of people with FASD will experience at least one mental health challenge in their lifetimes.

CanFASD developed the FASD and Mental Health Resource and Practice Guide to increase the capacity of mental health professionals and service providers to offer support to individuals with FASD.

#FASDMonth

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- [Instagram image](#)



EVERYONE PLAYS A PART

This FASD Month **It Takes a Community**

learn more at www.fasdmonth.ca

**Saturday 19
September**

Sample text

Join the inspiring journey of children with FASD as they showcase their unique strengths!

Watch Hannah Denberg reading her book
“What is Your Superpower?” -

[https://youtu.be/wt4hATYQ0II?
si=WFDXMcBnl9W9AP94](https://youtu.be/wt4hATYQ0II?si=WFDXMcBnl9W9AP94)

Optional graphic

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- [Instagram image](#)



EVERYONE PLAYS A PART

This FASD Month **It Takes a Community**

learn more at www.fasdmonth.ca

**Sunday 20
September**

Sample text

Advocates have powerful voices and lived experiences to share. Play a part this Fetal Alcohol Spectrum Disorder Awareness Month by:

- ➔ joining an advocacy group like Red Shoes Rock or She Recovers
- ➔ participating in research
- ➔ speaking out about your living experiences

Optional graphic

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It Takes a Community

for everyone to thrive

September is **FASD Awareness Month**

**Monday 21
September**

Sample text

Accessing substance use treatment is rarely a straightforward journey. But for individuals with Fetal Alcohol Spectrum Disorder (FASD), the path can be even more complex.

Significant barriers prevent many people from accessing life-changing care. That's why taking an FASD-informed approach is essential.

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)

SEPTEMBER IS
FASD MONTH



learn more at www.fasdmonth.ca

**Tuesday 22
September**

Sample text

Early and appropriate interventions can help people with FASD thrive.

Interventions may be needed for various areas of life and can be unique to the individual and their needs and strengths.

Learn more in Towards Healthy Outcomes: A Framework for Integrated Community Intervention: <https://canfasd.ca/wp-content/uploads/publications/Towards-Healthy-Outcomes-2.0.pdf>

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



It Takes a Community
to support healthy beginnings

#FASDMonth

September is **FASD Awareness Month**

**Wednesday
23
September**

Sample text

FASD affects an estimated 4% of Canadians, yet many individuals remain undiagnosed or misdiagnosed.

Early diagnosis helps identify a person's strengths and support needs, improving access to services and interventions that can lead to healthier outcomes and better daily living support.

Learn more: <https://canfasd.ca/iad-hub/>

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



SEPTEMBER IS 
FASD MONTH

wear **red** to raise awareness of **F**etal **A**lcohol **S**pectrum **D**isorder

**Thursday 24
September**

Sample text

People with FASD are known to have many strengths, like being friendly, likeable, affectionate, determined, hard-working, and caring.

Learn more about the strengths among individuals with FASD this #FASDMonth.

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



EVERYONE PLAYS A PART

This FASD Month **It Takes a Community**

learn more at www.fasdmmonth.ca

**Friday 25
September**

Sample text

Partners play an important role in FASD prevention.

Partners can make a difference by:

- ➔ Supporting alcohol-free pregnancies (including choosing to reduce alcohol themselves)
- ➔ Creating safe, stigma-free environments
- ➔ Avoiding pressure and judgment around alcohol use
- ➔ Promoting respectful, informed conversations about pregnancy health

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



It Takes a Community

to support healthy beginnings

September 9 is **FASD Awareness Day**

**Saturday 26
September**

Sample text

Having a supportive community can make a significant difference in a person with FASD and their family's quality of life.

Be a good friend, community member and neighbour by educating yourself more about FASD this September.

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)

Fetal Alcohol Spectrum Disorder Awareness Month



**IT TAKES A
COMMUNITY**
for everyone to thrive

**Sunday 27
September**

Sample text

Employers can create inclusive and supportive workplaces for individuals with FASD, enabling them to thrive and contribute successfully to the team.

Learn how you can be an FASD-informed employer by visiting fasdmonth.ca.

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



It Takes a Community

for everyone to thrive

September is **FASD Awareness Month**

**Monday 28
September**

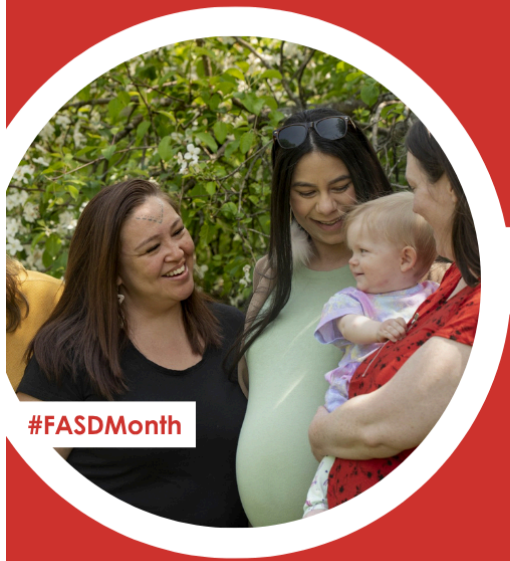
Sample text

Everyone in the community can play a role in supporting healthy pregnancies and people with FASD.

Check out this webpage to learn how you can help: <https://canfasd.ca/fasd-awareness-month/everyone-plays-a-part/>

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)



It Takes a Community

for everyone to thrive

September is **FASD Awareness Month**

**Tuesday 29
September**

Sample text

FASD affects an estimated 4% of Canadians – more than autism, cerebral palsy, and Down syndrome combined. That means you’ve probably interacted with someone with FASD without even realizing it!

#FASDMonth

Optional graphic

- [Facebook/LinkedIn image](#)
- [Instagram image](#)

Fetal Alcohol Spectrum Disorder Awareness Month



**IT TAKES A
COMMUNITY**
for everyone to thrive



**Wednesday
30 September**

Sample text



FASD Awareness Month may be ending but awareness and action don't stop here.

Here's what you can do beyond September:

- ✓ Keep learning and sharing accurate information about FASD
- ✓ Create supportive, stigma-free spaces in your community
- ✓ Advocate for services and supports
- ✓ Uplift and listen to individuals and families with lived experience
- ✓ Promote alcohol-free pregnancies through compassion and care

Optional graphic



- [Facebook/LinkedIn image](#)
- [Instagram image](#)