



September is

FASD Month

Wear red to celebrate and raise awareness



Social Media Kit

Sample social media posts

September is FASD Awareness Month. Learn more about fetal alcohol spectrum disorder (FASD) at www.canfasd.ca #FASDMonth2022.

FASD is Fetal Alcohol Spectrum Disorder. 4% of Canadians have FASD. That is more people than Autism, Cerebral Palsy, and Down Syndrome combined. #FASDMonth2022

September is #FASDMonth2022! Share your strengths and abilities. What are you good at? What do you like to do? What are you proud of? #RedShoesRock

Wear your red shoes this #FASDMonth2022 and to celebrate the strengths and abilities of those with Fetal Alcohol Spectrum Disorder (FASD)!

FASD is Fetal Alcohol Spectrum Disorder. Talents, strengths, and abilities should be recognized and celebrated at all times, especially during #FASDMonth2022.

#FASDis 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>. #FASDMonth2022

Canada is lighting up red for #FASDMonth2022! Check out which monuments and landmarks are rocking red this September 9th. <https://canfasd.ca/fasd-awareness-month/canada-rocks-red/>

Hashtags

#FASDMonth2022 #RedShoesRock

Follow CanFASD on social media





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FASD Month Information

About FASD Month

- FASD Awareness Day is held annually on September 9th
- FASD Day was first held in 1999, making 2022 the 23rd 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

2022 FASD Awareness Month

- The theme this year is *Building Strengths and Abilities*
- Our goal for FASD Awareness Month 2022 is to recognize and celebrate the strengths, abilities, and talents of those with FASD
- Only focusing on challenges associated with FASD can result in stigma and stereotypes. Talents, strengths, and abilities should be recognized and celebrated at all times, especially during FASD Awareness Month.
- This theme goes beyond celebrating the strengths of those with FASD. It also recognizes the strengths and successes of families and communities and those who are pregnant and parenting.
- Key monuments and landmarks in Canada will be lighting up red on September 9th to celebrate FASD Awareness Day. [Find a monument near you.](#)
- Communities across Canada are celebrating FASD Month in a number of cool ways. [Find an event near you.](#)

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
- 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.
- FASD is preventable if women and girls have the right supports and if communities take action
- People with FASD can and do succeed with the right supports.

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](#)
- [FASD Prevention](#)
- [List of monuments lighting up red](#)