

#DRYMESTER

HELPING PARENTS-TO-BE GO ALCOHOL FREE



GO ALCOHOL FREE NO RISK OF FASD

Welcome to your partnership pack, this explains the #DRYMESTER campaign, the risk of Foetal Alcohol Spectrum Disorder (FASD) and what you can do to help.



GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

NHS

in Greater Manchester

WHAT IS #DRYMESTER?

#DRYMESTER is a health awareness campaign commissioned by the Greater Manchester Health and Social Care Partnership which seeks to highlight the risks of drinking alcohol during pregnancy, including Foetal Alcohol Spectrum Disorder (FASD).

The aim of #DRYMESTER is to dispel the many mixed messages and advice given to mums-to-be regarding drinking alcohol and encourage pregnant women, or women planning a pregnancy, to go alcohol free.

We're asking mums-to-be, and their partners, families and friends, to sign up to #DRYMESTER and spread the word — there's no safe time and no safe amount of alcohol to drink during pregnancy.



WHAT IS FASD?

FASD stands for Foetal Alcohol Spectrum Disorder and is an umbrella term used to describe the range of lifelong disabilities that can occur as a result of drinking alcohol during pregnancy.

FASD includes:

- Foetal Alcohol Syndrome (FAS)
- Partial Foetal Alcohol Syndrome
- Alcohol-Related Birth Defects
- Alcohol-Related Neurodevelopment Disorder

FASD includes physical, mental, behavioural and learning impairments. Symptoms include facial abnormalities, brain damage, heart defects, limb and kidney damage as well as cognitive disabilities such as learning difficulties, poor impulse control and social and mental health issues. FASD is commonly misdiagnosed as other disorders such as ADHD which have some similar symptoms.

3

EASY
STEPS
TO TAKE
PART IN
#DRYMESTER

STEP 1 SIGN UP

Sign up to join us in helping
parents-to-be go alcohol free.



STEP 2 KNOW THE FACTS

There's no safe time and no safe amount
of alcohol to drink during pregnancy.

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If you're pregnant or planning to become pregnant, the safest approach is **not to drink alcohol at all** to keep risks to your baby to a minimum.

UK Chief Medical Officers

For more information visit www.drymester.org.uk  @DrymesterGMHSC  @drymester_gmhsc

STEP 3 SPREAD THE WORD

Share the correct advice and help
keep risks to babies to a minimum.

#DRYMESTER 
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SPREAD
THE WORD
NO SAFE TIME
NO SAFE AMOUNT

www.drymester.org.uk

HELPFUL TIPS FOR #DRYMESTER SUCCESS



HELP AND SUPPORT

We know going alcohol free isn't easy for everyone.

For additional advice:

- Contact your midwife or GP
- Visit our website www.drymester.org.uk for more tips and links to specialist services

1 SIGN UP TO #DRYMESTER

Join a community of mums-to-be, their families and friends, who are going through the same journey as you. On the #DRYMESTER website, you'll find lots of resources to use during your pregnancy, as well as more information about the importance of staying alcohol free.

2 PLAN AHEAD

...especially over the festive period. Don't forget to make family and friends aware that you are supporting #DRYMESTER and going alcohol free, as they may think it's OK to have an occasional drink. If you're feeling under pressure, show them the #DRYMESTER website, Facebook or Instagram to help us spread the word.

3 GET SUPPORT

Encourage those around you to go alcohol free too. There are bound to be plenty of nights out over the next few months, so ask a friend or partner to join you for moral support.

4 PREGNANCY PLANNING

If you're planning on getting pregnant, avoiding alcohol can help improve fertility. If you're trying to conceive, you could already be pregnant, so the sooner you stop drinking the better for your baby! But don't panic – if you have any concerns, contact your midwife or GP, or visit our website for information on specialist support services.

5 HOST AN ALCOHOL FREE EVENT

Use the event pack on our website to help you host an alcohol free event for you and your friends. Staying sober doesn't mean you can't socialise and have fun. We have a selection of gorgeous mocktail recipes for you to try.

6 STAY HEALTHY

If you like working out, don't stop just because you are pregnant. NHS advice states that keeping up your daily/weekly physical activity won't do you or your baby any harm; as long as you don't overdo it and feel comfortable exercising. There is evidence to suggest that women who stay active in pregnancy will have fewer problems in later pregnancy and labour.

7 TAKE UP A NEW HOBBY

Look out for local clubs you could join or maybe make friends with some of the other parents-to-be at your ante-natal classes.

8 ALCOHOL FREE PLACES

Meet up with friends in places where alcohol isn't served – you won't be tempted if it isn't available. Use your pregnancy to scope out places to meet once you have a newborn; cafes will be your best friend when you're arranging playdates.

9 AVOID SALTY FOODS

Avoid salty foods that will just make you thirstier and avoid foods that you associate with drinking. If you're partial to a bit of cheese and red wine, cut back on the cheese too, to make sure you aren't tempted to drink alcohol.

10 ENJOY BEING PREGNANT


Enjoy the miracle of being pregnant; you are growing a human, a mini-you. Nine months might seem a long time but it's such a small part of your journey together. Let's make it a healthy, alcohol free one.

SPREAD THE WORD NO SAFE TIME NO SAFE AMOUNT

ACCESS PARTNERS-TO-BE
RESOURCES



For more information visit
www.drymester.org.uk

 info@drymester.org

HELP US RAISE AWARENESS

We'll be sharing lots of information about drinking alcohol during pregnancy, the impact of FASD, and where parents-to-be can find the right support to help them go alcohol free. Raise the profile of our posts, tweets and blogs by sharing the #DRYMESTER message.

Follow our social media accounts below, or post your own assets, by downloading our social media toolkit.



@DrymesterGMHSC **LIKE AND SHARE ON FACEBOOK**



@drymester_gmhsc **FOLLOW AND LIKE ON INSTAGRAM**



@Drymester_GMHSC **FOLLOW AND RETWEET ON TWITTER**

SPREAD THE WORD

**Chief Medical Officers advice
recommended by the NHS:**

If you are pregnant or planning a pregnancy, the safest approach to keep risks to babies to a minimum is not to drink alcohol at all.

To help us spread this message to as many people as possible, we challenge you to **tell three people that you know.**

**TELL YOUR FRIENDS
TELL YOUR FAMILY
TELL YOUR CO-WORKERS**

And pass the challenge along. Awareness is the greatest agent for change.