

## Start Well Vision and Programme Development

We will all have the best possible start in life.

- **£1.6 million** investment
- Initial 2 year 'proof of concept' to:
  - Reduce alcohol exposed pregnancies
  - Progress towards ending new cases of Fetal Alcohol Spectrum Disorder (FASD)
- Campaign design
- Procurement decisions
- Reviewing information materials
- Steering group membership
- Media and communications



*"I have been trying to get professionals to talk about FASD for years and now I am in a room full of people talking about it, thank you"*

## Prevention Interventions

- Commissioned a range of services to test pre-pregnancy interventions
- Have identified over **1,100** women as 'at risk' of an alcohol exposed pregnancy
- More than two thirds of these women have engaged in support subsequently offered
- Interventions now adopted as business as usual and expanding to universal services

## Workforce Development



- **390** health and social care staff trained in CPD accredited Preventing Alcohol Exposed Pregnancies and FASD awareness. Rated as 'excellent' or 'very good' by 96% of attendees
- **500** health and social care staff trained in AEP and FASD awareness by specialist midwives
- **100%** of community midwives in PAHT testbed trained in AEP awareness, alcohol screening and Alcohol Brief Interventions
- FASD Workforce training continues across testbed sites and beyond
- Commissioned FASD e-learning from Red Balloon and National FASD

## #DRYMESTER

A digital awareness campaign highlighting the Chief Medical Officers guidance and the impacts of drinking alcohol during pregnancy, with a range of resources to support parents-to-be to go alcohol free.

- Content viewed **9.42 million** times
- **959,289** engagements
- Won Best Digital Campaign at the 2021 MPA Awards
- Received global coverage
- #DRYMESTER guidance cited as "the safest approach" in study by The University of Bristol

Recently extended with the launch of the "Spread The Word" campaign, specifically targeting employers / employees, bringing #DRYMESTER to workplaces.

- "Spread The Word" targeted adverts have reached an audience of over **249,000** with over **511,000** impressions

## Maternity Pathway

- AEP and FASD training now mandatory for all midwifery staff
- Routine alcohol screening and documentation at first contact, booking and 36 weeks
- Promoting CMO guidance
- From July 2019 to February 2021, **15,170 (98.3%)** women entering services were screened
- Enhanced midwifery support
- Midwives trained to fit Long Acting Reversible Contraception (LARC) in the postnatal period

## Action Together



Giving parents and carers of children with FASD or suspected FASD the chance to share their lived experiences and learn from others in the same situation. Support included:

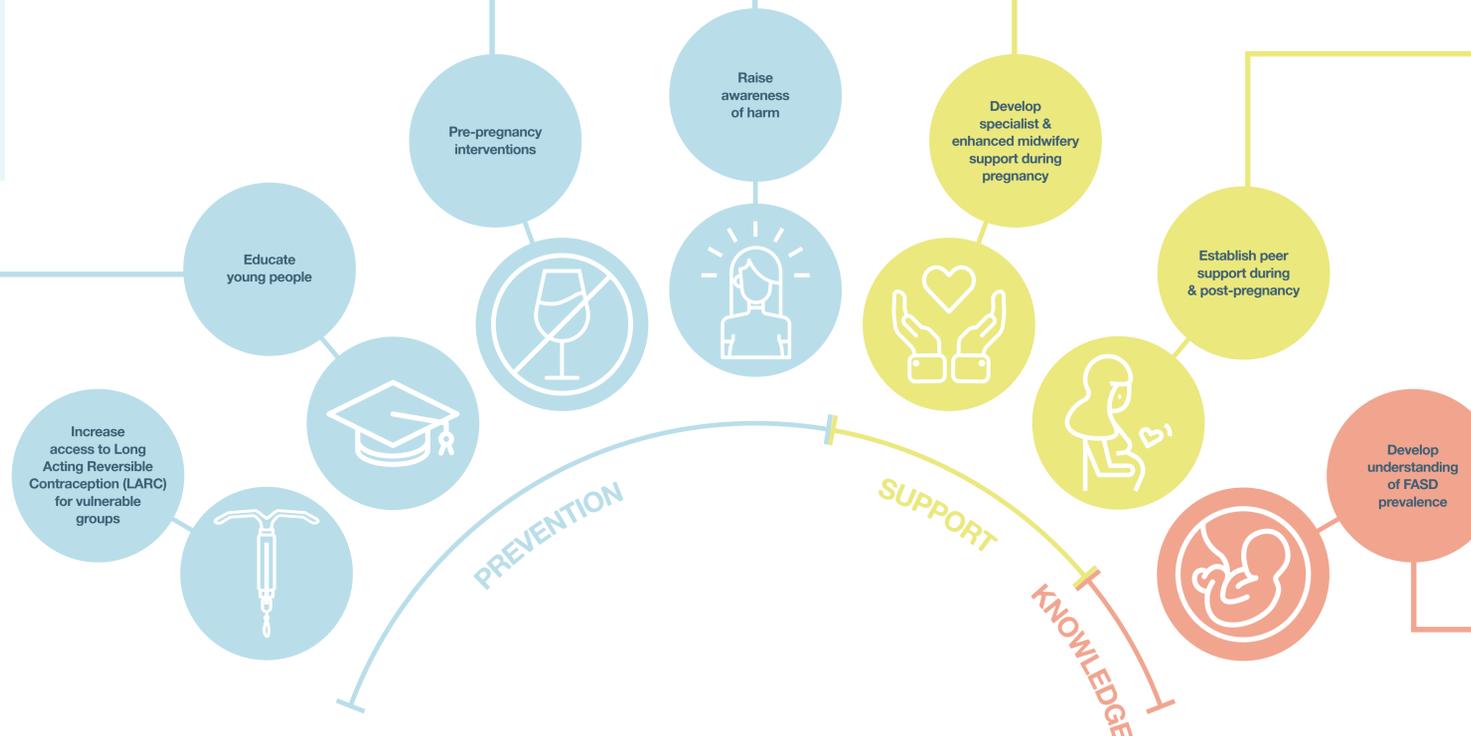
- COVID-19 advice and guidance for community groups throughout the pandemic through a web page and drop-in advice sessions for FASD network members
- Monthly online network meetings and 'Lunchtime Learning' sessions for parents and professionals
- Virtual peer support and information for parents and carers
- The production of an FASD E-Book which has been shared widely and will sit on FASD Network partner sites

## Birthday



Created an interactive performance and educational workshop raising awareness among young people of the impact of drinking alcohol in pregnancy.

- The production was delivered in secondary schools
- **5,052** young people saw it
- Over **93%** of respondents felt what they had learned from the performance would inform their future decisions
- The number of young people who knew that you shouldn't consume any alcohol during pregnancy increased from 48.7% of respondents to **96.7%**
- The production is now available as a film with learning resources at: [oldhamtheatreworkshop.co.uk/birthday-film-and-learning-resources/](http://oldhamtheatreworkshop.co.uk/birthday-film-and-learning-resources/)



## Prevalence Study



We commissioned the first UK FASD Prevalence Study in the UK to directly assess for FASD in a sample of children and found:

- FASD is a significant problem that may affect **1.8%** of children
- When including possible cases, this rises to **3.6%** of children
- This means in Greater Manchester each year, between **619–1,238** babies may be born with FASD

**This preventable condition is relatively common but rarely diagnosed. We need further long-term investment into increased access to diagnosis of FASD and interventions to support families and individuals affected by it.**