

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:

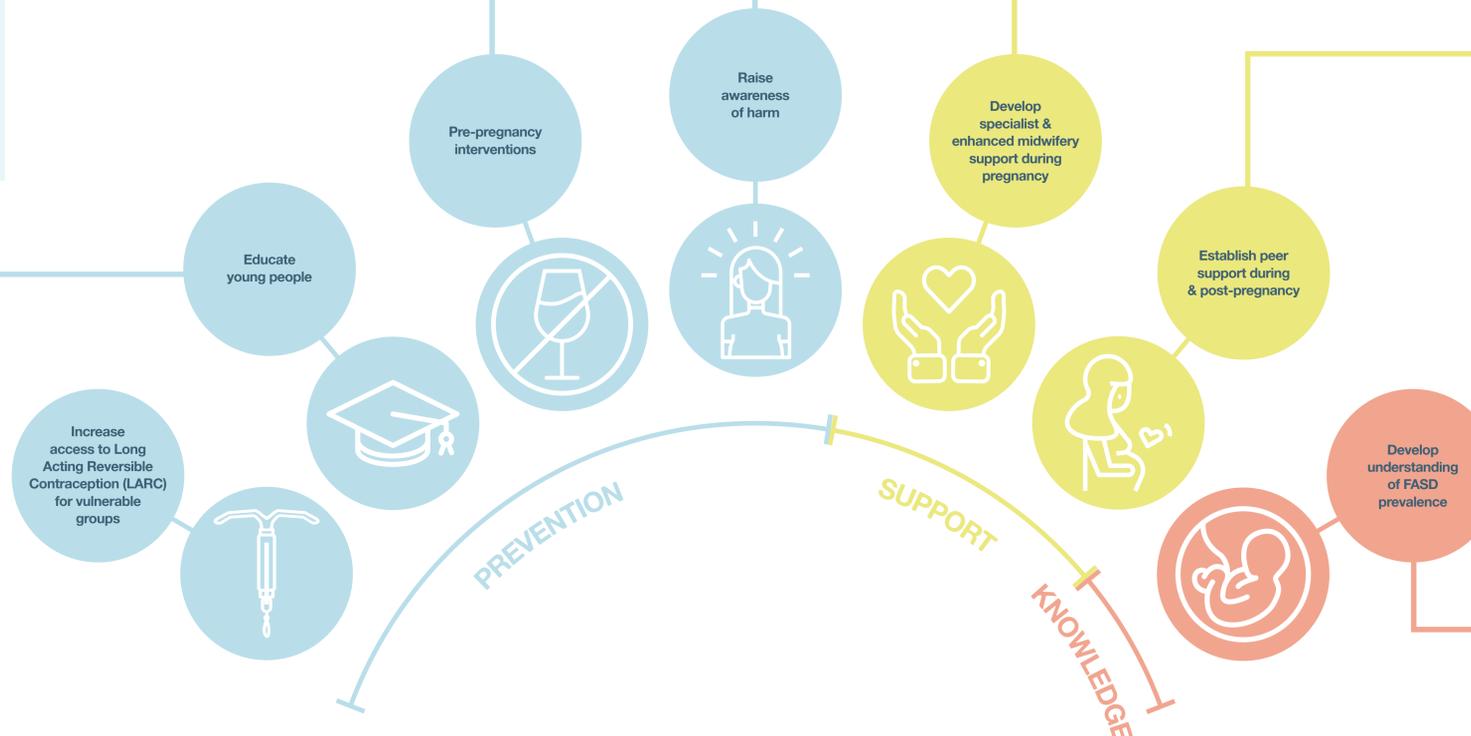
- COVID-19 advice and guidance for community groups throughout the pandemic through a web page and drop-in advice sessions for FASD network members
- Monthly online network meetings and 'Lunchtime Learning' sessions for parents and professionals
- Virtual peer support and information for parents and 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/



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.