

# #DRYMESTER

HELPING PARENTS-TO-BE GO ALCOHOL FREE



# SPREAD THE WORD

TALK ABOUT ALCOHOL-FREE  
PREGNANCIES IN  
**YOUR WORKPLACE TO  
SUPPORT PARENTS-TO-BE**



Part of Greater Manchester  
Integrated Care Partnership

**NHS**

Greater Manchester  
Integrated Care

# 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, and Fetal Alcohol Spectrum Disorder (FASD).**

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

We're asking you to help us spread the word to the employees and customers of your business — there's no safe time and no safe amount of alcohol to drink during pregnancy.



# KNOW THE EXPERT ADVICE

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

TELL YOUR EMPLOYEES  
TELL YOUR CUSTOMERS  
TELL YOUR FAMILY  
TELL YOUR FRIENDS

# WHAT IS FASD?

**FASD stands for Fetal 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 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.

**Recent prevalence research shows that FASD may affect UP TO 3.6% of children in Greater Manchester**

**That's the equivalent of 1,238 children born each year.**



## SYMPTOMS INCLUDE

Small head circumference

Facial distinctions – low set ears

Below average height and weight



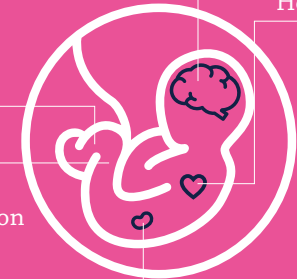
Brain damage

Heart defects

Limb damage

Bone formation defects

Kidney damage



Smooth ridge between the upper lip and nose

Small and wide-set eyes

Thin upper lip



Learning difficulties

Poor impulse control

Problems with time, money or maths

Problems in social understanding

Problems in memory, attention or judgement

Problems receiving and processing language



**Less than 10%** of those with FASD will have these recognisable facial features

# WHAT CAN YOU DO TO HELP?

## INTRODUCE #DRYMESTER TO YOUR WORKFORCE

To protect new and expectant mothers, please consider #DRYMESTER and healthy pregnancy conversations when carrying out a risk assessment and ensure the expectant mother is aware of the Chief Medical Officers guidance.

We've created plenty of resources to help you to introduce #DRYMESTER, not only to expectant mothers but to their families and friends, so you'll be armed with all of the information you need, including things like intranet graphics, a conversation guide,

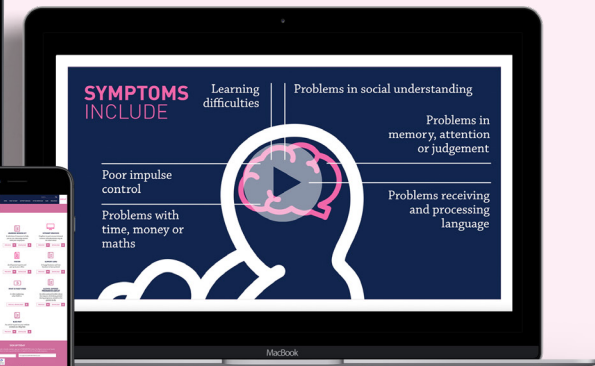
explainer videos and a training session. If you need a specific size or format for any of the resources, please reach out to [info@drymester.org.uk](mailto:info@drymester.org.uk).

Whether it's having one conversation about #DRYMESTER with a customer, posting a couple of graphics on social media, or adding #DRYMESTER to your health and wellbeing agenda and using all of the resources we've created, it helps us get one step closer to reducing the likelihood of children being born with FASD.

**Awareness is the greatest agent for change.**

Conversation Guide

Video



Website

Follow our social media accounts below and please tag us in your posts when sharing your activity.



VIEW OUR RESOURCES



# SUPPORT SERVICES

There may be some individuals who ask for advice either about FASD, for example if they have concerns and recognise the symptoms, or about going alcohol free during pregnancy.

If this happens, there are plenty of support services you can suggest to them. You can also advise for them to see their GP or midwife if they have concerns.

## FASD SUPPORT

**National Organisation for FASD**  
[www.nationalfasd.org.uk](http://www.nationalfasd.org.uk)  
[www.facebook.com/NationalFASD](https://www.facebook.com/NationalFASD)

**Me & My FASD**  
[www.fasd.me](http://www.fasd.me)

**FASD Greater Manchester**  
[www.facebook.com/FasdGreaterManchester](https://www.facebook.com/FasdGreaterManchester)

**Action Together – E-Book**  
[Click here](#)

## ALCOHOL SUPPORT

### **BOLTON**

**AGES 18+**  
**Achieve Bolton**  
T: 01204 483 090  
E: [achieve.referrals@gmmh.nhs.uk](mailto:achieve.referrals@gmmh.nhs.uk)

VISIT WEBSITE >

### **ROCHDALE**

**AGES 18+**  
**Turning Point – Rochdale and Oldham Recovery (ROAR)**  
T: 0300 555 0234  
E: [ROARreferrals@turning-point.co.uk](mailto:ROARreferrals@turning-point.co.uk)

VISIT WEBSITE >

### **TAMESIDE**

**ALL AGES**  
**Change Grow Live (CGL) – My Recovery Tameside**  
T: 0161 672 9420  
E: [Tameside.Referrals@cgl.org.uk](mailto:Tameside.Referrals@cgl.org.uk)

VISIT WEBSITE >

### **BURY**

**AGES 18+**  
**Achieve Bury**  
T: 0161 271 0020  
E: [achieve.referrals@gmmh.nhs.uk](mailto:achieve.referrals@gmmh.nhs.uk)

VISIT WEBSITE >

### **SALFORD**

**AGES 18+**  
**Achieve Salford (Greater Manchester Mental Health NHS Trust)**  
T: 0161 358 1530  
E: [achieve.referrals@gmmh.nhs.uk](mailto:achieve.referrals@gmmh.nhs.uk)

VISIT WEBSITE >

### **TRAFFORD**

**ALL AGES**  
**Achieve Trafford**  
T: 0161 358 0991  
E: [achieve.referrals@gmmh.nhs.uk](mailto:achieve.referrals@gmmh.nhs.uk)

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### **MANCHESTER**

**AGES 18+**  
**Change Grow Live (CGL) Manchester**  
T: 0161 226 5526

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### **STOCKPORT**

**AGES 26+**  
**Adult Drug and Alcohol Service (Pennine Care NHS Foundation Trust) / Stockport Triage, Assessment & Referral Team (START)**  
T: 0161 474 3141  
E: [START@stockport.gov.uk](mailto:START@stockport.gov.uk)

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### **WIGAN**

**AGES 18+**  
**HealthyRoutes**  
T: 01942 836 967

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### **OLDHAM**

**AGES 18+**  
**Turning Point – Rochdale and Oldham Recovery (ROAR)**  
T: 0300 555 0234  
E: [ROARreferrals@turning-point.co.uk](mailto:ROARreferrals@turning-point.co.uk)

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**25's AND UNDER**  
**MOSAIC (Young People's Drug & Alcohol Service)**  
T: 0161 218 1100  
E: [mosaic.stockport.gov.uk](mailto:mosaic.stockport.gov.uk)

VISIT WEBSITE >

**SPECIALIST SUPPORT AROUND ALCOHOL AND DRUGS**  
**We Are With You (Wigan & Leigh)**  
T: 01942 487 578

VISIT WEBSITE >

For more information visit [www.drymester.org.uk](http://www.drymester.org.uk)

 [info@drymester.org.uk](mailto:info@drymester.org.uk)