

Along with many other businesses across Greater Manchester, we’re proud to be introducing a new initiative to our workplace, to help lead the way in supporting healthy pregnancies and to look after the wellbeing of our employees, customers and their families.

The award winning #DRYMESTER campaign, commissioned by Greater Manchester Health and Social Care Partnership, aims to raise awareness of the impacts of drinking alcohol during pregnancy, specifically Fetal Alcohol Spectrum Disorder (FASD).

FASD is a condition with lifelong cognitive, emotional, behavioural and physical challenges. 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.

We’re supporting #DRYMESTER and want to help reduce the likelihood of cases of FASD by encouraging the important conversation within our workplace and spreading the Chief Medical Officers’ guidance: **If you’re pregnant or planning a pregnancy, the safest approach is not to drink alcohol at all to keep risks to your baby to a minimum.**

Keep your eyes peeled for more information and help us spread the word. For more information visit the [#DRYMESTER website](https://www.drymester.org.uk/), where there are plenty of resources to help parents-to-be go alcohol free, and to find out how you can introduce #DRYMESTER to your workplace.

It’s time for change — it’s time to talk #DRYMESTER.