

# #DRYMESTER

HELPING PARENTS-TO-BE GO ALCOHOL FREE



# FASD AWARENESS MONTH

SEPTEMBER 2023

HELP RAISE AWARENESS  
OF FETAL ALCOHOL  
SPECTRUM DISORDER AND  
ENCOURAGE ALCOHOL-FREE  
PREGNANCIES

Greater  
Manchester  
Integrated Care  
Partnership

NHS



# WHAT IS #DRYMESTER?

**#DRYMESTER is the award winning awareness campaign commissioned by the Greater Manchester Integrated 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 alcohol use in pregnancy and to encourage pregnant women, or women planning a pregnancy to follow the Chief Medical Officers' advice.

We're asking you to spread the word — there's no safe time and no safe amount of alcohol to drink during pregnancy.

# 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**



# WHAT IS FASD?

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

There are over 400 known co-occurring conditions that can include 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**

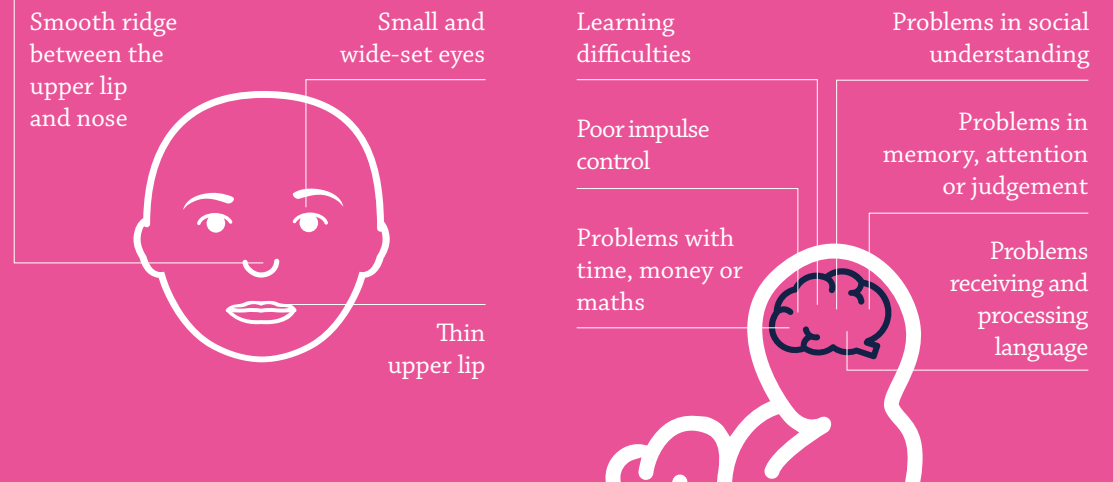
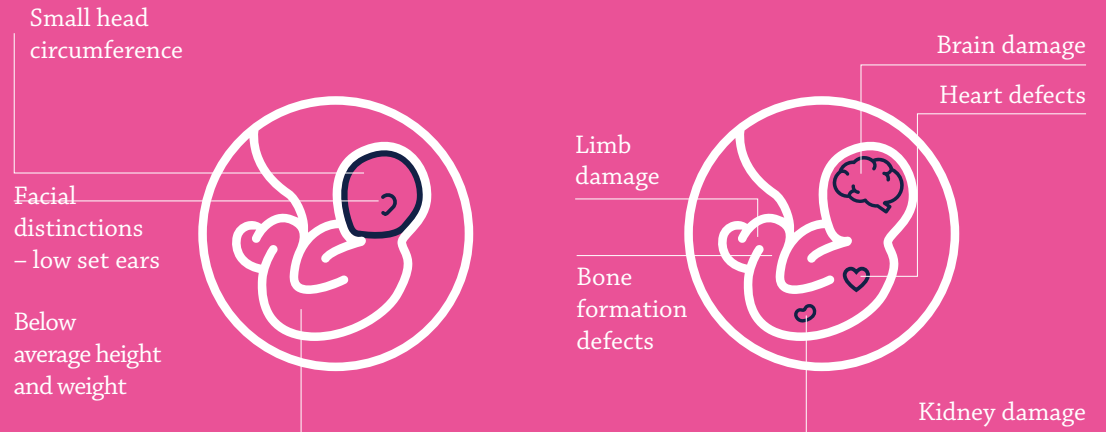
**That's the equivalent of 1,238 children born each year.**



[SEE RESEARCH](#)



# CONDITIONS INCLUDE



**LESS THAN 10%** of those with FASD will have these recognisable facial features

# WHAT CAN YOU DO TO HELP?

## 5 STEPS TO RAISING AWARENESS

**FASD awareness activity is prompted throughout the whole month of September with the official 'FASD Awareness Day' on 9th September. To help support FASD Awareness Month, follow our 5 steps to raising awareness:**

### 1. Educate yourself

There are plenty of websites where you can learn more about FASD, some of these are listed below.

- [National Organisation for FASD](#)
- [FASD UK Alliance](#)
- [Fetal Alcohol Advisory Support & Training Team \(FAAST\)](#) at Edinburgh University
- [FASD Greater Manchester](#)
- [Greater Manchester FASD Network](#)
- [Me & My FASD](#)
- [FASD Hub](#)
- [FASD at Salford - FASD](#)

### 2. Share informative posts

To make things easy for you, we've produced various videos and graphics that you can share on your social media channels.

VIEW AND DOWNLOAD OUR SOCIAL MEDIA RESOURCES HERE >

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

### 3. Use hashtags

Don't forget to use relevant hashtags when you're posting on social media, such as #FASDAwarenessMonth #FASDGiveMe5, #FASDAwarenessDay, #RedShoesRock and #DRYMESTER.

### 4. Engage in and start discussions

Conversations about the risks of drinking alcohol during pregnancy can be sensitive, but they're so important. Don't be afraid to inform people of the CMO expert advice and to talk about FASD. Getting involved with the 'Red Shoes Rock' movement and wearing red shoes on FASD Awareness Day could be a great conversation starter.

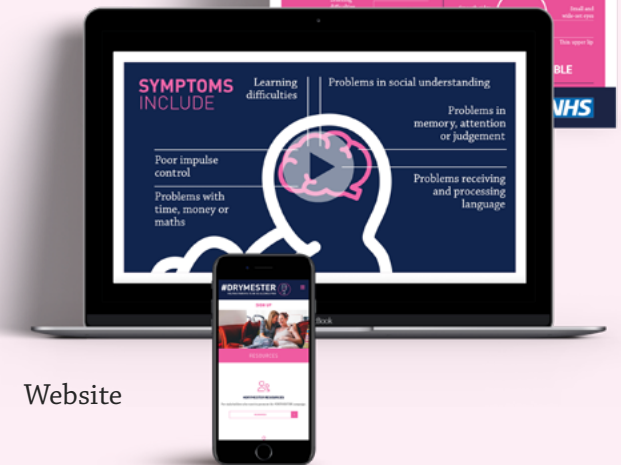
### 5. Show your support and spread the word

Make sure you're following #DRYMESTER and keeping an eye on the hashtags above so you can re-share the important messages far and wide.

Poster



Video



Website

Social media graphics



# SUPPORT

**For parents-to-be who would like more advice and support to have an alcohol free pregnancy, encourage them to speak with their midwife and visit [drymester.org.uk](http://drymester.org.uk)**

Details of the Greater Manchester alcohol support services can be found at [www.drymester.org.uk/support](http://www.drymester.org.uk/support)

## FASD SUPPORT

**FASD UK Alliance**  
<https://fasd-uk.net>

**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)

**GM FASD Network – Parent and Carer experience E-book**  
[Click here](#)



## PODCASTS

**For Healthcare Professionals and parents, carers and teachers of people with FASD, the below podcasts will provide further insight and experience into FASD diagnosis and support.**

**Primary Care Knowledge Boost:** Neurodevelopmental Disorders in Children (focus on FASD) – Doctors Sara and Lisa speak with Consultant Psychiatrist Dr Raja Mukherjee about neurodevelopmental disorders in children.  
[Listen here](#)

**FASD: A Guide for Speech and Language Therapists** – featuring Speech and Language Therapists Rachel Jackson and Morag Burns; and Chief Executive of the National Organisation for FASD, Sandy Butcher discussing various aspects of clinical presentation and how the disorder impacts the lives of family members.  
[Listen here](#)



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