# **Greater Manchester Alcohol Exposed Pregnancies Programme**

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### Greater Manchester **Integrated Care** Partnership



#### 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)



#### Workforce development

**390** health and social care staff trained in accredited Preventing Alcohol Exposed Pregnancies and FASD awareness. Rated as 'excellent' or 'very good' by 96% of attendees

#### **#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 Manchester Publicity Association Awards
- Received global coverage
- #DRYMESTER guidance cited as "the safest approach" in study by The University of Bristol

- 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

#### 500 health and social care

- staff trained in Alcohol Exposed Pregnancies 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
- 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**

- Alcohol Exposed Pregnancy and FASD training now mandatory for all midwifery staff
- Routine alcohol screening and documentation at first contact, booking and 36 weeks
- Promoting Chief Medical Officer's 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

## **10GM**



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**

#### **Prevention interventions**

Created an interactive performance and educational

workshop raising awareness among young people of the impact of drinking alcohol in pregnancy.

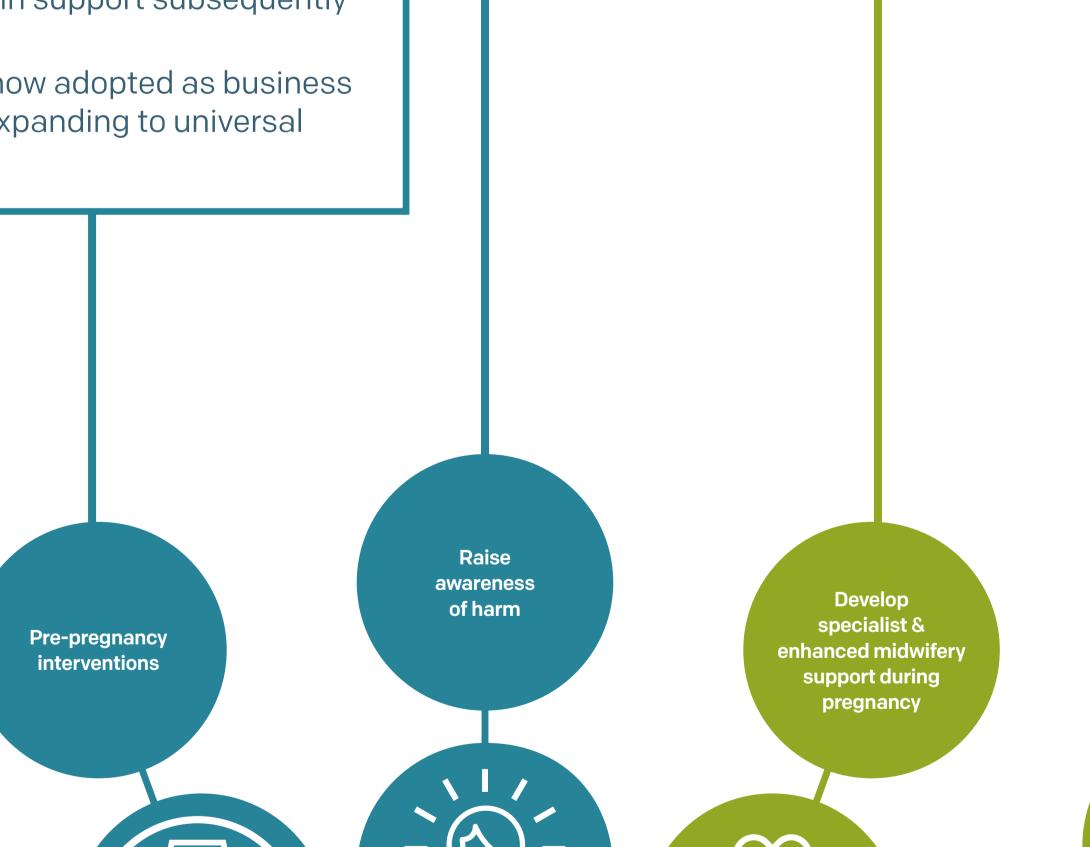
theatreworkshop

- 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-learningresources/

- 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

Educate

young people



#### Prevalence study

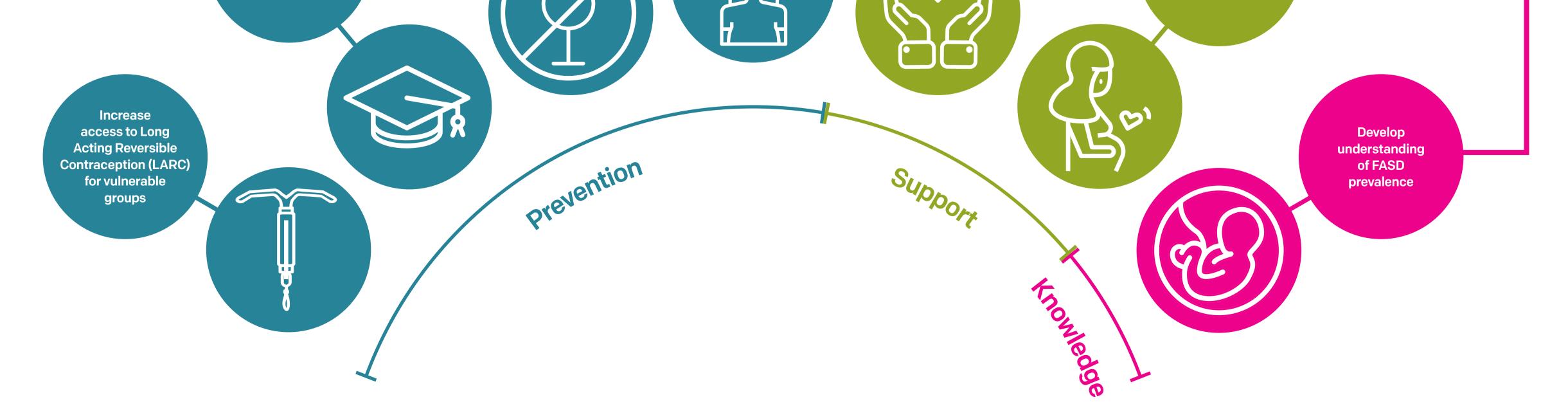


We commissioned the first UK FASD Prevalence Study in the UK to directly assess for FASD in a sample of children and found:

- 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.

Establish peer support during & post-pregnancy





To read the full Impact and Evaluation Report of the Alcohol Exposed Pregnancies Programme, visit: drymester.org.uk/aepevaluation.pdf

