

# #DRYMESTER

HELPING PARENTS-TO-BE GO ALCOHOL FREE



## INFORMATION PACK

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



City of  
**Stoke-on-Trent**



Staffordshire  
County Council



Staffordshire and  
Stoke-on-Trent  
Integrated Care Partnership



# WHAT IS #DRYMESTER?

**#DRYMESTER is the award winning awareness campaign 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.

FASD is commonly misdiagnosed as other disorders such as ADHD and Autism. People with FASD also have many strengths. Diagnosis and FASD-informed support helps create brighter futures.

**Recent prevalence research shows that FASD may affect UP TO 3.6% of children.**

**That's the equivalent of approximately 405 children born each year in Staffordshire and Stoke-on-Trent.**



# CONDITIONS INCLUDE

Small head circumference

Facial distinctions – low set ears

Below average height and weight



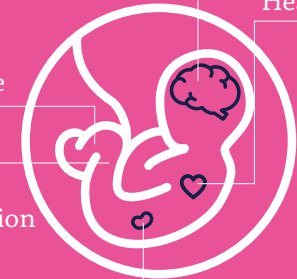
Brain damage

Heart defects

Limb damage

Bone formation defects

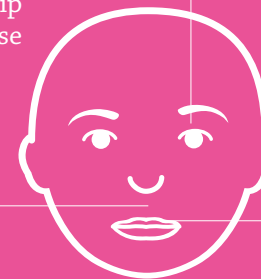
Kidney damage



Smooth ridge between the upper lip and nose

Small and wide-set eyes

Thin upper lip



Learning difficulties

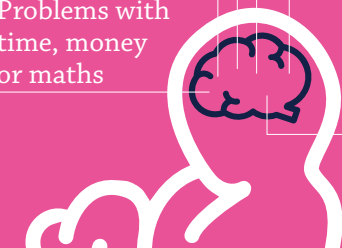
Poor impulse control

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?

## HELP US TO SPREAD THE WORD

To help new and expectant parents, we've produced many materials you can use to guide conversations and raise awareness of the risks of drinking alcohol during pregnancy and the Chief Medical Officers' advice.

Most of our resources are digital so you can share them on social media, or can be printed out yourselves using standard home or office printers.

If you need materials in any specific sizes, please contact [info@drymester.org.uk](mailto:info@drymester.org.uk).

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

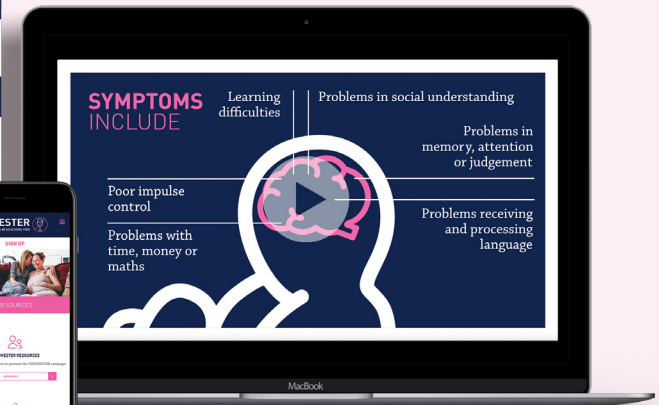
[VIEW AND DOWNLOAD OUR RESOURCES](#)



Poster



Video



Website



Digital screen



Social media graphics



# SUPPORT SERVICES

**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/ss](http://drymester.org.uk/ss)**

## 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)

**Action Together – Parent and Carer experience E-book**

[Click here](#)



**For helpful tips and advice to go alcohol free during pregnancy, or to support a loved one, find out more at [drymester.org.uk/ss](http://drymester.org.uk/ss)**