



NO THANKS, I'm pregnant

CAMPAIGN SUPPORT PACK

alcoholandpregnancy.org.uk

Welcome! This document gives details of the resources that are available for the 'NO THANKS, I'm Pregnant' campaign.

A soft copy of this document and the brand assets such as email signatures, social media images, posters and leaflets mentioned within it can be found online at:

www.alcoholandpregnancy.org.uk/resources

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BACKGROUND

Consuming alcohol during pregnancy is associated with a higher risk of a range of health implications for the foetus.

Foetal Alcohol Spectrum Disorders (FASD) is an umbrella term for several diagnoses that are all related to prenatal exposure to alcohol. These are:

- Foetal Alcohol Syndrome (FAS)
- Partial Foetal Alcohol Syndrome (PFAS)
- Alcohol Related Neuro-developmental Disorder (ARND)
- Alcohol Related Birth Defects (ARBD)

There is emerging evidence that any alcohol consumption during pregnancy is linked to the wider range of FASDs listed above. Any alcohol during pregnancy is linked to preventable disabilities such as birth defects, behavioural problems, learning difficulties and growth deficiencies.

The Department of Health has published new guidelines for pregnant women in England, Wales and Northern Ireland to be clear that no level of alcohol is safe to drink in pregnancy.

The 'NO THANKS, I'm pregnant' campaign aims to promote a consistent message that if you are pregnant, no alcohol is the safest choice, and increase understanding of the health risks to the foetus associated with alcohol, to encourage women to avoid alcohol completely during their pregnancy.



ONE KEY MESSAGE: "THE SAFEST CHOICE IS NOT TO DRINK ANY ALCOHOL DURING YOUR PREGNANCY"

Department of Health have published new guidelines for pregnant women in England, Wales and Northern Ireland to be clear that no level of alcohol is safe to drink in pregnancy. The new guidance says that for women who do drink a small amount, the risk to their baby is likely to be low, but "nevertheless, we cannot rule out the risks altogether". In Leeds, there is a commitment to ensure every child has the best start in life. This includes supporting women to make the healthiest choices during pregnancy. You can help us by giving your support to this message.

SUPPORTING OUR KEY MESSAGE:

Health services and organisations

You can support us by:

- Briefing your teams on this new guidance
- Using your communication channels to share news on this guidance
- Signposting your teams to www.alcoholandpregnancy.org.uk
- Downloading and using our campaign resources from www.alcoholandpregnancy.org.uk
- Mentioning this message at meetings and events

GPs, Midwives and those working directly with pregnant women

You can support us by:

- Ensuring we provide a clear and consistent message to women during pregnancy
- Signposting pregnant women to www.alcoholandpregnancy.org.uk
- Using the campaign resources we have sent you
- If you have not received campaign resources, the Public Health Resource Centre have a limited supply. Please email phrc@leeds.gov.uk Or you can download them from the campaign website www.alcoholandpregnancy.org.uk/resources

Brands and businesses that provide services and support to pregnant women

You can support us by:

- Ensuring we provide a clear and consistent message to women during pregnancy
- Signposting pregnant women to www.alcoholandpregnancy.org.uk
- Downloading and using our campaign resources from www.alcoholandpregnancy.org.uk/resources
- Displaying our resources in your place of work

SUPPORTING US ONLINE

News article

Share a news article about our key message to inform your teams about our campaign. See page 7 for an example.

Logo link

Download the campaign logo and URL from our resources (www.alcoholandpregnancy.org.uk/resources). You can host this on a relevant page of your site or in the footer. Link the image to our campaign site using the hyperlink 'www.alcoholandpregnancy.org.uk'

Article links

When you are publishing relevant articles about alcohol and pregnancy consider including hyperlinks to our campaign site www.alcoholandpregnancy.org.uk

Web banner ads

You can use one of the web banner ads found at www.alcoholandpregnancy.org.uk/resources and link it to our campaign site

Listings

When you are publishing listings such as products, services or events targeted at pregnant women, please consider using the campaign site www.alcoholandpregnancy.org.uk

Email footer

Email footer designs exist as pngs and are available to download from www.alcoholandpregnancy.org.uk/resources



TWEETS AND POSTS

Please support us through your social media channels. We have provided some pre-written tweets to get you started. You can also find useful social media image resources at www.alcoholandpregnancy.org.uk/resources

PRE-WRITTEN TWEETS AND POSTS:

'No Thanks I'm Pregnant', visit alcoholandpregnancy.org.uk for new guidance for mums-to-be

New guidance: NO alcohol is the safest option during pregnancy. Visit alcoholandpregnancy.org.uk

No thanks, I'm pregnant. New guidance about alcohol during pregnancy. Visit alcoholandpregnancy.org.uk

We believe every child deserves the best start. Visit alcoholandpregnancy.org.uk

FASD and alcohol free pregnancies. Learn the facts, visit alcoholandpregnancy.org.uk

Did you know the safest choice is not to drink any alcohol during your pregnancy? www.alcoholandpregnancy.org.uk

We're helping mums-to-be to stay alcohol free. Visit alcoholandpregnancy.org.uk

Ideas and activities for your alcohol free pregnancy. Visit www.alcoholandpregnancy.org.uk/alcohol-alternatives

Can drinking alcohol during my pregnancy affect my baby? Visit alcoholandpregnancy.org.uk

Support your pregnant friend or partner in their alcohol free pregnancy. Visit www.alcoholandpregnancy.org.uk/support

Top 5 ways to support your friend in her alcohol free pregnancy: www.alcoholandpregnancy.org.uk/alcohol-alternatives

#tipoftheday for your mum-to-be to stay alcohol free: make her favourite mocktail

NEWS ARTICLE

The following news article is available for you to use online and in print:

Campaign to promote new guidelines for alcohol during pregnancy

Leeds City Council has launched a campaign to promote a consistent message that the safest choice is to not drink any alcohol during pregnancy.

National research shows that 22 per cent of pregnant women drink alcohol during their pregnancy. Our local research tells us that most women want to make the best choice for their baby, but feel messages about safe levels of alcohol during pregnancy are unclear and confusing.

In January 2016, the Department of Health published new guidelines for pregnant women in England, Wales and Northern Ireland to be clear that no level of alcohol is safe to drink in pregnancy. There is emerging evidence that any alcohol consumption during pregnancy is linked to Foetal Alcohol Spectrum Disorders (FASDs). FASDs are all related to prenatal exposure to alcohol, and include preventable disabilities such as birth defects, behavioural problems, learning difficulties and growth deficiencies.

The 'No thanks, I'm pregnant' campaign aims to provide clear and consistent information to increase people's understanding of the health risks to the foetus associated with drinking low levels of alcohol, to encourage women to avoid alcohol completely during their pregnancy. The campaign also encourages support from partners, other family members and friends.

Lead Specialist Midwife, Alex Whincup, said:

"Pregnancy can be a complex and challenging time, especially for first time parents, and it's important to acknowledge that they are doing a really good job. We know from talking to lots of local expectant mums that they want what's best for their child, but advice around alcohol in pregnancy is very confusing.

"There is emerging evidence that any alcohol consumption during pregnancy is linked to preventable disabilities such as birth defects, behavioural problems, learning difficulties and growth deficiencies. So the safest choice is to avoid alcohol completely. We think a lot of mums will welcome this clearer message.

"Leeds City Council, Leeds Teaching Hospitals NHS Trust and Forward Leeds are working in partnership to reduce the number of women drinking alcohol during their pregnancy. The maternity service has provided training to community midwives so that they can speak to women to improve knowledge and awareness of the effects of alcohol use during pregnancy."

For more information go to www.alcoholandpregnancy.org.uk

CAMPAIGN RESOURCES

The following resources are available to use and can be downloaded from www.alcoholandpregnancy.org.uk/resources

Campaign Logos

Logo

NO THANKS,
I'm pregnant

Logo with URL

NO THANKS, I'm pregnant
alcoholandpregnancy.org.uk

Logos available in black, white and full colour

Poster



Information leaflet



CAMPAIGN RESOURCES

The following resources are available to use and can be downloaded from www.alcoholandpregnancy.org.uk/resources

Social media images



Web banners



Plasma screens and PowerPoint slides



