

HERE'S WHAT WE KNOW ABOUT ALCOHOL & PREGNANCY

- Women want to know about alcohol and pregnancy, and have the right to know.
- It is safest not to drink alcohol in pregnancy, as there is risk for lifelong brain injury, disabilities and physical health problems for the baby.



Australia's Women Want to Know project by the Foundation for Alcohol Research and Education <http://www.alcohol.gov.au>



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<https://www.readyornotalberta.ca>

Here's what women are doing about drinking & pregnancy

- Most women stop or reduce their consumption of alcohol when they find out they are pregnant, or when planning to be pregnant.
- Women who continue to drink alcohol in pregnancy come from all socioeconomic and ethnic groups. Often well-educated, older, white women do not realize they are at risk.
- Women who continue to drink in pregnancy may simply not have the information and support they need to make a change. They may also have more serious substance use problems.

Here's what makes it hard for women

Stigma adds to the problem

- Judgement by others can make seeking help difficult.
- Judgement overlooks the steps women are making, and the difficulty in stopping for women who have substance use problems.

Promoting alcohol use adds to the problem

- Alcohol is marketed heavily to women of childbearing years.

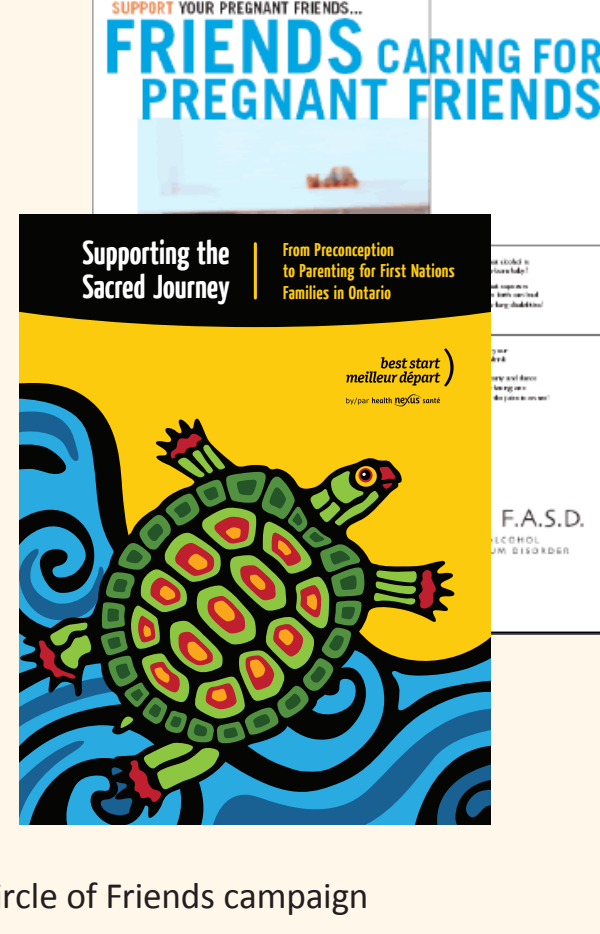


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HERE'S WHAT WOMEN HAVE FOUND HELPFUL WHEN MAKING DECISIONS TO STOP DRINKING IN PREGNANCY

1. Awareness campaigns and informational materials that:

- Provide clear information on risks of heavy and light drinking, while acknowledging that we don't know enough about the effects of low-risk drinking
- Share the responsibility for change between women and their partners, friends, health care providers and communities
- Link women and their partners with non-judgemental supports



Calgary Fetal Alcohol Network (www.mycfan.ca) & Calgary Health Region 2010 Circle of Friends campaign <http://www.humanservices.alberta.ca/disability-services/16025.html>

Best Start 2016 – Supporting the Sacred Journey http://www.beststart.org/resources/rep_health/pdf/SupportingtheSacredJourney.pdf



Canadian Centre on Substance Use and Addiction 2017

<http://www.ccsa.ca/Resource%20Library/2012-Canada-Low-Risk-Alcohol-Drinking-Guidelines-Brochure-en.pdf>

2. Discussing alcohol use with their health care provider:

- Discussing both reducing drinking and using birth control, so they can postpone pregnancy until they are ready alcohol-wise
- Getting information on drink size, low-risk drinking guidelines and other info that helps with decision making about drinking
- Discussing goals for reducing/stopping alcohol use in pregnancy in a collaborative and non-judgemental way

3. Community-based programs that provide holistic support:

- Community-based programs are available that provide support on substance use, nutrition, prenatal care, and many other health and social issues. Canada Prenatal Nutrition Programs (CPNP) are available across Canada: <https://www.canada.ca/en/public-health/services/health-promotion/childhood-adolescence/programs-initiatives/canada-prenatal-nutrition-program-cpnp.html>



The Mothering Project, Winnipeg

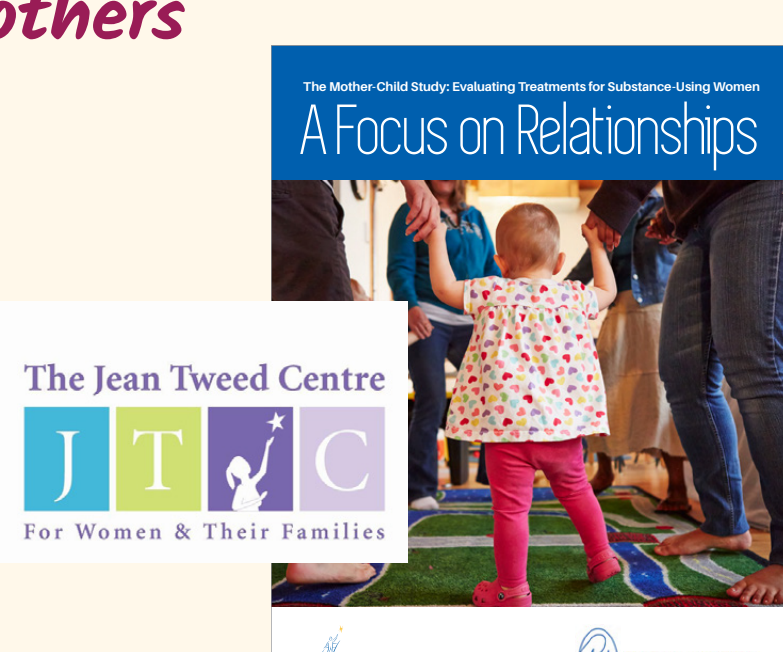
<https://www.mountcarmel.ca/ways-to-give/the-mothering-project/>

- Women with substance-use problems who participate in these programs are more likely to keep custody of their child and have higher rates of accessing substance-use treatment.

4. Programs that support mothers and children together:

Some support programs work with mothers and children together

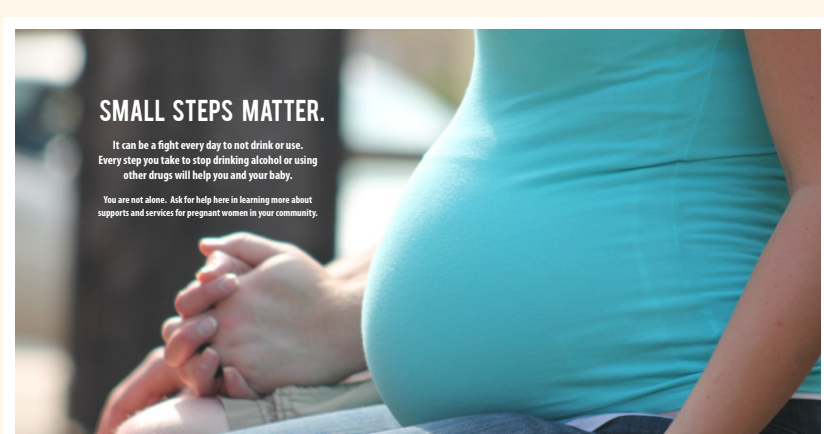
- They provide support on:
 - mothers' health & substance use
 - child health & development
 - relationship between mothers, children & service providers
- They reduce barriers so mothers can access the help they need, while focussing on mother-child attachment.



The Jean Tweed Centre - <http://jeantweed.com/>
Mothercraft - Breaking the Cycle Program <http://www.mothercraft.ca/index.php?q=breaking-the-cycle-evaluation>

Small Steps Matter...

Don't worry you'll be pushed too far or too fast when you go for help. Programs everywhere recognize that Small Steps Matter. Women deserve support from professionals and peers to take the steps they can. With that guidance and support, women can take the lead on their changes.



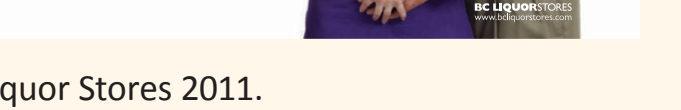
<http://bccwh.bc.ca/2015/09/harm-reduction-and-pregnancy-information-for-service-providers/>

Women trying to quit drinking deserve compassion and support – Healthier can start now...

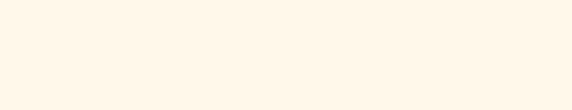


BC Liquor Stores 2011.

- Every time you make a healthier choice, it becomes easier to do it again.
- It's healthy to seek support even if it may feel uncomfortable at first.



www.bccwh.bc.ca



This infographic was created with financial assistance from Canada FASD Research Network, www.canfasd.ca