

On September 9, 2014 at 9:09am, on the occasion of the International Fetal Alcohol Spectrum Disorders Day, the **European FASD (EUFASD) Alliance**, **The National Organization on Fetal Alcohol Syndrome (NOFAS USA)** and the **European Alcohol Policy Alliance (EUROCARE)** and 53 institutions and organizations from **27 countries around the World**, in collaboration with the **Local Health Authority of Treviso (Italy)** launched **Too Young To Drink**, an international communication campaign to raise awareness of the risks of FASD (Fetal Alcohol Spectrum Disorders). The campaign was conceived by Fabrica, the communication research center of Benetton group (Italy).



PARTNERS

Promoters: European FASD Alliance; National Organization of Fetal Alcohol Syndrome (NOFAS USA); European Alcohol Policy Alliance (EuroCare); Az.ULSS 9 Treviso (Italy)

Australia: National Organization for Fetal Alcohol Spectrum Disorders; Russell Family Fetal Alcohol Disorders Association | **Brazil:** PAIPAD | **Canada:** Edmonton Fetal Alcohol Network; Centre for Addiction and Mental Health | **Czech Republic:** Blue Cross | **Denmark:** The Center for Prevention of Substance Effects on the Development of Children | **Estonia:** Estonian Temperance Union | **Finland:** Finnish Association on Intellectual and Developmental Disabilities | **France:** SAF France | **Germany:** FASD Center Berlin; FASD Deutschland | **Ghana:** Ghana Organization on Fetal Alcohol Syndrome | **International:** International Blue Cross | **Italy:** "Collegio Interprovinciale delle Ostetriche" of Veneto Region; Coordinamento Nazionale Marketing Sociale; Italian Society of Alcoholism; Local Health Authority of Treviso with Team of the Mamma Beve Bimbo Beve Project; "Per mio figlio" Association; Program Health "Genitori Più" of Health Department of Veneto Region; Program health "Guadagnare Salute" of Public Ministry of Health; Scientific Association of Operators of Addiction Services in Italy | **Japan:** "Ask"; "Shufuren" | **Madagascar:** Mauritius, Reunion, Mayotte, Seychelles SAF OCEAN INDIEN | **Malta:** SEDQA - the Maltese National Agency against Drug and Alcohol Abuse, Compulsive Gambling and other Dependencies | **Netherlands:** Dutch Institute for Alcohol Policy; FAS Foundation of the Netherlands | **Nordic-Baltic area:** Nordic Alcohol and Drug Policy Network | **Nigeria:** Narconon Nigeria | **Norway:** KoRus-Sør, Borgestadskliniken | **Poland:** Sosnowiec City Department of Health; PARPA; FUNDACJA FASTRYGA; West Pomeranian Marshal's Office, Department of Social Cooperation | **Romania:** National School of Public Health, Management and Professional Development | **Russia:** Federal Research Institute for Health Organization and Informatics, Coordination Council on FAS; Prevent FAS Research Group | **Spain:** Vall d'Hebron Hospital; Sant Joan de Déu Hospital Materno-infantil Universitat de Barcelona; Patients Association AFASAF; Childhood and Environment Research Group (URIE) - Institut Hospital del Mar d'Investigacions Biomèdiques | **Slovenia:** Institute for Research and Development "Utrip" (UTRIP) | **South Africa:** Fetal Alcohol Syndrome Research Study / Faculty of Medicine and Health Sciences, Tygerberg | **Sweden:** FAS-föreningen; Kvinnoorganisationernas Samarbetsråd i Alkohol- och Narkotikafrågor | **Turkey:** Green Crescent | **United Kingdom:** European Birth Mother Network; NOFAS-UK; United Kingdom (Northern Ireland) Drink Think Project; United Kingdom (Scotland) FASD Scotland | **United States:** Circle of Hope; United States Organization of Teratology Information Specialists; Better Endings New Beginnings; Double ARC; United States UNC Bowles Center for Alcohol Studies; United States OK Prevent - FASD Oklahoma Chapter, Midwest Regional FAS Training Center; University of Washington, Fetal Alcohol and Drug Unit; United States NOFAS New Hampshire.

Support (supporting our goals, but not participating in this action) - **Canada:** FAS World; Living with FASD

Creative sponsor: Fabrica (Italy)

AWARENESS STRATEGY

Raising awareness of the risks of alcohol use during pregnancy is considered a priority in Europe. Indeed, in 2007 the European Commission adopted a Communication setting out a strategy to support Member States in reducing alcohol-related harm. One of the priorities identified was to protect young people, children and the unborn child. This document also stressed the need to inform, educate and raise awareness of the impact of alcohol use on the foetus. The first goal of FASD prevention is to increase awareness of the problem among women and the community. While awareness is high in some countries, in many other countries awareness is low. Many organizations do not have the resources to design and carry out effective awareness initiatives.

Thanks to the first conference on FASD in Kerkrade (2010), the discussion on the need of raising awareness of FASD in Europe has arisen. In 2012, the European Fetal Alcohol Spectrum Disorders (EUFASD) Alliance and the European Alcohol Policy Alliance (EUROCARE), in collaboration with partners in health education from the "Mamma Beve Bimbo Beve" team of the Local Health Authority of Treviso (Italy) proposed to develop a joint action to raise awareness of FASD in Europe. Thanks to the active partnership of NOFAS USA and other partners in South America (PAIPAD), Asia and Africa, the campaign became global. The launch was adapted to different countries and cultures around the world. This campaign applies principles of health marketing to raise awareness among the general population in a culturally sensitive manner, sharing ideas and using the power of the Internet and social media; and plans to provide partners with a standardized evaluation of outcomes. Specific aims are to spread accurate, spread coherent and univocal research-based information on the risks of using alcohol during pregnancy via all the media involved, and to solicit the participation of institutions and organizations concerned with FASD. According to the main partners, by activating a network of stakeholders in countries around the world and involving individuals and communities actively, the campaign is an occasion to put in connection different entities working in the field of FASD all around the world, to share experiences and expertise, and to put the basis for future collaborations and joined efforts. The end goal is to facilitate the process of empowerment of the citizens in each country involved.

More details: Bazzo S., Marini F., Black D. (2014). An international campaign to raise awareness of the risks of drinking in pregnancy. *The International Journal of Alcohol And Drug Research*, 3(1), 113-116.

THE VISUAL

Too Young To Drink was conceived by Cuban artist Erik Ravelo, responsible for Social Engagement Campaigns at Fabrica, the communication research centre of Benetton Group. Fabrica is a communication research centre based in Italy where young creative people from all over the world develop communication projects with a message of social progress. As Erik Ravelo affirms, "It has been a great pleasure for Fabrica to help the EUFASD Alliance in creating and conveying such a sensitive message; we hope it can reach as many people as possible, not only women but also partners, families and the society institutions. For us to convey such a sensitive and touching message is a big challenge. We have been asked to do a campaign that can shake people. Fabrica has always been very interested in helping those associations who may not have the means to develop a campaign like this. It is a great pleasure for Fabrica to help in creating a strong message that can reach as many people as possible".

What the protagonists of the visual said:

Father of the baby:



When you decide to have a child, you want it to be born healthy and live its life in the best way. The way in that a woman spends the nine months of her pregnancy is so important. We have to sensitize women, but also families and society as a whole, to the fact that drinking alcohol during pregnancy can harm the fetus. It is a very important thing. For this reason we have adhered to this initiative. The fact that, for your self-interest and for your personal pleasure, you can put in danger your child, who has no power and totally depends on you, is very serious. It is important to understand that drinking alcohol during pregnancy can hurt the unborn child.

Mother of the baby:

I think it is very important to sensitize mothers, parents and people in general, not to drink alcohol during pregnancy for the sake of the health of the unborn child. We hope to make people believe in the project and to understand the message as clearly as possible. We also hope that families will spread this information. For moms this is the message: do not drink alcohol during pregnancy, not even for a toast. Sometimes people say that drinking a few glasses does nothing, this is not true. Family and friends, please collaborate with mothers in order to help pursue this goal. I hope that people will talk about this problem, that can happen when a mother drink alcohol during pregnancy. Just the fact that we are speaking about it, it means the campaign has achieved a great success.



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THE ACTION

The launch consisted of a big non-stop action of guerrilla marketing that was performed in numerous countries worldwide. At 9:09 am on September 9, 2014, local times, all the associations, organizations, institutions and people joining the initiative around the world displayed at least one banner or poster of the campaign in an area of their cities, with the goal of creating surprise and stir.

This was a surprising action, which expected to attract attention and encouraged the dissemination of the visual of the campaign on the Web and through the media in general. People took pictures and made videos of the displayed banners and published them in the social media and on the Web. In this way, this action was spread all around the world. The strength of this action was the viralization of the visual of the campaign in the Web community, by involving the highest number possible of people, thanks especially to the use of Facebook, Twitter and Instagram. The message was spread with the hashtag **#TooYoungToDrink**

THE CONCEPT AND FEATURES OF THE CAMPAIGN

The campaign is multi-subject and multi-language. It includes print materials (banners, posters, leaflets translated in 9 languages); a video spot and a short backstage film that shows the parents of this baby and their reasons for supporting the campaign.

Erik Ravelo said, "We were inspired by the traditional drinks of each country: brandy from the Balkans, the French champagne, Italian wine, the English and Irish whiskey, and vodka of Eastern Europe. We have worked with the eternal concept of the unborn child who, instead of being in the belly, is immersed in different kinds of traditional drinks, each one symbolically representing a country or area of the world. The Fabrica photographers took a picture of a real baby in our studio. The post-production of the campaign was made entirely in-house, from start to finish".



PRELIMINARY RESULTS: SOCIAL MEDIA (Sept. 2014)

Facebook Fan Page: launch week
Total reach: **100,000 users**
Shares 4019 | 1386 likes
Main target reached: women aged 18 - 44



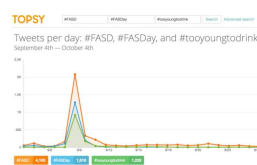
Conclusion: The driver of the viralization has been the action and the involvement of the partner community.
(Font. Facebook Insights, Oct. 2014)

Twitter: @TYTD

10000000 impression for hashtag **#FASD**
1200 tweets with hashtag **#tooyoungtodrink**

Conclusion: The main active tweeters were associations and members of the partner network.

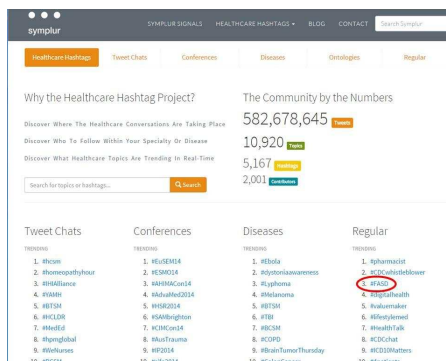
(Font. TWITTER: @Mktsociale - Topsy, Symplur, Oct. 2014)



GENERAL AWARENESS ON THE WEB

In the **Healthcare Hashtag Project** the hashtag **#FASD** reached the 3rd place in the Regular ranking

(Font: www.symplur.com, Oct. 2014)



THE FUTURE: FROM AWARENESS TO EMPOWERMENT

The first results that come from the launch of the campaign indicate that it is possible to act in a strong and compact way at the global level. This was a good "test" for the network of all the partners involved, social and scientific. A detailed evaluation of outcomes will be also provided. **The challenge that comes up is to be able to involve citizens in FASD awareness, to increase their power of action in view of the protection of public health.**

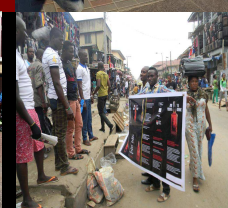
EUFASD hopes that this great act of communication could facilitate multiple levels of action: the improvement of training programs for health professionals; a renewed focus on FASD of institutions on individual and social problems related. There is much to be done regarding diagnosis, treatment & support, policies for social inclusion. Where do we start? We plan further global action through the web and social media, taking advantage of the engagement model on September 9, with the involvement of the partner network created. This time the goal will be to involve citizens in an integrated way, taking advantage of the internet and of local sites of action at the same time. The next meeting will be in the spring of 2015 on the International Alcohol Prevention Day, to prepare for the International FASDay on September 9, 2015.

MORE INFORMATION:
www.tooyoungtodrink.org

#TYTD2014

Too Young To Drink

@TooYoungToDrink



If you want to join the campaign, please contact us at awareness@eufasd.org. We need you :-)

THANKS TO ALL THE NETWORK. TO ALL THE CITIZENS WHO JOINED THE CAMPAIGN AND TO ALL THAT WOULD LIKE TO JOIN TO RAISE FASD AWARENESS IN THE FUTURE. TOGETHER WE CAN MAKE THE DIFFERENCE!