



FOR RELEASE
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New campaign launched on International FASD Awareness Day

WHITEHORSE—Health and Social Services is using September 9—International Fetal Alcohol Spectrum Disorder Awareness Day—to kick off a new initiative that will emphasize the community's role in healthy pregnancies.

The first phase of the campaign works to educate Yukoners on teratogens, one of which is alcohol, which can cause Fetal Alcohol Spectrum Disorder (FASD) when consumed by an expectant mother during pregnancy.

Yukoners will be seeing online advertising that aims to familiarize them with teratogens. These ads take the form of a pop quiz and a pictographic pronunciation guide that uses a touch of humour to make a serious point: teratogens cause birth defects.

Working with the Fetal Alcohol Spectrum Society of Yukon (FASSY) and Partners for Children, the department is focusing first on awareness of teratogens and prevention of FASD and other birth defects that often have life-long consequences.

The ads focus on the fact that many substances can cause birth defects, from alcohol to certain viruses such as rubella (German measles).

Teratogen is pronounced tear•ah•toe•gin.

Learn more: Teratogens

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