

PRESS RELEASE

On occasion of International Fetal Alcohol Spectrum Disorders Day

The European FASD Alliance, the National Organization on Fetal Alcohol Syndrome (NOFAS)
and the European Alcohol Policy Alliance (EUROCARE)
present

TOO YOUNG TO DRINK 2017
the international communication campaign to raise awareness of the risks of prenatal
exposure to alcohol.

Today, September 9, the 9th day of the 9th month, at 9:09 am, on the occasion of the **International Fetal Alcohol Spectrum Disorders Day**, we welcome the fourth edition of [Too Young To Drink](#), the international communication campaign to raise awareness of the risks of prenatal exposure to alcohol.

The campaign was conceived to raise awareness of the risks of **FASD** (Fetal Alcohol Spectrum Disorders), a range of problems caused by prenatal exposure to alcohol. Alcohol use during pregnancy, even within the first few weeks and before a woman knows she is pregnant, can cause physical, behavioral, and intellectual disabilities that can last for a person's lifetime.

In the U.S., studies have shown that about 1% of children are affected by FASD. Studies in Europe show at least 2%, and even higher numbers in some areas, for example in South Africa. It has been estimated that one in every 67 women who consumed alcohol during pregnancy would deliver a child with FAS Fetal Alcohol Syndrome (that is the most severe manifestation of FASD), which translates to about 119 000 children born with FAS in the world every year. **However, FASD is 100% preventable - by avoiding alcohol consumption during pregnancy.**

The **major aims** of the *Too Young To Drink* campaign are the following:

- To raise awareness of the dangers of drinking during pregnancy among the child-bearing aged population and in the community;
- To spread accurate, research-based information on the risks of using alcohol during pregnancy;
- To empower women and encourage families, friends and the society to support alcohol-free pregnancies.

The network of partner organizations has now exceeded 80 organizations in 36 countries around the world, working together to raise awareness of FASD internationally.

In its previous three editions (2014, 2015, and 2016), the campaign was based on the concept, created by Fabrica, the Benetton group's communication research center, of a baby inside an alcoholic drink (baby in bottles, 2014, and "baby cocktail", 2015 and 2016). This year, a new visual component was developed. It consists of a drawing, which was created by the Italian artist, art director, satirical author, Beppe Mora.

Starting from today, 9:09, local time, institutions, organizations and individuals joining the campaign, as part of their local awareness-raising actions, will display, show and use the old and new visuals of the campaign, to give continuity to previous years and to affirm that it is possible to give an international joint message. Photos and videos that will be published and disseminated in social media using the hashtag #TYTD2017, #FASD, #FASDay, #zeroalcoholinpregnancy. The campaign actions will continue for all the month of September, to sustain the FASD awareness month (#FASDmonth).

The campaign is coordinated by the Local Health Authority no.2 "Marca Trevigiana" (Veneto Region, Italy), which offered consultancy for the social marketing strategy and evaluation, basing on the experience of the project "Mamma Beve Bimbo Beve."

For further information: www.tooyoungtodrink.org