



I'm not robot



Next

Alcohol use during pregnancy can lead to lifelong effects.

Up to **1 in 20** US school children may have FASDs.



People with FASDs can experience a mix of the following problems:

<p>Physical issues</p> <ul style="list-style-type: none"> low birth weight and growth problems with heart, kidneys, and other organs damage to parts of the brain <p>Which leads to...</p>	<p>Behavioral and intellectual disabilities</p> <ul style="list-style-type: none"> learning disabilities and low IQ hyperactivity difficulty with attention poor ability to communicate in social situations poor reasoning and judgment skills <p>These can lead to...</p>	<p>Lifelong issues with</p> <ul style="list-style-type: none"> school and social skills living independently mental health substance use keeping a job trouble with the law
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Drinking while pregnant costs the US **\$5.5 billion** (2010).

SOURCES: CDC Vital Signs, February 2016. American Journal of Preventive Medicine, November 2015.

In the UK, a unit is 8g of alcohol. It's recommended not to exceed 14 units per week. These common drinks all contain 2 units:



Alcohol Use In Pregnancy

- 50% of pregnancies are unplanned
- 17% to 25% of women reported drinking alcohol during their last pregnancy
- 7% to 9% reported drinking alcohol throughout their last pregnancy



Canadian National Survey

FASEout Project 2006
www.faseout.ca

DO ALCOHOL WARNING LABELS WORK?

FINDINGS FROM A REAL-WORLD EXPERIMENT

WHAT DID WE DO?

The Northern Territories Alcohol Labels Study placed new rotating colourful warning labels on alcohol containers in a government liquor store in Whitehorse, Yukon. Three waves of surveys were conducted in Whitehorse, and Yellowknife served as the comparison site. Shortly after the launch of the new labels, Canadian alcohol industry lobby groups interfered with the study, forcing a pause in the labelling and removal of the cancer warning.



WHAT HAPPENED?

PEOPLE REMEMBERED WHAT THE LABELS SAID.
Consumers exposed to the new labels had **10%** greater odds of knowing the link between alcohol and cancer, were **2x** more likely to be aware of Canada's Low-Risk Drinking Guidelines, and had **50%** greater odds of remembering "daily" low-risk drinking limits.

PEOPLE TALKED ABOUT THE LABELS.
Consumers reported noticing, reading, thinking about, and talking with others about the new labels, and consumers exposed to the new labels were more likely to report cutting back on drinking because of them.

PEOPLE DRANK LESS.
The Whitehorse liquor store saw a **6.6%** decrease in sales of labelled products during the intervention period relative to two comparison sites. The 3% of Whitehorse liquor store products that **"didn't"** have labels saw a **6.9%** increase in sales.

WHY IS THIS IMPORTANT?

Brightly coloured alcohol warning labels with a cancer warning, national drinking guidelines, and standard drink information help consumers make more informed and safer alcohol choices. Policies mandating alcohol warning labels should be a priority for alcohol control strategies in Canada and globally.

References

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alcohollabels.cisur.ca



Is serving alcohol to a pregnant woman illegal.

The National Institute for Health and Clinical Excellence (Nice) of the UK orientation project is in disagreement with the official guidance and added confusion to the whole issue. This week "British Medical Journal (BMJ)" Two experts debate the subject. The Individual Woman Should Decides Pat O'Connell Brien, obstetrician consultant, Institute for Women's Health Department, as well as the British Men Association (BMA), now say that women Grobels should refrain completely from the alcohol. O'Connell Brien asks why this change if no new evidence came to the surface. He explains that the intense consumption of alcohol during pregnancy brings with it a serious risk of fetal alcohol, a serious condition. However, there are no evidence that moderate consumption of alcohol during pregnancy has any long-term effects. O'Connell Brien says to say to women to abstain completely is paternalistic because the decision should be taken by the own mother. The Council has changed because, as it is, the recommendation is ambiguous. "At the same time people are not sure of what an alcohol unit is. A unit, in the professions and midwives, we can not communicate to women the meaning of securing limits, so we need to correct this. However, the incidence of regular consumption of alcohol during pregnancy in the US increased from 0.9% in 1991 to 3.5% in 1999. If the Council is to refrain completely, it becomes more difficult to collect data And know exactly what is happening. Women are less likely to admit drinking during pregnancy if they know that total abstinence is just

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