**SUPPORTING HEALTHY PREGNANCIES: USING MEDIA IMAGES TO INFORM AN EFFECTIVE FASD PREVENTION CAMPAIGN IN NORTHERN ONTARIO**

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**Objectives:** Fetal Alcohol Spectrum Disorder (FASD) is a diagnostic term describing the continuum of effects associated with alcohol use during pregnancy. Approximately 4% of Canadians are impacted by FASD, who often have secondary adverse outcomes across the lifespan. Although pregnancy is a strong motivator to reduce or stop drinking, women may drink alcohol during pregnancy for many reasons (e.g., unaware of pregnancy; unaware of potential effects; mental health concerns). Specific regions of Northern Ontario have identified FASD as a growing concern, but reported rates of alcohol use during pregnancy remain significantly lower than national estimates, implying that some women may not feel comfortable disclosing their alcohol use, and are therefore unlikely to seek out services they or their children need. For these reasons, Northern Ontario is in need of an effective community-level campaign (i.e., Level 1 prevention) regarding alcohol use during pregnancy; however, existing efforts worldwide have been criticized for their negative, stigmatizing nature. Therefore, the goal of this research is to explore the perspectives of individuals in the City of Greater Sudbury on existing FASD prevention campaigns in order to develop a tailored, salient, and non-stigmatizing initiative for the future.

**Methods:** This study aims to answer the question: “What are the thoughts, opinions and perspectives of individuals of childbearing age in the City of Greater Sudbury on existing Level 1 FASD Prevention campaigns?” There are three main perspectives that this study will capture: (1) individuals of college- and university-age of all genders; (2) pregnant and new mothers, with children up to one year of age; and (3) the partners of pregnant and new mothers. 100 participants between the ages of 17 and 45 will be recruited through the help of the Sudbury-Manitoulin District FASD Network (including organizations such as Laurentian University, Sudbury Public Health & Districts, and local Indigenous partners). Data collection will be completed through semi-structured focus groups, where 10 images from existing campaigns will be displayed to gather participant attitudes, ideas, and reactions.

**Results:** This study is ongoing. Upon completion of data collection, the focus groups will be transcribed and interpretive thematic analysis (Braun & Clarke, 2016) will be conducted. Although the main objective of the study is to explore the perspectives of individuals in the City of Greater Sudbury on current FASD prevention campaigns, this study will also investigate sub-questions including: (1) participant attitudes on alcohol use during pregnancy; (2) the influence of mass media and campaign imagery on these attitudes; (3) the barriers to accessing evidence-based prenatal health information about alcohol use during pregnancy; and (4) the evaluation of campaigns from a community perspective.

**Discussion/Conclusions**: As of this conference, data collection will be ongoing, and preliminary results will be reported. These results will be considered alongside existing literature in order to create an effective FASD prevention campaign for the City of Greater Sudbury. Recognizing the diversity of the Greater Sudbury region, this campaign will be launched in English, French, and Ojibway.

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