**“You’ve always been told that it’s bad, but why is it bad?”: Laurentian University Student Perspectives on FASD Prevention Campaigns**

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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. Although pregnancy is a strong motivator to reduce or stop drinking, women may drink alcohol during pregnancy for many reasons. Specific regions of Northern Ontario have identified FASD as a growing concern, but reported rates of alcohol use during pregnancy in areas such as the City of Greater Sudbury 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. University and college-aged students are a high-risk group for alcohol exposed pregnancies, and in combination with Northern Ontario’s need for an effective community-level campaign (i.e., Level 1 prevention) regarding alcohol use during pregnancy, Laurentian University was chosen as a first step in exploring the perspectives of individuals in Sudbury, Ontario on existing FASD prevention campaigns.

**Methods:** This study aimed to answer the question: What are the thoughts, opinions, and perspectives of undergraduate Laurentian University students on existing Level 1 FASD Prevention campaigns? Students aged 17 to 45 were initially recruited for in-person focus groups, however, all methods were changed to online midway through data collection due to COVID-19. Students of all genders and programs were accepted, and a total of 29 participants were included over 7 focus groups (3 in person, 4 online). Focus groups were semi-structured, involving the discussion of 10 images from existing national and international campaigns to gather participant attitudes, ideas, and reactions.

**Results:** This study is ongoing, although data collection has been completed. Data transcripts are currently being analyzed through interpretive thematic analysis (Braun & Clarke, 2016). Although the main objective of the study was to explore the perspectives of undergraduate Laurentian University students on current FASD prevention campaigns, this study also investigated other topics 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. Preliminary findings indicate that students need more education surrounding alcohol use during pregnancy, and the role that stigma can play in seeking help around this topic.

**Discussion/Conclusions**: As of this conference, data analysis will be in its final stages, and preliminary results will be reported. Initial findings indicate students perceive a relationship between an emotional response to campaigns and their effectiveness, find value in the “shock factor” approach, call for different campaigns to be used in different contexts, and shape their attitudes based on whether they have had experiences with individuals with substance use challenges or FASD. These results will be considered alongside existing literature to provide recommendations for future campaign creation.

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