**“Because if you were a parent and your child had FASD…And you walk by this, what is your response?”: 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. 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, post-secondary students at Laurentian University were chosen as a first step in exploring the perspectives of individuals in Sudbury, Ontario on existing FASD prevention campaigns. Future steps within this project will involve other groups, such as pregnant individuals, new mothers, and their partners. The goal of this larger study will ultimately be to create a new salient, non-stigmatizing FASD campaign tailored to those in the City of Greater Sudbury.

**Methods:** The current study aimed to answer the question: What are the thoughts, opinions, and perspectives of undergraduate 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 the COVID-19 pandemic. 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 group interviews aimed at gathering attitudes, ideas, and reactions were semi-structured, involving queries about participants’ understanding of the prenatal effects of alcohol use during pregnancy as well as discussion of 10 images from existing national and international campaigns.

**Results:** Data collection has been completed, and transcripts in the final steps of interpretive thematic analysis (Braun & Clarke, 2016). Preliminary results include themes surrounding: (1) the roles of support versus shame in FASD prevention; (2) defining effectiveness in the context of these campaigns, and; (3) differences in what is “liked” and what is deemed “effective”. The role of shock value was discussed both in the context of stigma, and effectiveness. As one participant stated: “even though I didn't really like it at all, this would help me remember because I don't like it so much […] I literally have this image in my head.” However, participants also emphasized the role of support, with another student elaborating, “I don’t think the purpose of any educational advertisement is to judge, I think it should be to educate.”

**Discussion/Conclusions**: Understanding that the RSIG conference will be held in April, our poster will present data analysis in its final stages and preliminary results. Alcohol use in Sudbury is currently underreported, and existing FASD prevention efforts worldwide have been criticized for their negative, stigmatizing nature. By contributing to the creation of a tailored, salient, and non-stigmatizing campaign, this project hopes to contribute to a self-perpetuating cycle of better education, resulting in better care, which ultimately will promote the creation of a safe, supportive environment for pregnant women using alcohol and their children.

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