**SUPPORTING HEALTHY PREGNANCIES: UNDERSTANDING PREGNANT WOMEN AND NEW MOTHERS’ PERSPECTIVES REGARDING FETAL ALCOHOL SPECTRUM DISORDER PREVENTION CAMPAIGNS TO INFORM EFFECTIVE AND NON-STIGMATIZING APPROACHES IN NORTHEASTERN ONTARIO**

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**Objectives:** Fetal Alcohol Spectrum Disorder (FASD) is a diagnostic term used to describe the lifelong impacts on fetal development from prenatal alcohol exposure. Alcohol use during pregnancy has been identified as a significant public health concern, as up to 15% of Canadian women report consuming alcohol during pregnancy. Current FASD prevention efforts have been criticized for their harmful and stigmatizing nature as emotional aspects (e.g., fear, guilt, and shock) have been relied upon to discourage individuals from consuming alcohol during pregnancy. Consequently, pregnant individuals and new mothers may be reluctant to disclose information about their alcohol consumption, preventing them from accessing much needed supports for themselves and their children. Therefore, improving current FASD prevention initiatives could help improve supports for pregnant individuals, new mothers, and individuals with FASD.

**Methods:** Using a basic qualitative approach (Merriam & Tisdell, 2016), this study has employed small group and individual semi-structured interviews via Zoom. Participant recruitment was conducted utilizing various social media platforms and through the assistance of community agencies and local organizations. To date, 12 pregnant women and new mothers between the ages of 17 and 45 (*M*age = 30, *SD* = 4.85) across the Sudbury and Manitoulin regions of Northeastern Ontario have participated in this study. Messaging and imagery from 10 existing prevention campaigns were employed to facilitate discussion. Data from this study are being analyzed using Bengtsson’s (2016) qualitative content analysis to generate salient themes from participants’ responses.

**Results:** Data analysis is ongoing. However, preliminary findings have revealed that participants have favourable attitudes towards abstaining from alcohol during pregnancy. Findings indicate that participants associate the overall effectiveness of FASD prevention efforts at preventing alcohol use during pregnancy with the strength of the campaign messaging, if the campaign has an emotive impact, and the overall relatability of the imagery used. For instance, campaigns with a strong message were perceived as being more effective at preventing alcohol use during pregnancy than those with a perceived weak message. Additionally, FASD prevention campaigns that evoked a strong emotional response were perceived as more effective at preventing alcohol use during pregnancy than FASD prevention campaigns that did not have an emotive impact. Preliminary findings revealed that the more relatable the campaign imagery was, the more effective the campaign was perceived to be at preventing alcohol use during pregnancy. Lastly, findings show that current FASD prevention initiatives are lacking and require enhanced accessibility and messages of support.

**Discussion/Conclusion:** The current study will contribute to the growing discourse on informing non-stigmatizing FASD prevention initiatives for Northeastern Ontario. Alcohol use during pregnancy is a growing concern among many Northern Ontario communities; therefore, it is crucial to acquire an understanding of pregnant and new mothers’ attitudes about alcohol use during pregnancy to help inform non-stigmatizing FASD prevention efforts.

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