

FASD TOOLKIT

WHAT IS FASD?

Fetal Alcohol Spectrum Disorder (FASD) is a lifelong disability that affects the brain and body of a person exposed to alcohol in the womb. People with FASD have strengths and challenges unique to them; no two people with FASD are the same.

It is helpful to understand FASD as a brain difference.

Alcohol in Inuit Nunangat has a specific history tied to the arrival of settlers, policies of assimilation that sought to destroy Inuit ways of life, and ongoing intergenerational trauma. FASD is not more common in Inuit or Indigenous communities, it exists wherever there is alcohol.

Stigma around FASD is a barrier to people reaching out for help or getting diagnosed, it is a barrier to accessing important resources and needed support.

HOW TO USE THIS TOOLKIT

This toolkit was designed to support people working in the fields of maternal health and FASD in educating and challenging the stigma too often associated with this spectrum disorder. Below you'll find a variety of different tools that we encourage you to download and share within your communities.

HASHTAGS

When posting on social media use our campaign hashtag **#BeautyInBrainDifference** alongside **#FASD**. Let's embrace the unique strengths and challenges of people with **#FASD** and showcase the beauty in neurodiversity.

ITEM	LINK
<p>MESSAGING</p> <p>Spread the word to your audience using our proposed messaging that is grounded in dignity-informed and harm-reducing language.</p> <p>Use the sample posts below or make them your own to highlight why the Beauty in Brain Differences campaign is important to you.</p> <ul style="list-style-type: none">• Let's celebrate the strengths of Inuit with #FASD.• It's time for Inuit with FASD to lead the conversation. Let's come together to listen, learn, and see things with a new outlook. #BeautyInBrainDifference• Together we can end #FASD #stigma and ensure all Inuit receive support, care, and community. Discover the #BeautyInBrainDifference today pauktuutit.ca/beauty-in-brain-differences	<p>CLICK HERE</p> 

SOCIAL GRAPHICS

We've created these shareables for you to use, or draw inspiration from to make ones that fit your organization's needs and goals.

[CLICK HERE](#)

POSTERS

Show your support for the Beauty in Brain Differences campaign by printing out and displaying one of our posters.

[CLICK HERE](#)

DISCUSSION GUIDE

A resource intended to help ground conversations about FASD and the experiences of individuals with FASD, complete with language Do's and Don'ts and seven key opportunities for continuing to improve upon FASD supports and services for Inuit families and communities.

[FULL GUIDE](#)

[TWO PAGE GUIDE](#)

RESOURCE LIST

For more information about FASD and the support available.

[CLICK HERE](#)

BACKGROUND

Pauktuutit is the national representative organization of Inuit women in Canada. We work to foster awareness of the needs of Inuit women in an effort to improve our social, economic, and political conditions in the four regions of Inuit Nunangat and in Southern urban centres where Inuit also live.

We began a research project in 2019, with funding from the Public Health Agency of Canada, to raise awareness of Fetal Alcohol Spectrum Disorder (FASD) and to gain a better understanding of how it affects Inuit communities. We spoke with healthcare workers, frontline providers, people in education and social services, as well as people with personal experiences in our communities to comprehend how FASD is understood, how individuals with FASD are supported, and the barriers that can prevent families from accessing services or the level of care required to meet their unique needs.

This work is by and for Inuit. Our Inuit-led research report provided the foundations upon which we built this campaign. We developed this toolkit with the help of our Inuit-specific FASD Community of Practice so that you can join us in reducing the stigma associated with FASD among Inuit.

SOCIAL MEDIA



[FACEBOOK.COM/PAUKTUUTIT](https://www.facebook.com/pauktuutit)



[@PAUKTUUTIT](https://www.instagram.com/pauktuutit)



[@PAUKTUUTIT](https://twitter.com/pauktuutit)

Sources

Canada FASD Research Network, [Frequently Asked Questions](#)