

Greater Manchester
Health and Social Care Partnership

REDUCING ALCOHOL EXPOSED PREGNANCIES IN GREATER MANCHESTER

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NHS
in Greater Manchester

1

ALCOHOL EXPOSED PREGNANCIES PROGRAMME | Greater Manchester Health and Social Care Partnership

ALCOHOL EXPOSED PREGNANCIES: THE CHALLENGE

2

ALCOHOL HARM IN GREATER MANCHESTER

- The rate of alcohol-specific mortality episodes per 100,000 in Greater Manchester is **50% higher** than the England rate
- The rate of hospital admissions for alcohol-specific conditions is **53% higher** in Greater Manchester than the England average
- There are over **15,000 children** living with at least one alcohol-dependent adult
- In 2017, over **20,000** years of life were lost in Greater Manchester due to alcohol-related conditions

3

AWARENESS OF GUIDELINES

WE ASKED PEOPLE:
HOW MUCH ALCOHOL
DO YOU THINK YOU
CAN DRINK DURING
PREGNANCY?

4

THE SCALE OF THE HARM

- There is no UK Prevalence Study
- International modelling study suggested 3.24% for UK (Lange et al., 2017)
- FASD is difficult to diagnose
- FASD is under-diagnosed

Lange, S., Probst, C., Gmel, G., Rehm, J., Burd, L., & Popova, S. (2017). Global prevalence of fetal alcohol spectrum disorder among children and youth: a systematic review and meta-analysis. *JAMA pediatrics*, 171(10), 948-956.

5

ALCOHOL EXPOSED PREGNANCIES: OUR RESPONSE

6

ALCOHOL EXPOSED PREGNANCIES PROGRAMME

Start well

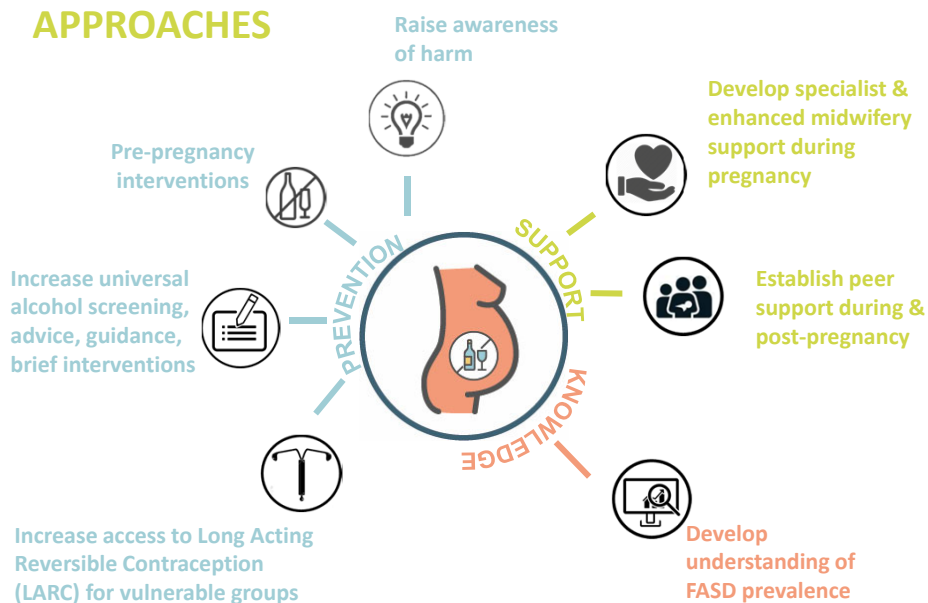


We will all have the best possible start in life

- £1.6 million investment
- Part of £30m Population Health Programme
- Initial 2 year 'proof of concept' to:
 - reduce alcohol exposed pregnancies
 - progress towards ending new cases of Foetal Alcohol Spectrum Disorders (FASD)

7

APPROACHES



8

PARENTS AS PARTNERS

- Campaign design
- Procurement decisions
- Reviewing information materials
- Steering group membership
- Media and communications



I have been trying to get professionals to talk about FASD for years and now I am in a room full of people talking about it, thank you.



9

ANNA WEBSTER, ADOPTIVE PARENT



10

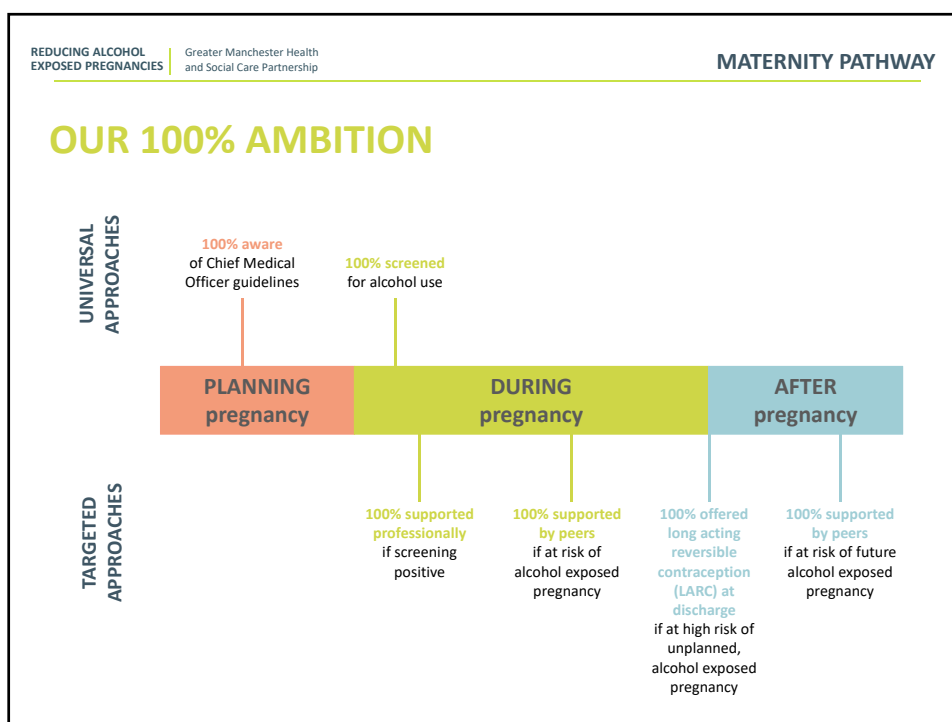
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PRE-PREGNANCY

PREVENTION INTERVENTIONS

- **Targeted interventions** for women at risk of an alcohol exposed pregnancy
 - Age 16 – 44
 - Sexually active
 - Using alcohol
 - Not using effective contraception
- **Range of services commissioned**; SMS services, wellbeing services, early help/early years, sexual health and women's centres
- **CPD accredited** training in AEP/FASD
- Approach will vary due to local differences but broadly consists of:
 - Assessment and Alcohol Brief Intervention
 - MI interventions; alcohol in pregnancy and alcohol and contraception
 - Pathway to sexual health services - LARC

11



12

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KNOWLEDGE

PREVALENCE STUDY

This study aims to:

- Accurately identify children from the sample who are likely to have FASD using the recommended **case ascertainment** method
- Accurately identify children from the sample who are likely to have another cause of developmental delay
- Use this data to create more accurate estimates for FASD prevalence in Greater Manchester and projections for the future
- Report expected June 2020



13

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Innovation

THEATRE IN EDUCATION

Oldham Theatre Workshop is producing a theatre in education production on the risks of alcohol use in pregnancy and FASD. This will be delivered across secondary schools in three of the pilot areas



14

ALCOHOL EXPOSED PREGNANCIES: RAISING AWARENESS

15

#DRYMESTER

MAKE EVERY TRIMESTER
#DRYMESTER

GO
**ALCOHOL
FREE**
**NO RISK
OF FASD**

Welcome to your partnership pack, this explains the #DRYMESTER campaign, the risk of Foetal Alcohol Spectrum Disorder (FASD) and what you can do to help.



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NHS in Greater Manchester

16

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#DRYMESTER

MAKE EVERY TRIMESTER #DRYMESTER

GO ALCOHOL FREE NO RISK OF FASD

Drinking alcohol during pregnancy can cause Fetal Alcohol Spectrum Disorder (FASD) which can result in lifelong disabilities for your child. There's no safe time or safe amount of alcohol to drink when pregnant. Take part in #DRYMESTER and keep your baby safe from FASD.

WHAT'S FASD?

WHAT IS #DRYMESTER?

#DRYMESTER is a health awareness campaign that highlights the risks of drinking alcohol during pregnancy and the impact of Fetal Alcohol Spectrum Disorder (FASD).

#DRYMESTER encourages pregnant women or those planning pregnancy to make every trimester a #DRYMESTER and go alcohol free for 12 weeks (one month) of pregnancy. Meet in for an awareness program, family and friends to get involved and join them in one alcohol free trimester each. Take on the #DRYMESTER challenge and together we can help reduce the risks of FASD.

Drymester GMHSC

GMHSCP Health awareness campaign highlighting the risks of drinking alcohol during pregnancy and the impact of Fetal Alcohol Spectrum Disorder (FASD). Manchester, UK. @drymester.org.uk

1,568 Followers

756 Following

Tweets & replies

Period Tweet

Drymester GMHSC asks: How much alcohol do you think you can drink during pregnancy? We asked people what they thought. #DRYMESTER

QUESTION: HOW MUCH ALCOHOL

17

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RAISING AWARENESS

#DRYMESTER

IF YOU'RE PREGNANT OR PLANNING A PREGNANCY

18

REDUCING ALCOHOL
EXPOSED PREGNANCIES

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RAISING AWARENESS

CAMPAIGN RESPONSES

PARTNERS

“Brilliant. Exactly what’s needed”

“Great work. I’ve worked with children who have FASD. The effects are significant”

“I’m staggered by the myths and misinformation. Medical professionals need support in how to present the facts and evidence without judgement or stigma”

PUBLIC

“got told a glass of wine is better than getting stressed...I was told this by a professional too”

“Why is everyone talking about this “making mothers feel guilty”? Alcohol is so “acceptable” because it is so normal in our culture. So many women are horrified when they see a pregnant woman smoking, so why not drinking?”

“I was shocked at what I learnt today”

19

ALCOHOL IN
PREGNANCY:
AWARENESS

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EARLY CAMPAIGN RESULTS AT 10 WEEKS

- **3.5 million** content views
- Most engaged age group – **25 to 34**
- Most used platform to view content – **Mobile**
- Most engaged socio-economic group – **DE**
- Gender split: **80% Female to 20% Male**



20

EARLY CAMPAIGN RESULTS AT 10 WEEKS

- Non-judgemental, important message
- Increased awareness of **CMO Guidelines**
- Increased awareness of health harms; **birth defects, behavioural problems, learning difficulties**
- **Friends and family** recognising their role



bluegrass
thinking research

21

SUCCESS TO DATE

- Universal alcohol screening in pregnancy
- 100% of community midwives trained
- 350 health and social care professionals trained
- 11 providers commissioned to deliver prevention interventions
- Alcohol in pregnancy peer support provision commissioned
- 1st UK Prevalence Study underway



22

NEXT STEPS

- Phase 2 of #Drymester
- Award small grants for FASD support groups
- Commence delivery of AEP peer support
- Evaluate impact and share learning
- Support other Greater Manchester local authorities to take action
- Contribute to NICE FASD Quality Standards



23

THANK YOU

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Contact us

If you have any queries about these guidelines,
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www.gmhsc.org.uk
@GM_HSC

24