

2014 Annual Report EUFASD Alliance

Overview

This was a very busy year with two major projects coming to fruition: The international awareness campaign, Too Young to Drink, and the Third European Conference on FASD in Rome.

Too Young to Drink

The goal of this international project is simply to raise awareness of the dangers of drinking during pregnancy, by the use of a beautiful and strong visual created for us by Fabrica. There are six versions of the visual, using different bottles. The still images were supported by a 30-sec film and a 5-min backstage film showing the parents with the baby, and explaining why they chose to participate in the project. The project involved close to 60 partners from 27 countries around the world, who showed the visual in a public place at 9:09 in the morning, local time, creating a wave of action that went around the world. Social media played a big role, with massive attention from social media and the press. Key partners in the project were the EUFASD Alliance, the Local Health Authority of Treviso, Eurocare, and the American NOFAS, with Fabrica as the artistic partner. For more information see <http://eufasd.org/awareness/index.php> and www.tooyoungtodrink.org. A commentary was published in the International Journal of Alcohol and Drug Research <http://www.ijadr.org/index.php/ijadr/article/view/175>. A full report on the project is available in attachment and at http://tooyoungtodrink.org/docs/TYTD2014_DOC_INFO.pdf and an evaluation is available upon request. The project will continue in the coming years.



3rd European Conference on FASD

Our third European Conference on FASD was held from 20 to 22 October in Rome. The conference attracted 190 attendees with backgrounds ranging from pediatrics, psychiatry, social work, and foster care to NGOs, parents of children with FASD, and adults with FASD. There was a stellar set of speakers, presenting cutting edge research from top European centers and all around the world. The conference chair was Prof. Mauro Ceccanti.

