

# **The Prevention Conversation**

## **Let's Talk About Alcohol and Pregnancy**

### **A New CanFASD Online Training Resource**

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**8<sup>th</sup> International Conference on Fetal Alcohol Spectrum Disorder**  
**C5d - March 8, 2019, 1:45 – 3:15 PM**



# Declaration of Conflicting Interests

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**The presenters,  
Hazel Mitchell and H el ene Wirzba,  
Declare that there is no conflict of interest.**

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# Outline

## The Prevention Conversation Project

- History
- Outcomes

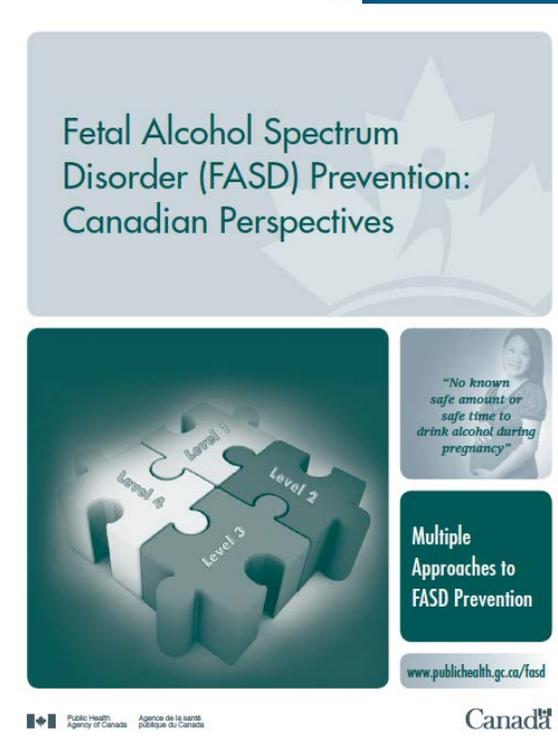
## Online Training Resources

- Current Training Modules
- Future Modules



# Project Summary (1/2)

- A partnership between the Government of Alberta and 12 regional FASD Service Networks
- A focus on **Level 2 Prevention**: engaging women in non-judgmental empathetic conversations about alcohol use during pregnancy
- Consistent messages, presentations, information and resources across the province, but decentralized delivery based on unique community readiness and needs



# Project Summary (2/2)

- Equipping **professionals and post-secondary students** with skills and resources to engage in conversations and connect women and their partners with resources
- Building awareness and **community capacity**
- Informed by **Canadian Alcohol Use and Pregnancy - Consensus Clinical Guidelines**



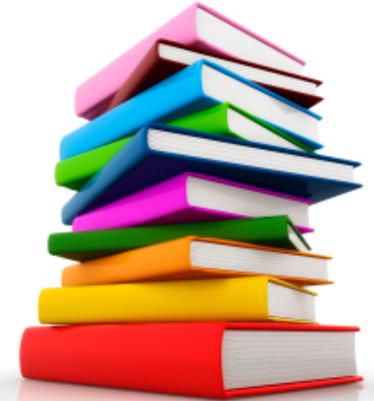
# A Robust Evaluation

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**Two Literature Reviews** (adults and youth) to inform the design of the program and resources

**A developmental evaluation** during Year 1 of the project to provide evidence for funding in subsequent year and to inform changes in practice

**On-going data collection and evaluation reports** informing practice



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# Key Messages (1/2)

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## Foundational message:

- Safest not to drink alcohol during pregnancy.

## Core Beliefs

- FASD is preventable.
- FASD affects everyone.
- Relationships are important.
- Safest not to drink alcohol during pregnancy.
- Creating safety is crucial.



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# Key Messages (2/2)

## For women, their partners, families and communities:

- Drinking can be harmful at any point during pregnancy and can result in lifelong disabilities.
- Alcohol and pregnancy don't mix. If you drink and are sexually active, use effective contraception.
- If you are pregnant or thinking about getting pregnant, consider talking to your health care provider.
- Friends, parents and family members can support a pregnant woman by asking how they can help her make healthy choices and healthy babies.



# Project Resources

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- A website: <https://preventionconversation.org/>
- A Facebook page: FASD Prevention Conversation
- A blog: [www.preventionconversation.org](http://www.preventionconversation.org)
- Twitter: @FASDprevent
- Training resources for facilitators
- Resources for professionals and public



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# An Evolving Project

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- New resources developed yearly
- **Let's Get Real:** an approach to support the adolescent population (ages 12-18)
- Common to all resources:
  - Resources for professionals and other individuals supporting youth
  - Communication focus: healthy, positive life style, accurate, effective, and sensitive information
  - Emphasis on attitudes and beliefs, alcohol and drugs, sex and pregnancy



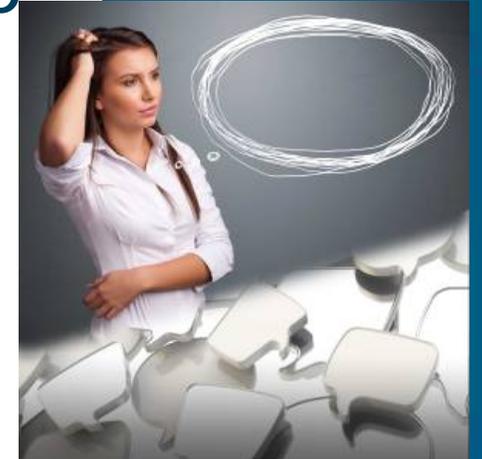
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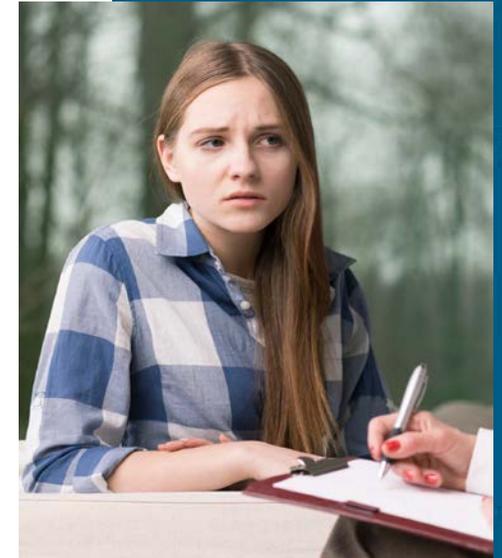
# Outputs

- 300-400 training sessions a year since 2015-2016
- Focus on FASD Level 1 (80% of all session) and FASD Level 2 (65%)
- 53% of training sessions in rural or remote areas
- 22% of training session with a focus on Indigenous audiences
- 6,000 persons trained in a given year, of which 55% are professionals and 11% post-secondary students
- Over 1,000 prevention conversations a year



# Outcomes

- 40% of training sessions evaluated with surveys and 20-30% with narrative feed-back.
- Based on over 1,500 surveys:
- Increased knowledge about
  - FASD: 94%
  - FASD prevention: 91%
  - Resources and services: 93%
- Confidence in ability to discuss alcohol use: 85%
- Confidence in ability to intervene: 82%
- Intent to incorporate the conversation in professional practice: 96%



# Lessons Learned

- Community development & professional networking are first steps to engage professionals and post-secondary students.
- An understanding of resources available in the community.
- Integration and collaboration with other FASD services.
- Professionals need a basic understanding of FASD in order to engage in conversations.
- Requests to expand the program to new target groups.
- A demand for the program and resources beyond Alberta



# Online Training Program

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## Objectives:

- Understand The Prevention Conversation Program
- Understand the complex reasons why a woman may drink and when pregnant
- Have the tools to support conversations with women and their partners/friends
- Apply and tailor the key messages
- Feel confident/comfortable in engaging in brief, empowering conversation
- Feel comfortable in discussing harm reduction strategies
- Know how to connect with local and provincial resources.



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# Online Training Curriculum (1/4)

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## Modules:

- Introduction and Objectives
- FASD Basics & Assessment
- Alcohol Use and Alcohol Screening
- Contraception
- Trauma and Safety
- What is a Conversation and Where to Begin?
- Where to Begin
- The Art of Persuasion
- Initiators of the Prevention Conversation and Invitees

**Pre-test, tests after each module and final evaluation,  
Certificate of Completion**

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## Facilitator's Modules

- Essential skills
- Engagement
- Why do you want to be a facilitator?
- A community discussion panel:
  - Where will your first event be, and who will be attending?
  - Challenges you have or foresee facing
- Register to become a facilitator

# Online Training Curriculum (4/4)

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## Upcoming New Modules

- Let's Get Real – a focus on youth
- Pregnancy and cannabis, opioids, prescription drugs
- Men and Boys
- Working with Indigenous Communities

## Other Online Training Resources on CanFASD E-Learning Platform

- Foundations in FASD – Free
- Multidisciplinary Training for Diagnosis of FASD - \$250.00
- Towards Improved Practice - \$62.50

June 2018

DOORWAYS TO CONVERSATION  
Brief Intervention on Substance Use with Girls and Women



Centre of Excellence  
for Women's Health

[www.bcewh.bc.ca](http://www.bcewh.bc.ca)

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# Online Training Curriculum (2/4)

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- Accredited by The Society of Obstetricians and Gynaecologists of Canada
- Includes over 20 supporting multi-media resources (downloadable and web links)
- On CanFASD Website Online Learners Page
- Cost: \$125.00
- Duration: approximately 30 hours
- For Whom:
  - Existing Prevention Conversation Facilitators
  - Those who want to become Prevention Conversation Facilitators
  - Professionals who want to have Prevention Conversations

Together Finding Answers Improving Outcomes.



# Questions?

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<https://preventionconversation.org/>

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