The Prevention Conversation
Let’s Talk About Alcohol and Pregnancy
A New CanFASD Online Training Resource

Hazel Mitchell, BHEC
Project Manager, The FASD Prevention Conversation

Dr. Hélène Wirzba, MD, CE
Evaluation Consultant

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Declaration of Conflicting Interests

The presenters, Hazel Mitchell and Hélène Wirzba, Declare that there is no conflict of interest.
Outline

The Prevention Conversation Project
• History
• Outcomes
Online Training Resources
• Current Training Modules
• Future Modules
• 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
• 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

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
Key Messages (1/2)

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.
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

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

- 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 lifestyle, accurate, effective, and sensitive information
  - Emphasis on attitudes and beliefs, alcohol and drugs, sex and pregnancy
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 feedback.
- 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
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.
Online Training Curriculum (1/4)

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
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
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
Online Training Curriculum (2/4)

- 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
Questions?

https://preventionconversation.org/

Hazel Mitchell:  
hmitchell@southalbertafasdnetwork.com

Hélène Wirzba:  
wirzbah@telus.net