The International SAFTHON

Challenging public opinion and influencing FASD prevention policies

Joëlle Balanche, Psychomotrician, Administrator, SAFFRANCE, Reunion Island, France
Denis Lamblin, MD, Pediatrician, President, SAFFRANCE;  Vancouver 7th of March 2019
For the WHO, Alcohol consumption is a global issue. And the trend of drinking has evolved to the detriment of women and adolescents.
• The global prevalence of alcohol use during pregnancy was estimated to be 9.8%.

• The estimated prevalence of FAS in the general population was 14.6 per 10,000 people.

• We also estimated that one in every 67 women who consumed alcohol during pregnancy would deliver a child with FAS, which translates to about 119,000 children born with FAS in the world every year.

In the world a child is born with FAS every 4 minutes and with FASD every 30 seconds.

Estimation of national, regional, and global prevalence of alcohol use during pregnancy and fetal alcohol syndrome: a systematic review and meta-analysis

Lancet Glob Health 2017
Published Online
January 12, 2017
• In most countries, especially amongst adolescents and adults, FASD remains largely unknown by the population.

• It is unrecognised, even denied, by professionals from different fields (health, education, justice and social services).
The International charter is the first huge step: a social and political action

When more than a million babies are born every year with permanent brain injury from a known and preventable cause, response should be immediate, determined, sustainable, and effective...

The international charter on prevention of fetal alcohol spectrum Disorder, Egon Jonsson, Amy Salmon, Kenneth R Warren http://www.thelancet.com/journals/langlo/article/PIIS2214-109X(13)70173-6/fulltext
And yet it is in France that in 1968 ...

Dr Lemoine first spoke of this issue, Nantes, « Ouest Médical; 25:476-482 »

1968-2015, nearly 50 years without a strategic program addressing alcohol consumption during pregnancy
So SAF France was created:

• To federate

• To alert the public opinion about the danger of alcohol consumption during pregnancy and develop awareness about FASD (logo on alcoholic beverages.../ training for children and teenagers...)

• To support children, mothers and families facing daily troubles with no real help from the institutions

• To change the way society look upon them and to fight against stigmatising and judgemental social representations
SAFFrance (NGO) relied on international support by:

- Organising 3 international conferences
- Communicating on the experience of Reunion Island and the difficulties encountered in France,
- Establishing a formal partnership with the Government of Manitoba and its experts to show the way ahead for France.

=> Elaboration of the first French FASD Ressource Centers and their registration in the National Interministerial Plan. (Mildeca)

- Calling for the defense of the International Rights of Children undermined by this non-prevention
- Based on the International Charter for the Prevention of FASD, a real vehicle for raising awareness of the co-responsibility of the different parties.
It is an International emergency, a negation of the International Rights of the Children.

An urgent mobilisation of all governments is necessary.

More and more countries call us for support: we share our know-how and expertise

LIKE with THE IVORY COAST

« Votre combat est tellement noble et ici tellement nécessaire que j'ai pas vraiment eu du mal à l'adopter. L'Afrique et ses réalités et ses tabous font que nous n'arrivons pas où ne voulons pas voir souvent des choses de manière scientifique et médicale mais la communication et les activités que nous mènerons pourront certainement aider nos populations à prendre conscience des dangers liés à la consommation d'alcool pendant la grossesse. Gérard DIAON »

« Your fight is so noble and necessary that it was not difficult to join it… »

• It is an International emergency, a negation of the International Rights of the Children.
• An urgent mobilisation of all governments is necessary.
And so was born the idea and concept of the SAFTHON/FASTHON vast movement of communication and, as the Telethon: a call for solidarity

Why a SAFTHON?

Since the fifties, The Telethon has created worldwide an amazing solidarity and generosity movement that has allowed great improvement in the field of research and treatment to stop poliomyelitis.

Why the globalisation of this event?

– To give more readability to our action and so more impact and strength
– To show that FAS is a global issue
– To ensure that countries already developing prevention show solidarity with other countries
– To engage international organisations : UN, UNESCO, WHO, ... to elaborate laws, resolutions and facilitate FASD prevention
They support us
Communication, our priority

To make known
To testify
To release and share

A sponsored communication plan elaborated by Publicis Consultant
• The main asset of this solidarity event is its media coverage, as it was demonstrated by the first 2 SAFTHON developed in France and in other countries (resulting in tens of millions of viewers).

• This media pressure brought a public debate and political reactions leading to noticable progress. This experience and the results encourage us to share that with you today.
Une campagne à 360°

Event Campaign  
Media Campaign  
Digital Campaign
New tools

A video
Realised in collaboration with the Academy of Medicine
Pr Stanislas Dehaene (Collège de France)

2 000 000 viewers on social networks and LCI

https://www.youtube.com/watch?v=t6aKP4ECGa8&t=2s

A modifiable poster
To be adapted to each event
NATIONAL: Paris, ADF April 2018
Event Campaign

83 SAFTHON events.
Un succès retentissant auprès des professionnels de santé du réseau SAFFRANCE.

83 événements SAFTTHON dans le monde dont 78 en France et 5 à l’étranger (Espagne, Australie, Côte d’Ivoire, Madagascar, Brésil).

Le SAFTHON
Numerous events

Some examples:

- Free consultations in Paris in the travelling contact Bus
- Information in hospitals like in Saint-Nazaire
- Supportive Nightclub Bus crosses the island with Birthmothers sharing their story and testimony
- Poster campaign in Finistère
- Méo’s mural fresco in Reunion Island
- Artistic happening in mainland France Sablé-sur-Sarthe
- Barcelona
- Australia
- Brésil
- Madagascar
Media Campaign
Media Campaign

Adverts and information:

Number of newspapers: 1,752,885
Target audience: 25/35 citizens
National Media Coverage

Ça commence aujourd'hui présenté par Faustine Bollaert, diffusé le 6 septembre.

La Télé Moreau présenté par Thierry Moreau, invité Faustine Bollaert diffusé le 6 septembre.
Regional media coverage

L'EST RÉPUBLICAIN

Alcool et grossesse : attention danger !

Le département de Meurthe-et-Moselle lance le premier SAFTON dans le département, pour informer sur le syndrome d'alcoolisation fœtale. Une maman et sa fille ont témoigné pour l'occasion.

Lien vers l'article
SAFTTHON 2018 : Les syndromes de l'alcoolisation foetale (2/3)

Jusqu'au 7 septembre, une vaste campagne de sensibilisation à l'alcoolisation foetale est lancée, il s'agit de la deuxième édition du SAFTTHON. Ce syndrome touche de plus en plus de foetus.

Lien vers l’article
Lien vers l’émisison radio sur réunion 1ère :
les coulisses du SAFTTHON

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 Campagne "Zéro Alcool pendant la grossesse"

Société : 23/08/2018
Dans le cadre de la Journée mondiale de sensibilisation au Syndrome d'alcoolisation Fœtale (SAF), la CRUL Réunion s'engage avec ses partenaires en organisant un carburant fœtal à l'île de la Réunion.

Première ambassadrice du SAFTHON, La Réunion se mobilise contre l'alcoolisation fœtale.

Société : 23/08/2018
Comme en 2017, les Réunionnais se mobilisent dans les villages Safthon, pour la lutte contre l'alcoolisation fœtale. Le trafic Safthon crée un bruit autour de l'île et stimule ce qui est à sa place.

Lien vers les articles

Alcoolisation fœtale : En cloque, pas de râle!

Société : 23/08/2018
Safthon : Consommateur de l'alcool pendant sa grossesse peut avoir des répercussions terribles sur l'enfant à naître. Ainsi de sensibiliser le public au syndrome de l'alcoolisation fœtale et réduire les...
RESULTS

Audience

Known viewers:

28 372 468
Digital Campaign
A new internet site

New access towards the Ambassadors coordinates
Social Media - Facebook

Page SAFTHON Officiel et SAFFRANCE

Nombre d’impressions : 200 000
• + de 13 000 engagements sur les pages (commentaires, partages, likes)

Les posts marquants :

Les lives du SAFTHON sur la page avec 10K viewers à chaque vidéo

La vidéo avec plus de 100 000 impressions dont la moitié en organique.

Le post de l’artiste Meo et sa fresque 21K impressions et plus de 200 engagements.

Le post de Faustine Bollaert : 400 réactions (65K Fans sur sa page)
Meilleur Tweet a obtenu 3 575 impressions
Cette maman courageuse témoigne et sort de l’ombre toutes ces familles concernées et qui se taisent #cca #AlcoolGrossesseParlonsEn #SAFTHON twitter.com/CaCommenceAuji/…

Meilleure mention a obtenu 167 engagements
Faustine BOLLAERT
@FaustineFB : 9 sept.
Les amis, pour soutenir l’action de @SAFFrance, faites vos dons jusqu’à ce soir au 0800 119 120. Je sais que ce sujet de l’alcoolisation fœtale vous a touché dans #cca, vous pouvez aider ces familles, Nous parlons de 8000 nouveaux cas par an. Je compte sur vous. #prevention

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<tr>
<th>Tweets</th>
<th>Impressions du Tweet</th>
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<tr>
<td>43</td>
<td>30,1 k</td>
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<tr>
<th>Visites du profil</th>
<th>Mentions</th>
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<td>731</td>
<td>48</td>
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Nouveaux abonnés
31

Vos Tweets ont obtenu 36.2K impressions sur cette période de 67 jours.
REUNION ISLAND:
a collective and supportive strength

Une marraine:

- Une égérie, une championne:
  - Nelly RAMASSAMY
La Réunion, intense et solidaire
alé di partou
La Réunion est intense et solidaire, faites le savoir.

« Reunion Island intense and supportive »
PROTÉGEONS NOS ENFANTS DE 400 MALADIES DONT L’ALCOOLISME.
ALON PROTÈZ NOUT ZENFAN KONT 400 MALADIES, LA RAK OSI EK TOU SA LA.

SAFTHON
LES 8 ET 9 SEPTEMBRE
ENVOYEZ VOS DONS
AU 0800 119 120
www.saffrance.com

Campaign 4*3
SAFTTHON Bus

Going around the island in the towns supporting the event:

St Denis, Ste Suzanne, St Philippe, St Joseph, St Pierre, St Louis, Le Tampon, Les Avirons, La possession
And also in REUNION ISLAND:

- international fund raising platform in Saint-Pierre
- (via le 0800 119 120

Saint Pierre,Hôtel, thanks Mrs Claude CALTEAU, the Director)

SPECIAL THANKS TO THE LIONS CLUB
Signing of the Charter during the SAFTHON 2018 by several partners:

- UDAF
- Mairie Saint Denis
- Association Vie libre
- Mairie Saint Joseph
- Mairie Sainte Suzanne
- Mairie de St Philippe
- MGEN Reunion
- Inner Wheel
- Association Familiale Catholique
- La Région Reunion
2019
What we HOPE from you?

Be part of the International Committee
Promote the SAFTHON by putting its logo on the actions developed in your country on the symbolic day of 9/9, so we will improve its readability and its impact,

like it’s happening with the logo of prevention on alcoholic beverages, issued from Reunion Island, that has become an identified symbol worldwide
The international committee

Propositions:

1/ object: to promote the prevention of FASD via the SAFTHON event on 9/9 throughout the world

2/ to provide assistance to countries ignoring this issue or wishing to develop its prevention
• will meet once a year at an international congress during which a workshop will be held to discuss the results and develop the promotion of the International SAFTHON.

• One of the goals is to file a motion at the UN (WHO, UNESCO ...2021) demanding that
  • FASD is recognised as a global issue and a preventable and avoidable cause of multiple issues
  • the International Charter is transformed into a UN Resolution: preamble and operative part.

A dedicated website/blog/Facebook page will promote the actions carried out in each of the partner countries.
Many PARTNERS already
The international committee

SAFTHON

Results of the survey

Do you wish to be member of the International Steering Committee for the 2018 SAFTHON? (The national representative will initiate, identify and coordinate actions on the ground).

18 countries / 4 Continents

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<th>#</th>
<th>Name</th>
<th>Nationality</th>
<th>Position/Profession</th>
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<tbody>
<tr>
<td>1</td>
<td>Vicki Russell</td>
<td>Australia</td>
<td>FASD Consultant</td>
</tr>
<tr>
<td>2</td>
<td>Elizabeth (Anne) Russell</td>
<td>Australia</td>
<td>CEO</td>
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<tr>
<td>3</td>
<td>Estelle Begaries</td>
<td>Belgium</td>
<td>Nurse</td>
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<td>4</td>
<td>Erikson Furtado</td>
<td>Brazil</td>
<td>Child psychiatrist</td>
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<td>5</td>
<td>Jose Mauro Braz de Lima</td>
<td>Brazil</td>
<td>Psychiatrist</td>
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<td>6</td>
<td>Jonathan Rudin</td>
<td>Canada</td>
<td>Lawyer</td>
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<td>7</td>
<td>Maria Teresa Solis Soto</td>
<td>Chile</td>
<td>Medical Doctor</td>
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<td>8</td>
<td>Aida Gonzalez</td>
<td>Colombia</td>
<td>MA</td>
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<td>9</td>
<td>Lenormand Marie-Camille</td>
<td>France</td>
<td>Health economist</td>
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<td>Jv salmon</td>
<td>GB</td>
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<td>11</td>
<td>Dr. Hoff-Emden Heike</td>
<td>Germany</td>
<td>Physician</td>
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<tr>
<td>12</td>
<td>Mirjam landgraf</td>
<td>Germany</td>
<td>Doctor</td>
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<tr>
<td>13</td>
<td>Meena Kolar</td>
<td>India</td>
<td>Mental health</td>
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<td>14</td>
<td>Prasanthi Nattala</td>
<td>India</td>
<td>Psychiatric Nursing</td>
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<td>15</td>
<td>Channemougapriya Chandrasekaran</td>
<td>India</td>
<td>Service Sector</td>
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<td>16</td>
<td>Dipesh Bhagabati</td>
<td>India, Assam</td>
<td>Doctor (Psychiatrist)</td>
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<td>18</td>
<td>Kieran O’malley</td>
<td>Ireland</td>
<td>Child and adolescent psychiatrist</td>
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<td>19</td>
<td>Mauro Ceccanti</td>
<td>Italy</td>
<td>MD</td>
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<td>20</td>
<td>Kwang Kee Kim</td>
<td>Korea, Republic of</td>
<td>PhD Candidate / Social Worker</td>
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<td>21</td>
<td>Liam Curran</td>
<td>Quebec/Canada</td>
<td>PhD Candidate / Social Worker</td>
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<td>22</td>
<td>Consuelo Guerri</td>
<td>Spain</td>
<td>Scientist</td>
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<tr>
<td>23</td>
<td>Adriana Bastons</td>
<td>Spain</td>
<td>Doctor</td>
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<tr>
<td>24</td>
<td>Sawitri Assanangkornchait</td>
<td>Thailand</td>
<td>Psychiatric Researcher/Administrator/Consultant</td>
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<td>25</td>
<td>Kenneth Warren</td>
<td>USA</td>
<td>Professor of Epidemiology/Pediatrics</td>
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<td>26</td>
<td>Suzan Astley</td>
<td>USA</td>
<td>Professor</td>
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<tr>
<td>27</td>
<td>Anail Marianian</td>
<td>Russia</td>
<td>Doctor</td>
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<tr>
<td>28</td>
<td>Serena Chang</td>
<td>Taiwan</td>
<td>Psychiatre</td>
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</table>
With the SAFTHON
we will unite to be a global force
and
for good
we will make visible the invisible, worldwide

Thanks to all for your incredible human engagement
Links

www.facebook.com/ETCAF
www.facebook.com/SAFTHON2017

@SAFFrance
@Safthonofficiel

http://saffrance.com
SAFTHON
fetal alcohol syndrome fund raising
international event to prevent fetal alcohol consumption
major cause of avoidable lifelong disabilities, worldwide
(1 300 000 babies/year).

LET’S TAKE ACTION TO DEFEND
THE RIGHTS OF THE CHILDREN.
LET’S SUPPORT THE WOMEN

LET’S PROTECT
THE CHILDREN
FROM MORE THAN
400 DISEASES
AND DISABILITIES
INCLUDING ALCOHOLISM

Information/partnership
www.saffrance.com

SAFTHON
international committee

INVITATION
JOIN US 8th
friday of march 2019
at 5.20 pm

TO DEFEND THE RIGHTS
OF THE CHILDREN

www.saffrance.com

EACH YEAR, IN FRANCE, HANDICAPS LINKED TO
FETAL ALCOHOL CONSUMPTION
AFFECT 8000 CHILDREN