

Instructor Materials

This CPR Productivity Pack is for use with the video:

Last Call

**THE SOBERING TRUTH
ABOUT DRINKING
DURING PREGNANCY**



*If you could
save a child from
life long birth defects,
would you?*

Crime Prevention
Resources



*Tools to Help
You Teach*

Instructor's Guide: How to Use this Video Package

By showing *Last Call* in your community, you have a chance to save lives and prevent birth defects. Although much has been written about Fetal Alcohol Syndrome (FAS) and Fetal Alcohol Effects (FAE), much of the public is still in the dark about these conditions. In spite of government warnings on alcoholic beverage containers and at drinking establishments, people still overlook or disregard the potential health consequences of consuming alcohol while pregnant. This may account for the 600% increase in recent years in the incidence of children with FAS or related conditions.

Our goal in producing *Last Call* is to educate women who are pregnant, or may become pregnant, about the risks associated with drinking alcohol during pregnancy and motivate them to give their unborn children a chance at a normal and healthy life. We believe that a community educated about the preventable nature of FAS/FAE will see less occurrence of this tragedy. This video and accompanying Productivity Pack will help you deliver an important message to your community.

What this video teaches

By viewing *Last Call* and discussing the questions presented in this Productivity Pack, your audience will learn answers to the following questions:

- What is FAS? What is the related condition known as FAE?
- What do FAS children look and act like? What do they feel?
- How can a woman be certain of avoiding FAS?
- Why do women drink during pregnancy?
- Why does the male partner have a special responsibility?
- Why do we all pay when a child is born with FAS?

How to get the most out of this video

Following is a suggested plan for using the *Last Call* video package:

1. Ask yourself this question: What is your primary purpose? Is it to communicate directly with women? With families and husbands? With policy makers, health program administrators and educators? The answer to this question may affect how you use *Last Call* and the audience handouts.
2. Decide whether you want to show the entire video or just excerpts. What local information do you want to present? Do you know of any local experts on this topic?
3. Arrange for facilities and supplies: meeting room, VHS playback machine, projection screen, easel, overhead projector, markers, refreshments.
4. Prepare handouts. NOTE: Purchase of the *Last Call* video includes authorization to photocopy materials in the Productivity Pack and accompanying audience handouts. See "Copyright Information" on back page for further information.

5. Anticipate the questions that you will be asked. The handouts accompanying this Productivity Pack should enable you to deal effectively with most questions.
6. If time permits, allow audience members to work in small groups on topics that concern them. This gets them working together and improves chances that they will be motivated to become involved in local prevention programs.
7. Be prepared with a list of specific ways individuals and groups can become more involved. Ask people to volunteer by signing them up for specific tasks—with clear deadlines.

Sample Meeting Agenda Fetal Alcohol Syndrome

1. Welcome and introductions (5-10 minutes)

2. Why we're here (5 minutes)

Give brief statement of purpose and why FAS and FAE are of local concern. Ask audience members to list their questions. Write them on an easel or overhead.

3. Show video: *Last Call: The Sobering Truth about FAS* (26 minutes)

4. Audience Review (15-20 minutes)

Allow audience members to give some reactions to the program. Use the “Questions for Discussion” on the following page to lead them through a review of the program. Do you plan to ask them for something—such as a decision not to drink during pregnancy, or donations? This is the time to bring it up—when the images are fresh in their minds. This is also a good time to let them complete the quiz included with the audience handouts.

5. BREAK (as needed)

6. Local Experts Panel—doctors, health officials, mothers who drank during pregnancy, etc. (20 to 30 minutes)

Bring in a local expert or panel of experts to talk about the solutions presented in the video and to answer questions from the audience. If you don't have a panel, continue discussion by asking audience members to brainstorm about how you can get the word out to the entire community about FAS and FAE. List their ideas and find out who is willing to follow up.

Additional suggestions for how to use this video

- Orient health program workers, managers, supervisors, human resources personnel.
- Show *Last Call* to WIC clients, Lamaze and other prenatal classes, civic groups such as Soroptimists, high school and college health classes, and church youth groups.
- Loan *Last Call* to individuals and community groups.
- Broadcast *Last Call* on community access TV. (Let us help you get a sponsor!)

Questions for Discussion

For instructor use in presenting *Last Call*

The following questions are drawn from the video, *Last Call: The Sobering Truth about Drinking During Pregnancy*. They are not included in the audience handouts, as they are intended more for the instructor to master the video's content and to lead a discussion after showing *Last Call*. PLEASE NOTE: The audience packet does include a separate fact sheet about FAS/FAE.

What are the typical physical defects associated with FAS?

Drooping eyelids, eyes that grew smaller than usual, a thin upper lip, loss of the cleft directly under slightly upturned nostrils, to name a few. Other defects occur depending on the amount of alcohol used, frequency of use, and when it was used (e.g., just prior to and during the term of the pregnancy).

What is FAE?

Fetal Alcohol Effects is a condition related to FAS. The child is spared the physical deformities but not the brain impairments—impairments that can last a lifetime.

Alcohol is referred to as a “teratogen”. What is a teratogen?

A teratogen is any drug highly capable of causing damage to the human body. Alcohol, even in small amounts, tends to target the brain.

Mother and fetus are different in the way they handle ingested toxic substances such as alcohol. Can you identify some of the differences?

The blood level in the fetus will reflect higher presence of foreign substances than in the mother. The woman has enzymes which decontaminate her system; the fetus has little or nothing in the way of these enzymes. Thus, while the woman's system springs back, each hit of alcohol or marijuana is cumulative for the fetus.

By the third trimester of pregnancy, how fast is a baby's brain growing? What are the effects caused by the mother drinking at that time?

150,000,000 cells a day. Because brain development is at its height during this period, more is at stake when the mother drinks. Frontal lobe brain damage increases during this time.

Discuss how alcohol affects the human brain.

It can go virtually anywhere in the body because it is a tiny water-soluble molecule. It can enter both the outer parts and nucleus of the cell. Alcohol causes cell death so there are fewer neurons that can grow and multiply. During the first trimester, it can cause neurons to go in the wrong direction and lead to malformations. It can change how cells connect to each other; it can also change the chemistry of the brain. Another effect is that alcohol cuts off the baby's oxygen supply. In short, alcohol can do practically any kind of damage seen in the human brain.

Can the brain recover from the damage done by alcohol?

No. Brain cells stop generating at around the age of 6 months. Once damaged, there's no evidence that lost or damaged brain cells can ever recover.

How does alcohol jeopardize a woman's pregnancy?

It increases the incidence of miscarriage and still births. The baby becomes vulnerable to other birth defects. There are IQ deficits and learning disabilities.

What is the range of damage that alcohol can do to the brain?

It can be very subtle—something that even an X-ray might miss. The continuum of damage goes to severe cases where it's easy to see the brain damage because the child's head is too small, his neurological exams are abnormal, and he's likely to suffer significant mental impairment.

How do FAS/FAE children perform in his daily activities?

They always do more poorly than other children on IQ tests. They often need to be told things many times and in different ways. They do not meet expectations. They don't easily adapt to life, make friends, communicate effectively, become organized, and rarely make good choices. We see these kids drop out of school and go to jail. Of course, it varies from child to child, but the bottom line is they aren't able to make their way in the world.

What is one challenge with children who have combinations of mental, emotional, behavioral and psychological problems?

They are especially difficult to diagnose.

Is there a cure for FAS and FAE?

No.

Is it preventable?

Yes, it's 100% preventable if the mother does not drink alcohol before or during a pregnancy or while breastfeeding.

How much alcohol can a woman safely drink if she is planning to have children in the near future? What is the highest time of risk?

Scientists don't know the answer for sure. They believe that any amount places the child at risk for FAS/FAE. Scientists have shown that the fetus is severely affected by alcohol, and that a woman who drinks just before or during pregnancy is placing her child at high risk for FAS/FAE. Probably the highest time of risk is early in pregnancy when the mother doesn't yet know she's pregnant.

Can FAS/FAE worsen after the child is born?

Alcohol in the mother will be transmitted to the newborn via breast milk. The chances of brain damage to the child remain high because the brain is still in a period of rapid development.

What is the responsibility of the mother's friends, family, and husband?

Her friends, her family and even her co-workers need to offer effective support to help guide her to zero alcohol usage before, during, and after pregnancy. The most important person in all this is the man in her life. Women often drink with men and because of men. It is rare to find a woman who has a drug or alcohol problem separate from her husband or boyfriend. The father has a special obligation to help the mother stay away from alcohol.

[The following information is not presented in the video, but this question is likely to come up!] Will alcohol damage human sperm, thereby increasing the chances of birth defects?

Though there are indications that it does affect sperm in animals in laboratory testing, no conclusive evidence exists that alcohol damages human sperm. It does, however, reduce sperm count and sperm that are produced tend to be much more lethargic.



Pregnant?

Know someone who is?

If so, you need to know about Fetal Alcohol Syndrome - the *only* known birth defect that is **100% preventable!**

FAS and related conditions caused by alcohol affect up to 40,000 children in the U.S. each year.

Together we can stop this terrible tragedy.



Find out more by attending an *important* community meeting!

DATE:

TIME:

LOCATION:

PRESENTED BY:

**FOR FURTHER
INFO. CONTACT:**

Featuring the video:
*Last Call: The Sobering Truth
about Drinking During Pregnancy.*
(Produced by Crime Prevention Resources
www.crimeprevent.com)



Sample News Release

Announce availability of *Last Call* in newspapers and on TV and radio.
Instructions: Substitute your own information for the material in boldface.

NEWS RELEASE

Today's Date: **August 6, 2001**
For Immediate Use

Contact: **Ida Lee, 892-1234**
Sally Forth, 782-5678

Meeting to "Save Lives, Prevent Birth Defects"

Any County Health Department will offer a special presentation on the dangers of drinking during pregnancy this coming **Tuesday, August 14**. The hour-long program will begin at **7:00 p.m. in the YMCA meeting room at 321 May Street**.

According to **Ida Lee, department director**, audience members will learn about Fetal Alcohol Syndrome (FAS) and a related condition known as Fetal Alcohol Effects (FAE). These are birth defects caused by women drinking alcohol during pregnancy or while nursing a child.

The physical, mental, and emotional retardation resulting from drinking alcohol at these times can range from slight to severe. In some cases, alcohol consumption by the mother can lead to spontaneous abortion or still-birth. The National Institutes of Health in 1992 estimated the annual cost of FAS to be \$1.9 billion.

"What's really tragic about it is that FAS and FAE are totally preventable," says **Lee**. "By attending this presentation, you will learn something that could literally save lives and prevent birth defects."

"Women who are thinking about becoming pregnant should be there," says **Lee**. "The men in their lives, families, and friends should be there too."

If you cannot attend the meeting on **Tuesday**, contact the **Health Department at 782-5678** to borrow a video entitled *Last Call: The Sobering Truth about FAS/FAE*.

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Broadcast Rights for *Last Call*

**Spread the word about FAS!
Involve your whole community!
Raise dollars for additional education!**

Would you like to get your entire community to understand that alcohol and pregnancy don't mix? Then put *Last Call* on television!

Purchase of this video at the full retail price and includes both Public Performance Rights and limited non-commercial Broadcast Rights. (These rights are not included with Personal Use Licenses.) This means you may offer *Last Call* for broadcast, for educational purposes, on community cable access or public television without additional charge or authorization. Arrangements can also be made for commercial and other broadcast options. Call us for more information.

We'll tell you how to get the ball rolling—and how you can use *Last Call* to encourage financial contributions to your educational efforts. Contact us at 1-800-867-0016.

About Crime Prevention Resources

Since 1986, Crime Prevention Resources has worked closely with law enforcement, substance abuse centers, hospitals and large and small businesses. We have helped thousands of agencies with their communications and training needs. CPR has more than 20 videos on crime prevention, business loss prevention, substance abuse, personal safety, workplace violence, and other topics. CPR has also developed a complete Community Watch system for which we have trained hundreds of law enforcement officers in the United States. For further information, visit our website at www.crimeprevent.com, or contact us at 1-800-867-0016.

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