

## We Love Babies! Beauty Salons do too!

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Here is something that most people don't know. If a woman avoids alcohol for the entire nine months of pregnancy, she has prevented the leading known cause of mental retardation in the United States: Fetal Alcohol Spectrum Disorders (FASD). Many women stop drinking as soon as they find out they are pregnant, but alcohol can affect an unborn baby even before a woman knows she's pregnant. The developing brain is highly vulnerable to the poisonous effects of alcohol at every stage of pregnancy – even the last trimester.

This is why Kentucky will be recognizing International FASD Awareness Day with “We Love Babies Week” from September 5<sup>th</sup> thru September 11<sup>th</sup> 2010. During this week, local beauty salons in our area and across the state will be proudly wearing and displaying “We Love Babies” buttons and posters, passing out informational materials and entering survey participants into drawings to win gift cards.

Statistically, approximately 39,000 Kentucky citizens are affected by FASD. Babies with FASD grow into adults with FASD, which means that many families face a lifelong struggle to help their loved ones find supportive education, housing and social networks. Each of these families have their own story to tell. People in our community today are living with the effects of prenatal alcohol exposure, a disability that is 100% preventable.

There are a few simple things you can do:

- **First:** make sure that all your friends, family, teenagers and colleagues know that there is *no safe time, no safe type* and *no safe amount* of alcohol if a woman is pregnant or could become pregnant. Nor is it ever safe to use alcohol during breastfeeding.
- **Second:** make sure that your local physicians know that you support them in giving a clear No-Alcohol message to pregnant women in your community.
- **Third:** let those around you know that healthy babies involve everyone: individuals, family, friends and the community-at-large including healthcare, social services, education, faith, businesses, etc. By supporting and giving clear “No Alcohol Use During Pregnancy or Conception” messages within our community and between family and friends; we are creating a culture that supports and embraces no alcohol use during pregnancy and conception.
- **Finally:** learn everything that you can about this issue and be an advocate for children, women and families. A great website is <http://fascenter.samhsa.gov/>.

For more information, or any salon not already participating that wants to join the effort, can contact:

Statewide Coordinator:  
Kentucky's FASD Prevention  
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